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**PUBLISHING BRAND AS A COMMUNICATION PRODUCT**

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***Research Methodology****. To achieve the goal we use such general scientific methods as analysis and synthesis, which allowed to disassociate the understanding of branding as a communication strategy of the publishing house for the creation and promotion of the brand into its components and combine the parts selected for analysis into a single system; the method of generalization* — *as the establishment of common properties and signs of the publisher’s brand. A hypothetical-deductive method has been used to search for the causes and effects between phenomena and their results (hypothesis about the decisive role of communication in creation and promotion of the brand of the publishing house and the proof of the correctness of this theory due to deduction). Also, methods of empirical research: observation (poll of public opinion) and a description (fixing of the results of observation), which helped to find out readers’ awareness of publishing brands, have been involved.*

***Results.*** *The article states that among the main barriers to reading is the awareness and confidence of publishers on the part of readers-buyers. The level of rea­ders’ awareness about Ukrainian publishing brands has been analyzed, the readers’ recognition of publishers has been analyzed. According to the results of the research conducted at the largest book fairs of the country* — *the Book Arsenal and the Forum of Publishers, the most famous among Ukrainian readers of Ukrainian publi­shing brands have been found out* — *the leaders of the Ukrainian book market, Kyiv publishing house «A-BA-BA-GA-LA-MA-GA» and Lviv «The Old Lion Publishing House». Visitors of the largest book activities of the country know publishers who are informally open and actively communicating in the media space. Publishers, market leaders, working in new market conditions, are focused on creating their own unique book brand and increasing its value. Awareness of the activity of publishing houses encourages consumers to make choices in favor of the products of those publishing houses known to them. The brand affects the choice of the consumer, and in a modern world with a wealth and variety of choices, this influence is crucial for commercial success. We believe that the strength of the brand in modern realities depends on the effectiveness of PR-communications.*

***Novelty.*** *On the basis of the analysis of publications on the topic of research, the experience of branding of publishing market leaders, own research of the survey of rea­ders, the necessity of PR-communication of the publishing house in the creation of a publishing brand has been clarified.*

***Practical Significance*** *of the results is the in-depth study of the role of PR in creating the brand of the publishing house. The recognition of the publishing brand promotes the establishment of a positive image of the publishing house, strengthening its reputation in the market, and increasing sales. The use of PR communications in the activities of publishers is a powerful tool that manages brand reputation and public opinion, which promotes the brand’s promotion and strengthens its position on the market. The theoretical foundations of the research can be used by PR-specialists to design and promote the brand of the publishing house.*