PROTECTION OF CHILDREN RIGHTS AGAINST DETRIMENTAL EFFECT OF PUBLIC INFORMATION: CONTENT ANALYSIS OF MAGAZINES FOR CHILDREN

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Abstract
The article interprets qualitative and quantitative research data disclosing the detrimental effect of public information in the context of children rights’ protection. The empirical research is based on Social Acquisition Theory, presents the main statement – an individual learns social behaviour through observation. This theory especially emphasises the impact of environment, behaviour and personality’s factors and their general effect. It is disclosed that magazines for children play an important role in the process of child’s becoming a member of society and perceiving the surrounding reality. Referring to Social Constructivism Theory, media creates social meanings and presents them to the people who are creating their own social reality considering or not the symbolic media constructions. Therefore, media performs the function of social reality construction. The results of empirical research have revealed that negative public information is presented in the magazines for children: violent, erotic, detrimental to health and other negative information. The majority of information is erotic or contains obscene words, curses, gestures.
KEYWORDS: childhood education, children rights, public information, qualitative, quantitative research methods.

Introduction
In a democratic society the importance of mass media (press, television, radio, internet, etc.) is undoubted. It is one of the most influential social institutes alongside family, state, education, etc. According to L. Astra (2005), this modern mass media of the XXI c. is used for various purposes – information, education, entertainment, communication, transfer of values. Development of technological means, increasing accessibility of communication means, growing flows of public information change the content of information, it acquires a negative shade. Quite often the information presented in public contains violence, sexual abuse and other detrimental information.

Negative public information reaches children not only through television, the Internet, but through press as well. During the conference “Child’s Rights and Interests in Mass Media: Theoretical and Practical Issues” held in 2005, in one of the reports it was stated that Lithuanian press and TV programmes violate the Law on Protection of Minors Against the Detrimental Effect of Public Information of the Republic of Lithuania.

Very often published information contains violence, sexual abuse, demonstrates the body of a dead person or seriously injured one without any need to find out person’s identity, various crimes are being investigated and modelled. In the seminar organised in 2008 “Content and Ethics of the Content of Children and Minors Media” it was stated that children and teenagers’ periodic has changed and these changes cause quite a lot concerns and worries as it does not refer to the aims of literary, cultural and spiritual education. In addition, it was emphasised that The Office of the Inspector of Journalist Ethics is addressed more often due to matters in the press inappropriate for the minors.

In order to ensure child’s legal protection, Lithuania has ratified the Convention on the Rights of the Child of the United Nations (1995). In the Article 17 of this convention the member states acknowledge an important role of mass media and take care that the child would be able to use information and material of various national and international sources, especially which contributes to child’s social, spiritual and moral welfare and stimulates his physical and psychic development as well as try to protect a child against negative information. While forming the national society’s policy in 2002 the Law on the Protection of Minors Against the Detrimental Effect of Public Information due to which the criteria of public information making negative impact upon minors’ physical or moral development have been set, as well as adjustment of the duties and liability in respect of the protection of the interests of minors among the State and state institutions, producers, disseminators of public information, and journalists.

The content of the magazines and its impact upon the children has been scarcely investigated, more attention is paid to such mass media means as television and the Internet and their impact (Buckingham, 2007; Dawei, 2007). However, it is possible to emphasise several works that analyse magazines for children. R. Staniuliene (2008) investigated the effect of Lithuanian market on press for children and teenagers. This research “Multiplication of Adults’ Culture in the Magazines for Children and Teenagers”
revealed certain tendencies: there are publications that explicate adults’ culture and lifestyle, environment; therefore, the system of children’s values is distorted. Consumerism is stimulated; the examples of destructive behaviour are presented, etc. M. Stonkienė (2003) carried out a research “Dominating family models and social gender stereotypes in Lithuanian magazines for teenagers”. The research has revealed that the information flow in the magazines for teenagers is not sufficient to form stereotypes of family or family relationships. The monitoring of advertisements in magazines for children (2007) was carried out by Master students of the Department of Information and Communication of the Faculty of Communication of Vilnius University. The research data revealed that in Lithuania averagely 14% of all the content of a magazine is occupied by advertisements in the magazines for children and teenagers.

