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## **PUBLISHING BUSINESS: PECULIARITIES OF THE INTERACTION OF PUBLISHING HOUSES AND PRINTING HOUSES**

The publishing industry of Ukraine during the times of independence carried out a scientific and technical revolution. Publishing computer complexes and highly automated polygraphic processes have become commonplace. Letterpress and intaglio printing methods are practically forgotten, replaced by offset and digital printing. Accordingly, the technologies for preparing publishing Layout original have also changed. Such rapid changes affected both the personnel training system and the work of the industry workers themselves. The transition to a market economy caused entrepreneurs to want to save. In some editorial offices, proofreaders are abandoned, entrusting this function to the computer; the color test and proofs are gradually replaced by a visual review of the materials on the monitor screen; the work of the author is partly displaced by the development of artificial intelligence. This list can be continued, but the question arises about the feasibility and necessity of such innovations that contribute to the production of low-quality publishing products. The current situation requires a systematic scientific and practical analysis, which proves the relevance of studying the selected scientific problem with which it is correlated. In the proposed work, attention is focused on the study of the interaction between editorial-publishing and polygraphic participants

of the publishing process, since the successful completion of existing tasks depends on the correct choice of a printing house, the implementation of technical requirements for the preparation of original publishing layouts, the creation of a system of interaction at all stages of the production of a publishing product.

The purpose of the study is to trace the modern practice of interaction between the publishing house and the printing house and to formulate proposals for the optimal algorithm of such cooperation

The main tasks of the research: 1) to analyze the technical requirements of printing houses for the preparation of publishing original layouts; 2) trace the practice of interaction between the publishing house and the printing house on the example of Kyiv publishing organizations; 3) find out the functional duties of graduation editors of Kyiv publishing organizations; 4) distinguish the stages and sequence of interaction between the publishing house and the printing house.

The scientific novelty of the research lies in the fact that it systematizes for the first time the existing practices of interaction between the publishing house and the printing house in the process of manufacturing publishing products and develops proposals for its optimization.

The methodological basis of the work is adherence to the principles of scientific objectivity, modern conceptual approaches to publishing activity. General scientific and special methods and approaches were used in the conducted research. Elements of system-structural and typological methods were used to reveal the functions of publishing enterprises. The combination of deductive and inductive methods of scientific knowledge contributed to the identification of general regularities in the practice of the interaction of the components of the publishing process. The theoretical-analytical method and the method of interpretation were used during the analysis of literature on the research topic and explanations of individual provisions. 9 meetings were held with heads of publishing houses and editorial editors.

Many works of Ukrainian and foreign scientists and practitioners are devoted to the technologies of production of publishing products. They describe in detail the entire sequence of the publishing and printing production cycle. The analyzed scientific works can be divided into three groups.

The first group is works devoted to editorial and publishing issues; S.Vodolazka<sup>1</sup>, M. Zhenchenko<sup>2</sup>, N. Zelinska<sup>3</sup>, V. Karpenko<sup>4</sup>, T. Kraynikova<sup>5</sup>, S. Guzenko<sup>6</sup>, V. Rizun<sup>7</sup>, D. Grigorash<sup>8</sup>, Z. Partiko<sup>9</sup>, O. Hamula<sup>10</sup>, A. Kapelyushnyi<sup>11</sup>, Y. Bondar, M. Holovaty, M. Senchenko<sup>12</sup> and others. They analyzed all stages of publishing work in the editorial office: from working with the author and the author's original to the production of the publishing original layout.

The second group consists of works whose research object is printing techniques and technologies: O. Pushkar, E. Grabovskyi, M. Olenych<sup>13</sup>, D. Vasylyshyn, O. Vasylyshyn<sup>14</sup>, H. Yordan<sup>15</sup>, L. Predko<sup>16</sup>, S. Gavenko, B. Dur-

