KÜNSTLERISCHER WERT UND BELIEBTHEIT VON HARRY POTTER

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Zusammenfassung: Diese Forschungsarbeit untersucht den künstlerischen Wert, die Bedeutung und die nachfolgenden Bücher der Harry-Potter-Reihe und stellt einige der interkulturellen Implikationen in soziolinguistischen, pädagogischen und psychologischen Bereichen vor. Zur weltweiten Popularität des Buches haben vor allem folgende Faktoren beigetragen: ein höchst unterhaltsamer, gut gezeichneter Text mit fantastischen Schauplätzen, aber realistischen Bezügen zur Neuzeit; ein Text, der archetypische Geschichtenerzähltraditionen fortsetzt und gleichzeitig zeitgenössische sozioökonomische, politische und pädagogische Themen einbezieht; intelligentes Marketing; übermäßige Berichterstattung in den Medien; das Internet; Beteiligung der Filmindustrie; und das universelle menschliche Bedürfnis zu glauben, dass das Gute über das Böse triumphieren kann. Die Hauptaufgabe von Büchern besteht darin, die Leser zu unterhalten, zu informieren und zu überzeugen. Das Ziel der Unterhaltung wird erreicht, indem den Heldentaten vieler Gruppen von Einzelpersonen gefolgt wird, die in einer faszinierenden Handlung verbunden sind, die sich in mehrere Zweige aufteilt und ein Kaleidoskop von Ereignissen schafft. Die Leser werden auch über Praktiken in der Zaubererwelt informiert, die leicht in die Muggelwelt übersetzt werden können**.**

Schlüsselwörter: künstlerischer Wert, die Bedeutung des Lesens, Popularität, Lesen, Harry Potter, die Harry-Potter-Reihe, Leser, Charaktere, der Romanzyklus, Literaturkritik**.**

ARTISTIC VALUE AND POPULARITY OF HARRY POTTER

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Abstract: This research paper investigates artistic value, importance, and consecutive books in the Harry Potter series and presents some of the cross-cultural implications in sociolinguistic, educational, and psychological areas. The following are the main factors that have contributed to the book's global popularity: a highly entertaining, well-plotted text with fantastic settings but realistic references to the modern era; a text that continues archetypal story-telling traditions while incorporating contemporary socio-economic, political, and educational issues; smart marketing; excessive media coverage; the Internet; film industry involvement; and the universal human need to believe that good can triumph over evil. The primary goals of books are to entertain, inform, and persuade readers. The goal of entertaining is achieved by following the exploits of many groups of individuals that are connected in an intriguing plot that separates into several branches, creating a kaleidoscope of happenings. Readers are also informed about practices in the wizarding world, which can readily be translated into the Muggle world.

Keywords: artistic value, importance of reading, popularity, reading, Harry Potter, the series of Harry Potter, reader, characters, cycle of novels, literary critics.

Today it is very difficult for readers to intrigue, captivate with any literary work, due to the diversity of the literature of all genres and trends. This raises the bar for writers around the world. Not everyone manages to reach the required level so that their works become bestsellers. In this paper, we will consider the phenomenon OF popularity of the Harry Potter series of books written by the English writer Joan Kathleen Rowling. On June 26, 1997, one of the British book publishers Bloomsbury Publishing published the book "Harry Potter and the Philosopher's Stone" which is the first in a series of seven books about the "magic boy" or "the boy who survived"[1, 2]. The book acquires instant hit with readers.

J. K. Rowling's first book in the series, Harry Potter and the Philosopher's Stone made a modest debut into the world. Bloomsbury Publishing PLC - a small English publishing business, published it on June 30th, 1997, with a print run of only 500 copies. Because it appeared that the book would appeal to young male readers, the author's name was withheld and replaced with initials, as it was thought that a female author would not be credible enough for them.

More than half of the books were given to libraries, and a promotion campaign based on word-of-mouth had been devised. Signed copies of the original edition are now being auctioned on the internet for anywhere from USD 7,000 and USD 40,000. Initial reviews were positive, and the novel went on to win a UK National Book Award the following year. It quickly won the hearts of children, who voted for it, and the book went on to win three consecutive Smarties Book Prizes in the Nestle Smarties Book Prize competition.

