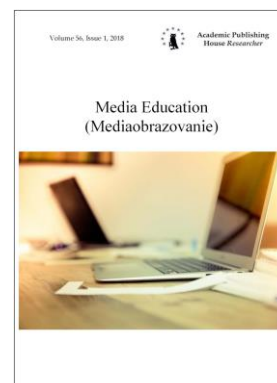




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## Design of the Newspaper as an Important Factor in Attracting Young Audience

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### Abstract

The design of the newspaper as an artistic form, which combines content, purpose, structure, design, function of the publication, lies at the heart of the architectonics of the newspaper. The language of the architectonics allows you to reflect the nature of the publication and cause certain emotions and aesthetic impression that help to perceive the information.

The newspaper has the specified dimensional characteristics, which can be expressed in metric or typographic units. This is the format of the newspaper and the strip, the volume of the publication, the number and format of columns, text columns, the size of the fields and intercollect spaces. The experiment showed that design of the newspaper influence on young audience and can attract it's attention or vice versa. The art of designing is to attract the attention of the young reader through various aesthetic means, because the newspaper speaks with its reader not only with the help of the printed word, but also the language of visual images. The greatest effect can be achieved by skillfully choosing the sizes and types of fonts, which are one of the main means of expressiveness of print media; using a variety of graphic tools, including decorative elements, illustrations.

**Keywords:** design, newspaper, attract, illustration, young audience, reader, experiment, print, heading.

### 1. Introduction

Since the first newspaper editions appeared, "the word" took possession of the world. Strong literary traditions, that helped to create newspapers which people wanted to read even when the press was clogged up by rigid censorship.

Today, when dynamic changes occur throughout the information world, periodic press evolves with them. In order for the press to survive in the new market conditions, it must not only inform, but also attract. Editors should pay attention to how the newspaper looks, on its "face", layout of materials and design.

Although this theme is actual in journalism, but it was not studied enough and not all the moments of the external appearance of the newspaper were covered. Problems of design, structure, compositions of periodical and, in particular, newspaper editions are theoretically and practically insufficiently investigated, the majority of authors on the theory of newspaper design rely on works on the layout of the book.

Due with theoretical understanding of the provisions on registration of newspapers in the context of modern science journalism, improvement of printing technology, automation and systems modeling layout, research about how the newspaper publication layout affects the choice

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of readers; which design will give preference to the reader, which will push him away, and on the contrary – which will attract, becomes the actual theme of special significance.

The press has always been a significant factor for shaping consciousness of different groups of the population (Nosayev, 2013). However, according to recent sociological studies, now the reading of the press is second to the new media. If we talk about the Ukrainian context of this issue, then the tendency for the reading of periodicals is noticeable in big cities, but in the province a lot of people still subscribe to newspapers or magazines. According to the researcher of the international agency “We are social”, near 60 % of Ukraine's population use the Internet, it's obvious that they receive a significant amount of news from there, so they do not need to buy newspapers. This is especially true of young age users of the Internet, and are less likely to obtain information refers to publications. Therefore, the problem arises in the next – how to attract a young audience to the paper media and how to dispel the myth that newspapers are the media only for the older generation. In addition, the print media is compelled to compete with the visual communication channels – television, the Internet, and now mobile content (Timoshik, 2004).

## 2. Materials and methods

The theoretical and empirical methods of research are used in this paper. In particular descriptive– analytical method under timestudy of scientific literature; experiment, qualitative and quantitative analysis, problem–thematic and comparative analysis from the time of tracking the specifics of the layout of newspaper editions. We used also sociological methods of gathering information – survey and experiment. These methods were used to understand, what kind of newspaper can attract young audience.

The first stage of preparation for the researching was the study of theoretical sources and researchings on this topic. The next stage is a preliminary survey of young respondents regarding whether they are reading newspaper editions. Then we conducted an experiment on what kind of layout and the face of the publication attracted a young audience. We asked young people to choose among three newspapers – *International New York Times*, *Kurier Galicyjski* and *Express* one, which attract them the most, and to explain their choice. These newspapers we had chosen not accidentally. They have different format, fonts, free and illuisstrative elements. According to the results of the experiment, we made conclusions and proposed recommendations for publishers of the press.

## 3. Discussion

We are surrounded by various printing products – books, magazines, newspapers, advertising brochures. Newspapers reading is a form of cultural participation, where newspapers are a written form of cultural expression of media, with a content ranging from news to politics and economics, as well as literature, the arts and culture (Aguado et al., 2018). In the era of globalization and fast spreading of digital technologies print media are passing through crisis. Many of editors and researchers from all over the world try to find the decision how the traditional media can survive. M. Makaruddin (Makaruddin, 2018) believes that the only way for printed newspaper to survive is to make it`s digital version and to provide new technologies in the traditional media. Similar postion have B. Schultz and M. Sheffer who say that for the biggest newspapers, the digital audience now far outnumbers printed circulation (Schultz, Sheffer, 2017). About the influence of the Internet on the local newspapers speak D. Cho, M. Smith, M. and A. Zentner. They accent that Internet adoption appears to affect the survival of local newspapers to a greater extent than for national newspapers. We argue that this might be due to local newspapers` greater reliance on classified advertising. Their results further suggest that Internet adoption decreases country–level circulation rates by driving newspapers out of business without significantly affecting the net circulation rates of surviving newspapers (Cho et al., 2016).