The problem of the research. Child’s protection against detrimental effect of public information is consolidated at international and national levels. However, today mass media pursuing popularity, sensations, profit quite often violates professional ethics norms and provisions of the laws. Often the children are reached by violent, erotic and detrimental to health information. Therefore, problem issue has been raised – is detrimental public information presented in the magazines for children?

The aim of the research – to find out if negative public information violating child’s rights is presented in the magazines for children

The object of the research – negative public information presented in magazines for children.

Research methods: (1) analysis of scientific literature and documents regulating child rights, meta-analysis. (2) written questionnaire survey for the children aged 12–17. Data analysis of quantitative research carried out applying descriptive statistics method. (3) analysis of written documents – magazines for children carried out applying content analysis

Research methodology. Empirical research based on the concord of qualitative and quantitative research methods (Maxwell, 1996; Schwandt, 1997; Silverman, 2001; Bitinas, 2006). Both ways of scientific cognition supplement and compensate each other. Coordination of these methods follows general principles – logical explanation and objectivity (Alasuutari, 1995). The empirical research on children’s rights protection against detrimental effect of public information, based on Social Acquisition Theory (Bandura, 1977; Michel, 1994), presents the main statement – an individual learns social behaviour through observation. This theory especially emphasises the impact of environment, behaviour and personality’s factors and their general effect. Referring to this theory it is possible to validate the importance of printed media for child’s acquisition. On the basis of Social Constructivism Theory (Reich, 1996; Berger, Luckmann, 1999) a child is perceived as constructing his individual perception about the world. Constructing is carried out through experience, evaluation and interpretation of the environment, and relating possessed experience to the previous one. Magazines for children play an important role in the process of child’s becoming a member of society and perceiving the surrounding reality. Referring to Social Constructivism Theory, media creates social meanings and presents them to the people who are creating their own social reality considering or not the symbolic media constructions (McQuail, 1994). Therefore, media performs the function of social reality construction. L. Bielinis (2005, p. 7) states that “artificial construct of social reality created with the help of media is one of the most important ideologies of perception of our lives that allows to unite a set of factors arriving towards us from the surrounding environment and to find own place in intricate social hierarchies”. As a consequence, this enables us to orient in the environment, to have personal possessions and values’ systems, to make decisions, evaluate and believe that life is like we perceive it.

Ethics of the research. Carrying out the research the main ethical principles indicated in social-educational researches: benevolence, goodwill, privacy and respect, justice, information accuracy, anonymity were followed (Charles, 1999; Žydžiūnaitė, 2007).

Scope and organisation of the research. The scope of quantitative research was formed following the method of target group formation (Kardelis, 2002). The respondents aged 12-17 participated in the research (N=202; 60,4 % girls, 39,6% boys). Such children’s age has been selected not by a coincidence.
According to many scientists (Žukauskienė, 1997; Kvieskienė, 2005; Miškinis, 2005; Astra, 2005; Gailienė, 2010), children at this age are characterised by a great information receptivity and great vulnerability coming out of it. According to R. M. Berns (2009), the effect of a magazine on a child depends upon the stage of child’s development (stage of cognitive development). The author emphasises that it is very important how a child reacts to the environment, perceives information, how processes, remembers and uses it. Following Piaget’s theory of cognitive development, the selected age stage might be ascribed to the stage of formal operations. At this stage children are able to analyse, evaluate the read text, understand described values. In the magazines children find roles’ models, learn moral norms and attitudes. In general, at this stage printed media plays important socialization role as the perception of personal “Me” is formed as well as gender identity, moral norms and value system. In addition, it is very important to emphasise that it is the period of adolescence when the most important task for a teenager – learning what life is, finding oneself, creating personal identity. Therefore, these reasons have determined that we have chosen this period of child’s age. The aim of quantitative research – to determine what magazines children read and why, how they choose them, if parents participate in the process of selection. The aim of qualitative research – to determine if in the magazines for children violent, erotic, detrimental to health and other negative public information is presented. 

