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INFOGRAPHICS-A UNIQUE RESOURCE OF LEARNING OPPORTUNITIES

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Abstract: The article structures the basic theoretical information about infographics on the basis of analyzing the studies of foreign authors. The variants of the definition of the concept "infographics" are given. A brief history of infographics from its origin to the present day is given. The variants of infographics classification in terms of visualization character, the principle of information self-sufficiency, and type of object.

Self-sufficiency of information, type of object, technology. The main functions of infographics (illustrative, cognitive, communicative, informative, educational) and their advantages are characterized. The methodology of creating infographics is considered, which includes two levels of development: conceptual (conceptual), communicative, informative, and educational, and its advantages are two levels of development: conceptual (strategic) and implementation (tactical).

The information given in the paper can be used to form an accurate idea of infographics.

Keywords: infographics, visualization, classification of infographics, functions of infographics, Russian as a foreign language, advantages of infographics, methodology of creating infographics.

Introduction. The modern world is characterized by a constant increase in the flow of information and limited time to work with it. Every day the number of means by which information can come to a person is increasing. Extraction of really important and useful information becomes quite a difficult task. As a result, the ways of working with information are being transformed.

One of the methods of information presentation is infographics (information graphics) [1, 2]. It is a visualization method that helps the author of the message to present information clearly and attractively, and the reader to perceive it quickly. Infographics have a rich set of resources used in various spheres of mass communications. in different areas of mass communication.

A history of the development of infographics. Scholars differ in the time of infographics' origin. Some researchers [1] consider the prototype of infographics is cave painting. Others refute this point of view [9], because rock paintings, like words, carry coded information. According to Michael Friendly, an American professor of psychology, infographics originated in the 12th century in connection with the development of mathematics, geography, physics and astronomy [10]. The purpose of the first works on data visualization was mainly to illustrate the results obtained by scientists, and they did not become stand-alone advances in infographics [11].

Tabular data was first associated with graphics during the period of early European cartography. The scientist Nicholas of Oresme introduced the description of an object's motion relative to longitude (time) and latitude (velocity), linking geometric space with abstract physical properties (time, velocity, temperature) using graphics. The "great turning point" in cartography is associated with the publication in 1406 of copies of the Greek manuscripts of the Library of Alexandria- *Cosmographia*, which visualized the relationship between tabular numbers and geometric properties. tabular numbers and geometric positions in space [1, 9, 12]. space [1, 9, 12].

The first to try to display the hidden in an accessible way and to accompany his images with text was Leonardo da Vinci.

In his work "Instructions for the Assembly and operation of a machine of Horizontal Rotation" (1495), he explained the principle of operation and purpose of the depicted objects. It was Leonardo da Vinci who is considered the originator of the explanatory graphics [1].

Separate attempts to represent statistical data and various kinds of observations were made in the XVII and XVIII centuries, the most famous were the mortality curves of Christian Huygens (1669), the graph of atmospheric pressure changes depending on the altitude of Edmund Halley (1686), a graph of seasonal changes in soil temperature by Johann Lambert (1779). The French mathematician and philosopher René Descartes formalized the graph of seasonal changes in soil temperature by Johann Lambert (1779). 1637 formalized a graphical approach to the visualization of tables [12]. visualization of tables [12].

Publishers began to apply a new approach to presenting information - its "compacting" through the use of bright illustrations and short texts. The appearance of such materials was perceived ambiguously by the readers: among the public, there were conservatives who considered them an example of simplified and shallow journalism; others found them original journalism; others found them original and concise [1, 2].

Functions of infographics. The functions of infographics can be categorized into three main:

groups [1]:

- illustrative - realized in achieving originality and attractiveness of infographics; clarity and compactness of visual data, graphic accentuation of the main information;
- cognitive - manifested in structuring and systematization of information; connection of the figurative and abstract; integrity of perception; stimulation of analysis and synthesis of information; activation of associations;
- communicative - is performed in the instruction to action, visual indication, marking the significance of fragments, visual recommendation; and guidance on mastering information.

Some researchers distinguish infographics as a special synthetic journalistic genre. In this case, infographics should also fulfill an informational function.

The educational function of infographics is important for educational publications. It is realized by simplifying the process of information perception, its explanation with the help of graphic objects.

Techniques for creating infographics. Infographics involve visualization of data, where not only graphical execution but also factual information plays an important role.

When creating a concept, it should be taken into account that infographics should have the following properties: the ability to convey coherent content through a system of visual images, unity of text and image, dos-images, unity of text and image, accessibility of infographics interpretation by the audience in accordance with the author's idea, informativeness combined with attractiveness and non-boring [14]. images, unity of text and image, accessibility of infographics interpretation by the audience in accordance with the author's idea, informativeness combined with attractiveness and non-boring.

Creating an infographic involves its development at two levels: conceptual (strategic) and implementation (tactical).

At the conceptual stage, the idea of the infographic is worked out in detail. The stage includes the following actions:

- selecting a topic, formulating the purpose of the infographic and identifying the target audience;

- collecting data and material on the topic;
- analyzing and processing the collected information, selecting data and translating it into a format that is convenient for visualization; and visualization format;
- development of a graphic idea and selection of visualization tools depending on the amount of data and the goals of the publication format.

At the stage of infographics realization the following operations are performed [14]:

- breaking down the text into separate constituent parts: time, place, numerical data, comments, etc...;
- assessing the possibility of visualizing these parts or saving them in text format;
- choosing a concrete or abstract image; assessing its correlation with stereotypes and prevalence in the audience;
- stylization of images, creating harmony between form and content;
- converting statistical information into graphs and charts, finding ways of combining visual forms in terms of composition;
- correlating events and images in time using historical references (creating timelines, selecting symbolic or digital expression of time);
- systematization of data in the space of future graphics (identifying cause-and-effect relationships between different parts of the text, assigning events in order, setting reader's priorities, selecting or composing textual inserts, checking the accuracy of information);
- final layout of graphics (sketching is desirable);
- creating a headline and subheading (nominative, non-metaphorical);
- checking and editing the infographic (text, images, and copyright). rights).

Thus, the following features of infographics can be noted:

- presence of graphic objects;
- useful and relevant information;
- colorful presentation

Conclusion. Infographics can organize and present a huge amount of data in an attractive way, as well as show the meaning of facts and objects in space and time, and depict trends.

Due to this property, it has become widespread in electronic and print media, educational and scientific literature.

Knowing the theoretical foundations when preparing infographics will allow you to provide quality content for the readership, taking into account the current trends in the field of publishing. A publication that makes good use of infographics can expand its audience, increase revenue and competitiveness in the market.

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