UDC 655.413:050

TEXT CONTENT OF THE E-LEARNING EDITIONS

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**Research methodology.** The methodological basis of the study is made by the principles of complexity and reliability in the context of e-learning editions. To identify the condition of the topic development, we have used the methods of comparison, analysis, synthesis and content analysis, which made it possible to distinguish the concept of e-Learning editions of modern electronic media and determine the extent of the book publishing culture in today’s information society.

**Results.** The basic attention has been paid to the content of electronic textbooks in general and text content in particular, the direct influence of the content on readership due to the modern tools of computer technology has been emphasized. We have also revealed a number of shortcomings in the text content, whereby the need of professional editorial intervention in textbooks of this type has been proved.

**Novelty.** The scientific novelty of the research is that it has been the first time to refer to the content of e-learning editions in terms of the editor, content editor and an attempt to assess the content cultural of these editions has been made, paying attention to the dominance of electronic media information of poor quality.

**The practical significance.** Today the actual qualitative e-learning editions are designed at all stages of their preparation to be created by experts, who stick to the standards of the design and processing of information products in general — from the concept to the implementation- and textual component in particular because of the huge number of shortcomings. The research results can be used in teaching courses on design of information products using multimedia, online editing, computer and communication technologies.