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ELECTRONIC MEDIA AS A PART OF THE LITERARY PROCESS
(AFTER THE EXAMPLE OF THE MOST POPULAR MODERN UKRAINIAN LITERARY SITES)

І. І. Kapral

*Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
kapral@ukr.net*

Virtualization of modern literary process has been created by the spread of new means of handling, storage, and display of information in textual, video, audio, and other areas. Marshall McCuhan book «The Gutenberg Galaxy» has raised debate about the fate of the printed book. But the role of the book is influenced by information and communication environment in the twenty-first century, and the digital revolution continues. Readers want a comprehensive electronic processing of texts and audio and video materials, look for medium to archive and display in a form accessible to learning and teaching. But now no one speaks seriously about the death of the book, but everyone understands that the process of changing in the book publishing industry is inevitable. So John B. Thompson shows that the digital revolution has had and continues to have a huge impact on book publishing business, but the real impact of this revolution has nothing to do with scenarios for the future of books in the imagination of many commentators.

The article analyzes the characteristics of the most popular electronic publishing and literary sites: ЛітАкцент, Гоголівська академія, Сумно?Ком, Укр.літ. The main activity of them has focused on the popularization of Ukrainian books online. The subject of these resources is the problem of modern literary process, publishing news, literary competitions as the possibility of realization for young writers and authors as a way to search for publishers. The most popular literary genres of electronic publications have been reviews, surveys and reports so as to best contribute to the popularity of authors, promoting their books and reflecting the dynamics of literary life. Virtualization of literary and literary-critical texts becomes an integral part of modern life and literary publishing process, because the interaction between different literary sites makes it possible for potential readers to follow for development in literary life and dialogically respond to it.