The primary goals of books are to entertain, inform, and persuade readers. The readers who are most widely read must be scrutinized closely because it is not only the plot and adventure that entices children, but also the attitudes, values, cultural assumptions, and ideologies that lay the foundations for the development of today's children into tomorrow's adults. The goal of *entertainment* is achieved by following the exploits of many groups of individuals that are connected in an intriguing plot that separates into several branches, creating a kaleidoscope of happenings. Readers are also informed about practices in the wizarding world, which can readily be translated into the Muggle world (ourselves). As a result, it is possible to persuade V. Sulji Cross-Culturalism the audience to support the protagonists' ideals or viewpoints.

Let's get a little acquainted with the plot of this works. The history of Harry Potter is history about a young wizard whose parents were killed. The main antagonist of the story is Lord Voldemort. Throughout the seven books, the young hero battles forces of evil, trying to destroy the most dangerous wizard of all time and his supporters. In each subsequent book, Potter is faced with new dangers, problems, for the solution of which it is often necessary to break a whole set of school, and sometimes even magical rules and laws. The boy is surrounded by friends and mentors who are trying to protect, help and save him.

The most popular among them are Harry Potter's main mentor, Albus Dumbledore, whose wise advice helped him in the most difficult life situations. Two best friends - Ron Weasley and Hermione Granger, without whose help the main character would have died in the first book [7]. Many teachers of the Hogwarts magical school, where young wizards study, the best friend of Harry's parents and part-time his godfather Sirius Black, whose story is devoted to a whole book, and many stories are indifferent, brave and courageous wizards, fighting for freedom and equality. Children's books are the most popular and teenagers. Today it can be said that a whole generation has grown up with the heroes of this work. The question of what caused such a huge success of this cycle in the aforementioned category is of interest to many teachers and psychologists. Many studies have been carried out regarding this problem (analysis of the interest of children and adolescents in books of this series, collection of statistical data).

The most attractive thing in the magical world is the decisiveness of the characters in the work. This is due to the fact that in the real world, children and adolescents consider themselves powerless in making important decisions. The second most popular is the environment: the magical school itself, the forbidden forest, sweet kingdom - Hogsmeade. Reading the descriptions of these magical realities is a way to escape from the gray boring surrounding reality Magic power, magic items such as a magic wand, a broom, an invisibility cloak, a stone that allows you to bring the dead back to life - all this gives the heroes of the novel a superpower that people in our world do not have [10].

We can say that the "World of Harry Potter" is a world of opportunities and abilities that children and adults in our environment do not have. Through personal storytelling style one can easily identify with the Harry Potter figure while reading. Harry is not portrayed as some sort of "superhuman" or wizard. He is not particularly attractive, and he does not have an outstanding intellect. Harry embodies the inner struggle that goes on inside each of us, primarily on the path from childhood to adulthood, namely: the search for who and what we really are, and what the world around us means [3]. It is impossible not to say that novels about a young wizard are not only fantasy works, but they also contain many features of an educational novel. Often Harry Potter is credited with such concepts: magic, the struggle between good and evil, adventure, friendship, mystery, expectation, but also fear, avoidance, bullying, crime.

The heterogeneity of the terms used confirms that Harry Potter is "a multifaceted work that entertains through learning", and also considers such values as friendship, courage, teamwork, respect, humility. Recently, they have been thinking about the idea of introducing these books into a compulsory course in literature at school.

The last of the seven Harry Potter books is Harry Potter and the Deathly Hallows was released in 2007. However, in 2016, Harry's story was continued in a play as Harry Potter and the Cursed Child. The production is based on a story written by Rowling about the lives of the characters.

Naturally, Harry Potter is an interesting and rich story. A huge number of very well thought out, bright and detailed characters that logically interconnected. Despite the fact that the "Game of Thrones" is a fantasy, the components that give the right to attribute this work to this genre is not too much (as mentioned above - this is a superpower, magical creatures, objects, etc.). In the center stories of people: their relationships to each other, love experiences, political intrigues, analysis of moral values. Before our eyes, the characters change: they open up, develop. We are not given one of main character, whose life we follow throughout the story, instead of we are presented with a multitude of main characters, with different human qualities that are different from each other and at the same time very similar to each other. With certainty, one cannot point a finger at any one character and say that this is the main villain or this is the most faithful, most honest hero.