- 1 Vodolazka S. A. (2014). Tekhnolohichni innovatsii yak motyvator radykalnykh zmin u vydavnychii haluzi [Technological innovation as a motivator of radical changes in the publishing industry]. *Naukovi zapysky Instytutu zhurnalistyky*. V. 55. P. 76–79; Vodolazka S. A. (2011). Paradyhma redaktorskoho opratsiuvannya tekhnichnoi literatury [Paradigm of editorial processing of technical literature]. *Humanitarna osvita u tekhnichnykh vyshchykh navchalnykh zakladakh*. V. 23. P. 40–52; Vodolazka S. (2015). Determinanty innovatsiinykh zmin u suchasniy ukrainiskii vydavnychii praktitsii [Determinants of innovative changes in modern Ukrainian publishing practice]. *Visnyk Knyzhkovoï palaty*. № 3. P. 5–8.
- 2 Zhenchenko M. (2019). Tsyfrovi transformatsii vydavnychoi haluzi : monohrafiia [Digital transformations of the publishing industry: monograph]. Kyiv : Zhnets. 440 p.; Zhenchenko M., Prykhoda Ya. (2018). Transformatsiia kompetentnisnoi modeli redaktora v umovakh multiplyplatformnoho media vyrobnytstva [Peculiarities of layout and layout of book publications]. *Polihrafichni, multymedini ta web-tekhnologii: materialy III Mizhnarodnoi naukovo-tekhnichnoi konferentsii, m. Lviv, 17–19 zhovtnia 2018 r.* Lviv : UAD. P. 318–323; Zhenchenko M. (2007). Osoblyvosti maketuvannya ta verstannya knyzhkovykh vydan [Transformation of the competence model of the editor in the conditions of multi-platform media production]. *Redaktor i vydavets*. V. 1. P. 121–126.
- 3 Zelinska N. (2006). Edytoryka – teoriia i praktyka redahuvannya v realiiakh novoho tysyacholittia [Editing is the theory and practice of editing in the realities of the new millennium]. *Drukarstvo*, V. 5. P. 19–24; Zelinska N. (2012). Vydavnycha sprava ta redahuvannya: teoretychni poshuky ta sotsialni efekty [Theoretical outlines of modern editing, or Once again about editing]. *Psykholinhvistyka*. V. 10. p. 264–270; Zelinska N. (2010). Teoretychni obrysy suchasnoho redahuvannya, abo Shche raz pro edytoryku [Publishing and Editing: Theoretical Explorations and Social Effects]. *Derzhava ta rehiony. Serii: Sotsialni komunikatsii*. V. 2. P. 226–232.
- 4 Karpenko V. O. (2006). Maisternist redaktora: profesiini ta orhanizatorski aspekty [Editor's skills: professional and organizational aspects]. Kyiv : Tsentrlinoi presy, 190 p.; Karpenko V. O. (2005). Redaktorska sprava: problemy maisternosti [Editorial work: problems of mastery]. Kyiv : [B. v.], 162 p.
- 5 Krainikova T. (2009). Korektura : pidruchnyk [Proofreading : textbook]. Kyiv: KNU im. Tarasa Shevchenka, 223 p.
- 6 Huzenko S. V. (2019). Teoriia i praktyka redahuvannya : navch. posib. [Theory and practice of editing : teaching manual]. Mykolaiv : MNU imeni V. O. Sukhomlynskoho, 220 p.
- 7 Rizun V. V. (1996). Literaturne redahuvannya : pidruchnyk [Literary editing : textbook]. Kyiv: Lybid, 240 p.
- 8 Hryhorash D. S. (1966). Teoriia i praktyka redahuvannya hazety [Theory and practice of newspaper editing]. Lviv : Vyd-vo LDU, 168 p.
- 9 Partko Z. V. (2006). Zahalne redahuvannya: normatyvni osnovy: navch. posib. [General editing: normative foundations : teaching manual]. Lviv : Afisha, 416 p.
- 10 Khamula O. H. (2007). Kompiuterno-vydavnychi tekhnologii: navch. posib. dlia stud. spets. vyd.-polihr. Spravy [Computer and publishing technologies: teaching manual for students]. Lviv : UAD, 167 p.
- 11 Kapeliushnyi A. (2005). Redahuvannya v zasobakh masovoï informatsii : navch. posib. [Editing in the mass media: teaching manual]. Lviv: PAIS, 304 p.
- 12 Bondar Yu. V., Holovaty M. F., Senchenko M. I. (2010). Entsyklopediia dlia vydavtsia ta zhurnalista [Encyclopedia for the publisher and journalist]. Kyiv: Vyd. dim. «Personal», 399 p.
- 13 Pushkar O. I., Hrabovskyi Ye. M. & Olenych M. M. (2019). Tekhnologii polihrafichnoho vyrobnytstva : navch. posib. [Technologies of printing production: training manual]. Kharkiv : KhNEU im. S. Kuznetsia, 195 p.
- 14 Vasylyshyn D. V., Vasylyshyn O. M. (2011). Tekhnolohiia naboru ta verstky: navch. posib. [Typing and layout technology: teaching manual] / za red. O. V. Melnykova. Lviv : Ukr. akad. druzarstva, 272 p.
- 15 Yordan H. (2017). Tekhnolohichni protsesy i tendentsii rozvytku polihrafichnoho vyrobnytstva hazet i zhurnaliv na suchasnomu etapi [Technological processes and trends in the development of printing production of newspapers and magazines at the modern stage]. *Mediaprostir*. V. 9. P. 74–81; Yordan H. (2007). Osnovy polihrafii : navch. posib. [Basics of printing: teaching manual]. / za red. S. Havenko. Ternopil : Pidruchnyky i posibnyky, 176 p.
- 16 Predko L. S. (2009). Proektuvannya dodrukarskykh protsesiv : navch. posib. [Designing pre-press processes: teaching manual]. Lviv : UAD, 352 p.

