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SYNTHESIS OF ILLUSTRATIONS AND ARTISTIC WORDS IN THE WORK OF SVEN NORDQVIST

СИНТЕЗ ІЛЮСТРАЦІЙ І ХУДОЖНЬОГО СЛОВА В ТВОРЧОСТІ СВЕНА НУРДКВІСТА

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Sven Nordqvist is a famous Swedish writer and artist, architect, classic of modern children's literature. Winner of prestigious literary awards. His works have been translated into 47 languages. He was born in Helsingborg. Studied architecture at the Higher Technical School in Lund. Sven Nordqvist lectured on architecture at Lund University, worked for an advertising company, designed textbooks, and developed his talent for illustration. In 1983, he took part in a competition for children's illustrations, which was held by the publishing house "Opal". He submitted illustrations for the fairy tale *Agaton*

Öman och alfabetet, which he wrote, to the competition and won first place. In 1984, his next book *The Birthday Cake* appeared – the first story in a series of fairy tales about the old farmer Pettson and his smart kitten Findus, which quickly gained wide popularity not only in Sweden, but also in other countries.

Based on the writer's books, cartoons were shot, computer games and theatrical performances were created. The collections *Songbook of Pettson and Findus* were published in Sweden in 1999 and 2015. The book *Songbook of Pettson and Findus* includes 25 songs with notes and an audio CD. In 2015, Sven Nordqvist said that he would no longer return to the story of the old man and the kitten. But in 2020 another book about Pettson and Findus *Pettson och Findus bygger en bil* was published in Sweden.

Sven Nordqvist is also known as an illustrator and co-author of a series of fairy tales about the adventures of the cow Mama Mu and her friend Crow (*Mamma Mu ock Kråkan*) by the Swedish writers Judi and Tomas Wieslander.

The book *Where is my sister (Var är min syster?)* the author conceived as a story in illustrations, in this book they are the main ones. This is a story in verse. In the preface to the book, the author talks about his intention “to make the images stand on their own in this book. Thus, the child will be able to enjoy the book without text. This is my only book in which the pictures appeared before the text [7].

It's hard to be sure of anything.

Sometimes the same

is true and false

almost simultaneously [2].

“Everything that seemed great turns into nothing” [2].

A trilogy on the verge of a non-fiction book and a fictional story *Now Vasa sails! (Nu seglar Vasa!)* was created by Sven in collaboration with Mats Wahl. Sven Nordqvist also illustrated books about Vikings and biblical stories.

The writer used illustrations to realize aesthetic principles in his works. Let us consider the synthesis of these two elements of culture – illustration and literary text, inextricably linked in the works of Sven Nordqvist. Writing and images have been means of communication in human society since ancient times. They have also been mutually enriching each other for centuries.

In this article I would like to point out Sven Nordqvist's talented use of visual and expressive means to convey the author's intent. The author skillfully uses the word and also talented in writing illustrations. In each book Sven Nordqvist impresses the reader with words and visually, vivid, surrealistic pictures. In the context of the interaction between literature and painting, the picture *Poetry and Painting* by Swiss artist Angelika Kauffmann is interesting, where poetry embraces painting.

As for the illustrations by Sven Nordqvist, his illustrations explain the meaning of the text, complement the text, enrich it. That is, Sven Nordqvist's illustrations for his books are also works that, in unity with the text, help to reveal the author's intention. In addition, in his works, Sven develops a plot with the help of painting (*Var är min syster?*).

It can be said about this work of the artist that the illustration dominates the text. The illustrations are understandable without words and can exist on their own. The author presents verbal (verbal information in second place) and non-verbal information, which makes it easier for children to understand. Moreover, this is especially true for the last few years, which is associated with the general trend of information visualization in modern culture.

It is important to note that the images in literature, music, painting, architecture differ from each other. In the context of semiotics, an image is a means of semantic communication in culture [8]. The combination of text and illustration leads to a narrowing of the semantic field, the function of the word in this case is performed by visualization. Illustrations in the text of fairy tales are elements of the sensual disclosure of the deep meanings of the author, they bring in small details. A distinctive feature of the illustration is the ability to "see the word", the author's intention. The illustrations by Sven Nordqvist are works of art. It is important to note that the illustrations and design of the book have a positive effect on the development of children, stimulate their development, bring up a sense of beauty, awaken the development of children's creative abilities.

Books by Sven Nordqvist are popular not only among children, but also among adults. An adult reader perceives the writer's works not as a funny story with a happy ending, he sees deep meanings in illustrated fairy tales.

The illustrations are surreal, the artist uses allusion and paradoxical forms, he creates a fantastic world in which the unreal and the real are combined.

Sven Nordqvist enriches and complements the text in his works with the help of illustrations, masterfully creates the architecture of the book. Thus, the artist presents his worldview in two planes, the illustration is a kind of window into the fairy-tale world, visual the world of images that the writer reveals to his readers. In his works, Sven Nordqvist visualizes images and ideas, deep meanings, atmosphere, the author's word and illustration are inseparable, in their unity they form a single language.

The works of Sven Nordqvist are creation of art that bring aesthetic pleasure to readers. The illustrations in the text of the artist and writer Sven Nordqvist are polycode works. Here the author conveys information to the reader in a combination of verbal signs (text) and visual signs (image). The special value and uniqueness of such a work lies in the fact that the authorship of the text and image belongs to one writer. Also, the phenomenality of Sven's

work consists in the unity of the artistic word and image. This most clearly ensures the transfer of the author's idea to the reader.

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ARTISTIC MINIMALISM AS THE NEWEST TREND IN LITETARY STUDIES

ХУДОЖНІЙ МІНІМАЛІЗМ ЯК НОВІТНЯ ТЕНДЕНЦІЯ ЛІТЕРАТУРОЗНАВСТВА

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Європейський літературознавчий процес початку ХХІ ст. позначений пошуками нових мистецьких образів, ідей, стильових манер, спробою осмислити духовні реалії людського буття. Сучасний літературний розвиток пропонує нам нові інтенції у сприйнятті художніх текстів і тим самим суттєво розширює наші уявлення про культуру, оточуючий світ і