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Logistyka i administrowanie w mediach Zarządzanie Big Data

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Spis treści

Celiński Piotr

Automatyzacja procesów kwerendy i akwizycji danych do analiz Big Data..... 11

Daszczenko Natalia, Stachurska Iryna

MEDIA KORPORACYJNE: Platformy Informowania
(z praktyki «MRIYA Agro Holding»)19

Ostańska Patrycja

Wykorzystanie Big Data do zabezpieczenia cyberbezpieczeństwa
mediów społecznościowych..... 29

Poplavska Nataliya, Peleshok Olga

Mediacustomization and modern informational space..... 37

Reshetukha Tetiana, Yordan Hanna, Derkach Halyna

Ukrainian book market in 2015-2017
(Książkowy rynek Ukrainy w latach 2015 – 2017) 43

Ryżanycz Jerzy

Sztuczna inteligencja w zarządzaniu Big Data systemów IT 51

Synorub Halyna, Medynska Olesia

Hate speech in the internet discourse..... 61

Tomczak Jakub

Big Data jako źródło innowacji w kreowaniu inteligentnych przedsiębiorstw67

Tomczak Jakub

Nowoczesne Systemy Business Intelligence w rozwoju
przedsiębiorstw sektora MŚP 79

Wierus Piotr

Nowe technologie na rynku fonograficznym. Ilościowa analiza jakości.....91

Woch Agnieszka

Statystyczne miary ocen popularności literatury na przykładzie
wybranych książek..... 121

Vilchynska Tetiana, Vilchynskyi Oleksandr

Becoming and development of advertisement in the newspaper
“ternopil in the evening” in the context of transformation of edition in the period
of public changes in 1990-1991
(Tworzenie i rozwój reklamy w gazecie „Tarnopol Wieczorowy” w kontekście
transformacji wydania w okresie przemian społecznych lat 1990-1991) 139

Yordan Hanna, Nestaiko Iryna, Khrystyna Yordan

Modern ukrainian media market (Współczesny ukraiński rynek mediów) 143

Tetiana Reshetukha ¹,
Hanna Yordan ²
Halyna Derkach ³

Ukrainian Book Market In 2015-2017

Książkowy rynek Ukrainy w latach 2015 – 2017

Streszczenie

Wyświetlono aktualny stan rynku produkcji książek na Ukrainie, na podstawie danych statystycznych wydawania książek i broszur, przeanalizowano asortyment produktów wydawniczych według cech językowych i terytorialnych, według przedmiotów działalności wydawniczej, naznaczeniemią celowego i powiększonych sekcji tematycznych; przeprowadzono terytorialne i czasowe zróżnicowanie głównych wskaźników wydawniczej sprawy oraz trendy na rynku wydawnictw książkowych na Ukrainie w latach 2015-2017, zauważono pozytywną dynamikę wydawania publikacji według nazw, jednak spadek liczby publikacji w obiegu, wzrost ilości wydawania książek dla dzieci według nazw, obiegu, ujawniono znaczącą (80%) dominację ukraińskojęzycznych publikacji dla dzieci na rynku wydawnictw książkowych. Ustalono, że wśród wydań literackich i artystycznych dla dorosłych według liczby tytułów, a także obiegu pierwszeństwo mają detektywy, fantazy i powieści miłosne, a największa liczba wydań drukowanych przypada na literaturę o orientacji edukacyjnej i kulturowej. Drugie miejsce zajmuje literatura polityczna i społeczno-ekonomiczna, a literatura piękna i folklor zajmują trzecie miejsce. Zauważono pozytywną dynamikę w produkcji publikacji w języku ukraińskim.

