

ABSTRACTS

UDC 004.9

DEVELOPMENT OF FUNCTIONING ALGORITHM OF A RISK MODEL

B. V. Durniak, T. M. Maiba

Ukrainian Academy of Printing,

19, Pid Holoskom St., Lviv, 79020, Ukraine

Research methodology. *To design a risk calculation algorithm we have used the formation of the evaluation interpretation. The approach to risk calculating is the direct determination of risk based on the data that characterize the likelihood of abnormalities that give rise to various types of risks. To simplify the calculation of risk, the entire production process is divided into separate functional components, and in this case the risk is calculated for each fragment individually. The overall risk is calculated from individual risks.*

Results. *It has been shown that the security that appears as a risk depends on accidents caused by uncontrollable parameters that are not reflected within the security parameters of the algorithm of the risk determination because these parameters are determined by external factors that may operate in the technological process.*

Novelty. *The used approach for risk calculating is based on the existence of the connection between the security level and the risk. As the security level is calculated simply on the basis of constructive relationships between the various types of abnormalities and their causes, the security level can be calculated more adequately to the real situation.*

Practical significance. *The functional scheme of the implementation of the evaluation algorithm of the overall security level has been developed that uses links between the security level and the risk.*

UDC 655.5+004.942+881.3

IMPROVEMENT OF THE MODEL OF INFLUENCE FACTORS ON COMPOSITE DESIGN OF THE EDITION

V. M. Senkivskyy, I. V. Pikh, A. V. Kudriashova, O. V. Lytovchenko

Ukrainian Academy of Printing,

19, Pid Holoskom St., Lviv, 79020, Ukraine

senk.vm@gmail.com

Research methodology. *The paper uses the method of hierarchy analysis to design an optimized model of factors priority influence on the process of composite design of editions. Matrix of pairwise comparisons of factors has been built using a scale of relative importance of objects by Saaty.*

Results. *The study has designed and analyzed an optimized model of factors priority influence on the process of composite design of editions.*

Novelty. *An optimized model of factors priority influence on composite design of editions has been designed for the first time, the skeleton of which consists of the following factors: kind and type of edition, volume of edition, format of edition and*

pages collecting, pages typesetting, proofreading, typeface design of edition, illustrated design of edition.

Practical significance. *The research improves the model of composite design of the edition that promotes the rationalization of production and improves the product quality.*

UDC 004.72+004.032.6

OPTIMIZATION OF MATHEMATICAL MODEL OF THE IMPACT FACTORS HIERARCHY OF THE INTERFACE USE BASED ON MOBILE APPLICATIONS

N. V. Soroka, S. P. Vasiuta, O. H. Khamula

Ukrainian Academy of Printing

19, Pidholosko St., Lviv, 79020, Ukraine

nazar_soroka@ukr.net, lanapavliv@gmail.com, khamula@gmail.com

Research methodology. *The methodological basis of the research are: system analysis of the current process of optimal user interface design of mobile applications; the mechanism of semantic networks to play relationships between factors having impact on the quality of the technological process development; method of hierarchies analysis for factors ranking; research methods of multifactor processes and optimization.*

Results. *An optimized mathematical model, presenting the influence of factors on the quality of the interface design has been developed based on the investigation of the user interface design process of mobile applications. This model allows an easy prioritization of factors during the interface design. Performed investigation emphasizes the necessity for developers to pay more attention to functionality and determination of optimal problems, relating to the efficiency of mobile applications.*

Novelty. *The investigation is a new and very up-to-date trend in modern scientific researches. Through a modeling process designer can easily prioritize factors having impact on the user interface design of mobile applications.*

Practical significance. *Obtained models allow to develop the relevant software for mobile devices, and simplify significantly the design process of user interfaces. Therefore, the results of the optimization will be used for further research in the field of user interfaces design for mobile applications for all kinds of devices.*

UDC 004.04

ADAPTATION OF PROTECTION FACILITIES TO THE SET LEVEL IN SOCIAL INFORMATION SYSTEMS

T. M. Khometa

Ukrainian Academy of Printing,

19, Pid Holoskom St., Lviv, 79020, Ukraine

taraskhometa@gmail.com

Research methodology. *The analysis of reasons has been conducted in a process of work which stipulate the necessity of adaptation of the access system to the information*

social system. For realization of the adaptation process not only parameters are important that are related directly to the access but also parameters which characterize the process of access in general. Determinations of different types of adaptation and determination of access security level are brought in a process of work and other factors that influence the access security have been researched.

Results. The analysis of factors which stipulate the necessity of realization of processes of adaptation within the access system has been done. In this connection, the analysis of attacks is conducted which are one of basic factors which determine the security level of the access system directly. The methods of realization of feed-backs are researched between users and the access system to the information social system.

Novelty. Research and analysis of all data, which stipulate the necessity of formation of the access system which would be able to adapt oneself to the changes, which take place in an external environment which is made by the users of the system. Changes in the access system, that arise up as a result of adaptation take into account the features of the chosen information systems.

Practical significance. A task which consists of development of principles and method of realization of the adaptation process of user access to the social system is solved and studied.

UDC 655.28.022

CALIBRATION OF TECHNOLOGICAL PROCESS OF MANUFACTURING OF FLEXOGRAPHIC PRINTING PLATES

V. E. Nykyruy, V. Z. Mayik
Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
nik_volod@ukr.net

Research methodology. The technique, which allows controlling the quality and repeatability of plate-making processes by CtP technology and direct laser engraving technology has been developed.

Results. We offer using compensation curves with a matching coefficient k as the main tool to control the plate-making process in the above technologies. The compensation curve is based on compensation coefficients for each percent of raster wedge, counting optical dot gain of plate-making process in each of the zones. One advantage of this technique is the ability to customize the plate-making processes using a compensation curve with a matching coefficient which equals a specific value, such $k = 0,85$. Inherently, the matching coefficient is a coefficient of increase or decrease of the area of printing element in regard to the design. To get the value of the matching coefficient equal to 0.85, we should set the area of printing elements of all raster zones from 1 % to 100 % on the plate and the equivalent area of corresponding zones in the design with this coefficient.

Novelty. A new method of calibration process of manufacturing flexographic printing plates has been offered.

