

ЯЗЫК, КУЛЬТУРА, КОММУНИКАЦИЯ

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POTTERMANIA AS A MODERN SUBCULTURE

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A rare person does not know about Harry Potter at least in general terms. And among people who have seen films or read books, there is a special part of those who can answer without hesitation any question not only about the events of books, but also about the characters. In the first chapter of Harry Potter and the Philosopher's Stone, Professor McGonagall pronounces a phrase that has become prophetic: "Books will be written about him, every child in the world will know his name!" [4, p. 23]. And it's true. The term "Pottermania" has been used since 1999. Pottermania is a term describing Potter fans all over the world. Potter fans are characterized as active, enthusiastic, creative people united in a modern educational subculture Pottermania [17].

There is a wide variety of subcultures in the world. Young people can be involved in any of them according to their wishes and interests. But only some of them have an educational purpose.

Pupils of our school have been searching educational subcultures since 2013, because joining them gives the opportunity to develop pupils' mind, improve knowledge, become socialized.

So, in 2013 Vladislav Goroshko identified educational subcultures in his research "Youth Subcultures and Their Place in Modern Society". In 2017 Andrey Belko studied the history of the emergence of such educational subculture as Bookcrossing. I became a member of this movement. During the action "Give a book the second life" the pupils, teachers and parents participated actively. 1027 books were collected. We want to note that 3 % of the books brought during the action - were books by J.K. Rowling. It was found out that The Harry Potter books were the most readable on our Safe Shelf. It comes as no surprise but I have been Rowling's fan since early childhood as many other pupils of my school. Discussing The Harry Potter series we figured out that these books are the perfect base for learning British culture, traditions and history. To learn more about Pottermania we decided to join this movement and involve as many participants of the educational process as possible in it.

The relevance is determined by the fact that every year more and more people are interested in such a modern subculture as Pottermania. Pottermania does not only develop creativity, activity, communicative skills but it also gives the opportunity to improve knowledge about British culture, traditions and history, which can be used at English lessons.

The aim of the research is to involve as many participants of the educational process as possible in the subculture and improve their knowledge about Britain on the material of The Harry Potter series.

This aim involves the following tasks:

To consider the history of the emergence of Pottermania.

To identify the distinguishing features of the subculture.

To involve the participants of the educational process in Pottermania through the activities of the School Potter Club.

To create The Harry Potter book navigator as the additional material for the 8th form.

In the course of doing the research the following methods were used:

Questionnaire.

Interview.

Comparison.

Data analysis.

The object of this research is Pottermania as a modern subculture.

The subject of this research is the material of The Harry Potter series.

It's obvious, that a lot of pupils are interested in The Harry Potter series. It was proved by the librarian of our school and by the popularity of the books about Harry Potter on our Self Shelf dedicated to Bookcrossing.

It was interesting to identify how many Potter fans we have at school. We interviewed 322 pupils of 4-11 forms.

And we can see that 83 % of the pupils read The Harry Potter books, 45 % of the pupils know what Pottermania is, but want to know more about this movement, 76 % of the pupils want to join this modern subculture.

Based on the results of this survey, we decided to establish Potter Club at our school to involve as many pupils as possible in the subculture and to improve their knowledge about Britain on the material of The Harry Potter books.

Potter Club is an open creative association for active, enthusiastic and communicative pupils who are interested in The Harry Potter books and ready to self-development.

The range of activities of each member of Potter Club is great and usually consists of different types of activities. One of them, of course, is the endless re-reading of books and watching films. Potter fans can also read or write fan fiction, play role-playing games, study Joan Rowling's interviews, select the ideal actors to play roles of their favorite characters, draw pictures about the world of Harry Potter, and of course, participate in endless discussions of the plot and characters.

Potter Club was opened in April 2018. Each Friday pupils take part in meetings of our club where we hold entertaining and educational events. Once a month we organize quest-games, Harry Potter quiz questions, costume performances to involve new members of Potter Club. All the members have a membership card and a badge. Today we have 27 members of Potter Club.

During the educational activities of Potter Club we discovered that there was a lot of useful information in The Harry Potter books about British culture, traditions and history which can be used at English lessons.

As a result, The Harry Potter book navigator was created as the additional material for the 8th form. It was decided to continue our work in this field. In the coming months we will create The Harry Potter book navigators for the 9th form.

Pottermania will not end in the foreseeable future: it is too deeply ingrained in the collective psyche of what has been dubbed "The Harry Potter Generation".

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