Criteria for selection of magazines: magazines most often read by children (revealed during quantitative research), magazines which target group are younger than 18 (magazines for children). Also the magazines for children and teenagers that are read by a wider audience have not been rejected. Magazines with a monthly periodicity, i.e. 12 issues per year. The selected magazines are for girls or both genders. While performing content analysis we have concentrated on text and visual information of a publication.

Children’s protection against the detrimental effect of public information: theoretical substantiation. During the information age the space of media and information which makes a great influence on all age groups has expanded. According to R. Uzniene (2007), media not only performs explanatory, educational, informative and cultural-entertaining function, but also is it expressed in various forms of effect on audience. In other words, information transmitted through media is expressed in various forms of effect. It is important to emphasise that not all public information makes the same effect on persons. People also cannot be considered as equal – the presented information can make different impact. However, when speaking about children they should be distinguished as a special and the most vulnerable group/subculture, affected by negative public information received from various media means. Children are more vulnerable than adults as they lack ability to critically evaluate information content, in the environment of society information means they experience many dangers. Many values, attitudes, norms, behaviour examples and other socialisation factors are transmitted not by parents or other people, but by the so called “mediators” among which also printed media – magazines for children. Therefore, it is very important that the information presented in them was not detrimental.

American and west European scientists while explaining the impact of public information used the concept of effect. The following effects have been presented: alternation of the opinion of audience, change of an attitude towards a certain object, strengthening or weakening of emotions, changes of behaviour (Urbonas, 2007). Quantitative and qualitative effects have been distinguished. Quantitative – impact of media or its announcement on the size of audience (it is decreasing or increasing), time that the audience devotes for media (it becomes longer or shorter). Qualitative – changes of knowledge, emotions, approaches, social attitudes, interests, behaviour, values, orientations (W. Weiss, 1999).

J. Groebel (2001) distinguishes the following information factors influencing children: type, form and content of information; devoted time. The more a child is affected by media, the greater the probability of effect of public information.

Types and content of information making detrimental effect on children. Organisers and (or) transmitters of public information following the order determined by the laws must ensure that children were protected against information making detrimental effect on physical, mental or moral development.

In the Article 17 of the Convention on the Rights of the Child (1989) it is indicated that all children have the right to get information from all countries of the world through mass media (television, radio, press, the Internet, etc.). It is emphasised that the content of information must not be detrimental to a child.

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3 Effect (lot.effektus) – implementation, impact, result (Urbonas, 2007, p.188).
While analysing legal documents and programmes of European Union about children’s protection in the sphere of negative effect of public information we may point out the types of public information making negative impact on children. In the European Convention “Television Without Frontiers” it is indicated that the information for children cannot contain porn elements, cannot especially emphasise violence or cause racist hatred. Referring to the Article 15 of Chapter III “Advertising” of this convention, the forbidden advertisement of tobacco products, alcoholic beverages cannot be addressed exceptionally to the minors. Persons related to consumption of alcohol showed in such advertisement cannot look like minors.

In the Green Book (1996) about protection of minors and human dignity while providing audio, video and information services it is emphasised that limited information is such kind of information which content may influence physical and mental children’s development. It is indicated that negative information is such which content contains children’s porno, violent porno, violence, racist hatred.

While analysing important supervising institutions, European Union programmes („INHOPE“, „PEGI“) it is possible to distinguish the following types of public information having negative influence on children: violence depiction, usage of curses, infliction of fear, tolerated or showed usage of drugs, discrimination or presented material which stimulates discrimination, encourages to gamble or teaches gambling, shows nudity and (or) sexual behaviour or similar hints.