Practical significance. *It can be used to calibrate the printing and prepress flexographic processes and quality control of manufacturing flexographic printing plates by CtP and by direct laser engraving technologies.*

UDC 004.9

RESEARCH AND EVALUATION OF CORRECTION METHODS OF GEOMETRIC DISTORTIONS OF TEXT DOCUMENT IMAGES

O. V. Tymchenko^{1,2}, I. O. Kulchytska¹, R. O. Kulchytsky¹, O. O. Tymchenko¹

¹Ukrainian Academy of Printing,

19, Pid Holoskom St., Lviv, 79020, Ukraine

irynekylch@gmail.com

²Uniwersytet Warmińsko-Mazurski,

2, Michała Oczapowskiego, Olsztyn, 10-719, Polska,

o_tymch@ukr.net

Research methodology. *Systems analysis — to compare the existing methods of distortion correction of text documents image, methods of mathematical and computer modeling — to design a framework for the restoration of distorted images of text documents and experimental studies — to assess the proposed method.*

Results. *On average (we have used 50 images), the number of recognition errors by OCR system after applying the proposed method of correction is reduced to 79 percent of the errors in the initial distorted image. In addition, the method of correction of geometric and perspective distortions provides the quality of pre-treatment level better than commercial software BookRestorer.*

Novelty. *The developed method, unlike the existing ones, can be used to images with the combination of several types of distortion.*

Practical significance. *Software algorithm implementation of the developed correction method can be used as preprocessing before the recognition of OCR systems to improve the quality of recognition of distorted images.*

UDC 681.3.06

A FUZZY MODEL OF OPTICAL DENSITY INTERVAL OF ORIGINALS AND REPRODUCTIONS

M. M. Lutskiv

Ukrainian Academy of Printing,

19, Pid Holoskom St., Lviv, 79020, Ukraine

lutolen@i.ua

Research methodology. *The methodological base of the research is the basis of tone reproduction of images related to the technological transformation of originals and reproductions. To solve this problem we have applied the theory of signals and images for grey scale analysis, the theory of fuzzy sets for building a fuzzy model of tone reproduction, the theory of modelling for graphic interpretation of a fuzzy model,*

object-oriented programming in Simulink package for processing a simulator of a fuzzy model of intervals of optical densities, calculating the membership functions and their visualization.

Results. *In the conducted study, we have processed a fuzzy model of intervals of optical density of originals and reproductions for gray scale simulation associated with technological changes in the offset printing. We have developed a simulator of membership functions of a fuzzy model that simultaneously calculates three functions of a fuzzy model and makes their visualization. The results of simulation modelling as graphs of membership functions of fuzzy sets have been presented. We have found out that fuzzy models numerically, so objectively evaluate the tone reproduction which is an advantage of fuzzy models.*

Novelty. *Scientific novelty of the results is that the membership functions of fuzzy sets for optical density intervals have been defined when reproducing a grey scale associated with technological changes in the offset printing that quantitatively assess the tone reproduction, which is an advantage of fuzzy models over the traditional ones.*

Practical significance. *The processed fuzzy models and simulator can be used to determine the membership functions of fuzzy models and quantify the tone reproduction that can be considered when organizing the tone reproductions, including the combination of density intervals of an original and a bitmap print.*

UDC 681.6.004.9

UNIVERSAL INFORMATION THREE-DIMENSIONAL INK PRINTING SYSTEM MODEL OF OFFSET PRESS «SPEEDMASTER-74»

M. I. Verkhola

*Ukrainian Academy of Printing,
19, Pid Holoskom, St., Lviv, 79020, Ukraine
m.i.verh@gmail.com*

Research methodology. *In the study of processes occurring in ink printing systems we have used simplified models that give the information only about the average ink layers thickness value on the elements and imprints surfaces. In the process of developing a three-dimensional mathematical model that describes in detail the operation of all ink printing system elements we have used methods of operational calculus, discrete transformation theory, signal theory, graph theory and automatic control theory.*

Results. *The publication presents the methodology for creating ink printing systems three-dimensional mathematical models of any complexity. With the help of this methodology, the universal mathematical model that can reproduce the rollers and cylinders geometric dimensions and raster images on the printing plate surface with varying accuracy level has been developed. The model can take into account different working modes of ink feeding unit and oscillating cylinders. The developed mathematical model makes it possible to obtain the information about the ink micro flows dynamics at any point of ink printing system and on the imprints surface.*

Novelty. For the first time a universal three-dimensional mathematical model of complex ink printing system has been developed, which describes multi-zone ink feeding device and oscillating cylinders working modes and reproducing processes of ink distribution and transmission as ink micro flows sets circulating on all elements surfaces of the ink printing system. This model makes it possible to research ink transfer processes for raster images reproduction with different resolution.

Practical significance. A three-dimensional mathematical model is universal because it can consider ink printing system elements geometrical sizes with varying accuracy level and describe the functionality of ink feeding device, oscillating cylinders, ink rollers, form and offset cylinders of Heidelberg Speedmaster-74 offset printing press. Based on this model, the information technology for analysis and setting-up of these presses could be designed to print images of any complexity.

UDC 681.6.004.9

INFORMATION TECHNOLOGY OF OPTIMIZATION PROCESS OF PREPARATION TO PRINTING FOR INK PRINTING SYSTEM WITH THREE FORM ROLLERS

U. P. Panovyk

Ukrainian Academy of Printing,
19, Pid Holoskom St., Lvov, 79020, Ukraine
ulianapanovuk@gmail.com

Research methodology. To research the optimization process of preparation to printing for ink printing system with three form rollers scientific methods we have used: analysis, comparison and generalization. During the fulfillment of the scientific work for construction of an ink printing system model we have used methods of state space, operational calculus, discrete conversion and automatic control theory. Researches were conducted using a computer simulation of an ink printing system model in the environment of Matlab - Simulink

Results. An ink printing system vector-matrix model with three form rollers has been constructed. The simulator of an ink printing system model has been built in the environment of Matlab – Simulink On the basis of the conducted researches the optimal amount of working cycles of ink printing system with three form rollers for previous ink filling has been determined. The character of dependence of the previous ink filling for ink printing system with three form rollers previous from the form loading by printing elements has been set.

Novelty. The algorithm for determining the amount of previous ink filling cycles of ink printing system with three form rollers has been developed to decrease the time of printing press preparation to printing and significantly reduce the number of substandard imprints.

Practical significance. The simulator of ink printing system with three form rollers based on its vector-matrix model has been built. It is an integral part of the information technology and gives an opportunity to recreate the process of ink rolling and transfer, to simulate the pressure of form rollers.

