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ELECTRONIC EDITIONS IN UKRAINE: STATUS AND PROSPECTS

The topic of interaction or division of electronic and printed books is perhaps the most common in the discussion on the further development of the publishing industry. It should be noted that one generalized opinion does not exist and can not exist, because there are a very large number of factors that affect the presence of a particular position.

Of course, first of all, it is necessary to clearly define the wording of the definitions of the main categories. DSTU 7157: 2010 "ELECTRONIC EDITIONS. Basic types and source information", adopted in 2010, defines an electronic publication as "an electronic document that has undergone editorial and publishing processing, has source information and is intended for distribution in the same form"¹.

Newer state standard DSTU 3017: 2015 "EDITION. BASIC TYPES: Terms and definitions" already gives a slightly different definition: "A document in which information is presented in the form of electronic data and for the use of which requires computer equipment"². The definitions of the keyword "edition" also differ in some way. The first standard treats the edition as "a document that has undergone editorial and publishing processing, made by printing, embossing or otherwise, contains information intended for distribution, and meets the requirements of state standards, other regulations on their publishing design and printing. A document should be understood as a material object that contains information fixed by a man-made method for its transmission in time and space"³.

The updated version defines the edition as a "work (document) containing information intended for distribution, has undergone editorial and publishing processing, reproduced by printing, embossing or made by electronic recording on any medium or otherwise; publishing design, printing and technical performance of which corresponds requirements of legal and regulatory documents... The work should be understood as the result (product) of human creative activity, which has a finished form and is embodied

1 DSTU 7157: 2010 "ELECTRONIC EDITIONS. Basic types and source information". Retrieved from: https://www.umsa.edu.ua/storage/n_process_nmrv/files/dCTLYrd23LFIU6BwRG6BQod1vL038k9eXCOhSawi.pdf.

2 DSTU 3017: 2015 "EDITION. BASIC TYPES: Terms and definitions". Retrieved from: http://lib.zsmu.edu.ua/upload/intext/dstu_3017_2015.pdf.

3 DSTU 7157: 2010 "ELECTRONIC EDITIONS. Basic types and source information". Retrieved from: https://www.umsa.edu.ua/storage/n_process_nmrv/files/dCTLYrd23LFIU6BwRG6BQod1vL038k9eXCOhSawi.pdf.

in any material form"⁴. The same documents divide publications by material structure, in particular into books, magazines, newspapers, posters, and so on. Thus, the category "e-book" is not quite identical to the "electronic edition", because according to DSTU, the edition is including a poster, a poster and so on.

Many researchers of publishing consider an e-book to be a book materialized by electronic means. Others use the term as a synonym for electronic text for a specific purpose. Ordinary citizens often associate an e-book with certain electronic devices that allow them to read books. In addition, the e-books themselves are not unified, have different platforms and means of viewing.

Daniel K. Schneider identified the following main forms of e-books:

- "e-books that only can be read on specialized devices.
- e-books that have been designed for reading on standard computers (including mobile devices). Typical formats are HTML or PDF (but with adapted pagination and line length). Such books also include navigation features such clickable cross-links, indexes, etc.
- e-books designed for both standard computers, ebook readers and tablets. A typical format would be E-Pub.
- e-books in plain text format. This is how the Gutenberg project started. This format is also frequent for short "how to install something" manuals.
- digital books that are meant to be printed on paper. Typically these are PDF files with a page size that doesn't fit on our current low-resolution screens (even my 1200x1900 monitors). Sometimes, paper books or articles are scanned and redistributed as huge PDF files (e.g. teachers do that quite a lot).
- on demand books is an orthogonal category. These are books that are assembled on the fly by users or information providers from various sources, e.g. wiki pages or DITA topics"⁵.

E-books can be distributed in a variety of file formats, including:

- plain text;
- text with design - HTML, open format e-books (OPF FlipBook), OpenDocument, SGML, XML, FictionBook (.fb2), TeX, PDF, HTMLHelp (.chm), Microsoft (.lit), eReader, PostScript (.ps), .eps, ExeBook, Mobipocket (.prc), etc. ;
- graphic raster - TIFF, JPEG, DjVu, etc. ;
- multimedia books - SWF, EXE, multimedia book, etc.;⁶

Files of modern e-books can act as a multimedia book, where in addition to text, there are several channels of perception: sound-music, image-dynamic (photos and galleries) and interactive-mental⁷.

Thus, we can identify the main features of the e-book: it is a work; non-periodical publication; textual and graphic (illustrations) information prepared electronically in a certain format; inviolability of content; need special devices for viewing.

4 DSTU 3017: 2015 "EDITION. BASIC TYPES: Terms and definitions". Retrieved from: http://lib.zsmu.edu.ua/upload/intext/dstu_3017_2015.pdf.

5 E-book. Retrieved from: <http://edutechwiki.unige.ch/en/E-book>

6 Department of Electronic editions Ukr. acad. printing [Text]: biobibliogr. index / OV Melnikov, OM Vasilishin. Lviv: Ukr. acad. Drukarstva, 2009. 136 p.

7 ibid.

Then the category of "e-book" can be detailed as follows – it is a non-periodic edition (work), text and graphic information, which is prepared in electronic form and is intact and materialized by special devices.

