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**REALIZATION of AN AUTHOR In THE NETWORK:
MODERN INNOVATION POSSIBILITIES**

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***Research Methodology.*** *The principles of analysis, synthesis, content analysis, system method, functional method and method of comparison have been the methodological basis of the study. The method of content analysis is in processing of different theoretical sources and websites (self-publishing platforms, blogs, social networks, personal web­sites of writers). A functional method is the illustration of functional features for the authors in the network. A system method is the systematization of them.*

***Results.*** *The reasons, why the authors do not use the services of the classic publisher, have been identified. The methods of the author realization in the network have been grouped into two categories: direct publishing of works (in order to re­view and/or to sell) and communication with readers.**Special attention was paid to the self-publishing platforms as modern and most common way to sell the works in Internet without involving of classical publisher, although it is less possible to make lots of money. The most popular self-publishing platforms (including in Ukraine) and social networks have been briefly described. Social networks are more flexible and efficient to the promotion of content, than blogs and personal websites. A personal website of an author is more a status symbol. Network activity should contribute to researches of a consumer demand and public opinion, but not interfere to create new works.*

***Novelty.*** *The scientific novelty of the results lies in the fact that for the first time the concept of the network author has been introduced and described. The methods of the author realization in the network have been discussed and classified.*

***Practical Significance.*** *The following study has an outstanding practical significance for modern authors, who want to promote their works in the Internet as well as publishers, who can use the self-publishing platforms, blogs, social networks, personal websites of writers etc. for searching new authors.*