



## **Role of the Children Press in the Process of Education – the Polish Experience**

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### **Abstract**

Despite the increasing competition of the electronic media and the Internet, children's magazines constitute the important source of knowledge about the world for children. They occupy a special place among the modern means of mass communication, - in fact, they are on the borderline between the verbal and visual communication. They transmit information differently than television, radio or computer. Thanks to its specificity, they interact more broadly.

This paper aims at answering the question: Which role does the press play in the process of educating children? The author will show the educational value of children magazines and he will reflect on how they affect a child. He will look for the answer to the question: whether or not is the children press doomed to failure in relation to the television and the Internet? The author will also make a brief analysis of the children press market in Poland.