The Law on the Protection of Minors against the Detrimental Effect of Public Information of the Republic of Lithuania (2002) is the most important and significant. Referring to this law it is possible to divide public information having detrimental effect on children into the following types:

**Violent information:** ● detailed presentation of people’s and (or) animals’ injuries, torture or killing;
● conscious damage or destruction of property; ● close-up of the body of a dead, dying or brutally injured person (brutally injured person’s body – a body which degree of injury, referring to external signs, corresponds to the criteria of serious or critical injury when person’s body is crippled or disfigured), except cases when such display is necessary for identification; ● information causing fear or horror;
● information that stimulates self-injuries or suicide showing detailed suicide means and circumstances;
● information that positively evaluates criminal act or idealises criminals, related to modelling of a criminal act; ● information that taunts or despises other nationalities, races, genders, origin, disability, sexual orientation, social position, language, religion, attitudes or beliefs.

**Erotic information:** ● sexual desire is stimulated; ● sexual intercourse, its imitation or another sexual satisfaction, genitals, sex accessories are shown.

**Information detrimental to health:** ● information that favourably evaluates dependence on drugs, toxic, psychotropic substances, tobacco, alcohol, usage of other substances for intoxication, stimulates their usage, production, distribution and acquisition; ● bad eating habits are stimulated as well as hygiene and physical passiveness habits; ● information that teaches how to make or obtain explosives, drugs or psychotropic substances, other items dangerous for health and life.

**Information which is related to declaration of personal data that has influence on minors’ development:** ● when personal data that allows to identify a minor who has injured himself or tried to do this, who has killed or tried to kill himself is declared in public; ● when presenting data about the minor, his personal dignity is humiliated and (or) his interests are violated; ● when minors’ trust and inexperience are abused, minors’ attitudes and evaluations are presented in the context of negative social phenomenon; ● when in the context of negative social phenomenon minors’ photos are presented or recorded material about them, where it is possible to identify a person.

**Other information detrimental to minors:** ● hypnosis sessions are shown; ● obscene words, phrases or gestures are used (indecent phrases, curses, obscene descriptions, epithets, gestures); ● information that distorts family relationships, values; ● paranormal phenomena are demonstrated creating the impression of reality of these phenomena; ● information that stimulates to participate in gambling, lotteries or other games that create an impression of easy winning.

Organisers of public information must consider children’s welfare and not cause fear, horror for children, not violate their physical, mental and moral development in the information they are publishing. The provisions of the Law on Minors’ Protection against Detrimental Effect of Public Information clearly identify and define information that is detrimental to children’s development and determine the criteria of its usage and the order of its dissemination, in addition, determine rights, duties and responsibilities of information organisers, disseminators and participants, journalists and institutions supervising their activities. In the legal documents and programmes of the European Union types of public information having detrimental effect on children are defined more abstractedly.
Results of empirical research. Results of the qualitative research are analysed in the context of the categories that describe negative public information “Violent information”, “Erotic information”, “Information detrimental to health”, “Information related to declaration of personal data that has negative effect on minors’ development” and “Other detrimental information for minors”.

The category „Violent information” is specified by subcategories: „Detailed presentation / description of mutilation, torture or killing of people and (or) animals”, „Conscious damage or destruction of property is shown or described”, „Presented information positively evaluates criminal act or idealises criminals”, „Presented information causes fear or horror”, „Presented information taunts or despises other nationalities, races, genders, origin, disability, sexual orientation, social position, language, religion, attitudes or beliefs” (see Table 1).

