

Evaluation of Children's Books Produced in the Advertising Department of Astan Quds Razavi in the Eyes of Children¹

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Abstract

In this review, five books from the books and productions of the advertising deputy of Astan Quds Razavi were reviewed. In the evaluation of children's books, three goals were pursued, which is to evaluate the books in the field of "content, construction and structure and images" from the perspective of the child. The statistical population in this study is all children aged 6 to 11 years old living in Mashhad who entered the holy shrine of Razavi in the fall of 1398. The sample was 63 children who were selected by purposive sampling. The research approach is evaluative and the studied method is content analysis with semi-structured interview tools. The results showed that the book "I; Green scarf; Dad" has been the most attractive for children in different dimensions. In other words, the best evaluation by children belongs to this book. After that, the book "Abrak and the Wise Girl" received the least criticism due to its different construction and structure and colorful pictures. The book "Be Like Imam Riḍā (as)", although it had many attractions for children, also had some criticisms. The title of the command and the length of the book are the most important of them. The most important critiques of the book "Emad and the Caravan of Giants" are, on the one hand, the images in which most of the dark colors are used, and on the other hand, the title of the book. The book "Father's House" has the most criticism and the weakest evaluation, which has had a low appeal for children.

Keywords: Evaluation, Children's books, Razavi stories, Razavi biography.

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