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**THE DIVERSITY OF MEANS OF KEEPING READER’S ATTENTION
IN A MODERN NON-FICTION BOOK FOR CHILDREN**

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***Research Methodology.*** *The material for the study was collected in the National Lib­rary for Children (Kyiv), which, unlike many other children’s (and not only children’s) libraries of our state, is regularly replenished with new literature. In total, 150 children aged 7 to 11 (primary school students) have been interviewed, which made it possible to find out the preferences of the children about Ukrainian-language editions (both Ukrainian and translated ones) on science and the environment. So, the 30 most in­te­resting non-fiction books have been selected. The data on the popularity of these pub­li­cations is also confirmed by the statistics provided by librarians.*

***Results.*** *The methods to contact with readers of modern non-fiction books for child­ren and to keep their attention have been considered. These methods include interactivity, the selection of interesting facts, comparison, a series of questions, an explanation with the known models, the alternatives for the events that would change the course of history, explanation of complex phenomena in experiments, refutation of common misconceptions, explanation through situations of childhood, dialogue, intriguing headlines, humour, language-linguistic tricks. Examples are given for each technique from the best editions according to the reader’s preferences for children aged 7 to 11 years. The authors of the best examples of non-fiction literature, in accessible and figurative form, reproduce the scientific facts and expand the outlook of the young reader. Not only do they use clear language and reliable data, but also attract children’s attention, encourage them to perceive information. The diversity of means of keeping reader’s attention in such literature involves the combination of all possibilities of influence on the young reader as appealing to the mind, telling about the achievements of modern science, the mysterious world of scientific experiments, and those that attract him emotionally, maintaining a steady interest in the subject.*

***Novelty.*** *Examples of literature show the means of establishing contact between a non-fiction book and a young reader with attracting and retaining his attention.*

***Practical Significance.*** *The results of the study will be useful to authors and editors of non-fiction children’s editions. They can also be used in the editors’ education, as well as at the writing courses. In the future, it would be advisable to study in detail the methods of attracting and retaining the attention of young readers of the non-fiction book, measuring the effectiveness of such influence.*