We agree that new technologies should be provided, but we also believe that to be attractive a newspaper should also change it appearance, considering the preferences of the audience.

It is not strange that young generation prefers digital media for getting information, but this is not always good. One reason of such our position is that in online media prevail informative texts, which do not let reader think about the reasons and consequences of the affairs. Besides, we agree with D. Wheatley and J. O`Sullivan, who declare that online journalism is associated with, among other characteristics, a breaking news culture and sense of immediacy. However, in an era of falling resources, questions must be asked about how demand for quick content is fulfilled and

what role external actors play in providing material to journalists under pressure (Wheatley, O'Sullivan, 2017). So in the in pursuit of overexploitation online media often publish unchecked information, which can be fake (Kitsa, 2017).

Another point follows from the researching of T. Lee and Y. Fujioka (Lee, Fujioka, 2017), who examined that print newspaper readers are more political active citizens and make a more deliberate choice than audience of the online media. So we think that exactly young readers should be active in all spheres of social and political life because only they can change the country where they live. So they should read print newspapers too, not only digital.

E. Elvestad, A. Phillips and M. Feuerstein (Elvestad et al, 2018) investigated that there are some similarities, but also major cross-national differences, between young people in how they trust, are exposed to and find different news sources usable for information about their society. Students from all these countries have higher trust in traditional news media than in social media. So it is worth researching attitudes of readers of concrete country to realize what design or other specifics of the newspaper attract them the most. Our position is due to the researching of L. Thornton, who says that as readers left, the print industry pulled together to find out why – and to strategize, collaboratively, on ways to win readers back, keep the ones they still had, and attract new ones. A key focus became making content “reader-friendly” (Thornton, 2016).

From the good relationship and the location of their elements, from the level of perfection of the form depends on their attractiveness for the consumer. Thanks to computer technologies publishing systems allow to realize any plans. Publishing programs are easy to master even non-professionals in the publishing business (Sitnikov, 2002). However, it's not enough to just master the tools they offer. It is necessary to possess, among other things, the basic concepts of publishing, to have an idea of the publishing process. Without this knowledge, the creation of a fullfledged printing product is unthinkable.

One of the most important elements for visibility of the text is heading. The informational content of newspaper headings has a dual function: on the one hand, it is an architectonic structure that defines and affects the informational content of the entire newspaper; on the other hand, it forms an individual conceptual load and determines the perceptual level of understanding of the information by the readers (Serdali et al., 2016).

The next also important graphic mean is font. S. Galkin (Galkin, 2005) gives such a definition of the font – a graphic form of letters and signs of any alphabet (Cyrillic, Latin, etc.). Researcher Emile Rudder notes that the area of print art associated with the creation and selection of fonts is called typography.

*The font* has the following characteristics: contrast (ratio of main and connecting risks), size (letters), inclination (straight, italics, slopes), letter density (wide, narrow, normal), fullness of the main strokes (shaded, contour, dashed), saturation (light, fat, bold) and drawing of knots (linear, droplet, rectangular).

Depending on their purpose, the fonts are divided into two groups: text and title. The text font can be: basic, excellent or accident, additional, technical, and official. These fonts vary in size (keg). From 6 to 13 points – text fonts, with 14–16 points – the title (Voroshilov, 2000).

*The font header* is a set of fonts combined with common style features that are specific to these fonts, and thus distinguish them from others (Gileta, 2008). According to the number of headsets used, newspaper editions are divided into single-room, small-size and multiroom. When selecting a headset for the main text of the publication, it should be noted that such a font should be as clear as possible. For the main text, use "normal", "working" headsets. These headsets should not have additional elements that make it difficult to read. Instead, you can decorate headers, logos, etc. Michel Carter (Carter, 1998) investigated that human eyes perceive the best the font with cries. In addition, the scientist advises to use a single font for all news material. For example, when a reader sees a familiar font – he understands that the text is of the news block, etc.

Another researcher J. Felichi gives the following recommendations: the newspaper font in boxes 6, 8, 9 should not be very narrow; the optimal font size for a text font is 8 or 9 points; serif font raise readability, make the letter relief, its contours are allocated on paper (Felichi, 2004).

