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THE ACTIVATION TOOLS OF COGNITIVE MENTAL PROCESSES
OF CHILD-READER (BASED ON THE CHILDREN NON-FICTION
IN THE 20-30’S OF XX CENTURY)

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**Research methodology.** The main objective of research is provided with the scientific methods of analysis and synthesis. The following methods were used for revelation of fundamental activation tools of cognitive mental processes of child-reader in the 20-30’s .of XX century and for discovering of popular scientific discourse in published sources: historical and descriptive method; bibliographic descriptive method; analytical and problem-themed method.

**Results.** In the 20-30-ies the understanding of the important functions of children’s journalism is caused the search for the solution of problems that accompanied the process of its creation. The psychological and pedagogical studies of cognitive processes were very helpful, such as how the child tries to find the cause of the phenomenon. As a result of contemporary authors experiments, a system tools, that facilitate child explain scientific facts involved a child to read, stepped up her emotions kept attention, stimulate imagination and trained memory, was formed. The main goal was to maintain their emotional interest in the work, which in turn triggered cognitive mental processes reader.

**Novelty.** The special tools for the cognitive mental activation processes of child readers were discovered in children’s magazines. Effective forms of system tools for knowledge popularization among children were discovered and included in the methods of children’s journalists and publicists. Those forms are relevant to today and still using for creation cognitive texts in Ukrainian literature.

**The practical significance.** The actual material and results presented in the article can be used in the lectures on the history of publishing and editing, editing children’s literature.