The question of the general situation in the book publishing industry cannot be ignored. According to UNESCO data collected during 2012-2017, approximately 2.2 million book titles are published annually in the world, and by 2020 it is expected to grow to 2.4 million⁸, so the analysis of industry statistics refutes the pessimistic forecasts. The slowdown in economic growth around the world due to the COVID-19 outbreak and measures to curb it have led to a reduction in the global book publishing market from \$ 92.8 billion in 2019 to \$ 85.9 billion in 2020. However, the market is expected to recover and grow at an average annual growth rate of 2% from 2021 to 91.4 billion dollars in 2023⁹.

It should be noted that in recent years in Ukraine there is a certain revival of the book-market, especially after 2014, when the Ukrainian book finally began to wake up.

Many publishers have recently recognized the potential of the e-book market in terms of both volume and profitability. As a result, larger publishers have significantly expanded their portfolio of e-books, and most of them publish all new books in print and digital form.

The current trend in the development of the world book industry is characterized by the simultaneous release of printed and digital products, the creation of multimedia publications that combine interactive illustrations, audio and video effects. Publishers' mixed opinions about additional content and enrichment of multimedia editions. Additional content adds consumer value to the publication and increases the further revenue potential in the digital environment, but makes the edition more expensive.

The key players in the e-book market are KDP Amazon, Apple iBooks Author and Smashwords, etc. The market is very fragmented. Today's powerful publishers are increasingly using marketing strategies such as joint ventures or partnerships with small and regional publishers to gain new market share.

Revenue in the e-book segment is projected to reach \$ 16,647 million in 2020. The annual revenue growth rate (CAGR 2020-2025) is expected to be 3.7%, leading to a projected market volume of \$ 19,997 million until 2025. The coverage of users in 2020 will be 14.4%, and by 2025 it is expected to be 16.9%.¹⁰

Unfortunately, there are no adequate statistics on book sales in Ukraine. We can operate only with the data of the Book Chamber on the number of published editions, not sold copies, and only printed.

E-books began to be actively promoted in 2007-2008, when the Publishing House "Most-Publishing" established the supply and sale of Pocketbooks readers in Ukraine. According to various analytical and other narrative sources, it can be concluded that

8 Tatarinova L. Some trends in the development of book printing in the leading countries of the world // Bulletin of the Book Chamber. 2019. 12. pp. 9–16.

9 Book Publishers Industry to Decline from \$92.8 Billion in 2019 to \$85.9 Billion in 2020 - Trends & Implications of COVID-19. Retrieved from: <https://www.prnewswire.com/news-releases/book-publishers-industry-to-decline-from-92-8-billion-in-2019-to-85-9-billion-in-2020---trends--implications-of-covid-19--301065356.html>

10 eBooks. Worldwide. Retrieved from: <https://www.statista.com/outlook/amo/media/books/ebooks/worldwide>.

the history of edition Ukrainians e-books does not exceed 8-10 years, but is becoming increasingly popular. To the young people category of readers is joining and middle-aged people. Gradually, classic reading devices are disappearing, which are being replaced by tablets and smartphones. Often e-book is actually paper book layout, but made in a readable format.

Ukrainian publishers are in no hurry to switch to digital format because the vast majority of readers are not used to paying for a book. In addition to the practical lack of copyright protection, the deterrents also include: small commercial gain, due to the small number of readers; Ukrainian publications are intended mainly for the Ukrainian consumer, who is quantitatively inferior not only to English-speaking and even Russian-speaking; the complexity of financial settlements with Ukrainians living abroad; conservatism; technical and technological backwardness, etc.

However, it is simply impossible not to see and use the advantages of e-books over printed ones in the 21st century, which is identified with digital technologies.

According to the author, the optimal is coexistence of e-books and paper books, which will meet the different needs of readers. For example, when a person needs to quickly find some reference materials or information to perform official duties, preference will be given to electronic publications, and to get enjoyment, emotional pleasure from the text – they will read printed books.

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НОВІТНІ СОЦІАЛЬНО-КОМУНІКАТИВНІ ДОСЛІДЖЕННЯ ТА МЕТОДИЧНЕ ЗАБЕЗПЕЧЕННЯ ДИСТАНЦІЙНИХ ТРЕНІНГІВ У УМОВАХ ПАНДЕМІЇ COVID-19

Сучасні дослідження системи соціальних комунікацій, викладання дисциплін, а також проведення практичних тренінгів, пов'язаних із цією цариною знань, потребує постійного пошуку нових методів досліджень та методичного наповнення навчальних дисциплін¹. Особливо гострою і актуальною ця проблема постала у зв'язку з пандемією Covid-19, коли заняття зі студентами та учасниками тренінгів вимушено почали проводити дистанційно.

Представлені новітні методи досліджень та методики наповнення навчальних дисциплін були розроблені, апробовані та реалізовані в рамках інноваційної тренінгової кампанії ГО Асоціація «Спільний простір» **«Підвищення медіа грамотності прес-служб місцевих органів влади»**, у період 1 червня 2020 р. –

¹ Методики викладання курсів соціології та політології в контексті новітніх технологій. / Журналістська педагогіка в контексті Болонського процесу. Навчально-методичний посібник. К.: Навчально-поліграфічна лабораторія Інституту журналістики. 2007. – 495 с.