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**ADVANTAGES AND DISADVANTAGES OF THE USE OF ELECTRONIC
EDUCATIONAL EDITIONS**

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*The article refers to the efficiency of e-learning in education publications, analyses the advantages and disadvantages of such publications as compared to printed ones, highlights the distinctive features of electronic educational books, reveals the concept of “electronic textbook” for different approaches.*

***The aim*** *of our research is to ascertain the specific e-learning books, the sys­te­ma­tization of the gained experience and identifying strengths and weaknesses of e-learning books.*

***Research Methodology.*** *Among the methods used for the study, we can cite the following: descriptive* — *it is used to analyse and describe the issues of electronic academic discourse; analysis and synthesis (analysis* — *it allows you to share research objects into its component parts, synthesis* — *on the contrary, it involves the connection of individual parts or features of the subject in a single unit* — *it was used to highlight the advantages and disadvantages of EB, the characteristics of electronic educational editions wording on this basis requirements to them; typology* — *it allowed to select the types of electronic educational publications, identify their characteristics.*

***Results.*** *Summarizing all previous theoretical works and their own empirical re­search, we can identify such important advantages of e-books: a small weight and a small size and volume; mobility in terms of updating content; the translation of books in different languages; possibility of quick and simple changes of headsets, size, font size; the ability to read books at low light levels, low cost of distribution; it has a mechanism to search for text on the transition hyperlinks. Multimedia allow enriching the learning process with clear high quality illustrative material, video, sound that will boost imaginative and emotional memory. However, these new opportunities appear mostly as single implementation, rather than as an integral feature of the newly created electronic educational publications.*

*However, electronic publication will never replace the feeling of admiration, shaking from old books and exquisite gift editions. It is already an undeniable fact that the e-book has radically changed our understanding of the book and publishing market as a whole.*

***Scientific innovation*** *is that for the first time:*

*the author has suggested his own definition of the electronic textbook;*

*advantages and disadvantages of electronic publications have been systematised.*

***Practical Significance.*** *Research results and suggested recommendations can be used for understanding of electronic publishing, the improvement of existing e-learning and new media, and for designing training courses for editors and journalists.*