Table 1. Violent information presented in magazines for children

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Number of statements (images) (unit)</th>
<th>Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Violent Information</td>
<td>Detailed presentation / description of mutilation, torture or killing of people and (or) animals</td>
<td>5</td>
<td>„...&gt; started killing us. The friend got 23 stabs in the chest, 3 stabs in the throat, and 3 blows in the head with an axe, he bled and passed away immediately. I received 10 blows in the head with a wooden bat. Fell down unconscious seriously bleeding.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>„...&gt; before going there I have to catch a fly with a net used by botanist, then with tweezers to put it in a test-tube and take to the work place where I put special liquid on this poor wretch which turns it into a thick pap.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>„...&gt; strangled and then threw her two children in the river Kražantė...&gt;.” Sexual intercourse between a human and an animal is demonstrated. &quot;A man who had a secret passion for animals obtained a raccoon and wanted to be satisfied in an oral way by the animal. Unfortunately, the raccoon had no desire to do this and bit off his penis.”</td>
</tr>
<tr>
<td></td>
<td>Conscious damage or destruction of property is shown or described</td>
<td>1</td>
<td>„Once at school ... ... during Mathematics lesson one class friend was knocking at the side of a table with a ruler. A teacher silently came to him, took the ruler and threw it to the trash bin in the corridor.”</td>
</tr>
<tr>
<td></td>
<td>Presented information positively evaluates criminal act or idealises criminals</td>
<td>1</td>
<td>„Love for money” Prostitution – the oldest profession in the world is described. Positive attitudes are presented that positively evaluate this profession and support its legalization in Lithuania. (2)</td>
</tr>
<tr>
<td></td>
<td>Presented information causes fear or horror</td>
<td>3</td>
<td>Woman’s pictures during operation are shown. (1) A man who wants to cut off his tongue with scissors is shown. (3) „Are you afraid of something? The dark period of the year has come. Evenings are long, dark, windy and full of terrible sounds. Are you afraid to go home after the training? And how do you feel when you are left at home alone?” (18)</td>
</tr>
<tr>
<td></td>
<td>Presented information taunts or despises other nationalities, races, genders, origin, disability, sexual orientation, social position, language, religion, attitudes or beliefs</td>
<td>1</td>
<td>„Mom’s sweetheart! How to recognise him?” (8)</td>
</tr>
</tbody>
</table>
The performed analysis of the magazines for children shows that the biggest part of information (5) shows or describes mutilation, torture or killing of people and animals. Less information (3) causes fear or horror. In addition, we have found information that describes destruction of property, positively evaluates criminal act (1) and taunts a person (1).

During the research we have not found the information showing the body of a dying, dead or brutally injured person. There was no information stimulating self-injuries or suicide, presenting suicide means and circumstances.

The category „Erotic information“ is specified by subcategories: “Sexual desire is stimulated”, „Sexual intercourse is offered”, „Sexual intercourse, its imitation or another sexual satisfaction, genitals, sex accessories are shown/described” (see Table 2).