UDC 655.28.022.2

**RESEARCH OF BINARIZATION ALGORITHMS IN OUTPUT DEVICES
OF PREPRESS**B. M. Havrysh¹, O. V. Tymchenko^{1,2}, M. B. Polishchuk³, H. N. Levytska³, N. R. Druk³

¹Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
dana.havrysh@gmail.com

²Uniwersytet Warmińsko-Mazurski,
2, Michala Oczapowskiego, Olsztyn, 10-719, Polska,
o_tymch@ukr.net

³Lviv Higher Vocational School of Computer Technology and Construction,
23, Linkol'n St., Lviv, 79000, Ukraine
levitskag@mail.ru, marpoli1976@meta.ua

Research methodology. Binarization process is used in numerous tasks of processing and analyzing digital images. However, there is no universal solution of this process, and the methods are selected for each task. Therefore, new methods of binarization, along with their research capabilities and areas of application are of interest from a practical point of view not only in printing. Converting a binary image where the color of each element either black or white is important for solving problems of image recognition, control and analysis of materials, surveillance, video coding and other. Among numerous examples and problems there are two approaches known in the literature: the first is based on the threshold, the second is based on conditions of equal brightness of pixels.

Results. Binarization algorithms that use the condition of equal brightness are generally complicated from the computational point of view. This is due to the fact that one of the criteria of constructing a binary matrix is minimum Euclidean distance between binary and grayscale matrices. Then the task is to select from 2^n matrices. The researched algorithm searches for the maximum element of the matrix S , as the number of steps of bn procedure are required.

Novelty. The researched algorithm is simple from the computational point of view, which makes it attractive for use in PRP processors. The researched algorithm partly reproduces the brightness histogram of the half-tone image block. During the background processing with constant brightness, the studied algorithm has errors, typical for the binarization process (e.g. noise as single bright pixels).

Practical significance. The results of the researched algorithm are coordinated with visual perception and suggest the possible scope of the algorithm in a raster image PRP processor. The researched algorithm transfers the details and low contrast structures better than others for low and high contrast images with smooth change in brightness of the object, for images with low contrast background structure and for images with fine details.

UDC 655.227+539.37

RESEARCH OF DEFORMATION PROPERTIES OF POLYMER LAYERS OF SCREEN PRINTING PLATES

V. Z. Mayik, M. S. Khariv

Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
vol_maik@rambler.ru

Research methodology. To get the main results of the scientific work, the research of deformation properties of photopolymer materials for manufacturing screen printing plates by laser engraving has been conducted to determine their resistance to load and ink solvents in the printing process.

Results. The study of deformation properties of polymeric materials in temporary and constant loads before and after swelling in solvents of screen inks for 30 minutes shows that the developed polymeric material is flexible and after the removal of the load most of the deformation disappears. The least aggressive solvent is white spirit and inks diluted by it can be used for printing from screen plates produced by laser engraving.

Novelty. Suitability of the developed material for manufacturing and exploitation of screen printing plates has been proved by the research of its deformation properties before and after the exposure to solvents, to optimize the manufacturing process of relief-dot images application.

Practical significance. The use of polymer materials based on oligo urethane acrylates for manufacturing screen printing plates by laser engraving allows providing: high graphic reproduction characteristics of printing plates (high degree of reproduction of image elements with maximum accuracy); possibility of creating «thick» stencils for very thick ink layer prints; reducing the length of the technological process through the use of copying layers, on which images are directly applied by laser, without additional operations; reducing the cost of printing plates manufacturing by using cheap and available materials; environmental safety of processes of printing plates manufacturing by using non-toxic, environmentally friendly materials.

UDC 612.84+ 655.3.066.38

RESEARCH OF INFLUENCE OF MODERN TECHNOLOGIES OF BRAILLE REPRODUCTION ON TACTILE PERCEPTION OF INFORMATION BY BLIND AND VISUALLY IMPAIRED PEOPLE

S. F. Havenko¹, S. Ye. Hadzhynova², M. T. Labetska¹, M. M. Havenko¹

¹Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
havenko@point.lviv.ua

²Lodz University of Technology,
116, ul. Żeromskiego, 90-924, Łódź, Poland

Research methodology. Quality of Braille font was assessed by using the device AniCam Troika 3D, which allowed receiving and analyzing 3D models of relief-dot

images and profiles of their surface. The mechanism of cognitive perception of information through touching by the blind has been considered based on tactile analyzers.

Results. *Comparing the quality of printed Braille indicates that the best quality for a three-dimensional model and a surface profile is observed in the analysis of samples printed by drop on demand printing (Inkjet), which is confirmed by its maximum dot height and the best profile; an intermediate place in height is occupied by relief-dot images obtained by hot embossing on the cardboard, with the same surface profile and the lowest dot height observed in the screen printing method, and a relief surface was very uneven. The proof of this conclusion is the results of the expert evaluation of Braille samples quality on packaging of pharmaceutical products by the blind.*

Novelty. *For the first time, the size of geometric parameters of relief-dot characters by research of human tactile analyzers has been proved based on the cognitive models. The influence of surface structure and Braille dot profile on the quality of information tactile perception by blind has been proved.*

Practical significance. *An expert assessment of Braille inscriptions formed by stamping, screen printing and inkjet has been carried out and its impact on the quality of tactile symbols has been confirmed.*

UDC 655.5+655.3.22.51

ANALYSIS OF SENTENCE FORMATION OF VARIOUS DESIGNS IN FOLDING DEVICES OF WEB OFFSET PRESSES

T. S. Holubnyk, V. M. Senkivskyy
Ukrainian Academy of Printing,
19, Pid Holoskom, St., Lviv, 79020, Ukraine
golubnyk@ukr.net

Research methodology. *Considering the technological capabilities of folding-cutting machines of web presses and the synthesis of models forecasting the quality of forming the book publication imposition, the production of different in design and scheme of sentences of multipage products has been analyzed.*

Results. *The paper describes that folding devices in newspaper and book and magazine web offset presses use three main schemes of folding: newspaper, magazine, book. The essential role in folding is played by the location of pages in sentences regarding the paper fibers that is determined by the pages imposition.*

Novelty. *It is noted that the amount of sentences and the type of folding determine the scheme of the multipage sentence imposition. The options of projection of sentences types of multipage products have been studied according to the scheme of folding and the abilities of designing the configuration of a folding device of a web press.*

Practical significance. *We obtain the quality formation of the imposition in sentences, in which a root fold coincides with direction of the paper fibers. The paper considers the process of forming different in purpose and design sentences of printed products in folding devices of web offset machines. It has been found out that when determining the folding scheme we should take into account the amount of block sentences, geometric*

dimensions of a sheet part and the format of the edition, the options of cutting a paper sheet and its parts. For obtaining quality sentences of various types, the process engineer of the printing plant must take into account the technological possibilities of available folding equipment, which the web press is equipped with.

