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## **ИНТЕГРАЦИЯ ДЕТСКОЙ ЛИТЕРАТУРЫ И «НАРОДНОЙ КУЛЬТУРЫ»**

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Аннотация: данная статья посвящена взаимосвязи массовой культуры и литературы. Объяснено, что ведущими типами «популярной культуры» являются «арт-культура» и «мид-культура». Кроме того, обсуждаются положительные и отрицательные влияния этой культуры на сознание детей. Популярная детская литература охватывает особенности мультикультурализма, а писатели представляют свои книги не только детям одной нации, но и мировой детской аудитории. Эти произведения ознаменовали дальнейшее развитие не только детской литературы, но и жанра фэнтези. В целом в английской детской литературе 20 века жанр фэнтези не только значительно преобладал над другими жанрами, но и расширился круг жанровых характеристик.

Ключевые слова: детская литература, популярная культура, текст, концепт, разум, анализ, фантазия, бестселлер.

## **INTERRELATION OF CHILDREN'S LITERATURE AND "POPULAR CULTURE"**

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Summary: this article is devoted to interrelation of popular culture and literature. It is explained that the leading types of “popular culture” are “art culture” and “mid-culture”. Furthermore, the positive and negative influences of this culture on children’s minds are discussed. Interrelationships of “popular culture” and children’s literature are works that embody the aspects of the modern world formed in the children’s mind, the issues they see as problems and, most importantly, ensure keeping pace with the times in the books intended for young readers. Popular children’s literature covers the characteristics of multiculturalism, and writers present their books not only to the children of one nation, but also to a worldwide children’s audience.

Key words: children’s literature, popular culture, context, concept, mind, analysis, fantasy, bestseller

Popular culture was established in Europe in the second half of the last century and is referred to as “popular”, “mass culture” or abbreviated as “pop-culture”. According to philosophers and sociologists, the term “anti-culture” does not exist in modern science, so the concept of “pop culture” is used instead. A significant difference can be seen in the views of Western and Eastern people regarding popular culture. If the West accepts this culture more gently and positively, Eastern countries, especially Uzbekistan, consider mass culture as uncivilized, unspiritual, and immoral. Westerners also say, “We need not the Ninth Symphony (Beethoven!)” or “Let’s turn the Mona Lisa into mud!” are considered to be the basis of popular culture programs. The sad part is that sometimes people with high thinking and talent also serve the negative development of popular culture. For example, Leonardo da Vinci’s “Mona Lisa” (“Jaconda”), a high example of the famous Italian renaissance, was humiliated by the artist Salvador Dali, drawing a mustache on the lips of the Mona Lisa mixed with black humor, creating the work “Jaconda with Mustache”.

According to researchers, such “bitter, sarcastic, black humor” is one of the leading signs of “popular culture” activity. Representatives of popular culture consider black, poisonous, obscene humor as “expressing rebellion”. The question, “Rebellion against what?” arises. If we judge by the results of “pop-culture” donations “to the world like “pop-art”, “pop-music”, “pop-literature”, they rebel against all the values created by mankind and neglect high culture, spirituality, morals, high dreams

and goals... Goodness does not exist for them. Particularly, the high standards of creativity, such as the fact that art is a spiritual wealth created by special talents, a miracle, cause extreme anger to supporters of “pop culture”. According to them, everyone can be an artist and everything can be called art. This conclusion lead to appear “Pop-art” – “public art”.

Carl Mann, one of the most mature representatives of popular culture, believes that all existed creatures can rise to the level of art. However, in this type of “pop-art” for artists things are more valuable, rather than humanity. Today, popular culture is mixed with all types of art, creating such branches as “pop-music”, “pop-film”, “pop-painting”, “pop-literature”.

Interrelation of popular culture and literature is understood as works with superficial content intended for reading only once.

**Logically popular culture can be divided into the following groups in sequence:**

- art culture is “mass culture” intended for the educated part of the population, and its task is to close “mass culture” to traditional culture patterns as possible;

- mid-culture – the scope of this culture is very wide. Although it reflects some features of traditional culture, it is directly related to popular culture;

- kitsch culture – (kitschen means “cheapen”, “turning into a cheap thing”, according to the sociologist German Broch, it is a system of simile, imitation,1969). So, kitsch is not an original thing, but a cheap imitation of an expensive thing. Thus, it means stealing from the original and creating something artificial.

Based on the above information, the words given in the works written in the spirit of “popular culture” have a different meaning in the context of “popular culture”, without limiting the meaning given in the dictionaries. Interrelationships of “popular culture” and children’s literature are works that embody the aspects of the modern world formed in the children’s mind, the issues they see as problems and, most importantly, ensure keeping pace with the times in the books intended for young readers. Popular children’s literature covers the characteristics of multiculturalism, and writers present their books not only to the children of one nation, but also to a worldwide children’s audience.

Rowling's talent is to show children growing up without parents, through the character of Harry Potter, who needs to move forward in life, to try to find a way out of helplessness in an artistic way. Till nowadays, this method was not only effective but also purposeful for the children who listened to all the messages addressed to children through the novels of the writer in church, mosque, family and school circles. Among the works where the positive side of “popular culture” has shown its power and it is appropriate to give as an example the series of novels about “Harry Potter”, as a bright example of children’s literature.

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