UDC 007: 004: 001 + 087.5

**CONVERGENT MEDIA FOR CHILDREN IN UKRAINIAN   
INFORMATIVE SPACE**

**E. I. Ohar**

*Ukrainian Academy of Printing*

*19, Pid Holoskom St., Lviv, 79020, Ukraine*

*ohar@litech.lviv.ua*

***Research methodology.*** *The methodological base of this research is represented by set of statistic method used for the purpose to separate from modern Ukrainian children’s media the ones with the attributes of media convergence, analytical method of classification and systematization – to compare empirical date with relevant theoretical concepts, qualitative data analysis – to determine basic advantages of convergent media for children.*

***Results.****Specificity of the phenomena of convergent media for children has been de­scri­bed from the social and communicative perspective; their basic features, such as ac­ces­sibility, attractiveness, interactivity, multifunctional, interdisciplinarity, hyper­textuality have been analyzed. Relevant Ukrainian products have been analyzed about their moder­ni­ty, functionality, efficiency of interaction with a young recipient.*

***Novelty.*** *The paper outlines the concept of ‘convergent media for children’ and emphasizes on its features that make it perspective for the communication with specific reader/user audience – so-called net-generation. They change the relationship with a recipient, especially a child, who stops being only a recipient and also becomes a creator of new content.*

***The practical significance.*** *The described types of convergent media for children can be used in the practice for improving communication and functional efficiency of real products, in particular the expansion of media platforms, possibilities of interactivity, etc.*