

Reflecting the image of large families in the media on the example of print publications of the Altai region

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Abstract. The article analyzes how complete and objectively the print media (“Altayskaya Pravda,” “Vecherny Barnaul,” “Svobodny kurs,” “Arguments and Facts in Altai”) of the Altai region cover the image of a large family for the period 2012-2016. The research clearly demonstrates that the number of publications about large families increased every year, starting in 2012. In addition, the print media of the Altai region promote family values, giving preference to large families in their articles. The authors state that effectively working with the media should be an integral part of regional social policies, which are aimed at promoting sustainable development agenda.

Keywords: print media, family, family values, publications, large families

1. Introduction

A large family is the most important social institution. The issue of supporting large families attracts specialists and professional’s attention, especially those working in the sphere of social protection, as well as other organizations that provide assistance to such families, ensuring the sustainable functioning of large families, as well as increasing their social status and prestige [3].

The today’s world of information technologies is able to provide a wide arsenal of means for promoting family values, shaping the fashion for families with many children in society. Creating a positive or negative family image in the media creates positive incentives for large families or childlessness. We can assume that the family models shown in the media can be an example to emulate young people when they create their own families [2].

2. Materials and Methods

Content analysis was used as an empirical method in our research. The article analyzed and reviewed articles for the period 2012-2016. A total of four printed sources publishing randomly selected news from the Altai region were analyzed: “Altayskaya Pravda,” “Vecherny Barnaul,” “Svobodny kurs,” “Arguments and Facts in Altai.” Finally, 284 articles were analyzed. The articles were distributed as follows: “Altayskaya Pravda” – 98 articles, “Vecherny Barnaul” – 48 articles, “Svobodny kurs” – 61 articles, “Arguments and Facts in Altai” – 77 articles.

We had the following categories of analysis: titles of articles; topics and headlines reflecting the image of a large family and everything that falls under the topic of help and support of this category of population, both from the state and from the public (housing, assistance and support, bills, a number of large families in the Altai region, public assistance to large families). The following phrases and words

mentioned in the analyzed articles were taken as units of analysis: certificate, housing problems, affordable housing, land, compensation, assistance, free education, maternity capital, job search, government programs, decrees, privileges, increase/decrease in the number of large families, a healthy nation, the future of Russia, receipts, orders, a meeting with the president, parental fame, actions, charity events.

3. Results

As mentioned above, a total of 284 articles were reviewed (articles from four sources, randomly selected for the period 2012-2016).

The newspaper “Altayskaya Pravda” is a regional publication being distributed in the entire Altai region [4]. On the topic of interest, 98 articles were reviewed. Content analysis revealed that in this print source pays more attention to the socio-political and socio-economic life. Since for the period 2012-2016, 38 articles were published in relation to the support and assistance to large families. Almost all of these 38 articles reflect the importance of large families and their support in the Altai region. In most cases, journalists inform readers about the amount of money spent on preparing children from large families for school, general social assistance and support, benefits and allowances provided for this category of the population. To a lesser extent, the newspaper writes about the free education of children from large families and assistance in arranging for large families to work, although such articles also took place in this source. Information about financial support for large families was published in 19 articles. In our opinion, such information is very important and relevant for parents with many children. But, as the study showed, the population does not always approve the introduction of new bills or their significant changes, and this can also be seen on the pages of newspapers.

In order to improve housing conditions, the regional target program “Providing Housing for Young Families in the Altai Region” in accordance with the Law of the Altai Region No. 88-ZS of December 16, 2002 on Free Provision of Land Plots into Ownership has begun its implementation since 2011. For the period 2012-2016, the newspaper “Altayskaya Pravda” published 13 articles related to this program and the aforementioned law. The articles writes about certificates for obtaining housing and purchasing land, about happy parents with many children who receive the regional maternity capital. In the same section, the article informs its readers on the measures focused on the help and support from the state to those families with many children who lost their homes as a result of a flood or fire. As it turned out as a result of content analysis, this newspaper pays the least attention to articles devoted to awarding parents with many children (8 articles) and public assistance to this category of families (7 articles).

