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**A MODERN SMALL PUBLISHING HOUSE IN UKRAINE: MAIN FEATURES, TYPES, GENERAL CHARACTERISTICS OF ACTIVITY**

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***Research methodology.*** *The research in modern Ukrainian small publishing houses and its place in the domestic book market is based on analysing the statistics of Book Chamber of Ukraine and State Commitee of TV and Broadcasting, monitoring of small publishing houses of the designated period. As the world’s most common form of publishing activity, small publishers create a variety of assortment, satisfy the information needs of narrow target audiences and stimulate the development of the industry.*

***Results.*** *As a result of the analysis, we can identify the main trends of small publishing business, including: mapping discrepancy of small publishers in government statistics; the dominance of publishing organizations over publishing houses; low quality of publishing products in majority of publishing organizations/houses; survival at the expense of publishing and printing services; a number of social and communication activity and establishing the publishing houses by authors for the publication of their works.*

***Novelty.*** *The relevance of the chosen topic is justified by the fact that the small forms of publishing are promising in terms of political and economic instability, which can be traced in Ukraine in recent years. This is confirmed by a decrease in circulation of all forms of publishing, reduction in the number of active publishers in the market, the emergence of more and more fictitious publishing companies.*

***Practical significance.*** *Uncertainty of publishing terminology, lack of adequate accounting scheme has made the scientific research in the field of small publishing houses in Ukraine impossible. Our analysis allowed isolating a small sector of publishing quantitative indicators in titles and circulations annually and quality characteristics: a clear editorial policy, communication activity and quality of publishing products (taken into account the data in 2013). All this demonstrates the need for separation of publishers and publishing organizations, improving the national tax system, raising the professional level of employees of small publishers and search for new methods of communication activity.*