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Supporting Ukrainian book publishing in the context of modern socio-cultural challenges

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Abstract. The relevance of the work is to preserve Ukrainian cultural heritage by supporting book publishing in the context of globalisation, economic difficulties and digital transformation. The purpose of the study was to comprehensively analyse the state and key problems of the industry and outline the prospects for supporting Ukrainian book publishing in the face of current challenges to ensure its competitiveness in both the domestic and international markets. The study used the methods of analysis, systematisation, and generalisation. The results of the study indicated the need to develop effective strategies to support Ukrainian book publishing in the face of current challenges, in particular through adaptation to changing market conditions. This article discussed the importance of the book as the main carrier of culture and its multifaceted role in society. In particular, the economic difficulties faced by publishers, including financial constraints and problems with access to resources, are discussed. An important role is played by the impact of globalisation, which not only opens up new opportunities for the integration of Ukrainian books into the international context, but also creates competition from foreign publications. The author traced legislative initiatives aimed at stimulating the development of Ukrainian book publishing and book distribution. In particular, the measures taken to improve the working conditions of publishers, expand the book market, increase the number of bookstores and book circulation are considered. However, despite these initiatives, there are problems that need to be further addressed to ensure the sustainable development of the industry. The article examined the impact of digital transformation on book publishing, including the processes of creating, producing and distributing books. Digital technologies are significantly changing traditional book publishing systems, opening up new opportunities for access to literature and innovative formats for presenting books. The article recommends strategies for supporting and developing book publishing in the context of modern challenges and changes. The practical significance is to outline the main strategies for supporting and developing Ukrainian book publishing, which can help publishers, authors and booksellers to effectively adapt to current challenges and market conditions

Keywords: publishing industry; book publishing history; book publishing digitalisation; book distribution; cultural heritage; competitiveness; publishing strategy

Introduction

Book publishing plays an important role in the cultural and intellectual development of a society, shaping public consciousness and preserving national traditions. In Ukraine, where the literary heritage has deep roots and is

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essential to the national identity, supporting book publishing is not just a task but a strategic challenge. In the context of globalisation and the rapid development of digital technologies, Ukrainian book publishing faces numerous challenges, including economic pressures, competition with international markets and changes in consumer preferences.

The current realities impose new requirements on Ukrainian book publishing in terms of adaptation to digital formats, changes in reader behaviour, and the need to preserve cultural identity. In this context, it is important to consider not only the challenges faced by the industry, but also the opportunities that are opening up for its development. Supporting and developing Ukrainian book publishing is an important aspect of the national cultural policy, which contributes to the preservation and expansion of cultural heritage and ensures access to knowledge and literature for all segments of the population.

After examining various studies conducted by both Ukrainian and international scholars, several key aspects were identified that determine the current state and prospects of book publishing in Ukraine. This enables a better understanding of the main trends and challenges faced by the industry, as well as identifying important areas for further development and research.

V. Shpak (2024) rightly notes that the publishing industry has a dual task, on the one hand, it should provide financial revenues to the state budget, create jobs and meet the social needs of citizens. On the other hand, it plays an important role in meeting the spiritual, cultural and informational needs of society. O.V. Trishchuk & V.S. Kiryak (2023) conclude that the current problems of the development of Ukrainian book publishing in the context of transformation indicate the need to adapt to new challenges. Among the main difficulties faced by the publishing industry in Ukraine is the need to improve existing forms of activity, increase the sustainability and efficiency of processes, and develop new approaches to the production and distribution of books. Publishers are required to introduce innovations in the organisation of processes, improve logistics and adapt to international standards.

The problems of modern book publishing, according to researchers A.R. Novachuk & N.I. Ivanova (2019) include: a disorganised book distribution structure; lack of effective support for the national book market; imperfect state and legal regulation of the book publishing sector; lack of a clear strategy for the development of book publishing; insufficient monitoring of the thematic, economic and financial state of the book market of Ukraine; technical and technological obsolescence of printing enterprises; weak information and advertising support for the book market; insufficient quality of content of Ukrainian books; low level of development of scientific book publishing; and underdevelopment of electronic book publishing. These problems not only hinder the development of Ukrainian book publishing, but also have a negative impact on the cultural and educational level of society, creating obstacles to access to quality and diverse literature.

