

DIDACTIC COMICS AS A FORMAT FOR CHILDREN'S PERIODICALS: ADVANTAGES AND SIGNIFICANCE

Polischuk A.Y.

National Aviation University, Kyiv

Supervisor - Ostapchuk S.S., candidate of pedagogical sciences

Modern Ukrainian children's periodicals - one of the types of press, which performs cognitive, entertaining and educational functions. Most often, one magazine combines several trends at once. Today, the majority of popular publishers for children prefer the format of didactic comics, which have become a real media phenomenon. A comic is an information product that tells a coherent story through drawings, which are mostly accompanied by short texts.

Because of their popularity, comics have become the subject of debate to determine whether the graphic component or the textual-verbal component is more important in a comic book. Vygotsky, one of the founders of modern psychology, paid special attention to the relationship between drawing and text in the process of personal development. In his works, he investigates human cognition of reality with the help of perceptual schemes [3]. Also important is the experience of David Rapp, who conducted a study of children's perception of information, which showed: the best results were obtained by a small group that used both text and images [4]. Based on these studies, we have concluded that didactic comics are an innovative format for children's periodicals because by combining pictures and text, one establishes a focus and attention on what is important.

The aim of our research is to discover the advantages and importance of didactic comics as a format for children's periodicals.

In the world, comics have long been considered an art form and a separate media that not only reflects culture, but also influences it. From graphic novels for adults, enjoyed only by fans of the superhero genre and collectors, comics have developed into a phenomenon of mass culture. In Ukraine, many people are skeptical about comics, dismissing them as a non-serious genre. Because of the stereotypical way of thinking, it is still difficult for us to consider the pluses, because when talking about comics, most people imagine not the genre, but its so-called parodies. Because of its unfortunate form, readers are reluctant to see the benefits and specifics of the genre, so they significantly underestimate the potential of didactic comics, which have been used successfully in many countries around the world: the US, the UK, Japan and South Korea. It must be remembered that the comic strip is not only about content, but also about form [5]. The attitude to comics culture is

also complicated by the lack of a tradition of reading comics, the unformed Ukrainian market, and the problem of financing and promoting original projects. At the same time, contemporary Ukrainian comics are implemented on different media platforms and are popular in narrow circles [2].

Comics are not like book illustrations, which should continue or improve a story or poem, but not overwhelm or contradict it. They are a story in themselves, conveyed in a unique language. What comics and literature have in common is the frequent reference to difficult events in life. They cover social themes from war to gender inequality or depression. It is difficult for children to understand complex yet important topics due to their age, but through visual specificity comics convey the essence of such issues.

The main advantages of the comic strip over other formats are that it provides succinct and precise information and saves mental effort in absorbing information, unlike the classic way of providing information that overloads children with too much text. And the imaginative and dynamic presentation of information in a playful way helps better understanding and creative absorption of complex learning material. They also have the advantage of being equally intellectually accessible to children at different levels of development. The potential of didactic comics is reflected not only in the creation of learning materials but also in the possibility for children to create their own comics, which will contribute to better development of imagination [1].

In summary, it can be said that the comic strip is an art form and a new media that combines visual technology and textual augmentation. Didactic comics can be used as a format for children's periodicals because they are able to tell a complex story with a few images and the commentary on the image will provide an understanding of current issues of life in a playful way, which helps to increase the intensity and simplify the perception of information. In this way, the comic strip is a way of communicating information quickly and is an effective method of learning.

References:

1. Архипова Л. М. Комиксы как инновационный метод активизации познавательной сферы учащихся с задержкой психического развития в процессе обучения истории // Ярославский педагогический вестник. Том II. Психолого-педагогические науки. – 2012. – № 4. – С. 106–110.
2. Гудошник О. В. Комікс в українському комунікаційному просторі // Вісник Дніпропетровського університету. Серія «Соціальні комунікації». – 2017. – Вип. № 17. – С. 19-24.
3. Давыдова С. В. Дидактический потенциал комикса и его использование на занятиях по английскому [Электронный ресурс]. – Режим доступа : <https://dereksiz.org/aktualenie-problemi-filologii.html?page=30>
4. Остапенко Л. П., Соловйова О. К. Дидактичний потенціал коміксів

[Електронний ресурс]. Режим доступу : http://www.institutemvd.by/components/com_chronoforms5/chronoforms/uploads/20160404154807_OstapenkoSoloviova.pdf

5. Юрженко В.В. “Коміксування” змісту навчального процесу: позитивні чи негативні тенденції для розвитку технологій освітньої діяльності? // Біоресурси і природокористування. – 2015. – Т. 7. – № 1/2. – С. 165-170

[Електронний ресурс]. –Режим доступу: <http://journals.nubip.edu.ua/index.php/Bio/article/viewFile/6392/6285>