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FORMATION OF A NEW GENERATION OF PUBLISHING SPECIALISTS IN THE FIRST DECADES OF INDEPENDENCE

Awareness of the magnitude of the tasks of the publishing and printing industries and the increase in the number of publishing houses, printing companies, structures in the field of distribution, and their employees have actualized the problems of professional training. This was also required by the informatization of society, where the publishing and printing industries gained new opportunities. The active use of digital technologies contributed to the improvement of the quality and speed of the preparation and dissemination of information. Updated publishing required the use of new equipment and technologies with a high level of automation and computerization of all types of prepress, printing and postpress operations.

The spontaneous market development of the early 1990s brought into the industry talented and purposeful people of various professions who mastered the latest technical and technological achievements almost single-handedly. Education did not keep up with the rapid progress. Many heads of the media business have gone through the school of self-education and gained knowledge through practical work. However, the time required highly qualified specialists in every component of the publishing process. Managers were also required to undergo comprehensive training. They need to know perfectly not only the basic «constants» of the editorial profession, modern technological processes, but also be sufficiently knowledgeable marketers, economists, and lawyers. The era of cheap products designed for the undemanding reader was quickly passing; the demand for well-prepared and high-quality books, newspapers, magazines, and brochures grew. In

addition, publishing has become an object of active entrepreneurial activity, the products of which are goods. It is difficult to imagine an editor today who is not familiar with issues in the publishing business.

Having placed the editor at the epicenter of the publishing business (now he is a literary worker, manager, and team leader), the industry demanded a fundamental change in the system of training publishing personnel.

During the times of the USSR, editors-publishers in Ukraine were trained in only one educational institution – the Ukrainian Polygraphic Institute named after I. Fedorova in Lviv. There was an evening faculty of this institution in Kyiv. The attempt of the Faculty of Journalism of Kyiv State University in the late 1960s of the last century to organize the training of specialists in publishing and editing was unsuccessful. The Moscow party leadership considered this step inappropriate, and already in the mid-70s it was closed. The latest history of the university begins with the establishment of the Department of Journalism in 1990, on the basis of which, in 1996, the specialization «Publishing and Editing» was opened at the Institute of Journalism. 1999 – the department of publishing and editing is opened. 2000 – the specialization «Management of PRESS» is distinguished in the department. Until 2000, the department was called Journalistic Skills, Editorial, and Publishing. It was headed by Professor V. V. Rizun (now the rector of the institute). 2002 – the department was divided into two: the Department of Mass Communication Theory (under the leadership of Prof. V. V. Rizun) and the Department of Publishing and Editing (for a long time it was headed by Prof. M. S. Tymoshyk, later V. I. Teremko). New specializations have been introduced at the Department of the PAE: «Press publications» (since 2003, «Books and periodicals»), «International editions» and «TV programs». In 2003, the recruitment of students for the specialty «Publishing and editing» was carried out for the first time under the conditions of a separate competition. The department has become the graduation department of publishing and editing. Training of specialists was carried out according to two specializations: editor of book and newspaper and magazine editions and editor of electronic editions¹.

The Ukrainian Academy of Printing has preserved and developed its traditions. Already in the first years of the new decade, the Academy trained specialists of all educational and qualification levels: junior specialists, bachelors, specialists, masters in 7 areas, and 16 specialties. Since 2002, a new

1 History of the department "Publishing and Editing" KNU named after T. Shevchenko. URL: <http://journ.univ.kiev.ua/VSR/about.html>.

direction of training «Publishing and printing business» has been introduced. The total licensed volume of admission to UAP was 5,080 people, including 2,860 full-time and 2,220 part-time students.

The structure of the academy included: 5 faculties with 20 departments; the Crimean Institute of Information and Printing Technologies; a college; a preparatory department; a computer center; an educational department; a publishing house; a research department with appropriate scientific laboratories; a department of postgraduate and doctoral studies; a specialized academic council for the defense of candidate and doctoral theses; a department of international relations, etc.

In 2004, with the aim of increasing the efficiency of the educational and production processes through high-quality practical training of personnel on the basis of the college and educational and production workshops of the Academy, an educational, production and experimental printing house was created.

The training and demonstration center of the «Heidelberg» company is located at the academy.

In 2004, new premises were allocated to this center and prepared for operation in connection with its acquisition of new modern printing equipment for the educational and production processes at UAP.

The Academy is defined as the basic institution for the development of industry standards for higher education in this direction².

Subsequently, the specialty of publishing and editing (VSR) began to develop particularly dynamically. Specialists in this direction also began to be trained at the Publishing and Printing Institute of the National Technical University of Ukraine «Kyiv Polytechnic Institute», the Institute of Ukrainian Philology of the National Pedagogical University named after M.P. Drahomanov, Dnipro, Odesa, Cherkasy, Chernivtsi universities, etc.