*Fonts* for headers must also be selected according to certain rules. There is such a rule: if the main text is typed with a headset with zarubkami, then for the headers choose chopped font. Tim Mitchell (Mitchell, 2013) advises to use uppercase and lowercase letters in the headings. As research shows, a person reads and perceives words printed only in uppercase letters, much longer than words that consist of uppercase and lowercase letters. Also, the header font for news

headlines should be the same. In addition, in no case should you choose the same fonts for advertising, as for journalistic materials. Tim Harrower and J. Elman (Harrower, Elman, 2008: 9–10) emphasize, that font – is a visual reference for the reader, it should also be remembered.

Of great importance in the architectonics of the newspaper edition is "air", that is, free elements. In all periodicals there are such types of spaces as interlacing, verbal, interlacing, intercolumn, around headings, abstracts, headers, footnotes, and signatures, fields. K. Holmqvist and C. Wartenber (Holmqvist, Wartenber, 2005) declare that the spaces should be in a uniform interval. It is useful to ensure that in the text, especially large, there are as many paragraphs as possible, and their final lines are incomplete. This will facilitate the reading process, and not so much tired of the reader's eyes. White spots, often referred to as "air", make the "face" of newspapers fresh, attractive and modern.

*Decorative elements* are those elements whose purpose is to isolate or separate other elements, grouping individual materials. Different editions use absolutely different and original decorative elements. Often, their presence becomes a "chip" in the design of the newspaper. Well-chosen decorative elements improve the orientation of the reader on the pages of the newspaper, arranged certain accents. But they should not affect the content. Decorative elements include rulers, full or incomplete frames; various curly marks, extremities; dies, lining initials. Among them, the most actively used rulers. C. Frost (Frost, 2008) includes rulers to split graphic design tools. Researcher Y. Yarmola (Yarmola, 1994) convinced that the rulers have a special emotional impact on man. For example, the horizontal causes a sense of calm, because it is associated with the horizon line; vertical – passes the desire up; wave-like – transmits motion, etc.

Photography as a strong expressive element of the newspaper design fulfills a number of functions: 1. Highlights the reader's attention; 2. Orienteers; 3. There is a mean of decorating newspaper pages (Gurevich, 2004). Quite often, photographs are used as a "makeup" illustration material for a text or a series of publications on a particular topic. Let us turn to the experience of British scholars who studied the design styles used to print the first page of modern newspapers. W. Cassidy (Cassidy, 2005) says that almost all newspapers (98.4 %) use the main photo. Besides, half of the newspapers (48 %) post on a daily basis two photos on the first page.

In addition, the size of the main photo for the last five years increased by half (Hadland et al., 2015). The investigator L. Nirkova (Nirkova, 1998) gives recommendations on the selection of photographs for their publication in the newspaper. The photo should be: good quality (only when the photo is of great public importance, it is possible to forgive some technical flaws); clear and expressive; dynamic; aesthetically appealing. You can make a good crop – trim all unnecessary, focus on the main object itself, and provide pictures of attractive shapes (eg rectangle – vertical or horizontal – is more interesting than square).

Speaking about print newspaper we can't forget about the paper and format of the edition. P. Matos says that newspapers have been implementing measures aimed at a sustainable development in a slow and poorly coordinated manner. Since paper is the element with the most environmental and financial impact in the production of newspapers, decreasing in their sizes should continue to even smaller formats than the current ones (Matos, 2017). So, we took this thought into attention and researched newspapers with different formats. Thus our respondents could choose one which is the most convenient for them.

Scandinavian researchers suggest replacing the notion of an orderly shift from the old to the new with ambidexterity under digitalization as a duality of both old and new undergoing continual reconfiguration (Åkesson et al., 2018). But in our article we accentuate on the appearance and design of the printed edition of newspaper, because digital version should include other means and design elements to be convenient for reading from the monitor or other devices.

So, the use of graphic elements in a particular publication should be consistent with its content. For example, there are newspapers in which decorative elements are almost not used, while their functions are performed by free elements. Types of publications have the following characteristics: format; amount; periodicity; number of fonts used; the presence of rulers, cliché, other elements of selection and separation. The very method of applying these elements determines the face of the publication.

#### 4. Results

In the period from November 1 to 9, 2018, an experiment was conducted to identify the advantages and disadvantages of designing the layout of newspapers: *International New*

*York Times*, *Kurier Galicyjski*, *Express* and *L'union*. In order to investigate the influence of the design of the layout of the newspaper edition on its popularity among young readers, we used a method of gathering information for a practical experiment for the following valid reasons:

- the data that we receive can be used to provide practical recommendations in the field of artistic and technical design of a modern newspaper edition;
- this method of gathering information allows creating artificial conditions in order to form the desired situation;
- the process of conducting an experiment is always more interesting for its participants than a questionnaire or a regular poll, accordingly, it can guarantee a more focused concentration of the target audiences and higher levels of engagement.

