

**From the Issues of Perception of Visual Images in
Connection with a Text by the Child at the Pre-Reading Age.
Valorisation of Visual Images Expressed in the Form of Book
Illustrations in the Subjective Perspective of a Child Recipient**

Abstract

The presented text results from the research carried out on the issue of the child's perception of visual images which constitute a vivid complement and clarification of the contents of a printed text.

The article presents basic assumptions of the strategy of recognizing the child's receptive preferences of book illustrations as well as the results of research related to valorisation of the perceived picture realizations by the youngest recipients.

Key words: *valorisation, book illustration, visual image, the child at the nursery school age.*

Introduction

Recent years have brought significant changes in the sphere of widely understood culture as well as in the cultural situation of the Polish child. In recent years this reality may be characterized by dominance of the visual form over word, which is essentially reflected by, among others, expansion of images, external visual advertising, a picture book, a cartoon, widespread audio-visual media – electronic sources of experiences and by the invasion of homogeneous – often tacky – mass culture or dominance of adult culture over culture addressed to children, both in the area of offer and reception. Culture has been perceived as an area for business enterprise. Cultural events are accompanied by intensive marketing actions often