**Table 2. Erotic information presented in the magazines for children**

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Number of statements (images) (unit)</th>
<th>Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sexual desire is stimulated</td>
<td>3</td>
<td>„Going to the club, party I am thinking who to seduce to have sex. I always invite men to bed. I enjoy masturbation in front of a camera. Often watch erotic movies.” Erotic photo session is demonstrated. A man dancing striptease is demonstrated.</td>
</tr>
<tr>
<td></td>
<td>Sexual intercourse is offered</td>
<td>11</td>
<td>„Sex school is waiting for students”. Sex school opened in Austria is described where the youth of the age 16 and older is accepted. “We will learn sex postures, hot body points, the art of foreplays, anatomic matters, etc.” „Escape – way of emergency contraception. One pill without a prescription within 72 hours after an insecure sexual intercourse.” „Reliability, long pleasure, sensitivity! Everything you need!” Advertisement of condoms. „Safe game! Condoms for Him and Her.” „The easiest way of protection! Condoms for Him and Her.” „To hurry to have love or not?” Pros and Cons. „The intimate ABC. N – 14.” Presented conceptions: love games, sexual fantasies, masturbation, erotic, orgasm.</td>
</tr>
<tr>
<td>Erotic information</td>
<td>Sexual intercourse, its imitation or another sexual satisfaction, genitals, sex accessories are shown/described</td>
<td>11</td>
<td>Initiation of sexual intercourse is shown (a couple having love passionately). Sexual satisfaction is demonstrated (one man and two women). „Dictator of intimate fashion” Intimate lingerie and its business is demonstrated and described. Naked woman’s body is demonstrated. „Don’t pretend that you have never held a vibrator in your hand while reading poetry in the evenings.” „Sex files” „N – 18” „Indecent Hitler’s dolls.” Sex accessories are described – dolls to satisfy man’s sexual desire. „The greatest sex scandals. N – 18”. „Comparing with Kennedy’s orgies and Berlusconi’s adventures with under-aged sluts, Clinton’s oral sex appears to be a small enjoyment.” „&lt;...&gt; we were making love everywhere: on the floor, in the bed, on the table, on the washbasin &lt;...&gt;. I called Bill’s testicles “boys” and he called my breasts “girls” &lt;...&gt; at the party the president had sex with two women in the presence of guests and then he and his friend changed their partners.” A picture demonstrating woman’s genitals is presented. „The first time” is described. These stories are told by the minors.</td>
</tr>
</tbody>
</table>
The performed analysis of magazines for children shows that they contain a lot of erotic information. The greatest part of information contains offers to have sexual intercourse (11) and information that describes or shows sexual intercourse, its imitation or other sexual satisfaction, genitals, sex accessories (10). In addition, we have found information stimulating sexual desire (3).

The category „Information detrimental to health” is specified by subcategories: „Presented information favourably evaluates dependence on drugs, toxic, psychotropic substances, tobacco, alcohol, usage of other substances for intoxication, stimulates their usage, production, distribution and acquisition”, “Bad eating habits are stimulated”, “Bad hygiene habits are stimulated”, “Provided information teaches how to make or obtain explosives, drugs or psychotropic substances, other items dangerous for health and life” (see Table 3).

Table 3. Information detrimental to health presented in the magazines for children

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Number of statements (images) (unit)</th>
<th>Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information detrimental to health</td>
<td>Presented information favourably evaluates dependence on drugs, toxic, psychotropic substances, tobacco, alcohol, usage of other substances for intoxication, stimulates their usage, production, distribution and acquisition</td>
<td>2</td>
<td>„To make ordinary sex more interesting he started to have love stoned with LSD (strong half-synthetic psychotropic substance) or cocaine.” Teenage girl smoking cigarette is being demonstrated.</td>
</tr>
<tr>
<td></td>
<td>Bad eating habits are stimulated</td>
<td>2</td>
<td>„Tasty news – Me Rib” – sandwich with turkey (McDonald’s)”. Fast food. „Fast food is celebrating its 50th anniversary! Anyway, fast food became new fashion and it would be a shame not to know it &lt;...&gt; it is especially delicious – no one can deny this.”</td>
</tr>
<tr>
<td></td>
<td>Bad hygiene habits are stimulated</td>
<td>1</td>
<td>„Hollywood sluts” describes Hollywood stars’ hygiene matters such as washing once per week, dental hygiene using only dental liquid and absence of other means of hygiene (deodorant, etc.). Wearing of unwashed clothes for a long time.”</td>
</tr>
<tr>
<td></td>
<td>Provided information teaches how to make or obtain explosives, drugs or psychotropic substances, other items dangerous for health and life</td>
<td>1</td>
<td>„And now we are suggesting you to buy excellent cigarettes that contain amount of nicotine as normal ones. You can smoke them during the flight without disturbing the others. We understand how difficult it is for the smokers to stay not smoking for several hours, therefore, we offer you to enjoy electronic cigarettes. They contain a usual amount of nicotine.”</td>
</tr>
</tbody>
</table>

During the research we tried to find out if the magazines for children contain information detrimental to health. Content analysis of magazines show that presented information favourably evaluates dependence on tobacco, its usage is stimulated (2). In addition, the information stimulates bad eating habits (2). We have also found information about bad hygiene habits (1) and information which indicates where to buy and how to use psychotropic substances (tobacco) (1).

