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**SUBJECTS OF PUBLISHING PROMOTION: THE ROLE OF THE AUTHOR,  
EDITOR, PUBLISHER AS THE MAIN PROCESSOR**

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***Research Methodology****. To study this topic, the following general scientific methods have been used: content analysis, semiotic analysis, hermeneutical analysis. Also, theo­retical methods of synthesis, induction, deduction, analogy and comparison have been used, which allowed to study the subject as well as analyze the role and peculiarities of cooperation between the author, the editor and the publisher in the context of their promotional activity.*

***Results.*** *The importance of applying professional approaches to popularizing and promoting publishing products in the context of involving the main participants in the interaction between «author - editor / publisher» has been pointed out. The changes that have taken place in the system of media communications during the years of the count­ry’s independence have been taken into account. After all, they give modern publishers and booksellers a much wider arsenal of communication resources to provide the effective promotion. Positive examples of attracting publishers to self-promotion, which are successfully taken up by modern progressive publishers and their authors, are illustrated within their own practice, and as a result, they receive a positive promotional result and a percentage of sales.*

***Novelty.*** *The modern approaches and practices in the realms of the Ukrainian publishing business of the time have been analyzed.*

*P****ractical Significance*** *The results of the study are of practical value and can be used in the development of promotional activities (campaigns in general), dedicated to popularizing the book, author, publisher.*