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AUTHOR, PUBLISHER, READER — THE PROBLEM
OF COOPERATION IN THE DIGITAL EPOCH

A.-L. R. Lozynskyi

*Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
adamlozyn@gmail.com*

**Research methodology.** In the research the method of сontent analysis has been used concerning different theoretical sources in question. The systematic method has been used while investigating the communicative system of an author, publisher (editor) and reader. The functional method has been an illustration of new functional features of each of the publishing process participants.

**Results.** The main problem is the strengthening of a reader and weakening of a publisher, which must provide a flexible publishing policy and pay attention to the powerful competition of the Internet environment to survive at the market. Another important trend to be present continually has been the level of authorship. It is the author himself being a creative unit and support for the work of a publisher. He is the initiator of this communication, and any changes in this structure influence namely a publisher and a reader. A reader chooses, interacts and dictates his own terms for an author and a publisher.

**Novelty.** The influence of such phenomenon as the Internet on communications of an author, editor (publisher) and reader, their roles, functions and professional qualities has been thoroughly described. The problem has been considered in complex for the first time.

**The practical significance.** Today this theme is considerably urgent, as the Internet is the main instrument of the society transformation and of publishing in particular. The research allows searching for a new principle of work of an author and a publisher (editor).