During the research no information about formation of bad habits of physical passiveness was found.

The category „Other information detrimental to minors” is specified by subcategories: “Human hypnosis sessions are shown/described”, “Obscene words, phrases or gestures are used”, “Provided information distorts family relationships, despises values”, “Paranormal phenomena are demonstrated
creating the impression of reality of these phenomena”, “Provided information encourages to participate in gambling, lotteries or other games that create an impression of easy winning” (see Table 4).

**Table 4. Detrimental information presented in the magazines for children**

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Number of statements (images) (unit)</th>
<th>Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other information detrimental for minors</td>
<td>Human hypnosis session is shown/described</td>
<td>1</td>
<td>It is described how to hypnotise a person without special preparation. “It is enough to feel harmony with a person you want to hypnotise. Speak with him in the way he is speaking, you can even repeat his body movements or breathing rhythm. Don’t forget one of the main rules of hypnosis – if you want a person “to fall into a trance” you must forget the words characteristic to you &lt;...&gt;. Try to remember several words or phrases used by the person and utter them several times during the trance. After several phrases, subconscious of the hypnotised person will accept them as own and will start trusting you. Use only positive words. &lt;...&gt;.”</td>
</tr>
<tr>
<td></td>
<td>Obscene words, phrases or gestures are used</td>
<td>12</td>
<td>“I have a very strict attitude towards beating woman: Only imbeciles can do this” “There is no time to talk wet.” “Shit, why have the children made this flower blue for him?” “I couldn’t do only one thing – to stand in the City Hall and shit as it is not aesthetic &lt;...&gt;.” “What an idiot you should be if instead of studies at a university you choose a job in a hotel with vague perspectives.” (4) Picture with an obscene gesture – middle finger. “How nice he looks and takes care of himself, this guy is not a bumpkin.” “At school all are trying to chase me away, no one wants to get on with a degenerate &lt;...&gt;.” “According to my practice: fuck, what they think!” “What the devil!” “Maybe her brains have been eaten by peroxides that made her hair grey or she is just pretending?” “Fuck them and their opinion!”</td>
</tr>
<tr>
<td></td>
<td>Provided information distorts family relationships, despises its values</td>
<td>1</td>
<td>“President managed to fuck the lover while his wife was walking in the garden or to enjoy the forbidden fruit in the car near his daughter’s school”</td>
</tr>
<tr>
<td></td>
<td>Paranormal phenomena are demonstrated creating the impression of reality of these phenomena</td>
<td>4</td>
<td>“Different spells of Christmas Eve and Christmas”. Presented spells help to foresee the future. “And this spell is very serious so you should behave responsibly and do not use it for trifles.” “What should you know about telepathy? You may also learn telepathy!” The story tells about a girl who was using spells and magic. Spirits’ calls and speaking with them is described very precisely. Test – „Do you have supernatural powers?” Results: telekinesis, witch, medium (a person considered as medium between the living world and the dead or spirits)”</td>
</tr>
</tbody>
</table>
Provided information encourages to participate in gambling, lotteries or other games that create an impression of easy winning | 4 | „Want to become a model? You are 13 – 23 years old? You are higher than 1,70 m? Visit www.olialiamodelis.lt and complete the registration form.” An impression of easy winning is formed – „Giving to you!”

The performed analysis of magazines for children shows that majority of information (12) contained obscene words, phrases or gestures. Less information (4) was about paranormal phenomena creating the impression of reality of these phenomena and information that encourages to participate in games and competitions, where an impression of easy winning prevails. In addition, we have also found the information about human’s hypnosis session (1) and information that distorts family relationships and despises values (1).

