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SOCIAL AND COMMUNICATIONAL «POCKETBOOK» EVENTS
FOR THE POPULARIZATION OF BOOK READING IN UKRAINE

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**Research methodology.** The article’s research used the content analysis of the materials, represented on the PocketBook company’s pages in the social media for the readers’ culture formation.

**Results.** The article deals with the social and communication events of PocketBook company, which introduced to the world market more than 30 models of electronic E Ink readers and multimedia tablets, most part of which became innovations in the electronic reading sphere. It was found that PocketBook company is not only the manufacturer of e-book, but the active public figure, one of the most affluent subjects of the readers’ culture formation. It’s confirmed by its projects as KidRead, ReadRate and BookLand, as well as numerous competitions and festivals, in which the company is acting as an initiator or sponsor (The Best Reader of Ukraine, Magic book, Reading for Pleasure, Children in a Journey: the Most Funny Stories etc.); prestige prises and awards, gained by the company, its vigorous activity in the social media.

The notably topical and unique information (in particular, about the events initiated by the company) is constantly spreading on the social nets’ pages. Pocket-Book company offers its readers in a subtly manner, recommending materials about its products, with the same time forming the readres culture of the target group with the help of addressing to celebrities, of image of PocketBook reader’s display with a famous person quote (usually a writer), of interesting phrases, by that motivating the group’s participants to read and respect a book, with the help of recommendations about the leisure-time, related to the books story line, and of getting acquainted with works of winners of prestigious literary awards and other prises, with the help of notes devoted to the certain events, of links to articles show how a reader makes life easier.

**Novelty.** The PocketBook company’s activity has not in the focus of research-er’s attention yet as a subject of the readers’ culture formation.

**The practical significance.** The research results can be used during the devel-opment of events dedicated to the rearing books’ popularization both in a state and individuals level.