Throughout the books, the author surprises shocks the reader, keeps him in suspense. The main distinguishing feature of the novels of this cycle from almost all other works is the author's special cruelty to his characters. No matter how important or necessary you thought the character was, perhaps in the next book, chapter, or even on the next page, death awaits him, often very cruel and bloody. The main mystery - who will eventually take the Iron Throne, will remain a mystery until the very end, until the last book is released [10].

Further on consideration we take "Harry Potter" [5]. The story of a young wizard who fights the forces of evil, conquered millions of hearts readers. The cycle of novels of seven books is popular not only with children and adolescents, but also with an adult audience. Harry Potter begins its history in June 1997, when Joan Kathleen Rowling's first book, Harry Potter and the Philosopher's Stone, was published. The work quickly becomes popular, circulations grow exponentially. Starting from the fourth part – "The Goblet of Fire", all subsequent books break world sales records [4]. Books become bestsellers and remain to this day. Today we have a whole generation that you grew up with Harry Potter. Before our eyes, Potter has become a separate cultural phenomenon. The books have been translated into 67 languages and have sold over half a billion copies.

This story is about a boy, Harry, who is very lost his parents at an early age, due to the fault of the main antagonist of the story - Lord Voldemort. Having lost a tremendous amount of his strength to kill a young family, the dark lord is forced to hide from the world for many years, in the hope that one day all his former power will return to him. In the first three books, Harry successfully prevents the most dangerous wizard of all time from gaining a body and strength, but in the fourth book, Voldemort regains all his power [6]. The purpose of the life of the protagonist is to save the world from the chaos and suffering that brings with the villain. With the help and support of his friends, mentors and all concerned wizards, while suffering enormous losses, Harry Potter wins this war.

While reading this novel, a whole new world, a new vocabulary, which today is already familiar to so many people, a huge number of fabulous, magical animals, and the power that distinguishes magicians from Muggles (ordinary people). Reading Harry Potter is a very enjoyable, stress-free yet interesting escape from reality that

appeals to many age groups. Children admire the strength of the characters - both physical superiority (strength from the possession of magical objects, creatures), and the strength of their spirit, determination, which they sometimes lack of in real life. For older people, this is a way to get away for a while from daily problems, worries and responsibilities, not to forget for a long time and return to childhood. In this story, it is quite clear where is good and where is evil. Rarely do characters change drastically, moving from one category to another. But at the same time, until the last book, there is also intrigue; the interest of readers is fueled by unexpected turns in history [10].

D. Beggett, states the prevalence of a critical attitude to J. Rowling's books among adults, admits that one of the reasons for this is the very wide popularity of books among young people, since there is a fear that children, having read about wizards and witches with their albeit fictional the practice of some elements of the occult, may be carried away by this occult itself. At the same time, he believes, only fundamentalists obsessed with conspiracy theories and moralists can seriously discuss such a threat. The analysis of the works of J. Rowling should not be either biased or apologetic. "Most of the criticisms of Harry Potter," he writes, "demonstrate a lack of humor, depth of thought, taste and knowledge that is not conducive to benevolent debate. But neither is the excessive indulgence of the shortcomings of favorite books that their defenders display in the face of these attacks. What we need is not revealing rhetoric, but cool and respectful analysis in the spirit of friendly debate for which Dumbledore is famous"[2,5,12].

It should be noted that the call for "cold-blooded and respectful analysis" does not remain empty rhetoric for the authors of the "Harry Potter Philosophy", but becomes a guide to a thorough understanding of the reasons for the phenomenal success of J. Rowling's novels. They all come from a deeply valid premise, ignored by most anti-Potterists, including, unfortunately, literary critics. Its essence lies in the fact that the popularity of a particular work in itself cannot be evidence of truth or falsehood, nor can it be a basis for belittling its aesthetic and moral-ethical assessment. As for Harry Potter, its popularity, philosophers rightly believe, "only indicates that some very important string is affected here." And although the factors of an advertising campaign and well-chosen time cannot be discounted, they write further, "they do not change the fact that there is something deeply enchanting in these books" [2].

This specificity of "Harry Potter" raised the question of the relationship between mass literature and high-quality texts, about the boundaries of the concepts of mass and high literature. Another important conclusion is that "within mass culture there is a high level of adequate self-reflection" [8], and that the principles of academic science are not always sufficient for comprehending new cultural phenomena. Because of this, there is a need for new approaches to understanding and self-understanding of culture, which is clearly manifested in the above-mentioned scientific collections of Anglo-American researchers, the general result of which can be formulated as an awareness of the fact that modern literature and culture are

characterized by complex transformational and integration processes and that their understanding requires interdisciplinary approaches.