The category „Information which is related to declaration of personal data that has influence on minors’ development” is specified by subcategories: „Personal data, allowing to identify a minor who has injured himself or tried to do this, who has killed or tried to kill himself, is declared”, „Presented data about the minor humiliates his personal dignity and (or) violates his interests”, „Minors’ trust and inexperience are abused, minors’ attitudes and evaluations are presented in the context of negative social phenomenon”, „In the context of negative social phenomenon minors’ photos are presented where it is possible to identify a person”. During the research we have not found information related to declaration of personal data that has influence on minors’ development.

Generalising the results we may state that the magazines for children contain negative public information: violent, erotic, detrimental to health and other negative information violating the provisions of the Law on Protection of Minors against the Detrimental Effect of Public Information of the Republic of Lithuania. Researches (prepared reports) of other authors and institutions prove and confirm the fact that magazines for children contain detrimental public information. The research carried out by R. Staniulienė (2008) “Multiplication of Adults’ Culture in the Magazines for Children and Teenagers” revealed that topicalities relevant for adults’ audience dominate in the magazines for children: emphasis on entertainment culture, power cult, entrenchment of combatant symbols or death topics, intolerance and examples of destructive behaviour. In addition, the research has revealed that magazines for children contain much erotic information. The existence of negative public information in the magazines for children is proved by data reports presented by the Office of the Inspector of Journalist Ethics that annually find violations in the press for children.

Referring to the data of qualitative research we may presume that in the sphere of child’s rights protection against detrimental public information, supervising institutions do not perform their functions, do not ensure practical implementation of legal acts and do not guarantee proper level of child’s rights protection. In addition, we may state that organisers of public information, in this case journalists, do not follow and violate regulations of the Law on Protection of Minors against the Detrimental Effect of Public Information of the Republic of Lithuania and norms of professional ethics.

According to R. M. Berns (2009), children tend to evaluate the information presented by media as reality reflecting the real world. Therefore, negative information presented in press, for instance violence, use of drugs, may be considered as a natural and ordinary phenomenon. According to V. Legkauskas (2010), evident, unusual behaviour easier attracts attention and is easier remembered rather then often observed norms of behaviour. Referring to this statement we may consider that detrimental public information (aggressive behaviour, etc.) will easier attract children’s attention than other information, will remain in child’s memory and probably will be repeated in real life. Press for children without proper self-control is dangerous as its production is detrimental not only to children’s moral development or psychic health but also it distorts their attitudes, makes negative influence on child’s socialisation, formation of social skills, presents examples of inappropriate behaviour.

Conclusions and Generalisations

Having performed analysis of content of magazines for children and legal documents we may distinguish types of public information making negative impact upon children: violent, erotic, detrimental
to health. In addition, it is possible to mention information related to declaration of minors’ personal data. Printed media influences child’s socialisation: develops values, moral norms, forms ideals and attitudes, transmits cultural heritage. It also influences formation of child’s social skills: decision making, problem solving, creative, critical thinking, effective communication, personal communication, self-cognition, emotion management, empathy, stress overcoming. Magazines effect children’s development, influence construction of social reality.

Magazines for children also play an important role in their teaching, they are a significant part of children’s education, culture, development. In addition, magazines (advertisements) contribute to development of children’s consumerism.

Public information may become the means of personality’s physical, moral, ethical mutilation. However, in this sphere there is a strong legal basis and institutions’ system that supervises it and tries to ensure implementation and execution of legal acts. Organisers and disseminators of public information must be responsible for the content of publicly presented information. Not only the state but also child’s family must protect and prevent children against detrimental effect of public information.

The choice of magazines is determined by: interesting and relevant topics, opportunity to find information about celebrities, their life, fashion, about scientific news, sport news, new films, cars. Children are mainly interested in topics related to sport, fashion, music, healthy lifestyle, and stars’ life. Children evaluate these magazines positively emphasising that these magazines correspond their age and information about celebrities, their life, fashion, about scientific news, sport news.

The results of empirical research have revealed that negative public information is presented in the magazines for children: violent, erotic, detrimental to health and other negative information. The majority of information is erotic or contains obscene words, curses, gestures.

References