However, the further we went, the more noticeable the discrepancy between student training and the practical requirements of publishing companies became. Several trends were observed. Graduates of educational institutions with well-founded traditions of studying language and literature were getting fundamental knowledge in this part of the editorial profession, but insufficient qualifications for work using computer publishing technologies. Firstly, due to the insufficient number of computer classrooms and the high cost of modern software for them. With a lot of effort, but still among others, the best situation here happened at the Kyiv National University named after Taras

2 Ukrainian Academy of Printing. URL: <http://www.uad.lviv.ua>.

Shevchenko. Graduates of non-specialized educational institutions also had language problems. And the general trend for all was insufficient economics, in particular, managerial, marketing, and training. The problem also appeared in the teaching staff at that time, most of whom were brought up in the «Soviet publishing industry». There were not enough textbooks adapted to modern times, and the existing ones quickly became outdated.

In the early 1990s, the problem of finding qualified layovers and designers turned out to be particularly difficult, which is still relevant to this day. This is due to the use of new computer technologies for the preparation of original publishing layouts and their constant improvement. The staff of specialists engaged in the design of printed products was replenished mainly from two sources. On the one hand, there are specialists in the field of applied mathematics, programmers, or, in other words, those who are well versed in working with computers and who, as a rule, independently learned the basic skills of painting and design; on the other hand, there are professional artists who had to master graphic computer technologies. The disadvantage of the first is that they, while perfectly mastering the wisdom of modern computers and easily learning the latest graphic programs, do not know the basics of fine art and do not always have artistic taste. Others are not always able to understand and master all the variety of possibilities of the visual means of modern computer programs and are not able to realize their artistic ideas.

To solve this problem, it was necessary to train specialists in the field of the design of printed products, who would equally possess both computer technologies and deep knowledge in the field of fine arts.

Already at the end of the 1990s, positive trends in the training of engineering personnel were outlined. The following stood out here: the Ukrainian Academy of Printing and the Publishing and Printing Institute of NTU "KPI", which rebuilt their work in accordance with market conditions – strengthened contacts with production, organized the training of specialists in new specialties, such as reprography, management of printing enterprises, etc. In particular, the Institute trains highly qualified technologists, system technicians, mechanics, specialists in production management, marketing of the market of printed products and printing materials, editors, graphic artists – designers of editions and packaging for the publishing, printing and book distribution industries of Ukraine.

But the material and technical base of the educational institutions was insufficient, and the lack of modern textbooks often led to the fact that graduates

of printing schools came completely unprepared for production, equipped with modern equipment and technology. It followed that the educational process should be brought as close as possible to production. Students should study not with ancient technology, but with state-of-the-art equipment. Graduates should know the main processes not only in theory, but also in practice. Owners and managers of printing houses are very interested in this. The stimulating role of the state would not be superfluous in creating close interaction.

For a long time, the Lviv Academy of Printing remained the only higher educational institution that trained specialists in the field of «Commodity Studies and Trade Entrepreneurship» specializing in «Commodity Studies and Commercial Activity». Graduates of basic higher education received the qualification «Bachelor of Commerce», and specialist graduates received a diploma of commodity expert-merchant³.

A special issue was the training of specialists in working professions: printers, typographic equipment adjusters, specialists in bookbinding and bookbinding processes, etc. Unfortunately, even graduates of well-known educational institutions in the field, such as the Kyiv Higher Professional Polygraphic School or the Lviv Polygraphic College of the Ukrainian Academy of Printing, only started to master the newest printing equipment in production.

Industrial practice could help students in many ways, but it often took place informally. The main reason was the inconsistency of relationships between educational institutions and production structures. Numerical instructions regulate the order of the practice organization and its financing. However, the financial capabilities of educators did not allow them to be implemented.

The relationship between the recipient of knowledge and the enterprise that provides such knowledge is not regulated by law. It turns out that the time and money spent on acquiring a real specialty by a «young specialist» directly at the production site go to waste when, after acquiring the necessary knowledge and skills, he leaves the company and goes to another job as an experienced specialist.

We should not forget about the psychological aspect, when the mentor himself is not very interested in the transfer of knowledge, because he creates a competitor for himself, which, in the conditions of the market economy and existing unemployment, is a significant factor.

A difficult situation in branch science. Two of the three research institutes in the former Soviet Union worked in Ukraine. There was a real chance to save them.

3 Ukrainian Academy of Printing. URL: <http://www.uad.lviv.ua>.

And here, firstly, it was necessary to decide on the main directions and scope of their activity, which would be directly related to the needs of production and meet modern requirements. They should be headed by real scientists, experts in the field, thoroughly familiar with the intricacies of production and technological processes, cooperating with educational science.