Summary

The current condition of the Ukraine's book market has been examined on the basis of the statistic data on books and brochures publishing; the assortment of publishing production has been analysed according to language and territorial characteristics, actors of publishing activity, target audience and thematic sections; territorial and temporal differentiation of the main indicators of publishing and consistent trends in Ukraine book publishing market in 2015-2017 has been carried out. Positive dynamics in the growth of the number of print titles has been noted whereas

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the decrease in the circulation has been noticed as well; the growth of books for children by both the print titles and the circulation have been mentioned; a significant (80%) domination of books for children in Ukrainian on the book publishing market has been defined. It has been determined that among literary and arts editions for adults by the number of titles, and circulation the leadership is held by detectives, fantasies and romance novels, and the largest number of printed publications on the subject is accounted for the literature of educational and cultural orientation. The second best is the political and socio-economic literature; fiction and folklore occupy the third place. A significant positive dynamics in the production of publications in Ukrainian has been observed. Among the publishing houses focused on fiction, the leading positions are taken by such Kharkiv Publishing houses as "Book Club "Family Leisure Club", Folio Publishers LLC, Lviv "Old Lion Publishing House".

The statistics of books and brochures among the regions again confirms the strong position of Kyiv as a nationwide book-publishing centre. Kharkiv region is equally stable in taking the second place by the number of titles. It should be noted that not all regions have the same pace of printing. In some areas, it is reduced by the print titles and the circulation.

However, in Volyn', Zaporizhzhia, Ivano-Frankivsk, Lviv, Mykolayiv, Poltava, Rivne, Sumy, Ternopil, Kherson Khmelnytsky, Vinnytsia, Dnipropetrovsk, Zhytomyr, Zakarpattia, and Chernivtsi regions, an increase in the number of titles and the circulation has been noticed. The decrease in the number of titles and the increase in the circulation have been recorded in Donetsk region.

The formulation of the issue

The task of state policy in the publishing industry is to promote the books and brochures printing, rationally organize a book market and ensure correct and optimal functioning of a book as means of modern media. Being a significant element of cultural life of society, this industry output satisfies its informational, scientific, educational and cultural needs, and influences on its spirituality and cultural development. Therefore, the analysis of current state of book market in Ukraine in recent years is of great topicality.

An overview of previous research results

The peculiarities of the development of Ukrainian book production and distribution are highlighted in the scientific researches of M. Tymoshyk, S. Havenko, N. Zelinska, L. Shwaika, B. Durniak, O. Melnykova, I. Kopystynska and others.

The purpose of this paper is the research of Ukrainian market trends through a detailed study of the book production spectrum in accordance with the language and territorial characteristics; analysis of books publication in terms of their publishers, target groups and enlarged thematic sections.

Presentation of the main research material

The study of Ukraine book market is based on official data of the State Service of Statistics of Ukraine, the State Committee for Television and Radio Broadcasting of Ukraine, and the State Scientific Institution "Ivan Fedorov Book Chamber of Ukraine".

The analysis of statistical data shows that in 1990, before the proclamation of independence, Ukraine issued more than 7 000 new books with the total circulation of 177 million copies, that is, 3.5 copies per each Ukrainian inhabitant. Since 1994, the book production in Ukraine has fallen to

the level of one book per capita per year. Nowadays Ukraine publishes a little more than one book per inhabitant per year, which is much lower than the maximum permissible threshold for preventing the intellectual degradation of the population. In Spain, by comparison, there are 7.8 books, in Italy – 4.4, in the Russian Federation – 4.5, in the Republic of Belarus – 4.1 books per inhabitant ⁴ [1, 4, 5].

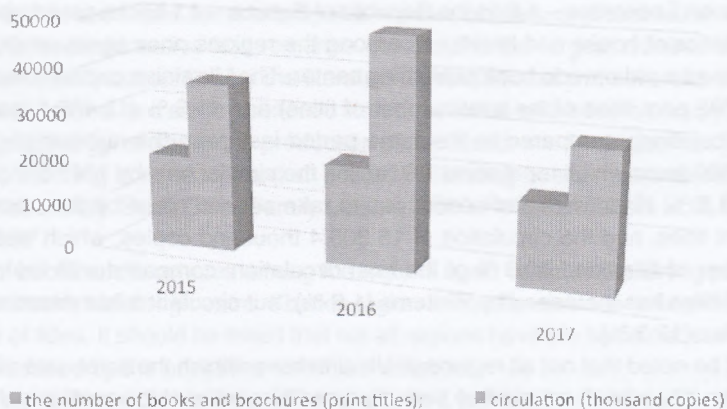
The statistics of books and brochures among the regions once again confirms the strong position of Kyiv as a nationwide book publishing center. The Ukrainian capital's share accounted for 32.8 % (5782 print titles of the total number of titles) and 41.3 % (15 469.3 thousand copies of the total circulation), compared to the same period last year, the number of print titles has increased by 309 items which represents 5.6 %, and the circulation – by 1247.3 thousand copies, representing 8.8 %. Kharkiv region continuous to take second place by the number of names with 4218 print titles, and the circulation of 15 308.4 thousand copies, which makes 23.9 % of the total number of titles and 40.9 % of the total circulation; compared with the previous year, the number of titles has increased by 79 items (1.9 %), but circulation has decreased by 2156.9 thousand copies (12.3 %).