UDC 686.12.056

EXPERIMENTAL RESEARCH OF TORQUES AT PROCESSING OF BOOK BLOCKS COUNTERFOILS BY DISK KNIVES

O. B. Knysh

*Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
o_knysh@meta.ua*

Research methodology. *The experimental research program has included the following tasks: design and manufacture of an experimental stand; practical realization on the press of the perfect binding method of processing counterfoils by disk knives inclined under an angle to the counterfoils; a quantitative assessment of torques to the drive shaft of the faceplate with circular knives depending on the kinematic parameters of the process and types of paper.*

Results. *The evaluation of torque values has shown that among the studied kinematic parameters the greatest impact on their shift has the velocity of the blocks transportation. Maximum torques $M_{max} = 49 \text{ N}\cdot\text{m}$ occurred at processing the coated (85 g/m^2) paper; and the minimum $M_{min} = 2,5 \text{ N}\cdot\text{m}$ occurred at processing the newsprint (35 g/m^2).*

To reduce the load on the drive shaft we should use the passing movement of the knife, at which the torques are in 1,2–1,4 times less than in the case of oncoming knife.

Novelty. *The possibility of implementing the method of processing the counterfoils by disk knives, that are inclined at an angle to the counterfoil on the production press, has been experimentally confirmed, contributing to the improvement of the perfect binding of book blocks.*

Practical significance. *The application of the improved technology of processing counterfoils causes a reduction of torques; creates pre-conditions of the quality improvement of the perfect binding of book blocks and operating time of book editions.*

UDC 655.326.1

RESEARCH OF PROPERTIES OF ACHOHOL-SOLUBLE FLEXOGRAPHIC PRINTING INKS

V. V. Kukura, Yu. A. Kukura, M. O. Misiura
*Ukrainian academy of printing
19, Pid Holoskom St., Lviv, 79020, Ukraine
yurii.lviv@gmail.com*

Research methodology. *Printing of test prints was done on a six-ink flexographic press of planetary type Fischer & Krecke. A set of test printing rollers has been used*

that simulate the ink application using an anilox roller to research the process of ink transfer. Spectrophotometer X-Rite SpectroEye has been used to measure the optical characteristics of the prints. Testing of adhesion of ink layer to the surface of the film was carried out using an adhesive tape test. Thermal resistance of inks was determined using the test «Crimp-Seal».

Results. During experimental studies of flexographic alcohol-soluble inks by Budin Akarca colors, Fleksores Etoks, Fleksores Metoks it has been found out that the highest printing technological characteristics (optical density of print, adhesion resistance and heat resistance) are provided by the inks by Fleksores Etoks. The highest correct color reproduction is ensured by using the inks by Budin Akarca. It has been found out that in the printing process, mutual substitutability of inks is possible by Fleksores Etoks and Fleksores Metoks and it does not require significant adjustments to the printing process.

Novelty. The results expand the system knowledge of properties of flexographic alcohol-soluble inks, and their analysis allows to predict the quality of the prints. These results can be the basis for a deeper analysis of the quality of flexographic printing using information technology.

Practical significance. The results of experimental studies in specific production conditions helped to make real practical recommendations on the selection of inks for flexographic printing process.

UDC 539.3:681.1.05

RESEARCH OF BEHAVIOUR OF TRANSITION FIELDS OF TEMPERATURE AND MOISTURE TRANSFER POTENTIAL DURING CONDUCTIVE DRYING OF CARDBOARD

Ya. Yu. Kolyano, T. S. Sass
Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
orange3005@gmail.com

Research methodology. The paper presents the applied mathematical modeling techniques and Laplace transformation of integrals for analytical solutions for the problem of unsteady thermal conductivity.

Results. The problem of non-stationary thermal conductivity of single-layer plates for conductive drying of cardboard has been solved; graphs of distributions of temperature and moisture transfer potential in time for the cardboard of varying thickness have been built.

Novelty. Laplace transformation of integrals method has been used to solve the problem of non-stationary conductive thermal conductivity taking into account the criteria of surface moisture (B_{im}) and the relationship of heat and moisture transfer (Lu); the well known effect from the theory of heating has been developed on cardboard, which allows, under the value of dimensionless parameter B_{io} and values of temperature gradients, to conclude massivity of cardboard plate which is heated or dried.

Practical significance. Values of thermodynamic parameters of cardboard are specified, which allowed to calculate the relevant dimensionless parameters and simulate conductive drying process; an approach that allows to explore the drying processes in any moist capillary-porous colloid materials has been proposed – as for the printing industry (cardboard, paper, cellulose, binding materials, threads, etc.) and for other industries (wood, leather, textiles, grain, flour, dried fruit, clay, peat, coal, soil, etc.), which gives the opportunity to build graphs of temperature and moisture potentials distributions in time and to form recommendations for improvement of drying processes.

UDC 655.413:087.5

QUALIMETRIC ANALYSIS OF PRINTING DESIGN OF CHILDREN'S BOOK EDITIONS

M. M. Dubnevych

Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
dubnevychmyroslava@gmail.com

Research methodology. For estimation of quality research of children's artistic book and educational editions, a selection is done on the different age-old categories of readers. In every edition certain indexes of quality of typographic design and printing implementation are in obedience to positions of the proper normative document.

Results. As a result of comparing of single indexes of design quality of book editions to basic ones, the conclusions have been done about the unsatisfactory level of quality of typographic design and printing implementation of all educational editions from a selection and most book artistic editions. The most widespread drawbacks of typographic design of books have been revealed and possible reasons of their origin have been pointed out. We have offered the ways of elimination of the enumerated defects.

Novelty. The analysis of wide list of children's editions (40 artistic and 50 educational) which present all age-dependent groups of readers has been first conducted. The tendency among publishers maximally to satiate book page text and illustrative information due to the increase of length of line, use of capacious fonts has been found out. It is accented, that the presentation of verbal information on a book turn unavoidable results in the laboured perception and surplus.

Practical significance. The received results come into a notice to the important problem of disparity of the set norms of printing design of children's editions and necessity of strengthening of control after the observance of standard requirements by publishers.