The state of affairs in the industry largely depends on the qualifications of the branch of state administration. Take, for example, the State joint-stock company «Ukrvydavpoligrafia». In 2005, I. Chyzh, while serving as the head of State Television and Radio, stated: «The Supervisory Board of Ukrvydavpoligrafia OJSC, whose composition is approved by the Cabinet of Ministers of Ukraine and which, according to the charter, is entrusted with the authority of the company's highest management body, does not fulfill its functions. In this regard, work is currently underway to form its new staff. At the same time, the situation at JSC "Ukrvydavpoligrafia" has worsened even more... after the mass dismissal of experienced, highly qualified specialists – the heads of boards of open joint-stock companies, the hasty sale of real estate of enterprises with the knowledge company, and changes in the company's statutes to those that infringe on the interests and rights of labor collectives and do not correspond to the Model Statute of an open joint-stock company created by the corporatization of a state enterprise that is not subject to privatization»⁴.

It is not uncommon for financiers, internationalists, doctors, etc., who do not have adequate experience and publishing-printing practice, to take care of the publishing-printing sphere.

Unjustified multiple changes in the unit managing the industry did not add to stability and professionalism.

Until 1991, there were two separate bodies that took care of information and publishing policy: the State Committee for Television and Radio of the Ukrainian SSR and the State Press Committee of the Ukrainian SSR. However, on May 13, 1991, the State Committee for Television and Radio of the Ukrainian SSR was liquidated, and its functions were transferred to the State Television and Radio Company. In 1992, the State Press Committee of the Ukrainian SSR was liquidated, and the functions related to the implementation of the national policy in book publishing, registration of printed products, control over the implementation of the state order for the publication of textbooks, and other separate publications were transferred to the Ministry of Culture of Ukraine.

⁴ Ivan Chyzh met with the heads of the enterprises of the Ukrvydavpoligrafia JSC URL : http://www.kmu.gov.ua/control/uk/publish/article?art_id=17752960&cat_id=35884.

Soon, in May 1993, these functions were taken away from the Ministry of Culture and transferred to the newly created State Committee of Ukraine for Publishing, Printing and Book Distribution, which became the legal successor of Derzhkomprensa.

In 1994, the Committee was reorganized into the Ministry of Press and Information of Ukraine. In 1996, after the adoption of the Constitution of Ukraine, the Ministry of Press and Information of Ukraine was reorganized into the Ministry of Information of Ukraine, and 4 months later, the State Committee for Television and Radio Broadcasting and the State Information Agency of Ukraine (SIAU) came under its control. This continued until 1998, when they were subordinated to the Cabinet of Ministers of Ukraine.

In 1999, the Ministry of Information was liquidated, and instead, the State Committee for Information Policy was created, which ensured the implementation of state policy in the information and publishing spheres. A year later, the State Committee for Television and Radio and the State Committee for Information Policy were merged into one body – the State Committee for Information Policy, Television and Radio Broadcasting of Ukraine, which performed the functions of its predecessors.

In 2003, the State Committee for Information Policy, Television and Radio Broadcasting again became the State Committee for Television and Radio Broadcasting, but it continued to perform functions that went far beyond television and radio broadcasting: information policy, publishing, public morality, language policy, and the press.

The next changes took place at the end of 2005, when the issue of language policy was removed from State Television and Radio and transferred to the Ministry of Culture of Ukraine. At the beginning of 2006, the function of registration of printed mass media, except printed editions of an erotic nature, was transferred to the Ministry of Justice of Ukraine⁵.

It is clear that each reorganization led to a change in the governing bodies and, in accordance with the modern Ukrainian tradition, a change in the leading performers. In addition, their excessive politicization brought great harm to these processes. Being in the structure of the State Committee for Television and Radio Broadcasting, the publishing business is actually deprived of the attributes inherent in the industry, and, given its peculiarities, the appropriate attention of both the Cabinet of Ministers and other government

5 History of the creation and activity of the State Committee of Television and Radio Broadcasting of Ukraine. URL : http://comin.kmu.gov.ua/control/publish/article/main?art_id=70793&cat_id=70792.

institutions. Today, there is a need for the implementation of sectoral scientific, technical, and investment policy, the development of a regulatory and technical base, coordination with related industries, as well as information provision, protection of professional interests and rights, and advocacy of the corporate interests of the industry at the highest levels of legislative and executive power. In the absence of this, publishers often raise questions about the expediency of the existence of such a committee.

Based on the above, it can be concluded that the personnel situation in the industry in the first decades of independence remained extremely difficult and, in many respects, simply did not meet the requirements of modern times. Branch science did not contribute to development. Domestic education did not keep up with rapid changes in technology and equipment. There was an imbalance in the activity of the labor market and educational institutions, an insufficient level of qualification of specialists, especially in terms of practical skills, etc.

It required improvements in training in the system of professional and technical education, both quantitatively and qualitatively. It was urgent to develop an extensive system of retraining and upgrading the qualifications of publishing specialists, to expand opportunities for obtaining postgraduate education. Many of the problems mentioned remain to this day.

Understanding that all this requires considerable funds, which the state does not have, the author sees that the formation of the national system of bibliographic education, its transformation and modernization consist in stimulating the maximum approach of educational institutions to production by the state, creating a system of mutual interest in this, regulating the structure and volumes by state procurement personnel training, promoting the production of modern textbooks, etc. It is also essential to create equal conditions for all participants in the publishing process.

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