It should be noted that not all regions of Ukraine have shown the same rate of book printing. In some regions it has been reduced by both titles and circulation. However, in Volyn' region, the increase has been noticed in the number of publications (by 11 print titles, representing 6.5 %), and circulation (by 272.1 thousand copies, which amounts 289.5 %); in Zaporozhzhya region – by 159 print titles (72.6 %), circulation – by 42.2 thousand copies (60.7 %); Ivano-Frankivsk region – by 23 print titles (12.8 %), circulation – by 59.9 thousand copies (82.6 %); Kyiv region – by 48 print titles (55.2 %), circulation – by 51.8 thousand copies (97 %); Lviv region – by 222 print titles (18.5 %), circulation – by 599.8 thousand copies (53.9 %); Mykolaiv region – the total number of print titles has increased by 100 issues (117.6 %), circulation – by 18.1 thousand copies (69.6 %); Poltava region – by 119 print titles (61.7 %), circulation – by 27.1 thousand copies (51.8 %); Rivne region – by 38 print titles (21 %), circulation – by 48,2 thousand copies (88,3 %); Sumy region – by 19 print titles (5.4 %), circulation – by 68.5 thousand copies (25.2 %); Ternopil region – by 97 print titles (13.3 %), circulation – by 840.8 thousand copies (65.2 %); Kherson region – by 14 print titles (6.6 %), circulation – by 8.7 thousand copies (17 %) and in Khmelnytsky region – by 49 print titles (14.9 %), circulation – by 63.2 thousand copies (22.8 %). The growth of titles and the decrease in circulation are observed in: Vinnytsia region – by 66 print titles (17.5 %), circulation decreased by 32.1 thousand copies (75.4 %); Dnipropetrovs'k region – by 47 print titles (9.5 %), circulation – by 19.1 thousand copies (12.6 %); Zhytomyr region – by 101 print titles (146.4 %), circulation – by 3.6 thousand copies (22.1 %); Zakarpattia (Transcarpathian) region – by 27 print titles (13,9 %), circulation – by 5,0 thousand copies (7,2 %); Chernivtsi region – by 10 print titles (3.8 %), circulation – by 94.3 thousand copies (34.6 %).

The decrease in the number of titles and the increase in circulation have been recorded in Donetsk region – 112 print titles (54.5 %), while circulation increased by 36.2 thousand copies (23.4 %). The registration of publications issued in 2017 ends on January 31, 2018. It is possible to predict that the expected number of printed publications will be about 20 500 titles of books and brochures with the total circulation of 43 million copies, that is, one book per one inhabitant of Ukraine; the expected number of publications in the Ukrainian language – approximately 15,500

⁴ S. Buriak, N. Muzychenko, *Knyhovydavnycha diialnist v Ukraini za pidsumkamy 2016 roku*. Visnyk Knyzhkovoï palaty, 2017, no.3, pp.24-32. URL: <http://www.ukrbook.net/statistika/2016.pdf>
 Vypusk vydavnychoi produktsii v Ukraini v 2016 rotsi [online]. Knyzhkova palata Ukrainy. [Accessed 05.11.2018]. URL: http://www.ukrbook.net/statistika/statistika_2016.htm.
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Picture 1. The dynamics of book publishing by titles and print circulation in Ukraine in 2015-2017



titles with the total circulation of 35 million copies, in Russian – 4,000 titles with the total circulation of 10 million copies ⁵ [3, p. 12].