We mentioned earlier that one of the main objective of the study is to examine how readers respond to different layout designs of newspapers. We also mentioned the popular stereotype that newspapers are only for the older generation media. Therefore, the purpose of our experiment was to eliminate the opinion of the younger generation about the different types of layouts of newspaper editions. The total number of respondents who participated in the experiment is 300 people. Age category – 18–30 years. Of these, 200 people are students with unfinished higher education. The rest of the participants are people with higher education. The working hypothesis of the experiment is: the appearance of the newspaper has a great influence on the choice of the young reader; various types of layouts and design elements of a newspaper can ease or overwhelm the process of perceiving information by the reader.

The experiment was as follows: each participant, in turn, gave one issue of *International New York Times*, *Kurier Galicyjski*, *Express* and *L'union*; respondent allocated enough time to carefully consider these four newspapers, pay attention to positive and negative aspects in the design of publications, give the subjects an objective assessment of the design layout, taking into account their preferences and relying on their aesthetic taste. After that, participants answered 9 questions in the test form, in the last one –10th, it was suggested to evaluate the design of the publication in their own words.

The publication for analysis was not chosen by chance: for each of them, a newspaper design is typical of a particular country; also, newspapers differ in the distribution area and periodicity of the issue. *Kurier Galicyjski*, a Polish-speaking two-month, defines himself as an independent Polish newspaper in Ukraine. *International New York Times* is a multi-colored international newspaper in English. At this time, it is actually an international version of the newspaper *New York Times*. *L'union* is a French regional daily newspaper that is published daily in Reims. This is a versatile newspaper designed for a wide audience of readers. *Express* is a national Ukrainian-language newspaper, a weekly editor-in-chief in Lviv. Among other Ukrainian newspapers, we chose *Express*, as it is one of the most popular press editions in western Ukraine.

As separate questions provided the answer "your variant", and in the latter it is necessary to add in their words with the defects or remarks to the design of newspaper editions, the method of processing information was manual. So at first we'll analyze the results obtained from the newspaper *Kurier Galicyjski*.

75 % of all respondents think that the format of the newspaper is convenient; ten others – the format is not convenient.

More than half of the respondents (67 % of people) characterize the design of the newspaper as important; 20% – design attracts attention; 13 % – repels.

When asked whether it is easy to find specific material that one wants to read, the opinions of the respondents differ as follows: 75 % of the respondents said that they did not cause any difficulties; 25 % – believe that materials are poorly separated from each other, which makes it difficult to find information of interest.

61 % of people said that materials are not difficult to read (it's about readability of the font); 22 % – it happens sometimes; 17 % – that is, they are printed in very small or narrow font.

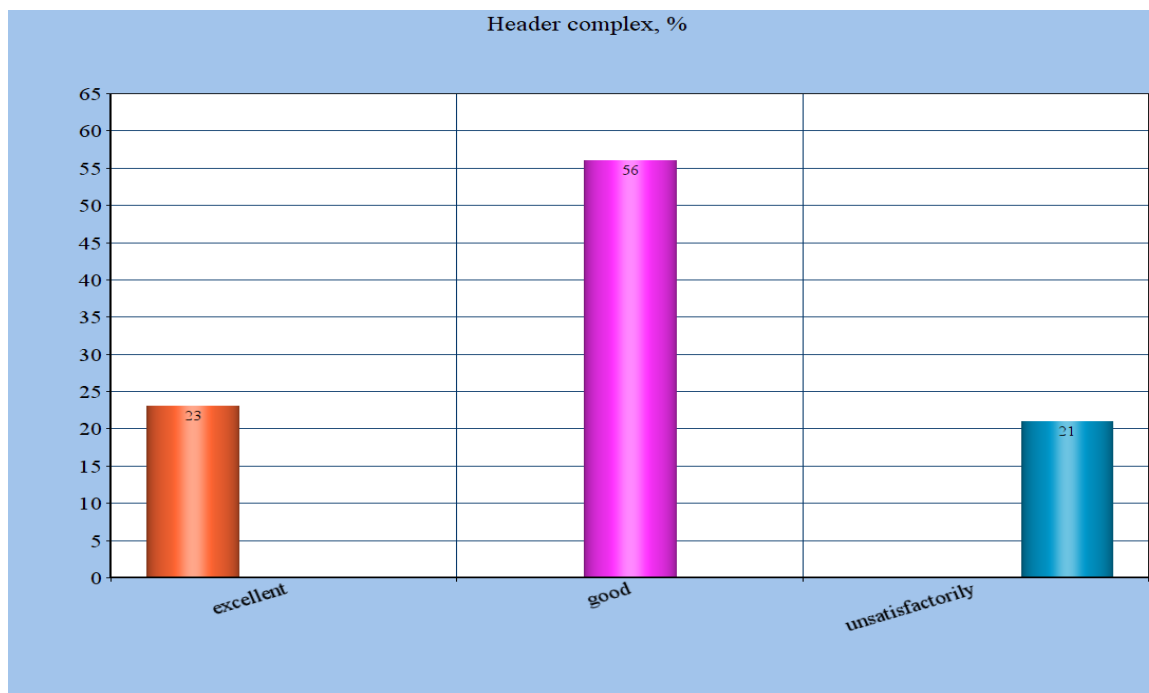
The registration of headlines in the newspaper is pleasing to most respondents (84 %); 16 % say it is difficult to read; two percent indicate that they are badly selected.

