

Study of conceptions about modern childhood in Mass Media and ordinary consciousness of adults

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Results of the analysis of contest of sixty Mass Media articles (newspapers “Komsomolskaya Pravda” and “Izvestiya” from January 1 to December 31, 2009), which contain images of modern childhood and 25 essays of adults (25 to 40 years old) are presented in the article. It was shown that images of the childhood broadcasted by Mass Media are polar and colored negatively in most cases, which makes them closer to the conceptions of childhood by respondents who wrote essays.

Key words: childhood, image of the childhood, Mass Media, rape, carelessness.