For the most part, these articles acquaint readers with the actions held, charity meetings, in order to provide the necessary help and support to large families. The next source subjected to content analysis is “Arguments and Facts in Altai.” It is a weakly periodical. The newspaper is one of the leaders among the socio-political weeklies of the region. The main sections covered by the publication are: health issues, real estate, transport, ecology, market services, events in cultural life. This print source reflects the entire spectrum of social life and is designed for a wide readership [6].

The following results were obtained. In 2012, 19 articles were published. In one way or another, they relate to large families, legislation related to this category of families, as well as these articles that acquaint readers with the holding of various actions and charitable meetings in order to help and support large families in need. In 2013, 6 such articles were published, 10 articles in 2014, 16 articles in 2015, and 26 articles in 2016. As the results of content analysis, information regarding parents with many children and their children has been only growing since 2012. We can assume that such attention is paid to this category of families due to the high birth rate in the Altai territory of the third and subsequent children. The regional government is taking more and more measures of social assistance and support for such families and is promoting the family values and the birth rate of a large number of children, while guaranteeing help from their side.

11 articles of the newspaper “Arguments and Facts in Altai” published information on the growth of the number of families of strategic importance (large families).

Journalists of the publication cite information on the data of the Registry Office for 2014 as evidence of the reliability of their articles. In particular, they state, “In 2014, according to the regional office of the registry office, 31,732 birth certificates were registered. At the same time, in the region, there are 71 more large families! Total at the end of last year, 5846 were large families in the region” [6].

Perhaps the number of such families has increased due to a clear system of support measures. Information about payments, benefits, new bills and compensation is also often found on the pages of the newspaper. The articles are distributed as follows. 8 articles inform the readers about the families who have received land plots, housing certificates, as well as they cover programs for young families, including large families. What is interesting, unlike the “Altayskaya Pravda” newspaper, this source publishes many articles in which it is specifically and clearly described what needs to be done to receive this or that type of payment, or benefit, where to go and who has the right to receive. This is quite convenient for readers, especially those who are interested in this, for the most part these are large families. Almost half of the articles (37 articles) analyzed in the newspaper “Arguments and Facts in Altai” are devoted to the issues about help and support of parents of many children and their children.

Few articles have been published on bills in the field of support for large families (8 articles). Most often these were articles in which it was not specifically stated what the bill was, what it was intended for, etc. Most of these bills were mentioned in passing, mainly in the articles on social support and assistance, on obtaining land plots, and the possibility of obtaining a new home young large family.

It is also interesting that the editorial staff of “Arguments and Facts in Altai” do not leave their readers unattended and maintain a column in which they publish interested questions from the readers and give very detailed answers to them. A newspaper reader addressed the editorial office with the following question, “I heard that in the Altai region, an allowance is paid for preparing children for school from large families. How to get money for training students? What is their amount?” [5]. The editorial office of the newspaper “Arguments and Facts in Altai” replies, “In the Altai region, parents with many children receive money to prepare schoolchildren for the new school year. In order to collect a first-grader in school, 7.5 thousand rubles is paid. For students in grades 2-11, 5 thousand rubles allocated. Support is provided to all families, regardless of income level. To receive money, you must submit a package of documents to the Department of Social Welfare at the place of residence or a multifunctional center” [5].

The next source is the “Svobodnyy kurs.” This source has been published since February 13, 1990. And this newspaper is a regional publication that publishes news in the fields of economics, culture, education, politics, health and sports on its pages [9]. The following sections were subjected to content analysis: economics, politics, education, and culture.

In the period from 2012-2016, 61 articles were analyzed in this printed source. Most of the articles, namely 26, were devoted to the topic of assistance and support to large families, as in the two previous sources. During these 6 years, 12 articles highlighted the information on the provision of land plots, filing applications for housing and the conditions for obtaining economy-class housing.

