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**EDITING FEATURES OF ELECTRONIC TEXTBOOK ON JOURNALISM FOR HIGHER EDUCATIONAL ESTABLISHMENTS**

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*The basic problems of creating and editing electronic educational publications for professional journalism’s education are described in the article. The attention must be paid to the need for careful preparation of editorial publications designed for the range of professionals who already have a basic knowledge and want to deepen it. Therefore, the purpose of the article is to reveal features of editing electronic textbooks on journalism and give practical guidance on its improvement.*

***Research methodology.*** *Having given the multidimensional nature of the chosen theme general scientific and special methods of processing information are applied. In particular, we have applied techniques such as the terminological analysis method to clarify the conceptual apparatus; methods of analysis, synthesis, generalization to characterize Ukrainian electronic textbooks; methods of induction, deduction, analogy, comparison, systematization to determine the specific in editing of electronic textbooks on journalism; the descriptive method to displaying specified features.*

***Results.*** *The study’s results lead to the following conclusions: among scientists there is no single theory of the definition for «electronic edition», «electronic guide» and «electronic textbook». We emphasize the need to distinguish between the concepts of «electronic coursebook» and «electronic textbook». It has been found that the problem of editorial preparation of electronic textbooks on journalism has not comprehensively covered.*

*An editor of electronic media guide should clearly understand the audience edition features and adapt the content and form of the book to its needs. It monitors compliance to the hypertext, carefully checking hyperlinks, accuracy, reliability and relevance of the material, the presence of useful examples, design illustrations.*

*Editing linguistic content of the electronic textbook on journalism should not be ignored by the author, especially when it comes to translated editions. It is necessary to make high-quality translation, avoiding grammatical errors in the text, inaccurate usage, the dominance of foreign words. The editor should pay special attention to the formation of the correct structure edition’s registration system, categorize. Layout and design of electronic textbook on journalism are fully consistent with the principles of ease and readability, navigation, rational layout on the page, reading books on different gadgets, due to the features used books audience.*

***Scientific innovation is that the following were revealed for the first time:*** *The definition of electronic textbook on journalism; The features of editing electronic media guides; Practical recommendations for improvement of this type of publications.*

***Practical significance.*** *The proposed results and recommendations can be used to improve the existing e-learning and new media and to create training courses for editors and journalists.*