The universal indicator of book-publishing dynamics is the number of titles of published books; it defines the diversity of information documents available for annual social circulation. In 2016, 21 330 titles of books and brochures with the total circulation of 48 978.1 thousand copies were received and registered in the Book Chamber of Ukraine, which, comparing with 2015 represents: by titles – 106.9%; by circulation – 134.5%. According to the results in 2016, we have 1.14 books are per inhabitant of Ukraine (0.85 books in 2015, 1.2 books in 2014) ⁶ [2, p. 24].

It has been observed that the largest number of books and brochures was produced in 2016 – 48978.1 thousand copies, which is by 25.6% and 23.5% more than in 2015 and 2017 respectively. Such a dynamics can be called negative. The analysis of publishing products according to thematic sections confirms that in its general array the literature on education and culture dominates in 2017 (pic. 2) – 5199 print titles with the total circulation of 4278.0 thousand copies (23.6% of the total number of titles and 9.5% of the total circulation) ⁸ [3, p. 7].

In 2016 (pic. 2) – 4907 print titles with the circulation of 26,550.3 thousand copies (23% of the total number of titles and 54.2% of the total circulation). Compared to 2015 (pic. 2), the number of titles has grown by 1149 print titles, or 30.6%, and the circulation – by 11 336.6 thousand copies, or 74.5%. Second place is taken by books *on political and socioeconomic subjects* – 4884 print titles with the total circulation of 4491.6 thousand copies (22.9% of the total number of titles and 9.2% of the total circulation). Compared to 2015, the number of titles has decreased by 449 print titles (8.4%), and the total circulation – by 994.2 thousand copies (18.1%). Next goes fiction – 3805 print titles with the circulation of 8131.5 thousand copies (17.8% and 16.6%); the number of titles and the circulation has increased by 713 print titles (23.1%) and by 2536.4 thousand copies (45.3%) respectively, compared to 2015. As to literature on technology, the data are the following:

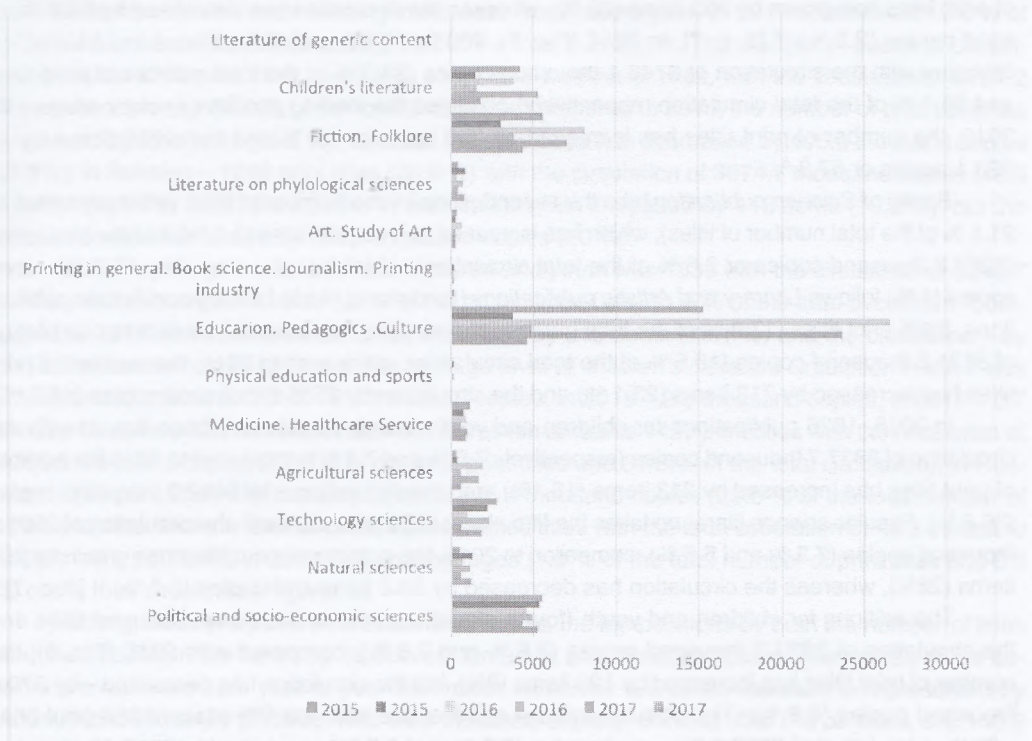
⁵ Vypusk vydavnychoi produktsii v Ukraini v 2015 rotsi [online]. Knyzhkova palata Ukrainy. [Accessed 05.11.2018]. URL: <http://www.ukrbook.net/statistika/statistika>