nyak, R. Zatserkovna<sup>17</sup>, O. Velichko, V. Skyba, A. Shangin<sup>18</sup>, T. Prystupenko, R. Radchuk, M. Vasylenko<sup>19</sup> and others. In the works of these authors, the types, formats and other parameters of printing products are characterized, the technologies of modern printing production of books, newspapers, magazines, etc. are described, from the production of printing forms and printing of printing products to post-printing and finishing processes. A lot of attention is paid to the peculiarities of the choice of pre-press systems, printing and post-press equipment, printing materials and methods of their selection, existing trends in the development of printed products. Attention is also focused on the topic of logistics in printing production.

The third group includes works in which all publishing processes are investigated: from working with the author and forming a publishing portfolio to the production and sale of publishing products. The following works deserve special attention: M. Tymoshyk – «Book for an author, editor, publisher»<sup>20</sup>, «Publishing business: the view of a journalist, publisher, scientist»<sup>21</sup>, «Relationship between publishing houses and sellers of printed products»<sup>22</sup> and others; V. Teremko – «Basic principles of publishing business»<sup>23</sup>, «Publishing marketing»<sup>24</sup>; V. Tkachenko, I. Chebotaryova, P. Kirichok, Z. Grigorova «Encyclopedia of publishing»<sup>25</sup>; V. Shpak – «Printing: an editor's book»<sup>26</sup>, «Publishing business: an editor's book»<sup>27</sup>, «Modern publishing house management: an editor's book»<sup>28</sup>, etc.

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- 17 Havenko S., Durniak B. & Zatserkovna R. (2006). *Lohistyka v polihrafichnomu vyrobnytstvi : navch. posib.* [Logistics in printing production: training. manual]. Lviv : Ukrainska akademiia drukarstva, 144 p.
- 18 Velychko O. M., Skyba V. M., Shanhin A. V. (2014). *Proektuvannia tekhnolohichnykh protsesiv vydavnycho-polihrafichnoho vyrobnytstva : navch. posib.* [Designing technological processes of publishing and printing production: training. manual]. Kyiv : NTUU «KPI», 235 p.
- 19 Prystupenko T. O., Radchuk R. V., Vasylenko M. K. ta in. (2010). *Zhurnalistykyi fakh: hazetno-zhurnalne vyrobnytstvo : navchalnyi posibnyk* [Journalism profession: newspaper and magazine production: study guide] / za red. V. V. Rizuna. Kyiv : Vydavnycho-polihrafichnyi tsentr «Kyivskiy universytet», 287 p.
- 20 Tymoshyk M. S. (2010). *Knyha dlia avtora, redaktora, vydavtsia : prakt. posib. 2-he vyd., ster.* [Book for the author, editor, publisher: prakt. manual 2nd ed.]. Kyiv : Nasha kultura i nauka, 560 p.
- 21 Tymoshyk M. S. (2005). *Vydavnychiy biznes: Pohliad zhurnalista, vydavtsia, vchenoho* [Publishing business: The view of a journalist, publisher, and scientist.]. Kyiv : Nasha kultura i nauka, 328 p.
- 22 Tymoshyk M. S. (2003). *Vidnosyny vydavnytstva i realizatoriv drukovanoho produktu* [Relations between the publisher and the distributors of the printed product.]. *Drukarstvo*. № 1. P. 28–31.
- 23 Teremko V. I. (2010). *Osnovni zasady vydavnychoho biznesu : navch. posib.* [Basic principles of publishing business: teaching. manual]. Kyiv : Akademydav, 136 p.
- 24 Teremko V. I. (2009). *Vydavnychiy marketynh : navch. posib.* [Publishing marketing: teaching. manual]. Kyiv : Akademydav, 272 p.
- 25 Tkachenko V. P., Chebotarova I. B., Kyrychok P. O. & Hryhorova Z. V. (2008). *Entsyklopediia vydavnychoi spravy : navch. posibnyk* [Encyclopedia of publishing: academic. manual.]. Kharkiv: KhNURE, 320 p.
- 26 Shpak V. I. (2017). *Polihrafiia: knyha redaktora : navch. posib.* [Polygraphy: editor's book: teaching. manual]. Kyiv : DP «Ekspres-obiava», 288 p.
- 27 Shpak V. I. (2022). *Vydavnychiy biznes: knyha redaktora : navch. posib. 2-he vyd. dop. i pererob.* [Publishing business: editor's book: teaching. manual 2nd edition add. and processing.]. Kyiv : DP «Ekspres-obiava». 292 p.
- 28 Shpak V. (2019). *Upravlinnia suchasnym vydavnytstvom : navch. posib.* [Management of modern publishing: training. manual]. Kyiv : DP «Ekspres-obiava», 396 p.

