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## Retrospective periodization of domestic children’s television

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Annotation. Changing information and technical conditions in the media environment have increased the impact of television and children's content on the younger generation. In modern scientific discourse, the analysis of the historical past of children's Russian television is insufficiently presented, while the study of domestic content for children in retrospect can contribute to understanding the problems of functioning of modern children's Russian television, and therefore to finding ways to improve the organization and content of programs for children, which is the purpose of this study. Through theoretical and comparative analysis, the stages and periods of children's television in different years are reviewed in

a new way (the main differences, similarities and relationships are identified). Two main stages of domestic children's television vision are defined, which are divided into periods: 1) the Soviet stage - the emergence and development of Soviet children's broadcasting in the USSR: the birth (from 1939 to 1954)); the creation of the Soviet children's broadcasting system (1954-1970); the rise of Soviet children's cinema and programs for children (from 1970 to the mid-1980s); perestroika period (1985-1987) and 2) post-Soviet stage (formation of Russian children's TV): the period of acute crisis in children's television broadcasting (from 1987 to 1997); the period of intervention of Western TV channels (1998 to 2005); the beginning of rehabilitation of domestic children's TV (from 2005 to 2010) 4) the period of functioning of the state Federal Russian children's TV (from 2010 to the present).

Keywords: children's channels, periodization, Soviet children's television. children's TV in Russia, stages of children's television.

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