To the question whether there is enough of illustrations in the newspaper (photos, infographics, drawings), 78 % answered – yes; 22 % – no.

62 % of people said that in the newspaper there are low-quality, small-size photographs; 38 % were not found.



The respondents rated the main complex as follows (Fig. 1):



**Fig. 1.** The header complex of the *Kurier Galicyjski*

Comments, which surveyed had written about newspaper *Kurier Galicyjski*: Newspaper is not memorable; Fuzzy photos; Too much text that is not accompanied by photo illustrations; The title of the newspaper is such that it is uncomfortable to read it; There are small and poor-quality images; The design looks very simple and does not attract attention; The main disadvantage is chaotic design; There is no clear demarcation of materials, there is no logic in the layout.

Consequently, the main drawbacks to which the respondents drew attention concern the placement of the title complex, the number and quality of the illustrations, the lack of originality in the design, and the lack of interesting design decisions that give the personality "face" of the newspaper edition.

Many respondents noted that the newspaper had a poor selection of photo illustrations. The main comments are related to their quality and size. Editors often publish small photographs that accompany large text materials. And this, in turn, is badly perceived by readers. A large number of black-and-white images of small size, chaotically placed on newspaper pages, do not perform its function to complement, diversify, and accentuate the main text of the materials. They are difficult to consider. And their "gray" and strict static are pushed away, not attracted attention.

Respondents gave the following description of the edition of the publication (Fig. 2).

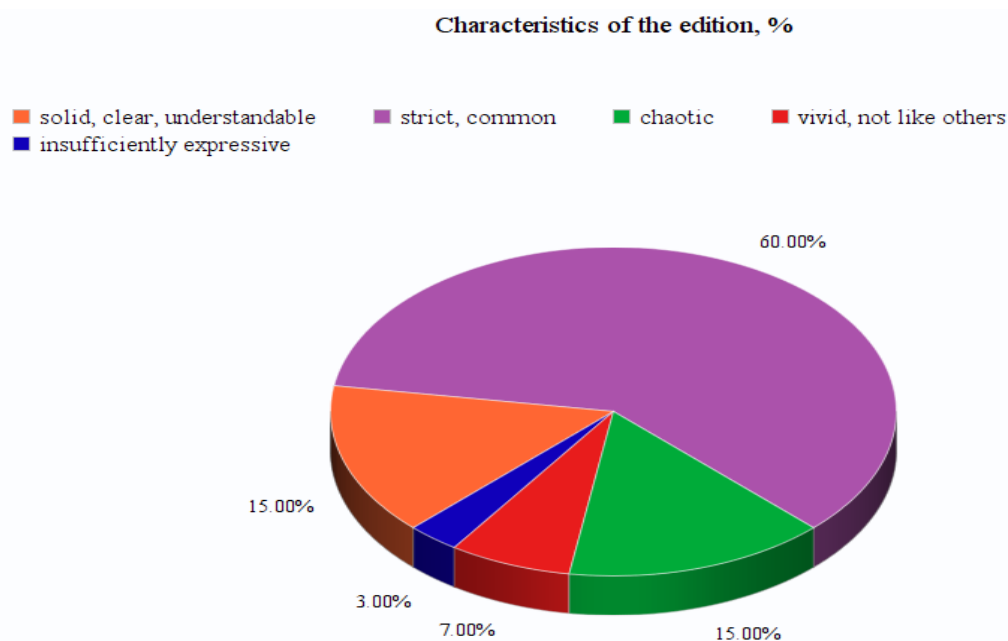
Also, analyzing the respondents on the design of the newspaper *Kurier Galicyjski*, can draw the following conclusion: because of over-simplification exterior design publication, the reader may not remember which newspaper he read. And in the worst case, he will not even take her into his hands.

Let's turn to the analysis of the next newspaper edition – *International New York Times*.

65 % of respondents said that the format of the newspaper was not convenient; 35 % of the respondents are satisfied with the newspaper format A2.

The majority of the respondents (82 %) said that the design of the newspaper attracted attention, and only 18 % believed that it was not special and therefore not significant.

Most of the respondents did not think it difficult to find a certain material of their interest (82 % of people); however, 10 % believe that materials are poorly separated; and another 8 % say that some materials are sometimes lost among others.