⁶ Vypusk vydavnychoi produktsii v Ukraini v 2015 rotsi [online]. Knyzhkova palata Ukrainy. [Accessed 05.11.2018]. URL: <http://www.ukrbook.net/statistika/statistika>

⁷ 1 - the number of books and brochures (printed titles); 2 - annual print circulation (thousand copies)

⁸ Ibid.

Picture 2. The dynamics of book publishing according to the enlarged thematic sections in Ukraine in 2015-2017



2293 print titles with the circulation of 1014.1 thousand copies (10.8 % and 2.1 % respectively), thus the number of titles has increased by 60 items, or 2.7 %, but the circulation, on the contrary, decreased to 1728.2 thousand copies, or 63 % compared to the year of 2015⁹ [2, p. 26].

The analysis of the book market by purpose allows us to identify its target audience. Books of socially significant subjects dominate here. *Educational and methodological* literature is prevalent in both the number of print titles and the circulation.

Compare to 2016, in 2017 (Pic. 3) 7,107 print titles, representing 32.2 % of total print titles, have grown by 9 items or 0.1 %, whereas the circulation of 24,398.2 thousand copies, representing 54.1 % of the total circulation, has decreased by 2747.9 thousand copies, or 10.1 %. *Books of Science publication* occupy the second position by the number of titles (4484 print titles (20.3 % of the total number of titles), which has decreased by 10 print titles (0.2%), but the circulation (1271.3 print titles (2.8 % of the total circulation), which has grown by 26.0 thousand copies (2 %) follows *Literary and Artistic publications* (third place). As to *Literary and Artistic publications* in 2017, 4327 print titles (19.6 % of the total number of print titles) were published with the circulation of 7021.0 thousand copies (15.6 % of the total circulation). Compared to 2016, the number of print titles has increased by 522 items (13.7 %); whereas the circulation has decreased by 1110.5 thousand copies (13.7%). In 2017, 1839 *publications for children and youth* (fourth place) were issued with the circulation of 5249.7 thousand copies (8.3 % and 11.6 % respectively); compared to 2016 the number of print titles has increased by 213 items (13.1 %), and the circulation – by

⁹ Ibid.

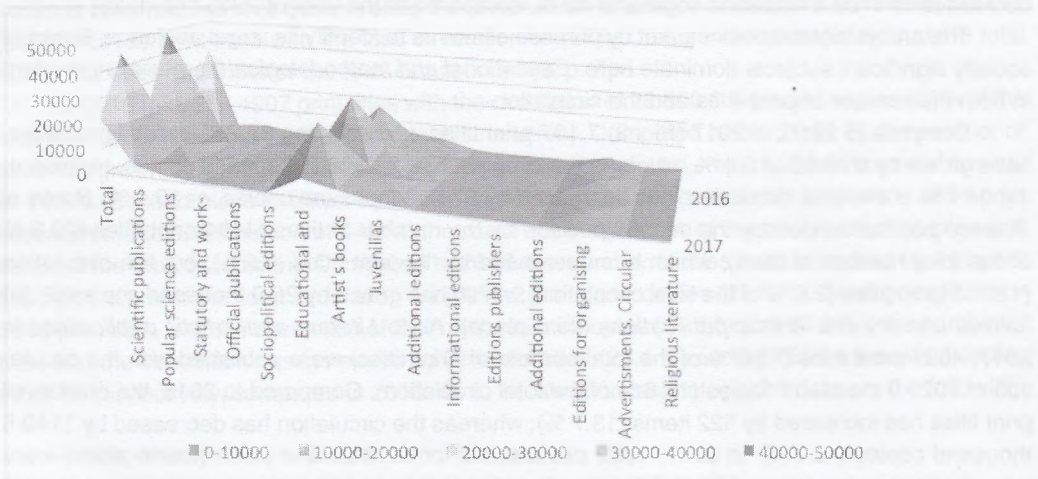
1412.0 thousand copies (36.8 %). *Popular-science literature* takes the fifth place: 1600 print titles with the circulation of 2501.2 thousand copies (7.3 % and 5.5 %), compared to 2016, the number of print titles has grown by 350 items (28 %), whereas the circulation has decreased by 55.8 thousand copies (2.2 %) ¹⁰ [3, p. 7]. In 2016 (Pic. 3), 7098 print titles of *Educational and Methodical literature* with the circulation of 2746.1 thousand copies (33.3 % of the total number of print titles and 55.4 % of the total circulation respectively) occupied the leading position; in comparison with 2015, the number of print titles has increased by 280 items or 4.1 % and the circulation – by 10 923.1 copies or 67.3 %.