UDC 007:304:070:303.832

**REGIONAL PRACTICE OF MEDIA INTERACTION
WITH THE AUDIENCE (BASED ON THE SOCIAL SURVEY RESULTS)**

T. H. Bondarenko

*Institute of Journalism,
Kyiv National Taras Shevchenko University
36/1, Melnikov St., Kyiv, 04119, Ukraine
tet_bondarenko@ukr.net*

Research methodology. *To analyze the regional practices of interaction between the media and the audience, theoretical and empirical methods were applied. Theoretical methods include analysis, synthesis and systematization of scientific research in the field of classical sociology, sociology of mass communication, social communication, editorial marketing, etc. That allowed to study and explain the nature of social survey and expert survey as a tool to conduct a social survey. The method of theoretical and empirical data systematization was used to draw conclusions about information interaction. The expert survey method was the basic empirical method that enabled to collect information about relationships between the media and audience.*

Results. *This article describes the study findings gained from the social survey conducted with the help of the open expert survey to study the opinions of fifty regional editors. The study is an analytical overview of the practical experience in the field of the information exchange between the media and audience as well as systematization of traditional and new formats used to establish feedback with consumers. The collected data processing made it possible to identify the main ways of information interaction between the media and audience, including but not limited to calls to editors, e-mail and traditional correspondence, surveys, special columns, game forms, various events, cooperation with the colleagues, publishing contact information, providing opportunities to post comments, working in social networks, attracting user-generated content, parallel search platforms, sending targeted news, RSS, corporate philanthropy, subscription campaigns, making branded products and outdoor advertising, and many more. There were systematized and presented detailed comments-quotes by experts about the interaction with the audience. There was suggested that motivational factors encouraging journalists to work with the audience more efficiently should be taken into consideration.*

Novelty. *The regional practice of information interaction between Cherkassy media and audience was researched for the first time. There were identified the main ways of journalists' interaction with the readers, viewers, listeners, and users. The description of the traditional and innovative formats was offered. Comments - quotes given by experts were presented describing the current state of information interaction between media people with consumers.*

Practical significance *of the findings is proved by the following factors: the study findings can be used for teaching students majoring in journalism, for preparing further publications; for disseminating regional practices of information interaction between the media and audience. It is suggested that collected, processed and systematized information should be applied for other professional platforms and be available to the public.*

UDC 316.6:659.9]:004.7 (043.3)

SPECIFICS OF DESIGN OF ALGORITHMIC MANAGEMENT SYSTEM OF INFORMATION PROCESSES IN SOCIAL NETWORKS

O. V. Kurban

*Borys Hrinchenko Kyiv University,
13-B, M. Tymoshenko St., Kyiv, 02000, Ukraine
bairam1970@bk.ru*

Research methodology. *Presented in the article studies have been conducted using scientific methods such as analysis, synthesis, simulation, prediction, comparison. Also in the process practical tools have been used, including the following methods: historiography, analytical and typological method; comparative method; structural and problem-themed; theoretical.*

Specifically for the analysis of the formation of management technology and algorithmic information processes in online social networks we have used methods of analysis, synthesis and comparison, as well as the base – the method of historiographical analysis. Analyzing the state of contemporary development of information processes management technology in social networks we have applied general scientific methods such as analysis, synthesis, comparison. In the applied aspect we have used analytical, typological, comparative, structural and problem-thematic and theoretical methods. To determine the opportunities and prospects for management systems of information and communication processes in modern network online wars we have used general scientific methods of analysis, modelling, forecasting, and at the applied level we have used structural and problem-thematic methods.

Results. *Presented in the article studies revealed the content and nature of information processes management in online social networks. Within the presented topics we have discussed online and offline analysis technologies of communication situations and management decision-making. In particular, it was suggested to combine tools and technologies logically such as neuron-linguistic programming (NLP) support systems of management decision-making (SPPUR) principles of social psychology and achievements in the field of artificial intelligence (swarm intelligence, neural networks www-bots).*

Novelty. *Analyzing the current situation and the situation with the invention of management tools of online information flows we have offered essentially new, innovative approaches that are based on algorithms and standardization processes of appropriate management decisions. On this basis it was suggested to turn to tools such as NLP, SPPUR and artificial intelligence to be used in the planning and implementation of information projects in social online networks.*

Practical significance. *Research results and recommendations provided in articles are important tools to further improve the planning and implementation of information processes within the information-psychological conflicts in the online network environment. Particularly, innovative approaches and improving information and communication processes management methods will be an important part of the information security system of Ukraine in the context of protection against foreign influences.*

UDC 659.4:37(438)

SYSTEM OF METHODS FOR PUBLIC RELATIONS SPECIALISTS TRAINING: POLISH EXPERIENCE

I. Yu. Afanasiev

*Borys Grinchenko Kyiv University,**18/2, Bulvarno-Kudriavska St., Kyiv, Ukraine, 04053*

Methodical features of public relations specialists training at higher educational institutions in Poland of the period 2012–2016 have been considered in this article. It has been established, that PR professionals are being educated in both state and private higher schools, including many universities of Top-20 Polish higher educational institutions, at both 1st and 2nd qualification levels of the educational system, and also at postgraduate courses. There were common full-time study, as well as various types of part-time, distance learning.

The structure and system of the educational process have been built in accordance with the requirements of modern teaching methods for higher educational institution. The content of training, the selection of subjects for educational process was common for 70-80% educational programs for PR specialists, while the remaining subjects were caused by the peculiarities of educational field of study, by the belonging of the program to certain educational direction, within which this program had been created and operated. It has been found out, that there were 9 such fields of study programs, for 1st and 2nd educational levels, and 10 for postgraduate programs. Accordingly, despite the standard positioning of planned professional competencies as those which would allow graduates to be versatile expert in public relations, some of the analyzed universities preparing specialists with a clear bias towards the related specialty, of a “parent” specialization, which is connected with scientific and methodological features of the institution and the field of study program. It has also been determined in the article, that the proportion of practical training was much higher than the share of tradition lection classes, and a distinct tendency to gain professional orientation was a prominent feature of Polish system of PR specialists training. The areas for further development of the topic are designated in the article.

