

## THE USE OF HYPERTEXT IN DISSEMINATION OF SCIENCE AMONG CHILDREN: NATIONAL GEOGRAPHIC KIDS AS A CASE STUDY

New technologies have generated a new way of communicating science in the digital environment: hypertext. The aim of this research is to analyse the quality, quantity, typology, provenance and function of hypertexts in the informative items published in National Geographic Kid. The methodology is based on a literature review in international databases and content analysis. The results indicate that this resource is part of the digital discursive practices of this magazine, and that they are of high quality, although there is no specific quantity per informational item. These links are mainly internal as opposed to external links. Likewise, they comprise mostly archival and bibliographic hypertexts, followed by terminological hypertexts. A very specific pattern of use is revealed for content exploring geography, zoology and history. It is concluded that the specific hypertextual discursive practices used in a children's magazine such as National Geographic Kids serve to educate their audiences in scientific content through curiosity and imagination, fostering interest in the world around them and critical thinking. These practices also identify the rules that govern the construction of messaging in the digital narrative of a children's magazine.

**Keywords:** Children, Discourse, Hypertext, National Geographic Kids, Science dissemination, Magazines