In these works, the authors touch only fragmentarily on the problem of interaction between the publishing house and the printing press, with the exception of V. Shpak, who defines the stages of this work, but they are scattered among the author's various publications. That is why the proposed study is designed to fill a certain scientific and practical gap in the study of the scientific problems outlined above in the field of publishing, which involves the creation of a clear algorithm for the interaction of the publishing house and the printing house, the definition of its stages and features, as well as responsible persons.

Pre-press preparation is the most important stage of the process of production of printed products. At this first stage, the publishing house and polygraphy can detect and prevent most of the errors missed during the creation of the original layout and/or printing forms<sup>29</sup>. For a publishing house, pre-press preparation begins at an early stage of book creation, in particular, when the publishing house concludes a publishing contract with the author for the transfer of copyright to the work.

First of all, in order to create a book, the participants of the publishing process must formulate and agree on the technical requirements of the future publication. After that, the authorized person must find a printing house that will accept the order. Usually, the job of finding a printing house is done by the issue editor. He must find a printing house that would have sufficient technical and technological capabilities to produce a print. In addition, it is important to pay attention to the quality of pre-made products, the timescales of work and the price segment.

When such a printing enterprise is found, the publishing house concludes a contract with it, which spells out all the details of the future interaction. Among the main ones are: all the parameters of the future publication, in particular the characteristics of printing materials, the procedure and terms of delivery of the publishing original and accompanying materials to the printing house, the need to immediately, at the customer's request, provide him with all the necessary information about the progress of the work being performed; price and payment method; the order of submission and acceptance of works; responsibilities of the parties; force majeure circumstances; contract term; if necessary, other conditions stipulated by the signatories are prescribed; the parties give their consent and allow each other

29 Shpak V. I. (2017). Polihrafiia: knyha redaktora : navch. posib. [Polygraphy: editor's book: teaching. manual]. Kyiv : DP «Ekspres-obiava», 288 p. P. 35.

or, on their behalf, third parties to process personal data; the legal addresses and details of the parties are registered<sup>30</sup>. Sometimes a specification is added to the contract.

The printing house transfers to the publishing house all the technical requirements for the preparation of the publishing original layout (requirements for layout files, raster and vector illustrations, fonts, colors, etc.), which will be used by the editorial office during the production of the publishing original layout.