A cycle of novels by J.K. Rowling about Harry Potter attracts the attention of many literary critics with its unusual structure, lexical content, and genre eclecticism. The great interest is the question of the genre of novels, since it is quite debatable and at the same time it is not studied deeply. Currently, a single definition of the concept "genre" does not exist, and the definition of the genre "Harry Potter" presents a formidable issue. The well-known literary critic M.M. Bakhtin paid special attention to the existence of primary and secondary genres, based on the delimitation of which was based on the principle of derivativeness: "Secondary speech genres are novels, dramas, large journalistic genres, etc. – arise in conditions of a more complex and relatively highly developed and organized cultural communication (mainly written). In the process of their formation, they absorb and process various primary genres that have developed in conditions of direct communication" [3].

According to this theory, a folklore fairy tale can be attributed to the primary ones, and to the secondary ones, respectively, a literary fairy tale, as well as multiple genre varieties of the novel. The work "Harry Potter" is a cycle of novels, the genre of which most literary critics define as fantasy. Encyclopedia Wikipedia defines Harry Potter genre as follows: "The series is a combination of many genres, including fantasy and a teen romance with elements of adventure, detective, thriller and romance, and also includes many cultural references" [11]. S.A. Gogolev also writes about it in the article "The influence of the Gothic novel on the fantasy genre and its role in the development of the genre": "... fantasy takes as a basis various literary traditions, such as the folklore of different peoples, the heroic epic, the fairy tale, the adventurous genre, the gothic novel" [12]. Obviously, this genre has absorbed many previous literary traditions and gravitates towards large art forms - mainly novels and novel cycles. For example, the Lord is the Rings trilogy by J.R.R. Tolkien and the Chronicles of Narnia book series by C.S. Lewis. The successor of the tradition, of course, is J.K. Rowling and her seven Harry Potter volumes.

However, one difference between the books of J.K. Rowling from others is fantasy work - the protagonist is not an adult, but a child, and the whole epic is story of growing up and character development of Harry Potter, that is closer in artistic characteristics to the genre of the novel of education. So, the question of the influence of the latter on fantasy discourse seems interesting for research. Some modern literary scholars define the Harry Potter genre as a novel of education.

Some modern literary scholars define the Harry Potter genre as a novel of education. I.L. Galinskaya, in a collection of articles devoted to the study of this work, writes: "Rowling's epic about Harry Potter is a multi-volume novel education. The goal of the students of the Hogwarts school is to become magicians, and school days are described, and teachers, educators and the students themselves serve as good and evil, which is why Hogwarts school is in many ways similar to regular school" [5]. V. Alexandrov in the article "Who invented football, or Harry Potter at school and at home" says that "the theme of Rowling's "Potterian" is school everyday life, and the genre is a novel of education" [11]. Many critics analyze the works of J.K.

Rowling, agree that these are educational novels, since they are based on the story of the gradual development of the hero, whose formation can be traced from childhood and is directly related to the knowledge of the surrounding reality. This point of view, however, is not absolutely correct, since, as noted above, not only the genre fantasy is not limited to a set of characteristics other genres, but only perceives their individual elements, being a separate genre formation. But such a position is not without credibility; therefore it is also of interest for research.

The conclusions of this study. The extensive scientific and critical literature on the novels by J.K. Rowling allows us to draw the following conclusions. Firstly, from the moment the first book was published up to the present day, there has been an unprecedentedly wide interest in Harry Potter from not only and not so much professional literary critics and literary critics, but from philosophers, culturologists, psychologists, scientists, religious figures of organization. The novels of J. Rowling rise a socio-cultural phenomenon of an international scale. Secondly, with regard to foreign studies and review reviews of Rowling's novels, with rare exceptions, they are characterized by a high assessment of both literary and artistic, and moral and ethical, and even educational and pedagogical qualities. This is equally true of the work of literary critics and the work of philosophers and scientists. Thirdly, the lack of professional studies of Rowling's work, the emergence of a trend towards a comprehensive understanding of Harry Potter as a sociocultural and artistic phenomenon determines the need to search for new approaches that can adequately reflect the transformational trends characteristic of modern cultural and artistic processes.

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