**Fig. 2.** Edition of the publication in *Kurier Galicyjski*

The answers to the question "are there materials that are difficult to read?" we illustrate using a diagram (Fig. 3).

Unanimously, all respondents like the issue of headlines in the newspaper (100 % of people).

62 % of respondents estimated the design of the header complex to be excellent; 38 % – satisfactorily.

Absolutely all respondents satisfied the number of illustrations (photos, infographics, drawings) in the newspaper (100 % of people).

92 % of the respondents did not find in the newspaper poor-quality, small photographs; 5 % said that they are in the newspaper; 3 % answered that they sometimes happen.

72 % of respondents characterized the newspaper as solid, clear and understandable; 18 % – as bright, distinguished from among others; 5 % – as strict and simple; and another 5 % – as chaotic, disorderly, motley.

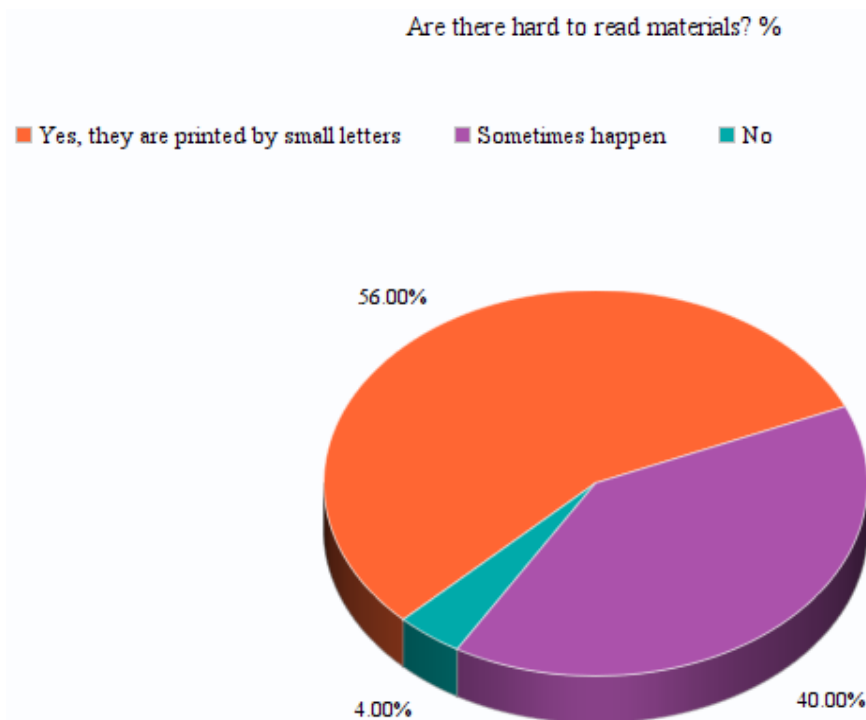
On the final question, "What flaws did you notice in the design of the newspaper?" Respondents answered in different ways: The disadvantages are imperceptible, the newspaper is convenient and readable (43 %); Very large format, unfolding for the entire turn is not very convenient to hold (26 %); Too many ads (31 %).

Let's highlight the main points of the respondents who appreciated the design of the newspaper *International New York Times*. More than half answered that the format of the newspaper (A2) is not convenient; also, in the newspaper there are materials that are difficult to read through the small font. The newspaper format A2 allows you to place more texts and illustrations and make newspaper stanzas much more spacious. Also, the newspaper edition is gaining a more solid, more serious look and allows you to submit materials in an effective way. However, the large size (the area of the newspaper page of A2 format is twice as large as A3 format) has a big drawback – the newspaper is not comfortable to hold in your hands. And if the reader has a habit of reading in public transport, he will have to make the newspaper two or three times. Many readers drew attention to the fact that people with poor eyesight can hardly read some texts in the *International New York Times*. For the purpose of more compact placement, the editors print in fonts that are smaller than the one recommended for the main text. Thus, they risk that their materials will remain unnoticed.

*L'union* – diary newspaper of the city of Reims.

For the 82 % of respondents format of this newspaper is convenient; for the rest (18 %) – no;

87 % described the design of the newspaper as attracting attention; 10 % think it pushes away; for 3 % – it does not matter.



**Fig. 3.** Accessibility of the materials in *International New York Times*

90 % answered that the necessary material was easy to find and it is well separated from others; 10% noticed that some materials were badly separated.

