

VISUAL HUMOR IN ASTRONOMY POPULARIZATION (application possibilities and limitations)

Many researches have shown that group of students taught with comics are better in final exams than those who learned from plain text. Humor has always been one of the most effective ways of human communication. We consider several possibilities of application of different kinds of humor (verbal and nonverbal - comic, cartoon, animation, short video) in educational process, as well as in astronomy lectures for general public.

Since universe awareness and basic knowledge of natural phenomena are the main goal of teaching and science communication, we suggest planned and organized use of humor in the classroom and planetarium. Strip and caricature sometimes might give a significant message (scientific data, experiments, new discoveries, new vs old theories etc), help in memorizing facts or navigate child's spirit to the completely new scientific ideas. We concluded that interactive teaching method is not implemented enough in educational process and number of trained teachers in this field have to increase. One interactive class twice a week could make a big difference in child's inspiration for science: schoolchildren can draw comics or make animated film on computer following previously prepared teacher's instructions.

Animated video and short video are fast and dynamic science communication tools that can excellent keep attention of listeners and draw that attention to previously carefully specified terms and conceptions. Video material has been widely implemented on internet and social networks (Face Book, Twitter, Instagram) and there is a big risk of misunderstanding or wrong use of it. Although high-technology tools should be used, the most important starting point for a good lecture is a teachers imagination.

Key words: Popularization of Astronomy, Astronomy in Culture, humour, comics, cartoons