Books of Science publication take the second place by the number of titles (4494 print titles or 21.1 % of the total number of titles), which has increased by 113 print titles (2.6 %), but the circulation (1297.3 thousand copies or 2.6 % of the total circulation), which has decreased by 12.5 thousand copies (1 %) follows *Literary and Artistic publications* (third place). As to Literary and Artistic publications, 3805 print titles (17.8 % of the total number of print titles) were published with the circulation of 8131.5 thousand copies (16.6 % of the total circulation); compared to 2015, the number of print titles has increased by 713 items (23.1 %) and the circulation by 2536.5 thousand copies (45.3 %).

In 2016, 1626 publications for children and youth (fourth place) have been issued with the circulation of 3837,7 thousand copies (respectively 7.6 % and 7.8 %); compared to 2016 the number of print titles has increased by 213 items (13.1%), and the circulation – by 1412.0 thousand copies (36.8 %). Popular-science literature takes the fifth place: 1600 print titles with the circulation of 2501.2 thousand copies (7.3 % and 5.5 %), compared to 2016, the number of print titles has grown by 350 items (28%), whereas the circulation has decreased by 55.8 thousand copies (2.2 %) ¹¹ [3, p. 7].

The editions for children and youth (fourth place) have been issued in 1626 print titles and the circulation of 3837.7 thousand copies (7.6 % and 7.8 %), compared with 2015 (Pic. 3), the number of print titles has increased by 120 items (8%), but the circulation has decreased – by 370.9 thousand copies (8.8 %). The popular-science publications take the fifth place: 1250 print titles with the circulation of 2557.0 thousand copies (5.9 % and 5.2 %); compared to 2015, the number

Picture 3. The dynamics of book publishing by purpose in Ukraine in 2015-2017



¹⁰ Ibid.

¹¹ Ibid.

of print titles has decreased by 113 items (8.3 %) whereas the circulation has increased – by 65.1 thousand copies (2.6 %) ¹² [2, p. 27].

Fiction publications are tending to increase from year to year. In 2017 fiction takes 19.6 % of the total number of print titles and 15.6 % of the total circulation. The number of books in Ukrainian amounts 2723 print titles, or 62.9 % of the total number of titles, with the circulation of 3721.2 thousand copies, or 53.0 % of the total circulation; compared to 2016, the number of print titles has increased by 391 items (16.8 %), whereas the circulation has decreased by 406.0 thousand copies (9.8%); in Russian – 1249 print titles (28.9 %) with the circulation of 3074.7 thousand copies (43.8 %), compared to 2016, the number of publications has increased by 116 items (10.2 %), but the circulation has decreased by 768.4 thousand copies (20 %).

In 2017, the number of *books for children and youth* was 1839 with the circulation of 5249.7 thousand copies, which makes 8.3 % of the total number and 11.6 % of the total circulation. Compared to 2016, the number of titles has increased by 213 items (13.1 %) and the circulation – by 1412.0 thousand copies (36.8 %). The average level of *children's literature* circulation in 2017 was 2.9 thousand copies (in 2016 – 2.4 thousand copies, in 2015 – 2.8 thousand copies, in 2014 – 2.7 thousand copies). The number of books in Ukrainian amounts 1427 print titles with the circulation of 4265.5 thousand copies (77.6 % of the total print titles and 81.3 % of the total circulation), in Russian – 378 print titles with the circulation of 935.4 thousand copies (20.6 % of the total number of titles and 17.8 % of the total circulation). 34 printed titles with the total circulation of 48.8 thousand copies were published in other foreign languages (1.8 % of the total number of print titles and 0.9 % of the total circulation) ¹³ [3, p. 9].