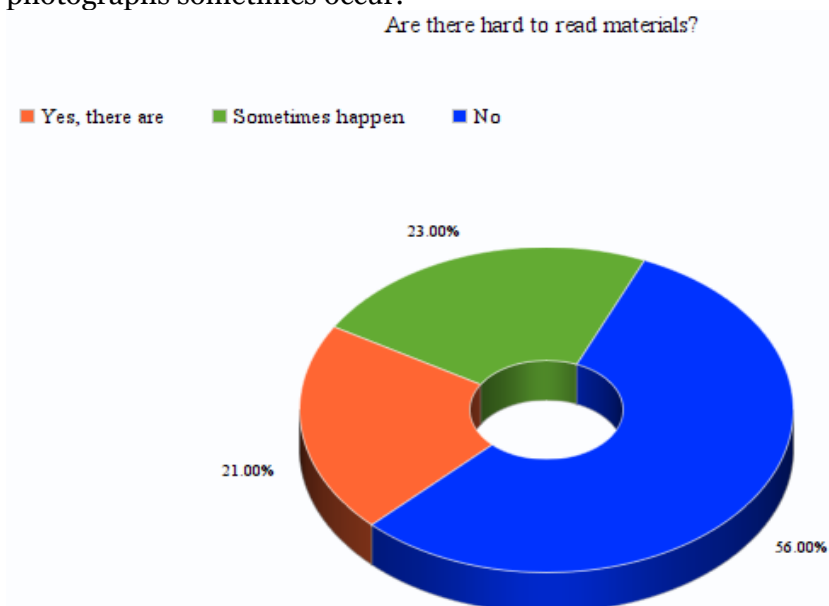
Whether there are materials in the newspaper that are difficult to read for reasons of poor artistic and technical design we illustrate on the diagram (Fig. 4).

87 % of people liked registration of headings; 5% said that it is difficult to read them; the remaining 5 % were rated satisfactorily; 3 % said headlines in the newspaper were too large.

The main complex was liked by 55 % of the respondents; for 42 % it is executed satisfactorily; 3 % of respondents categorically dislikes it.

97 % of respondents said that the newspaper had enough illustrations, and only 3 % of respondents would like to see more images.

65 % answered that the quality of photo illustrations is low; 30 % denied; 5 % said that fuzzy photographs sometimes occur.



**Fig. 4.** Accessibility of the materials in *L'union*



For 72 %, this edition is vivid, distinguished from others; 18 % answered that the design is chaotic, disorderly, motley; for 10 % clearance is solid, clear and understandable.

Comments by respondents on the registration of *L'union* are the next: like size, but it's hard to find the right material (47 %); there is a large amount of advertising (21 %); too wide color gamut (18 %); somewhere there are texts on a red background that are hard to read (14 %).

Considering the first box of the French newspaper *L'union*, one can be sure that the color scheme (except for black) always has a red color. At the same time, one should not forget that the perception of color has not only national but also general features. The red color is considered to be the most effective, active; a symbol of danger and prohibition, but also – love, power, fire, war; it has a psychological effect – anxious, full of dignity, passionate. Therefore, it is entirely expected that many respondents drew attention to this font allocation, and some distract it and even annoy.

*Express* is a newspaper read by almost 8 percent of the population of Ukraine (according to a survey of the sociological group "Rating" in 2017).

80 % of respondents said that it has a convenient newspaper format; 20 % – doesn't like it;

58 % think the design of the newspaper as unimportant; 37 % attracts attention; 5 % – repels;

For 72 % of the respondents to find material that they are interested in is easy; 28 % believe that materials are badly separated;

90 % of people answered that the texts are quite readable; 5 % saw the materials printed in very small font; the remaining 5 % said that there are some things that are difficult to read;

70 % of people like the registration of headlines; 17 % said they were too big; 13 % noted that the design of the headings is not always appropriate;

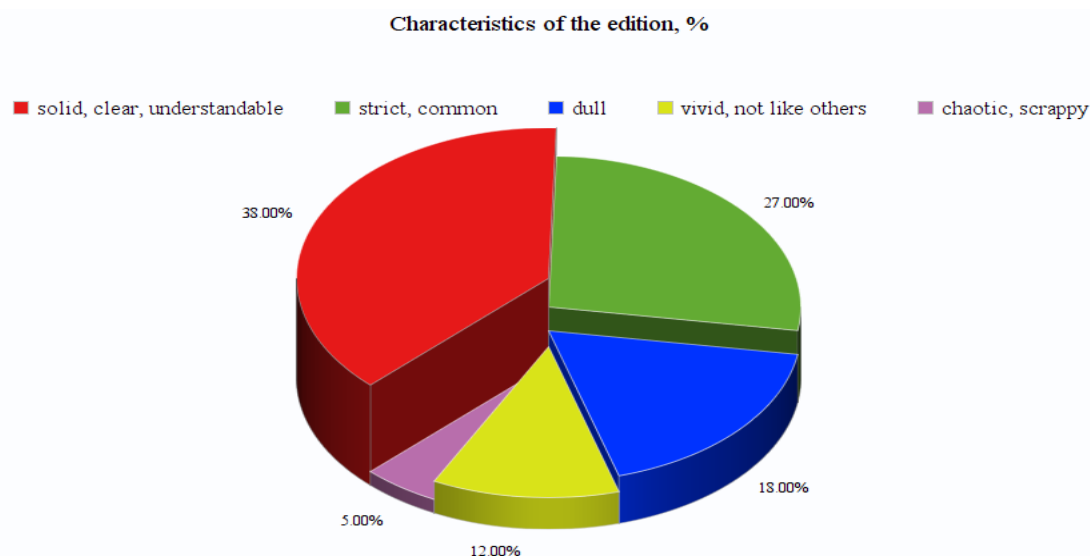
The newspaper headquarters were satisfactorily estimated by 78 % of the respondents; for 17 % it is excellent; the remaining (5 %) rated "unsatisfactory";