For example, let's consider the generalized technical requirements for the customer's original layouts in electronic form for offset printing, which were implemented in the printing house «Triada – M»: «Layouts made in natural size, taking into account the crop margins (3 mm for multi-page products) are accepted exclusively in a ready-to-print form in PDF/X format (according to ISO 15930-6:2003). As an exception, layouts in Adobe Illustrator (".ai" with the "Create PDF compatible file" option set) or Encapsulated Postscript (".eps") and InDesign formats saved using the "Package" function with all fonts and related images that were used in the layout, and each file must contain only one layout or page with the correct settings. For objects that need it, trapping should be done and «Overprint» should be set. All colors must be made in the CMYK color model, the use of additional colors (preferably according to the PANTONE scale) is possible if it is stipulated in the production contract. The recommended color depth for halftone images is 8 bits per channel and the resolution is between 270–300 ppi. It is not recommended to submit bitmap images in JPG format. When using offset printing, the texts in the original layouts should not be converted into raster images. If the publishing house independently mounts the pages on the printing sheet, it is necessary to place control scales along the wide side of the sheet to check the print quality. For book products, the indents of important elements of the page from its edges should be at least 10 mm. Therefore, in any place of the layout, it should not exceed Depending on the characteristics of the paper used, the maximum ink density should not be more than 280–330%. In the absence of prior contact with the publishing house regarding the fulfillment of technical requirements, the printing house carries out quality control in accordance with the international standard ISO 12647-2:2004/Amd.1:2007. To assess the

30 Shpak V. (2019). *Upravlinnia suchasnym vydavnytstvom : navch. posib.* [Management of modern publishing: training manual]. Kyiv : DP «Ekspres-obiava», 396 p. P. 186–188



real appearance of the future products, you should make a color test or use a specially configured monitor of the printing house»<sup>31</sup>.

In the case of permanent work of the publishing house with the printing house or at the request of polygraphers, the designers of the editorial office must take into account certain special parameters of specific printing machines involved in the production of products.

The active process of pre-press preparation on the part of the printing house begins after the publishing house creates the original layout. This file (usually in PDF format) is sent by e-mail (or other means or media) to the printer, along with a printout signed by the editor-in-chief and marked «Allowed to print». Before sending, the original must be checked for compliance with DSTU 3772:2013. «Originals for polygraphic reproduction. General technical requirements»<sup>32</sup>. It is necessary to check the source information of the publication in accordance with the requirements of DSTU 4861:2007 «Information and documentation. Edition. Source information»<sup>33</sup>. The publishing house can take care of a color test in advance or immediately order it from the selected printing house at the time of signing the contract. A color proof is an important point in pre-press preparation. After all, it is under the conditions of its implementation that the editor of the publishing house can assess the color scheme of the future product. Currently, the most common method of color proofing is digital. Such methods of color proofing as offset (when the sample was actually printed on a proof printing machine) or analog (when special equipment and materials are used) were once popular, but they have become obsolete due to their high cost<sup>34</sup> [36, c.146].

Some publishing houses use another method of color proofing - screen color proofing – viewing the image on special monitors that have been calibrated to transmit the image exactly as it will be presented on paper. This method is financially more profitable, but it depends on the quality of the monitor calibration and available lighting. However, the calibration

31 Triad - M. Requirements for customer layouts. URL : <https://triada-m.com/tehnicheskie-trebovaniya-k-maketam-zakazchika> (18.11.2023).

32 DSTU 3772:2013. (1998). Oryhinaly dlia polihrafichnoho vidtvorennia. Zahalni tekhnichni vymohy [Originals for polygraphic reproduction. General technical requirements]. Na zaminu DSTU 3772-98 ; chynnyi vid 2014-07-01. Vyd. ofits. Kyiv : Derzhspozhyvstandart Ukrainy, 27 p.

33 DSTU 4861:2007. (2009). Informatsiia ta dokumentatsiia. Vydannia. Vykhidni vidomosti [Information and documentation. Edition. Source information]. Chynnyi vid 2009-01-01. Kyiv : Derzhspozhyvstandart Ukrainy, 47 p.; Oformlennia vykhidnykh vidomostei u vydanniakh : metod. rek. [Preparation of initial information in publications: method. rec.] / uklad. H. M. Plysa. Kyiv : Knyzhna palata Ukrainy, 2007. 52 p.

34 Shpak V. (2019). Upravlinnia suchasnym vydavnytstvom : navch. posib. [Management of modern publishing: training manual]. Kyiv : DP «Ekspres-obiava», 396 p. P. 146.

procedure is also not cheap and requires special equipment. The use of non-professional monitors, as well as non-professional printers for color proofing, only causes harm. If the publishing house refuses to color test the original layout or its most important elements, then the printing house will print according to the so-called model polygraphic scales. In this case, the publisher is responsible for matching the colors of the printed products to the desired ones.