A. Semenyuk & I. Bagmut (2024) believe that one of the problems of Ukrainian book publishing is a small readership compared to other countries. For this reason, book marketing in Ukraine is often limited to promotion through social media, organising events (exhibitions, presentations) and engaging bloggers. Moreover, very few authors are interested in promoting their books. V. Sytnyk (2023) rightly notes that large losses due to emigration and economic difficulties force publishers to adapt and implement innovative strategies. One of these is the development of digital publishing, which demonstrated its importance at the beginning of the full-scale invasion, when many Ukrainian publishers and digital bookstores, responding to public demand, provided free access to e-books on their platforms.

Another innovative strategy is eco-trends. As N. Romaniuk (2022) notes that eco-trends in Ukrainian book publishing are manifested in several ways. The design aspect includes the use of colours and elements associated with purity and nature, as well as printing on FSC-certified paper or paper made from recycled materials. In terms of content, the number of books on environmental topics in the portfolios of Ukrainian publishers is growing, covering different target audiences. Marketing trends include the use of responsible consumption, forest and water protection, and climate change in advertising. Organisationally, elements of a "green office" are being introduced, and in the post-marketing aspect, practices such as bookcrossing and other ways of reusing books are being popularised.

Purpose of the study was to comprehensively examine the current state of Ukrainian book publishing, identify the main problems facing the industry, and develop ways to support its development in the face of modern challenges. Objectives of the study were to analyse the current state of Ukrainian book publishing and outline the main strategies for adapting and improving the competitiveness of book publishing.

To achieve the purpose, a number of scientific methods were used. The method of analysing scientific literature made it possible to trace the evolution of book publishing from traditional printed publications to modern electronic formats. Particular attention was paid to analysing the impact of digital technologies on all stages of the publishing process: from layout creation to distribution of finished products. The method of data systematisation made it possible to classify various technological tools used in book publishing and assess their potential. The generalisation method allowed to formulate the main trends in the industry and identify the key factors that influence the success of publishing projects in the context of digital transformation.

▀ Problems of Ukrainian book publishing in the context of globalisation and digitalisation

Book publishing is the basis for preserving and transmitting national cultural heritage, which is key to preserving national traditions, language and literary heritage. In the context of globalisation and digitalisation, when cultural identities

can be threatened, supporting Ukrainian book publishing becomes an important task. Economic challenges such as declining circulation, rising paper and printing costs, and competition with international publishers require exploring opportunities to improve the financial sustainability of Ukrainian publishing houses and support local authors.

M. Magadán-Díaz & J.I. Rivas-García (2022) note that there has been a growing interest in the publishing industry as a research subject, which is manifested in the increasing number of publications on this topic. The publishing industry actively contributes to economic development in various countries. According to the latest report by the World Intellectual Property Organisation (WIPO), revenue from publishing exceeded USD 64.4 billion in 2020. The largest net income in this area in 2020 was received by the United States (\$23.6 billion) and Japan (\$10.8 billion). The countries with the highest number of titles published during the year include the UK (186,000), Italy (125,548) and France (97,327) (World Intellectual Property Organisation, 2020). These data underline the importance of publishing and its significant changes in the last two decades due to new media, formats and digital business models, which creates new challenges for the industry. The growth of academic literature on the publishing industry allows for a better understanding of the impact and evolution of the various phenomena shaping the publishing business in each country.

U. Blattmann *et al.* (2020) point out that scholarly communication is a key element in the development of science, the publishing industry and society, but for this it is important that quality content is available in the open access, especially in countries with limited resources for education and research. M. Gandy (2023), exploring the potential quality issues of open access books compared to those published by established academic publishers, notes that the lack of full coverage of book production costs may lead to less rigorous editing and review than in the case of publishers that use expensive evaluation and editing processes.

A. Radchenko (2023) in the study evaluated the contribution of two general scientific book projects of the National Academy of Sciences of Ukraine, "Scientific Book" and "Scientific Book. Young Scientists" to the replenishment of state libraries' collections. She analysed the main quantitative indicators of these projects: the first has existed since 2001, and the second, established in 2009, supports young scientists by providing them with priority opportunities to publish scientific results. Since both projects are funded from the budget, the published books are distributed free of charge by order of the Presidium of the National Academy of Sciences of Ukraine, which contributes to the enrichment of the collections of scientific libraries, higher education institutions, and research institutions over 20 years, 595 titles have been published with a total circulation of 169.1 thousand copies, of which 19.55% were received by the Vernadsky National Library of Ukraine, the Lviv National Scientific Library of Ukraine, higher educational institutions, and other research institutions. The

conclusions indicate that the systematic publishing activities of the NAS of Ukraine over the past 20 years have successfully contributed to the replenishment of libraries with high-quality Ukrainian scientific literature.