67 % believe that the newspaper has enough illustrations; 33 % answered that they are not;

60 % found in the newspaper low-quality and small photo illustrations; 40 % answered that the quality and size are normal.

Other opinion polls : Many ads that look too cheap (62 %); Poor quality photos (23 %); Lack of brightness (11 %); Lots of illustrations in such a large format (4 %).

Respondents described newspaper *Express* as so (Fig. 5):



**Fig. 5.** Characteristics of the edition of *Express*

Respondents noted that the header of the newspaper could be decorated better. This can be explained by its excessive complexity. As we know, researchers isolated key shouts of execution of the first page of the newspaper, and almost all of these elements are contained in a header complex *Express*. This is a logo, a price tag under the logo, information that the newspaper has a weekly TV program, a few announcements with illustrations, a creative credo of the newspaper, the date of issue, the address of the page on the Internet, as well as a mail box. And all these

elements are distinguished by various artistic and technical techniques, such as: color, contrast, vivor, capital letters, etc. Therefore, it seems that the editorial staff wanted to put everything that was possible in the title box.

## 5. Conclusion

So, after conducting the study, we can conclude that most readers notice the shortcomings and flaws in the design of newspaper layouts. As part of our experiment, the respondents viewed newspaper articles that were completely different in character, subject and purpose: *Kurier Galicyjski*, *International New York Times*, *L'union* and *Express*. The participants of the study found such shortcomings in these newspapers: small print; unsightly design of the header complex; monotony in the selection of photo illustrations, their poor quality and small size; uncharacteristic of the appearance of the newspaper and vice versa – the saturation of the excretory elements. The results of the experiment allow us to understand that the design of the layout is of fundamental importance in selecting the newspaper by the readers. Especially for the young, who easily replaces the newspaper, whose design is unattractive or not up-to-date, to the full potential of the new media, in particular to the delights of the virtual world on the Internet.

At present, the attractive design of the newspaper layout is the key to the success of the periodical. As a result of the study and systematization of theoretical material, it becomes clear that newspaper designers have in their arsenal a large number of various expressive means, with which you can create a noticeable and refined "face" of the modern newspaper. The main function of these tools is to attract attention and emotional action. A good design lures the potential reader, prompts him to take the newspaper in his hands and get acquainted with its content. And in order to achieve such a result, one must know the features of expressive means and apply them competently.

The appearance of the periodical depends, first of all, on the needs of the readership. Based on the studied literature, practical experiment and own analysis can we can highlight the basic rules to be followed to make design of the newspaper attractive and sophisticated and can help to popularize edition:

- ✓ Choose the format of the newspaper, taking into account the peculiarities of the history of the nation, its traditions, habits and psychological aspects;
- ✓ Carefully consider the creation and placement of the header complex, carefully select headset headers;
- ✓ Do not use too many different types of fonts – multi-cellularity leads to unnecessary variability; also, do not abuse the chopped headset;
- ✓ To create on the principle "kept and elegant" – this means not to load pages with a large number of expressive elements: it is expedient to use two or three techniques and strictly adhere to their sequence. But at the same time it is safe to embody new design solutions if they help to explain the content of the publications;
- ✓ Increase the number of visual means: photographs, infographics, drawings, cartoons; observe whether they meet artistic and technical requirements;
- ✓ Pay particular attention to the selection of photos (for young readers, they are always the center of the entire band, a kind of "clutch" of attention); the photo must be high-quality, expressive, relevant, interesting, dynamic and documentary (if it is possible to achieve the image of the artistry – success is guaranteed);
- ✓ Use the color and contrast palette carefully and efficiently;
- ✓ Save newspaper space, but not overburden; always leave a little "air" to keep the pages breathing;
- ✓ To form style edition using graphics – if successful they use, it can become a "chip" total design.

New technologies are constantly being improved, and thus allow designers to carry out bold experiments. In our eyes, there is a swift and effective process of searching for new forms, a new style, and, at the same time, look for your own original style, to create quality and beautiful periodicals, which will be popular among young readers.

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