After checking the publisher's original layout for compliance with the technical requirements of the printing house, the so-called layout and printing takes place. «clean sheets» – proofs<sup>35</sup>. Signal copies are made for large editions. This is actually the last control element of pre-press preparation. «Blank sheets» or signal copies are sent to the publisher for verification. The publishing team checks the work done again for any mistakes. If necessary, corrections are made to the original layout, after which all proofs or only the problematic part are reprinted and sent to the editor. The publishing house returns them with the signature of the editor-in-chief «To the world, I allow». This is a signal to the printing house that it is possible to proceed to the next step - the production of printing forms.

Therefore, the interaction between the publishing house and the printing house begins at the stage of signing the author's contract, which should provide for the payment of royalties – that is, it is necessary to have an estimate of the publication, which cannot be drawn up without taking into account printing costs. In addition, the publishing house must be sure that the printing house will be able to cope with the production of the publishing product. The main document of all relations between the publishing house and the printing house is the production contract between them. According to it, the publishing house, in particular, is obliged to prepare a high-quality original layout taking into account the technical requirements of the printing house. At various stages of work with the original layout, its quality is controlled – color proofing and production of signal copies.

After the production of the printing forms, the direct process of printing the products itself begins. At this stage, the interaction with the publishing house is minimal, however, there are cases when, during the printing of especially responsible editions, polygraphers invite designers (layout

35 Shpak, V. I. (Ed.). (2020). Terminolohichni slovnyk vydavnychoho biznesu: knyha redaktora : navchalnyi posibnyk [Terminological dictionary of publishing business: editor's book : study guide]. Kyiv : DP «Ekspres-obiava», 264 p. P. 200.



makers) of publications to jointly solve, first of all, problems related to color reproduction<sup>36</sup>

Post-press processing is also a very important part of the printing process of manufacturing publishing products. In fact, it is she who turns the printed sheets into the finished product that the publisher wants to see. In accordance with the requirements stipulated in the production contract, the printing house carries out finishing processes, in particular: covers the product with a protective or ultraviolet varnish or carries out selective varnishing; makes lamination, cutting, embossing, numbering, etc.<sup>37</sup> Such a large number of processes requires the representative of the publishing house (mostly the issue editor) to be very careful when accepting the finished product at the printing house after the completion of the full cycle of work. At this stage of interaction, he needs to check the quality of the manufactured products and their packaging. Packaging is a certain marker when the publishing house chooses a printing house. Many publishing editors begin their acquaintance with the printing house precisely from the composition of finished products. The quality of packaging and warehouse work in many respects indicates the general state of the enterprise. Even at the stage of concluding the agreement, it is important for publishers to decide how the products will be packaged: individually (by copy) or in a group; in boxes or bundles wrapped in special paper, etc. If we are talking about expensive exclusive products and also of a large format, then it is advisable to provide for individual packaging of each copy. Single-copy packaging is convenient to use for the next direct mailing of publications. In this case, the book, magazine, etc. are placed in a plastic bag with or without heat shrink or wrapped with special paper. In some cases, cushioning cardboard containers are used.

However, the most common is general or group packaging. Books are placed in stacks that form bundles. They are wrapped with special paper (kraft paper) and glued with a packing sketch or tied with twine, forming a transport package. Each pack must have appropriate marking, and the number of units in it is clearly regulated<sup>38</sup>. Some printers use cardboard boxes to pack books. When concluding an agreement on the manufacture of products, it is important

36 Shpak V. (2019). *Upravlinnia suchasnym vydavnytstvom : navch. posib.* [Management of modern publishing: training manual]. Kyiv : DP «Ekspres-obiava», 396 p. P. 148.

37 Shpak V. I. (2022). *Vydavnychiy biznes: knyha redaktora : navch. posib. 2-he vyd. dop. i pererob.* [Publishing business: editor's book: teaching. manual 2nd edition add. and processing.]. Kyiv : DP «Ekspres-obiava». 292 p.

38 Shpak V. I. (2017). *Polihrafiia: knyha redaktora : navch. posib.* [Polygraphy: editor's book: teaching. manual]. Kyiv : DP «Ekspres-obiava», 288 p. P. 206.

to specify the type and strength of the packaging material. Properly selected and implemented packaging will protect the products from damage during storage and transportation and avoid misunderstandings by distributors of publishing products.