UDC 655.254.22

INNOVATIVE METHODS OF TRAINING FOR PUBLISHERS, EDITORS

Ya. Prykhoda, M. Zhenchenko

*Taras Shevchenko National University of Kyiv, The Institute of Journalism,**36/1 Melnikova St., Kyiv, 04119, Ukraine**prykhoda@yahoo.com, mizhenchenko@gmail.com*

Research methodology. *The research used the analysis method of the author experience in teaching professional disciplines for future publishers and editors. The effective forms of training professional disciplines are based on the analysis of innovative educational technologies and pedagogical techniques in the educational process, in students surveys.*

Results. *The experience gives the reason to believe that combination of context and problem-based learning is very effective in training for future publishers and editors. Students plunge into professional context as much as possible. Also, it has to be a simultaneous combination of educational, scientific and practical components with a combination of academic training, educational-professional and quasi-professional activities. The problematization of learning encourages students (and teacher as well) to self-search solutions, modeling work situations, creative action, equality in education. In this context it is important to talk about the training of teachers. In introducing innovative elements, special attention should be focused on international experience and its adaptation.*

Suggestion for further researches are intensification factors of training, a combination of different methods of training professional publishers and editors, teaching methods, monitoring the efficiency of the perception for some training methods and studying employer's request. It is necessary to establish and develop national mobility of students, team-work projects of students from different universities. The cohesion of faculty chairs, employers and students can be potentially very productive.

Novelty. *For the first time it describes the author's experience of teaching professional disciplines for students of specialization «Publishing and Editing», which features innovative educational technology and teaching techniques. Student orientation on international experience expands the range of knowledge and skills, helps students organize and analyze large amounts of information and prepare reports, summaries, apply the latest technology in digital book production.*

Practical significance. *Teachers in specialization «Publishing and Editing» could use the experience of innovative approaches in professional disciplines.*

UDC: 659+002

MODERN TECHNOLOGIES OF BOOK PROMOTION IN TERMS OF MASS MEDIA INTERACTION

O. I. Skiban

Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
olena.skochynets@gmail.com

Research methodology. *For researching the mentioned topic, common scientific methods were used: content analysis, semiotic analysis, hermeneutic analysis. Methods of synthesis, induction, deduction, analogy and comparison were applied as well. It allowed elaborating the research subject at most and on its basis to create our own range of channels and means of successful publishing promotion.*

Results. *The article examines the opportunities and the role of mass-media to ensure effective book promotion. The importance of using professional approaches for popularizing and promoting publishing products in the structure of mass-media communication is highlighted. It will allow to achieve desired social and communicative effects. The changes, that have occurred in the system of media communications during the years of independence, were included. They give wider arsenal of communication*

resources for modern publishers and book distributors to ensure effective promotion. New global trends of publishing realities, that modern progressive publishers and their authors successfully inherit, were illustrated within their own practice, and get a positive result and the percentage of promotional sales, as a result.

Novelty. *Content of modern channels and means of book promoting have been analyzed, modern approaches and practices in the realities of Ukrainian publishing business of that time have been outlined.*

Practical significance. *The research results have practical value and can be used in the development of promotional activities (campaign in total), dedicated to the popularization of a book, an author, a publisher.*

UDC 007 : 304 : 655

SCHOLARLY PUBLISHING IN THE UKRAINIAN SOCIAL ENVIRONMENT: IS THERE LIFE IN (AFTER) THE CRISIS?

N. V. Zelinska

Ukrainian Academy of Printing

19, Pid Holoskom St., Lviv, 79020, Ukraine

nzelinska@yandex.ua

Research Methodology. *General scientific methods — analysis, synthesis, comparison as well as specialized methods — problematic-thematic, descriptive, and comparative-historical are forming the theoretic base of the research. They allowed to characterize the actual state of the Ukrainian scholarly publishing and to show the influence of the economic crisis on this specific segment of book market.*

Results. *The main obtained result is the exposure of the reasons of “post-crisis” position of the Ukrainian scholarly book which is not so bad unlike other units of book market. The reasons (sometimes paradoxical) of the revival of interest with the scholarly publications are defined.*

Novelty. *The article generalized and showed the main features of the publishing branch transiting to market (destruction of the old publishing system, and thus the publishers were delivered from the state support and planned funding, the sharp break of the production links, the reduction of the sales, the reorientation of the thematic and language policy etc.) as well as current trends in the development of scholarly publishing (the appearance of new publishing projects, the growth of the scientific periodicals, optimization of the publishing repertoire and so on).*

Practical significance. *Accumulated materials can be used in special course on Scholarly Literature for would-be-editors and publishers. The specific “behavior” of the scholarly books (and their authors too) in the period during and after the crisis can be very attractive point for the publishers looking for new areas and, especially, new “niches” for their successful activity. Absolutely uninspected way for scholarly publishing has been opened with recent publications showing the important role of the scholarly literature (partly its socio-humanitarian segment) to play in the actual information wars.*

UDC 82-3+655.5

QUALITY OF THE LITERARY WORK: BETWEEN LITERARY-CRITICAL ANALYSIS AND EDITORIAL EVALUATION

I. I. Kapral

*Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
ira_kapral@yahoo.com*

Research methodology. *In publication general scientific and special methods are used that became scientific and theoretical tools to resolve specific problems. From the historical point of view there is a fact to determine the state of knowledge of the problem, observation to study the characteristics of literary text and criteria for its analysis. The special techniques such as descriptive and system structural methods were used.*

Results. *Through methods of logical analysis, scientific evaluation criteria justified literary work, knowledge of the basics of bibliography, general linguistics, literary theory, you can find out advantages and disadvantages of the original author and help him to complete the text. An experienced journalist and teacher Paul LaRocque in the editing guide compares publishing and editorial work with the restaurant business. Editors as restaurant managers should know the tastes of their customers and cater the chef. «If you want your business to be successful, you have to demand quality products (ideas) from suppliers using the creativity of chef (authors)».*

The analyzed material from the experience of the journal «Nash Prapor» suggests that practice guides of creative writing, which today are common in the West, are not new for us. Instead, the masters of word have always been interested that the ability to understand and analyze the literature was not only a matter of chosen persons. Need to read to fuel imagination, to follow the work of writers, to analyze the methods that they use to develop the characters, story should be a daily matter of journalists, publishers, editors in educating the reader. The success of the book depends not only on the skill of the writer, but the experience of the editor, which should be a reader-authorized person (proxy reader). But this is not enough to know the «rules», method of analysis to understand the language and style of the author — the reader is the final judge, it is worth studying, he does not always want «pure writing». Clearly, there are different requirements for the form and content of the works for a general reader, for sale and elite works, but they also have different tasks.

