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## PECULIARITIES OF INTERACTION OF THE UKRAINIAN INSTITUTE OF BOOKS WITH PROFESSIONAL AUDIENCES

The subject of the activity of the Ukrainian Book Institute (UBI) is to create organizational, administrative and cultural conditions for the transformation of the domestic publishing business into a European-style cultural industry, the formation of a single book market in the country, ensuring free access of Ukrainian citizens to all spheres of modern knowledge with the help of national books, the revival of the culture of reading<sup>1</sup>.

On the basis of delegated powers, the UBI carries out the following functions: creation and implementation of projects and programs for the popularization of Ukrainian literature in Ukraine and abroad; financing of translations of Ukrainian literature into other languages and foreign literature into the Ukrainian language; implementation of national and cultural state targeted programs related to popularization of Ukrainian book publishing products in Ukraine and abroad, support of book publishing, libraries and librarianship, popularization of reading, creation of translations, etc.; organization and holding of contests for the identification of literary works that receive funding for their publication under budgetary programs for the production of book products; implementation of the budget program «Issue of book products under the program «Ukrainian book» and other budget programs in the field of book publishing; financing of the publication of Ukrainian books under the conditions of partial participation of the state and the distribution of monetary obligations with private customers of publishing products; coordination and organization of national and international events, exhibitions, fairs, seminars, conferences, etc.; implementation of residency programs for artists; initiation of research projects, implementation of monitoring and expertise, aimed at forecasting directions of development of the book publishing sphere; support of

1 Shpak V.I. (2019). Management of a modern publishing house: a study guide. K.: DP «Expres-ob'yava». 368 p.

Ukrainian and foreign publishing houses that publish books in the Ukrainian language (consultations regarding compliance with legislation, assistance in obtaining the necessary licenses, informing about available funding programs and other support for their activities); execution of individual measures of the activity program of the central executive body, which ensures the formation of state policy in the spheres of culture and arts, on the development of culture, the implementation of which is entrusted by the governing body; coordination of activities of publishing entities, assistance in establishing effective communication links between domestic book publishers and readers; development of measures to popularize domestic book publishing products, cooperation with mass media in matters of popularizing reading, Ukrainian books, and domestic publishing products; implementation of measures aimed at the development of distribution networks of domestic publishing products and the transformation of bookstores into centers for the promotion of domestic publishing products and reading; creation and support of electronic resources for the popularization of Ukrainian literature; performance of other tasks assigned to the UBI by laws, resolutions of the Cabinet of Ministers of Ukraine, Decrees of the President of Ukraine and administrative bodies<sup>2</sup>.

European scientists point to four main instruments of state book policy in the conditions of democracy and the market: maintenance and development of a network of public libraries; a single system of controlled (and also affordable) prices for books; measures of direct financial intervention (government contracts, grants to publishers and authors, etc.); preferential taxation (either of the book sale itself, or of the entire chain of operations related to book publishing and trade)<sup>3</sup>.

The International Association of Publishers conducted a special study on the topic: «State support of the publishing industry» and came to the following conclusions: government aid to book publishing should not give rise to state control; state support should take place without any ideological restrictions; the main thing that publishers should demand from the government is the implementation of the national Constitution, laws, especially on copyright and those that ensure freedom of speech<sup>4</sup>.

2 10 questions about the Book Institute. Left Bank, January 16, 2018. URL : [https://ukr.lb.ua/blog/ukrainian\\_book\\_institute/387394\\_10\\_zapitan\\_pro\\_institut\\_knigi.html](https://ukr.lb.ua/blog/ukrainian_book_institute/387394_10_zapitan_pro_institut_knigi.html) (01/ 23, 2022); Ukrainian Book Institute. URL : [https://uk.wikipedia.org/wiki/Український\\_інститут\\_книги](https://uk.wikipedia.org/wiki/Український_інститут_книги) (01.23.2022).

3 The cultural sphere in European countries and its legal regulation. URL : <https://osvita.ua/vnz/reports/culture/11203/>; Adam, Christopher, Cavendish, William & Mistry, Percy S., *Adjusting Privatization: Case Studies from Developing Countries*. London: James Curran, 1992; *Cultural Policies in Europe: a Compendium of Basic Facts and Trends*, Council of Europe. URL : <https://www.coe.int/en/web/culture-and-heritage/compendium>; Donders, Yvonne. «The protection of cultural rights in Europe: none of the EU's business?», *Maastricht Journal of European and Comparative Law*, v. 10, n. 2, 2003, p. 117–147.

4 International Association of Publishers. URL : <https://www.internationalpublishers.org/>; Shpak, V.I. (2019). *Management of a modern publishing house: a study guide*. K.: DP «Expres-ob'yava». 368 p. P. 112–113.

Since the UBI plays an important role in the state management of the publishing industry, it is important to understand how familiar the professional audience is with the functionality of the institution. A general and professional audience survey was conducted. Its purpose is to find out how familiar the target audience is with the purpose of the state institution «UBI». The survey was distributed via social media and email. A total of 125 responses were received.

Representatives of the publishing and library sectors, as well as the media and education sectors, took part in the survey. The following questions were asked for the survey: age, city/region, status, have you heard about the state institution «UBI», where did you learn about the activities of the UBI, what functions, in your opinion, is performed by the UBI, is it relevant, in your opinion, is the activity of the UBI, have you attended events organized by the UBI, have you been informed about the activities of the UBI at international fairs?

