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HYPERTEXT AS AN ELEMENT OF MULTIMEDIA REFERENCE WORK

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**Research methodology.** The article applies the theoretical analysis of scientific research on multimedia information space in general and reference books in particular, has reviewed the scientific studies in the theory of hypertext in reference books; a revealed factual material was used in the synthesis with the aim of presenting a coherent picture of the use of hypertext technology in multimedia reference books. The study is based on the researches of M. Lukina, I. Fomicheva, I. Kiriya, R. Craig, A. Fagerjord and T. Storsul. The above-mentioned scientists consider multimedia primarily as a trait characteristic of modern online journalism, however, in our study it is proved that the multimedia is also implemented in modern reference books. Hypertext as a sign of the current information space in general and reference books in particular are considered on the basis of the researches done by of A. Baranov, G. Potapova, L. Epstein, G. Ryabov, N. Subbotin, A. Dedova, S. Kornev, etc.

**Results.** The result of this research is the formation of theoretical bases and practical recommendations for editors of modern multimedia reference work.

**Novelty.** This article was first to study in detail the phenomenon of multimedia and defined hypertext as an integral element of the multimedia reference source.

**The practical significance.** The research results can be practically applied by the editor when planning future reference edition and to improve the already published dictionaries and encyclopedias.