Novelty. *It is important to have the comprehensive approach: quality of the text and its publishing interpretation. Fiction as the art of word requires special treatment by the editor in the publishing preparation and implementation of quality publishing (form and content of the book) is an important part of culture in general.*

Practical significance *is in understanding common and different principles of editorial and literary-critical analysis of work. The principles and criteria for evaluation of works from the viewpoint of the author, editor, publisher and critic has been studied.*

UDC 655.424

FORMS OF BOOK FAIRS IN THE TWENTIETH CENTURY IN UKRAINE

O. Yu. Khmelyovska

Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
o.khmelyovska@gmail.com

Research methodology. *The article analyzes the forms of book exhibition activities held on Ukraine's territory in the 20th century. The comparative method was applied to find the key differences between "book exhibition" and "book fair". Inductive and analytical methods were used to look at the most widespread forms of book exhibition activities in Ukraine's territory in the 20th century. They also show the role and impact of the state on the system of book distribution.*

Results. *The analysis carried out in the article allows us to determine the key forms of book exhibition activity in the 20th century Ukraine. It highlights the difference between the notions of "book exhibition" and "book fair", looks at the nuances of mobile trade, book bazaars, weeks, months and decades of reading and books. It also focuses on the participation of Ukrainian publishers in decades of republican art abroad, as well as the participation of foreign publishers in similar events in Ukraine. The article analyzes the book exhibition activity at enterprises, factories, higher education institutions and libraries within the established timeframe. Last but not least, it shows the use of administrative leverage and methods to attract more readership audience.*

Novelty. *There are numerous publications on organizational and practical aspects of book trade in the USSR. However, there is neither clear characteristics of book exhibition activity in the 20th-century Ukraine, nor is there an accent on socio-communication elements. These aspects constitute the novelty of this research. It looks at the forms of book exhibition activities in the 20th-century Ukraine, including exhibitions and fairs, specific shows during the decades, months, weeks and days of the book, anniversaries, summary exhibitions, exchange shows, travel and mobile fairs, and many more.*

Practical significance. *Despite these significant flaws, many years of book distribution experience deserve to be applied reasonably in the modern circumstances. In particular, mobile and travel book exhibitions and trade can be applied in our time: the problem of book distribution in villages and towns remains acute for Ukraine. Also specialized book shows are underrated that could attract a wider readership and help explore the demand for specialized literature.*

UDC 821.161.2-92Смаль-Стоцький:070(=161.2)(73)"1911/2002"

PUBLICATIONS OF STEPAN SMAL-STOTSKIY AND RECEPTION OF HIS ACTIVITIES ON THE PAGES OF THE MAGAZINE «SVOBODA»

M. I. Pelypets

The Lviv National Vasyl Stefanyk Scientific Library of Ukraine
2 Stefanyka Street, Lviv, 79000.
mpelypets@gmail.com

Research methodology. *It is important to clearly outline the key methods. We have used the methodological research basis, in particular, scientific principles of historical research, objectivity, comprehensiveness and authenticity and determined the effectiveness of using concrete historical, historical and comparative methods.*

Results. *We have considered and analysed aspects of the interaction of the newspaper «Svoboda» and Stepan Smal-Stockiy as an author, a reader and an outstanding leader. We have made the identification of publications by S. Smal-Stotskiy and the research on it. In this context, we identify the object (journalistic achievements in different aspects of S. Smal-Stotskiy) and the purpose (features of the journalistic activity and its impact on the development of Ukrainian literature, linguistics, consistency and objectivity of its journalism in displaying the cultural life of the Ukrainian people) of the study, which will identify key segments thorough the study. We have found out the place and the role of S. Smal-Stotskiy in Ukrainian press in the late XIX — early XX century.*

Novelty. *We have analysed the research on the theory and history of publishing in Ukraine by works of S. Smal-Stotskiy. We have made a comprehensive analysis of this issue, because only certain information can be obtained from materials of the researchers of his activities. We have analysed and studied the genesis, the main factors of cooperation of S. Smal-Stotskiy with «Svoboda». We have implemented a complete study of the structure, content and genre specific of publications.*

Practical significance. *Notably, S. Smal-Stockiy communicated with Diaspora editions. He considered them an important factor in the formation of a sustainable and correct opinion in the society. Most of his publications are related to socio-political topics; also, many publications are devoted to the popularization of prominent Ukrainian figures. The effectiveness of such a major factor in Ukrainian journalism, as the newspaper «Svoboda», makes it possible to «keep in touch» with the main creators of national ideas, shaping Ukrainian consciousness in the United States. Certainly one of these mentors is S. Smal-Stockiy, who appeared in the newspapers as a versatile author, as a character of publications and generally as a staunch Ukrainian patriot.*

UDC 070: 808.2:81'271.14

STUDYING OF WAYS TO PROMOTE READING ON THE MATERIAL OF REGIONAL SOCIO COMMUNICATION PROJECT

L. I. Solodka

Bohdan Khmelnytsky Cherkasy National University,

81, Shevchenko Blvd., Cherkasy, 18031, Ukraine

li08@ukr.net

Research methodology. *While researching new ways to attract attention and creating a positive attitude to the book as an important component of cultural, professional and intellectual enrichment of the human on the material of regional socio-cultural project we have used general scientific methods and techniques, as well as specific, appropriate social communications: the method of selection and systematization of the material, the descriptive method, synthesis and law detection. Also we have applied the statistical*

method that allowed a better evaluation of trends in the impact of the project on public opinion in the region.

Results. Based on different area studios understanding in publishing, marketing, social communication etc., the essence of the concept “social communication project” has been interpreted, its content markers (unicity of functions and topics, focus on a specific recipient and the particular purpose) has been eliminated. Specific of the definitions “reading”, “culture of reading”, “book communication” and “book crossing” has been determined. In the regional dimension, the activity of the socio-cultural project of the reader club “Freebook” based on the modern youth intellectual movement Book Crossing in the effective promotion of reading has been analysed. The impact of the cultural message of the community to the audience including the formation of public opinion about the culture of reading has been studied.

Novelty. In the scientific literature, there is a noticeable lack of works oriented to the study of nature, functional purpose, effectiveness, implementation details of social communication book projects. The study has made the first attempt to analyse the potential of such a project in the formation of information competence of the readership.

Practical significance. Results of the study can be interesting for scientists who specialize in this area and examine the problems outlined in the study, and for all who work in the promotion of reading.