The results showed that among the respondents, 52 % were between the ages of 20 and 40, 32 % were between 18 and 20, and 16 % were between 40 and 60. For the question about age, the options of age division were taken based on the work of M. Savchyna and L. Vasylenko «Age psychology»<sup>5</sup>, according to which from 18 to 20 is mature youth, from 20 to 40 is early adulthood, from 40 to 60 is mature adulthood.

The activity of the UBI is designed for a wide target audience, each individual project and event has predetermined recipients. This survey showed that the majority of respondents are in the age range from 20 to 40 years. Accordingly, people of this age can both independently develop in their field and be those who have already realized themselves and have their own family. The latter is relevant due to the focus of some actions of the UBI on schoolchildren, for example, the All-Ukrainian informational and educational action to support children's and adolescent reading «#Living Writer».

66.4 % of respondents were from Kyiv region, 12 % – from Lviv region, 8 % – from Odesa region, 6.4 % – from Kharkiv region. Recipients not only of the capital were taken into account, since the activity of the UBI is national, and aims to cover as many cities and regions as possible. As for a relatively young institution that is actively working on its popularization, this is a significant result. In the future, it is expected to increase the recognition of the UBI, under the conditions of quality promotion of projects and events, which will increase the level of promotion of books. 46.4 % of people who work with books answered that they know about the existence of the state institution «UBI», while 8 %

5 Savchyna M. & Vasylenko L. Age psychology: education. manual Periodization of age development: electron. book version. P. 62. URL: [http://univer.nuczu.edu.ua/tmp\\_metod/890/Savchin.pdf](http://univer.nuczu.edu.ua/tmp_metod/890/Savchin.pdf)

gave a negative answer. This shows that most of the professional audience has information about the work of the book institution. 44 % of people who work with books said that they consider the activities of the UBI to be relevant, while 8% gave a negative answer. Despite the positive result, these answers do not guarantee awareness and understanding of the competencies of the UBI. The question considers only the initial link: awareness of the very existence of the institution. 17.6 % are representatives of the publishing industry, 14.4 % are education workers, 9.6 % are mass media workers, and 8.8 % are library workers. These results indicate the awareness of various types of specialists in the publishing field and its participants. First of all, the UBI should be recognizable among professionals, and in the future, everything should be done to make the institution recognizable among a wide range of the population.

19.2 % noted that the state institution made itself known thanks to implemented projects and measures, which is a positive result. Of course, this percentage could be higher, but considering that the UBI has relatively recently started gaining experience in its work, these figures are justified. Social networks – 17.6 % and mass media – 14.4 % accounted for a smaller share of where the respondents learned about the institution. With an increase in the target audience and attractive offers, an increase in news is expected, and as a result, a higher percentage of information that specialists can get through these channels.

One of the key questions was whether the respondents understood the powers of the state institution. The option «Creation and implementation of projects and programs for the popularization of Ukrainian literature in Ukraine and abroad» received the largest number of votes, which was 56 %, «Initiation of scientific research projects, implementation of monitoring and expertise aimed at forecasting the directions of development of the book publishing sphere» – 51.2 %, «Promoting the establishment of effective communication links between domestic book publishers and readers» – 50.4 %, etc. These results reflect the positive part of the answers, at that time I would like to pay attention to the following answers: 44 % noted that they consider the possibility of providing financial assistance to beginning authors and newly established publishing houses as part of the powers of the UBI, 30.4% noted that the UBI independently provides state grants for publishing workers, authors and translators. Considering that the listed activities are not part of the powers of the UBI, the percentage of affirmative answers to them is quite large. This shows that people do not fully understand the functionality of the institution, despite the general understanding that the institution is engaged in the promotion of books and reading. Having these data, it is worth focusing attention on emphasizing the aspects that reflect

the authority of the institution: for example, at grant fairs, when visitors see the stand of the UBI, they automatically assume that the institution provides its own grants, although this is not true and it participates in the fair regarding other issues. Then it is worth considering the format of participation in such a way that people who know about the existence of the institution, but are not certain about its functionality, immediately understand what role it performs at least at a specific event. In order for society to fully understand what the UBI does, it takes time, work experience, a certain history of development, and decisive steps taken by the institution to reach an understanding with the audience.

The disclosure of events organized by the UBI requires special elaboration, because, even with the status of a specialist, 24.8 % did not attend events organized by the institution. 27.2 % gave a positive answer, but this percentage is too small, considering that the respondents are related to the field of books. The institution should continue to hold professional events: seminars, conferences, forums, attract more and more people to the circle of people familiar with its activities.

A question was raised regarding the promotion of the UBI abroad: 36 % of experts gave a positive answer, 16.8 % – a negative answer. To a greater extent, this issue concerns the employees of the publishing industry, since this activity of the institute involves the involvement of specialists in these activities. The results show that not all respondents are oriented towards the institution's international activities, which has a negative impact on the promotion of books abroad: Ukraine is represented at foreign international events by the UBI and specialists (publishers, librarians, etc.) who present their publications. Therefore, the fewer people know about this type of activity, the smaller the circle of those who will represent national publications.

In different countries of the world, state institutions build protectionist policies regarding national book publishing in different ways, but there are also generalizations. In 1996, the Council of Europe conference «Legislation in the World of Books» was held in Warsaw, which developed a set of recommendations for supporting national book publishing houses. They were based on two postulates: a book is first of all an artistic, spiritual work, and only then – an object of sale, a commodity; none of the member countries of the Council of Europe can adopt laws that would worsen the state of national book publishing.

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