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MEANS OF BOOKS’ PROMOTION: THE EXPERIENCE  
OF INDEPENDENT UKRAINE

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**Research methodology.** To achieve this objective empirical and theoretical re-search methods have been used.

Analytic-synthetic method has been used for studying the object, making it possible to get initial information as a set of empirical statements and identify trends and patterns of publishing;

Elements of system-structural and typological methods have been used for the separation of the means of promotion into traditional and modern;

Problem-chronological method is applied to study in chronological order the promotion tools development.

**Results.** In the first decade of Independence the books’ promotion in fact, has been neglected by Ukrainian publishers. It was mostly printed mass media used to promote the books. Nowadays we notify a step-by-step intensification in the field. Different sources and methods of promotion are developing and implementing into our information space. Among the traditional the most popular are the mass media usage, presentations, participation in books’ exhibitions and festivals. Among the newest actively developing are the sources of internet communications, book trailers and channels on YouTube. But, for now this stage of publishing process is at an early stage of its development.

**Novelty.** It has been applied the complex approach to the study of Ukrainian national book promotion experience from the first years of independence till nowa-days.

**The practical significance.** The main points of the article can be used in teaching courses on publishing and will be useful for publishers to implement in practice.