The task of the representative of the publishing house is to evaluate the quality of the packaging work performed by the printing house. For this, he examines the packed batch. Finished products are placed on pallets and, in the case of warehouse storage, wrapped with stretch film to protect them and to prevent confusion with other works. It should be noted that according to the information of printing house employees, they still carry out packaging work in accordance with the outdated OST 29.2-91 «Book publications. Packaging, labeling, transportation and storage» and OST 29.108-91 «Paper edition. Packaging, labeling, transportation and storage», which regulate the weight and, accordingly, the number of copies in a pack of a specific book publication. The weight of the package should not exceed 8 kg. The weight of one copy determines the number of copies in a bundle, which must be the same for the entire edition. A special paper label measuring  $90 \times 135 \pm 5$  mm is pasted on the bundles, on which it is noted: the name of the publishing house; surname and initials of the author; the name of the publication (if any, the number of the volume or part); number of copies in a pack, order number; personal number of the packer; name and address of the printing house. There should also be an inscription «DO NOT THROW». If the packaging material is thermal film, then the label is placed under it. All these details are important and need to be checked.

We were unable to find Ukrainian regulatory documents on the websites of the Book Chamber of Ukraine, the State Television and Radio Committee, PJSC «UNDIPP named after T. G. Shevchenko» and other electronic sources, although according to the order No. 360 dated 22.12.2011 of the State Committee for Television and Radio Broadcasting of Ukraine «On the approval of the Standardization Program in the field of book publishing and the press for 2012-2016» the corresponding SOU «Book publishing. Packaging, marking, transportation and storage» and SOU «Sheet edition. Packaging, labeling, transportation and storage» should be developed in 2013 and 2014, respectively<sup>39</sup>.

39 Pro zatverdzhennia Prohramy standartyzatsii v haluzi knyhovydannia i presy na 2012–2016 roky : Nakaz Derzhavnoho komitetu telebachennia i radiomovlennia Ukrainy № 360 vid 22.12.2011. [On the approval of the Standardization Program in the field of book publishing and the press for 2012–2016: Order of the State Committee for Television and Radio Broadcasting of Ukraine No. 360 dated 12.22.2011]. URL : [https://zakononline.com.ua/documents/show/64493\\_\\_\\_64493](https://zakononline.com.ua/documents/show/64493___64493) (17.11.2023).

The next step is to check the quality of the actual publishing product. A specialist in the methodology of product quality assessment, scientist O. I. Peredriy draws attention to the «complexity and specificity of book quality assessment, because it requires an organic, maximally harmonious correspondence of indicators taken from various spheres of consumption: both social and cultural, and material of the technical plan»<sup>40</sup>. We will dwell only on the material component of the book.

To do this, they take several copies of publications from different packs and check the quality of the products based on the following documents: SOU 18.1-02477019-09:2015. «Edition. Publishing design and polygraphic execution. Quality indicators»<sup>41</sup>; SOU 22.2-02477019-14:2009 «Book edition. Specifications»; SOU 22.2-02477019-11:2008 «Polygraphy. Edition for children. General technical requirements»; SOU 22.2-02477019-06:2006 «Magazines. Specifications»; SOU 22.2-02477019-03:2005 «Newspapers. Specifications»; GSTU 29.4-2001 «Covers and bindings. Types.» and other standards in printing and publishing<sup>42</sup>.

Let's consider the verification of a printed edition using the example of a book with a hard cover. Such a book, if it has an individual package, must not contain any damage on the package (no scratches, unsoldered holes, foreign objects in the package itself, except for those indicated by the original layout of the appendices).

First, the representative of the publishing house removes the individual packaging and inspects the quality of the polygraphic execution of the endpapers and the spine. The binding material must be tightly glued to the cardboard; do not contain air between them, so as not to create bumps that will distort the appearance of the finished product. All requirements stipulated by the original layout must be met (color, dimensions of the binding, additional decorative elements, etc.).

Then the publishing employee opens the book and evaluates the quality of gluing the cover to the block: whether it opens easily, whether it is possible to open it completely, the presence or absence of a captal, checks whether the inner parts of the endpapers, the block to the root are well glued, tries to close and open

40 Peredrii O. I. (2014). Osoblyvist ekspertyzy yakosti knyzhkovykh vydan [Peculiarities of quality examination of book publications]. In Aktualni problemy teorii i praktyky ekspertyzy tovariv [Actual problems of the theory and practice of examination of goods] Poltava : PUET, 273 p. P. 35–37. P. 35.

