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STUDIES OF READING IN UKRAINE:
RESULTS AND SIGNIFICANCE

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**Research methodology.** To manage with statistic data in newest studies of reading the general scientific methods of comparison, synthesis, and analysis have been applied. As well as comparative historical and structural typological methods have been used to single out the most important influences on readers’ behavior.

**Results.** The features of scientific approaches to the studies of reading and readership in Ukrainian researches have been reviewed. The article traces the changes of a view on these objects, as well as the interpretation of research results. The appearance of screen media, new literary trends, and the rearrangement of social communication with the prevalence of audio-visual media, are analysed as the basic factors that transform modern reading format. The options of application of the results of these studies in publishing practice for successful business and for promoting reading by creating its fashionable image and using interactive tools are outlined.

**Novelty.** The scientific novelty of the research lies in the fact that the analysis of the results of the latest studies of reading conducted in Ukraine have been made for the first time. The connection between statistical results in studies and general trends in reading is described and its importance for practitioners publishing is defined.

**The practical significance.** The study of certain aspects of reading and reading preferences is an important element of successful publishing process. In order to respond to social change in time and to do this successfully, modern publishers need to track readership studies, and even to conduct such researches themselves among their readers. This article suggests ways to use the results of the studies of reading, such as: to organize public relations events, aimed to create and popularize the famous names of Ukrainian writers, to popularize the image of reading as a fashionable activity, and to focus on the readers’ tastes, on worldwide new products and new technologies while forming the publishing repertoire.