Among the *Literary and Arts editions for adults*, the top positions by both the number of titles and the circulation are taken by detectives, fantasies and romance novels. The names of the authors are repeated from year to year with minor variations. Ukrainian literature is represented by Andriy Kokotiukha (20 pr. titles, circ. 66.5 thousand copies), Simona Vilar (19 pr. titles, circ. 140.5 thousand copies), Serhiy Maidukov (9 pr. titles, circ. 56.0 thousand copies), Svitlana Talan (8 pr. titles, circ. 60.0 thousand copies), Lina Kostenko (7 pr. titles, circ. 32.4 thousand copies), Serhiy Ponomarenko (5 pr. titles, circ. 39,0 thousand copies).

Among the *classics of the Ukrainian literature*, the works by Taras Shevchenko (5 pr. titles with the circ. of 6.5 thousand copies), Ivan Franko (3 pr. titles with the circ. of 4.5 thousand copies) are the most published. From foreign authors, leadership is held by one of the most famous American writers working in various genres, such as horror, thriller, fantasy, mysticism – Stephen King: the number of titles is 27 with the circulation of 120.0 thousand copies. Then goes Stanislaw Lem (23 print titles with the circulation of 13.1 thousand copies), Arthur Conan Doyle (22 print titles with the circulation of 85.4 thousand copies), Jack London (14 print titles with the circulation of 28.3 thousand copies), and Riggs Ransom (13 print titles with the circulation of 198 thousand copies).

Among the publishing houses focused on fiction, the leading positions are taken by such Kharkiv Publishing houses as “Book Club “Family Leisure Club” (502 pr. titles, circ. 3285.7 thousand copies), Folio Publishers, LLC (219 pr. titles, circ. 378,200 copies), Lviv “Old Lion Publishing House” (65 pr. titles, circ. 144.5 thousand copies).

The analysis of *children's literature* edition has shown that the number of book titles in 2017 (as of December 1) compared to the corresponding period in 2016, has increased by 270 print titles, and the circulation – by 1486.7 thousand copies. The average circulation of the children's books is 2.8 thousand copies (in 2016 – 2.2 thousand copies); the number of books published in Ukrainian is 77.7 % of the total number of titles and 80.7 % of the total circulation. Compared to

¹² Ibid.

¹³ Ibid.

the same period of the previous year, the number of printed titles has increased by 21.4 %, and the circulation – by 74.9 %. In Russian, it was produced 20.7 % of the total number of titles and 18.6 % of the total circulation, compared with previous year the number of titles has increased by 6.8%, and the circulation – by 6.4 %.

Among the publishing houses that publish children's books, the most productive is: PE *Crystal Beech* – 167 print titles with the circulation of 408.5 thousand copies, "Old Lion Publishing House" (118 pr. titles, circ. 367.3 thousand copies), "Publishing house "Vivat" (93 print titles, the circulation – 352,3 thousand copies), Publishing House "Ranok" LLC (80 print titles, circulation – 180.1 thousand copies), Folio Publishers, LLC (80 print titles, circulation – 132.5 thousand copies), PE "Ridna Mova" (Native Language) (76 rint titles, circulation – 176.5 thousand copies), although it should be noted that the books for children is not their chief specialization ¹⁴ [3, p. 18].

Conclusions The current research enables us to conduct territorial and temporal differentiation of the main indicators of publishing business in Ukraine. The largest number of printed editions was published in 2016. Throughout the period under consideration, Kyiv remains the leader in publishing industry. The most print titles was published in Kharkiv, Ternopil, Lviv and Volyn regions whereas the smallest number – in Kherson, Mykolaiv, Kirovohrad, Rivne, Zhytomyr, and Vinnytsia regions. The largest number of printed publications on the subject falls into the literature of educational and cultural character. The second position is taken by political and social-and-economic literature; fiction and folklore take the third position. Positive dynamics in publications in Ukrainian can be traced as well.

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¹⁴ Ibid.