41 SOU 18.1-02477019-09:2015. Vydannia. Vydavnyche oformlennia i polihrafichne vykonannia. Pokaznyky yakosti [Edition. Publishing design and polygraphic execution. Quality indicators.]. Chynnyi vid 2007-12-25. Lviv : UNDIPP im. T. H. Shevchenka, 1996. 32 p..

42 Durniak B.V., Tkachenko V. P. & Chebotarova I. B. (2011). Standarty v polihrafii ta vydavnychii spravi: dovidnyk [Standards in printing and publishing: reference book]. Lviv : Vyd-vo Ukr. akad. drukarstva, 320 p.

it several times. To check the strength of the book's gluing, the worker takes it with both hands by the endpaper and the endpaper and stretches the book in different directions.

Next, he proceeds to evaluate the block. Checks whether the pages of the publication are correctly trimmed, whether the notebooks are correctly sewn together, whether there are any distortions, protrusions of the notebooks from under the common block, whether there is dirt on the pages, whether the text is symmetrically located in relation to the middle of the sheet. Also checks the quality and placement of the illustrative material.

In accordance with the already mentioned Order No. 360 dated 22.12.2011 of the State Committee for Television and Radio Broadcasting of Ukraine in 2012–2013 PrJSC «UNDIPP named after T. G. Shevchenko» was supposed to develop a document on the organization of work on the assessment of the quality of printed products of the KD «Organization of work on the assessment of the quality of printed products», but it could not be found either in the surveyed printing houses or on the websites of institutions regulating the publishing business<sup>43</sup> [42].

Also, the publisher needs to check the conformity of the used consumables (paper, paint, etc.) that were provided for the production of the publication. The final stage of cooperation is the signing of the act of acceptance and transfer of products and their transportation to the publishing house.

The most responsible stage of interaction between the publishing house and the printing house is the acceptance – handover of the manufactured products. In fact, it is about checking the quality of the materials used and the set of polygraphic works performed. The compliance of the contract for carrying out packaging works is also checked, since the next stage in publishing activity is the transportation, storage and sale of publishing products.

## CONCLUSIONS.

The interaction between the publishing house and the printing house in the process of manufacturing publishing products involves a certain algorithm of such activities:

43 Pro zatverdzhennia Prohramy standartyzatsii v haluzi knyhovydannia i presy na 2012–2016 roky : Nakaz Derzhavnoho komitetu telebachennia i radiomovlennia Ukrainy № 360 vid 22.12.2011 [On the approval of the Standardization Program in the field of book publishing and the press for 2012–2016: Order of the State Committee for Television and Radio Broadcasting of Ukraine No. 360 dated 12.22.2011]. URL : [https://zakononline.com.ua/documents/show/64493\\_\\_\\_64493](https://zakononline.com.ua/documents/show/64493___64493) (17.11.2023).

1. Search for a printing house that can fulfill the order in accordance with the technical and quality parameters of the publication on time and at a price acceptable to the publishing house.
2. Signing of the production contract between the publishing house and the printing house.
3. Control over the creation of the original layout of the publication in accordance with the technical requirements of the printing house.
4. Implementation of a color test by the publishing house (if necessary).
5. Delivery of the original layout and accompanying materials to the printing house with the signature of the editor «For printing, I allow».
6. Control of the execution and approval of the color test (if necessary, in the case when it is made by a printing house).
7. Checking by the publishing house of signal copies or «clean sheets (proofs) and making corrections (if necessary).
8. Transfer of signal copies or «clean sheets (proofs) to the printing house with the editor's signature «To the world, I allow».
9. Checking the quality of finished products.
10. Signing the act of acceptance and transfer.

Most of the respondent publishing houses do not have a separate issue editor on their staff, who would be directly responsible for interaction with printers. Despite this, the specified interaction algorithm can be executed independently of this.

It turned out that today in Urain there are no Ukrainian normative documents in public access regarding quality control of publishing products, requirements for their packaging, labeling, and transportation. The fast-flowing processes of improving the technique and technologies of the industry, modernization of the management system of publishing activities require constant attention and updating of regulatory operations both in the publishing system and in its interaction with peers in the process of manufacturing a publishing product, which actualizes the further study of the problems outlined in the work.