UDC 007:304[654.197+004.738.5:316.776+070.423.1]

USER-GENERATED VIDEO CONTENT FOR THE NEWS

S. V. Koval

Bohdan Khmelnytsky Cherkasy National University

81, Shevchenko Blvd., Cherkasy, 18031, Ukraine

svitlana_koval@ukr.net

Research methodology. While studying the ways the UG-video content is used for the news reporting, we applied the comprehensive approach to select research methods. Theoretical methods of analysis, synthesis and systematization of research resources were involved to clarify the nature of the concept “user-generated video content.” The observation as an empirical method was applied to profoundly analyze the television news in order to identify the user-generated videos. The synthesis and classification were used to differentiate many different types of the UG-themed video content, as well as to describe their specific features.

Results. The article presents the research findings of the ways the user-generated content is used for the reporting news on the Ukrainian TV channels including “1 + 1”, “Inter”, “STB”, and “ICTV”. We have determined how frequently the UG-video was used, given the descriptions of their technical and production characteristics, identified the most widely used themes, including but not limited to the violations of law, emergencies, accidents, ATO, politics, ecological issues, and religion.

Novelty. For the first time the practice of using the user-generated video content for the Ukrainian television news reporting has been analyzed; its quantitative

characteristics have been described; the journalists' demand for the user-generated content has been proved. A large amount of user-generated video content was involved to provide an analytical review. The emphasis was placed on the thematic variety of such content; the need for verification of the user-generated video content was emphasized.

Practical significance. *The results of the study can be used by journalists to improve practices and methodologies of using the UG-video content for the news stories reporting, to expand the thematic range of user-generated video in the news. In addition, the research findings might be used by scholars to further study social media features related to the audience interactive involvement in the TV news production.*

UDC: 791.41:621.397+004.773.5

PECULIARITIES OF ONLINE TELEVISION IN THE CONTEXT OF JOURNALIST AND EDITOR'S ACTIVITY

A. Dutchak

*Ukrainian Academy of Printing,
19, Pid Holoskom, St., Lviv, 79020, Ukraine
juta@opora.org.ua*

Research methodology. *Synthesis, generalization and hypothetical research methods were used while writing the paper. The analysis and synthesis methods were applied in order to analyze scientific papers available in the theme of Internet television and composing a relevant list of its peculiarities. The author also used the hypothetical method of inquiry to form his own proposals with regard to the list of online video peculiarities as they are seen by an editorial office.*

Results. *A comprehensive analysis of scientific papers dedicated to the work of mass media in the Internet has resulted in nine key peculiarities appropriate for the online television in the context of a journalist's and editor's jobs. They include diversity, multi-vector approach, comprehensiveness, low entry threshold, no time limits for watching TV, responsiveness, simplification of information, clarity of audience and infrastructural dependence. The peculiarities mentioned above were inherited from the traditional television and the global network. Therefore, this heredity determines a dual nature of video in the Internet.*

Novelty. *This thesis is the first scientific paper providing a list of peculiarities of the Internet television with regard to professional journalists and editors' work. The author also describes the influence of each of the peculiarities on a working process within the editorial office of a mass media.*

Practical significance. *The research material is applicable for the future practical implementation in the working process at editorial offices of online channels. The results of the research will help promote study of video specifics in the Internet as well as form the theoretical basis for the editors' and journalists' work with video content.*

UDC 070:659.3

DIACHRONIC PROJECTION OF ONLINE STORYTELLING

O. A. Nesterenko

*Bohdan Khmelnytsky Cherkasy National University**81, Shevchenko Blvd., Cherkasy, 18031, Ukraine**o_nesterenko2008@ukr.net*

Research methodology. *The peculiar characteristics of the research topic required a comprehensive approach in selecting research methods, including but not limited to analysis, synthesis and systematization of findings related to the field of social communication that would allow to define the nature of information products; descriptive methods were applied to describe available multimedia online publications comprehensively; comparative analysis was used to identify common and specific features of longreads; synthesis was used to make conclusions about the types of multimedia information products.*

Results. *The author has characterized the scientific and theoretical basis used to analyze multimedia stories as the new format of online journalism. Online storytelling has been analyzed through the diachronic dimension. It was emphasized that longreads emerged with the advent of accessible information technology and media production techniques creating a unique environment — a synthesis of various types of verbal, visual and audio information. The potential of the syncretic innovation format in presenting the information at the international, national and regional levels has been described.*

Novelty. *The scientific novelty of the research can be proved by the diachronic findings how online storytelling has developed involving a variation of media stories. The research has also presented an analytical review of how the online journalism as the new format in news reporting evolved. The study also demonstrates the nature of the longread, which was summarized on the thorough analysis of the Ukrainian and foreign Internet information portals and other media resources. And finally, the features of local preparation of the regional media stories have been studied.*

Practical significance *of the results is the possibility of their multidimensional usage by modern journalists seeking to modernize the information products presented to the modern audience, or trying to improve the media content. The research materials are of great interest for the professors teaching courses of the online journalism, modern digital technology and other disciplines. In addition, the information presented in the study can be used for preparing future publications on the issues related to mass communication.*

UDC 007 : 304 : 655

**SMALL PRESS IN THE CONTEXT OF BOOK'S NATIONAL RATINGS
AND AWARDS IN UKRAINE (2009–2013)**

I. V. Kuzmuk

*Ukrainian Academy of Printing,**19, Pid Holoskom St., Lviv, 79020, Ukraine**uad@uad.lviv.u*

Research methodology. *In this research in the field of book ratings and awards the methods of analysis and content analysis, comparing and modeling has been used to construct hypotheses for further research on other criteria and indicators. The national book ratings and awards, of course, are not the only criteria and are not claiming to be complete in objectivity. They give a fragmented picture of the potential book market leaders. The main attention was paid to those ratings and awards, which often featured in the media, as a factor of prestige of award or ranking that considered being an additional factor for the success of the book.*

Results. *The analysis allowed us to highlight the best Ukrainian small publishers according to the results of six national awards and rankings, including, above all, «Yaroslaviv Val», «Krytyka», “Laurus”, “Vydavnytstvo Zhupanskoho”, “Rodovid” and “Baltiya-druk”. In addition, we have identified a niche positioning of small press’ projects to focus on a narrower audience (partly because of underdeveloped retail networks) and predominance of the «intellectual» publications.*

Novelty. *The theme determines the number of quality criteria publishing products of small publishers and number of publishers working in the field of social communications. In addition, the study highlights the range of the most significant books published in 2009-2013 and partly reveal the role of small publishers in the Ukrainian market.*

Practical significance. *This article is a part of the research, that aims to give the recommendations for improving small publisher’s strategy, based on publications that can, on the one hand, satisfy the tastes of a wide range of readers, on the other — be important for Ukrainian cultural and Ukrainian media market.*