

SUMY SCHOOL NEWSPAPERS

M. Osukhina – group *JTm-21*,
I. Bashlak – *EL adviser*

School press – is a big developed sector of mass communication. It plays the same role as a huge paper in a city or even country. It helps to solve problems, appeals to a schoolmaster, teachers and students to tell about school events, victories, bright talented pupils and others.

There are thirteen school newspapers in our city Sumy covering thirty three schools which are trying to carry exciting and useful information, using different communication technologies.

We can name such schools and their newspapers: № 1 “School Pearls”, № 6 “School life”, № 7 “High schooler”, № 9 “Pink Pearl”, № 12 “School visnyk”, № 15 “P'yatnashka”, № 20 “Boom 20”, № 22 “School-inform”, № 24 “Moove”, № 27 “Paragraph 27”, Sumy’s gymnasium № 1 “Gymnasium”, Oleksandrivska gymnasium “Alma mater”, Sumy region gymnasium for talented children “Kebeta”.

Quality of this technology depends on the level of the school, amount of parental contributions and school administration. High level of information technology has gymnasiums which have an opportunity to print their papers in special houses and even make copies for each student of the gymnasium. It is available only in schools № 15, № 24, № 27, Sumy gymnasium № 1, Oleksandrivska gymnasium, Sumy region gymnasium for talented children.

Other schools have to make their papers using school printers, ask for pupils’ and their parents help. In this way editors of these papers can make one or two copies and put them only in school-hall. Children cannot take papers with them to show parents if even they were authors of some materials, like in schools №6, №9. Not all school papers have photos. It is connected with the fact that some schools lack photo cameras. And not even all school printers can produce good and high-quality printing. 60% of school papers is made in black and grey colors only. This quality of papers doesn’t allow printing good photos.

Also we have analyzed the typology of Sumy school press and now it is clear that it is different from the traditional typology of newspapers. This is due to the specifics of the purpose and terms of issue of the school’s newspaper.

We have found that most school newspapers are led by teachers, run-organizers, teachers of language or literature, sometimes (hardly ever) by journalists. Editors’ office can function as a journalistic circle, often

composed of representatives of school government or members of a literary circle. The optimal number of newspaper correspondents - from 6 to 10.

School newspapers often appear as a result of school's headmaster's initiative, and less often – they are initiated by editor in chef. By periodicity school newspapers are divided into monthly and quarterly. The system of distribution of school newspapers has three types: position control paper in the lobby of the school, providing one copy for each class, distributing copies for all pupils.

Depending on the distribution, there are three types of circulation: one copy, from 10 to 40, more than a hundred. In most cases school newspapers are printed on a school's printer. If the circulation is large and financing allows, then school uses publishing house.

We believe that research of School Press is not complete and we plan to continue investigating it in the future. So we can see that school papers try to use modern communication technologies, but little financing cannot allow all of them to realize their creative potential. We hope that in future our government will pay attention to such huge sphere of mass communication as school press.

Соціально-гуманітарні аспекти розвитку сучасного суспільства : матеріали Всеукраїнської наукової конференції викладачів, аспірантів, співробітників та студентів факультету іноземної філології та соціальних комунікацій, м. Суми, 19-20 квітня 2013 р. / Відп. за вип. В.В. Опанасюк. — Суми : СумДУ, 2013. — Ч.2. — С. 92-93.