In varying degrees, we were able to notice on the pages of the newspaper, in the articles on rights to receive land for large families (5 articles), the confirmation of the right for such families to this type of assistance and support. Information on the number of large families was mentioned very rarely in the newspaper (4 articles). 8 articles told readers about the charity events and promotions, thanks to which they managed to help low-income families with many children.

The last source, the materials of which were subjected to content analysis, was “Vecherniy Barnaul.” The newspaper is published 4 times a week. The newspaper has been published since January 1993. Journalists of the newspaper publish relevant materials in the sphere of politics, economics, public life, culture, sports, and sanctify other events that are important and significant for the Altai region [7]. In total, 48 articles were analyzed. As the results of the study showed, this printed

source pays the least attention to the image of large families and issues related to their life. 17 articles contain information relevant to research on social support and assistance. The articles affect the funds allocated for the preparation of children from large families to school, as well as the types of payments and benefits, compensation for the payment of kindergartens stipulated by law. By the way, the bills were to a lesser extent presented in the pages of the “Vecherniy Barnaul” newspaper (4 articles). Similar to the previous source of the “Svobodnyy kurs,” 12 articles were highlighted by the journalists with the topic of housing provision. But as the study showed, the readers can receive information on only the issue of land plots provided to large families, who can claim to receive economy-class housing, how much money is allocated for the program “Providing Housing for Young Families in the Altai region.” And only a small part of the articles introduces its readership to the lucky ones who managed to get a certificate for housing. As for the articles on the number of large families, there are only 2 of them discussing an increase in the birth rate in general or an increase in the number of such families, as a result of the content analysis. Compared to the other three sources, this is the smallest number of articles publishing this topic.

4. Discussion

In matters of improving support mechanisms for large families and reflecting the positive image of large families with the help of the media, the following aspects of the problem can be proposed for discussion.:

- If one publishes more articles that inform the readers with successful large families, perhaps this would become a means of promoting the idea of having many children and breaking the stereotype that has been developed in society.
- The newspaper readers, especially parents with many children, should know how many people have already been specifically helped, as well how effective and applicable it is in the Altai territory. Therefore, it is important to publish articles, supporting them with a specific number of large families who have received any kind of help, be it motherly capital or housing improvement certificate.
- We believe that such information is necessary to build stronger families as the key social institutions, and the dissemination of knowledge leads to better partnerships for sustainable development (Sustainable Development Goal No. 17).

5. Conclusion

Analysis of printed publications for 2012-2016 showed that all four sources actively cover the image of large families. As already mentioned, all sources actively cover the image of a large family. However, the journalists of the newspaper “Altai Pravda” are the leaders in this. Much attention is paid by the analyzed sources to such a category of analysis as help and support.

As for housing issues in large families, it was also widely covered in the bands analyzed. Content analysis revealed that questions relating to the analysis category “housing” were most frequently encountered in articles mentioning such phrases as: “maternity capital,” “housing certificate,” “land allocation to large families.” Indeed, in the Altai region, certain directions are provided to help improve living conditions. They are contained in the program “State Support for Large Families in the Altai Region for 2015-2020” [1]. In addition to this type of support, the payment of regional maternity capital is provided in the amount of 55,387,50 rubles (data for 2017). This type of payment can also be directed to improving housing conditions. Also, the provision of land plots, about which the analyzed publications were written, is also aimed at improving their living conditions, according to the law of the Altai region of December 16, 2002 No. 88-ZS on the Free Provision of Land Plots into Ownership.

Since 2012, publications about large families have increased every year. We can assume that such growth of articles is associated with an increase in the number of large families in the Altai region and an improvement in the demographic situation in general [10].

As a result of the research, we found out that the print media of the Altai Territory promote family values and mainly give preference to large families in their articles. Publications of the analyzed newspapers of the Altai region form a positive attitude of society towards such categories of families.

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