■ State support for book publishing in Ukraine of successes, problems and prospects

Ukraine makes significant contributions to the development of book publishing. On 19 June 2022, the Verkhovna Rada of Ukraine adopted Law of Ukraine No. 2313-IX (2022) in the second reading, which entered into force on 10 July 2022. This draft law was registered by Members of Parliament in November 2021, before the start of the large-scale invasion. The initiative was supported by 64 Members of Parliament. The adoption of the law was widely supported by the book community, teachers, scholars and literature enthusiasts. The publishers hoped that state support in such a difficult and crucial time would not only help preserve the industry, but also promote its development, which plays an important role in educating future generations (Draft Law of Ukraine No. 6287, 2021).

The explanatory note to the draft law states that the purpose of the draft law is to stimulate the development of the Ukrainian book market, which is an important factor in humanitarian development and national security. The draft law provides for mechanisms that can help to expand the network of bookstores, increase the circulation and range of books, and promote reading in the Ukrainian language throughout the country, significantly reducing the destructive impact of the aggressor state on the Ukrainian book market. Currently, with a population of over 40 million, there are only about 200 bookstores left in Ukraine (for comparison, in 1991 there were 3,600, and in France, which is comparable to Ukraine in terms of population and territory, there are about 3,300 bookstores). It was expected that the adoption of the bill would be a powerful stimulus for the development of the Ukrainian book market. Within five years, the number of bookstores would increase by at least 4-5 times, reaching 800-1,000, with bookstores appearing even in small towns, covering the whole of Ukraine. The volume of the Ukrainian book market would grow by about three times, and the range of books would double. At the same time, the share of people who buy and read books primarily in Ukrainian would increase significantly, both due to new readers and those who currently read primarily in Russian (Draft Law of Ukraine No. 6287, 2021).

Each thesis of the explanatory note is worth agreeing with, as it clearly emphasises the importance of state support for book publishing. However, a year and a half has passed since the adoption of the relevant law, and despite positive expectations, the situation in the industry remains difficult. Book publishers, writers, and members of the book community are increasingly expressing concerns about the existing problems and lack of support from the state. These issues not only limit the opportunities for the development of book publishing, but also impede the full functioning of the industry, which could make a significant contribution to

the cultural and educational development of society. Without effective support and adequate measures to improve the situation, book publishing will not be able to realise its potential and ensure sustainable development, which is critical for preserving cultural heritage and fostering new generations of readers.

On its official website, the Ukrainian Book Institute (UBI) (The official position of the Ukrainian Book Institute on granting certificates and subsidies, 2023) published an explanation of the impossibility of implementing the provisions of the laws on stimulating the development of Ukrainian book publishing and distribution. The report states that the UBI is actively working to support book publishing, and it was thanks to its initiative that in 2020 an article on granting certificates for the purchase of books was introduced into the law, which later became the basis for the E-support mechanism. The law envisaged the launch of a programme to provide Ukrainians with certificates for the purchase of books from 1 January 2023 and the launch of a subsidy programme for bookstores in April 2023. However, due to the war, the budget for this year did not provide funds for the implementation of these programmes. The government plans to consider implementing these programmes after the end or cancellation of martial law in Ukraine.

This publication caused a significant response and outrage among the public. The very next day, on 12 January 2023, a well-known Ukrainian writer Oksana Zabuzhko published a post on her Facebook page titled "Failure to comply with laws supporting Ukrainian books is a threat to national security". In the post, Zabuzhko stressed that Ukraine's war against the Russian occupiers is primarily a struggle for identity, and that the protection of the Ukrainian cultural space and support for national cultural industries is an extremely important front in this war. The author expressed her disagreement with the official position of the Ukrainian Book Institute regarding Law of Ukraine No. 2313-IX (2022), which provides for the provision of book certificates for children and subsidies for Ukrainian bookstores. Zabuzhko stressed that despite the difficult conditions of war, new bookstores continue to open in Ukraine and new books are being published. The author noted that the destruction of trust in the state through the failure to implement important laws is unacceptable, especially when it comes to laws aimed at protecting the cultural and information space from the influence of the Russian world. According to the speaker, the failure to implement these laws is a direct threat to Ukraine's national security, as Ukrainian books are also a weapon in the war for our culture and statehood.

This publication was signed by a number of prominent people, writers, publishers, and artists, including Yuriy Vynnychuk, Irma Vitovska, Tamara Horikha Zernia, Hanna Hopko, Vasyl Dobrianskyi, Andrii Kokotiukha, Iren Rozdobudko, Tetiana Stus, and many others. It is impossible to disagree with the above, because the expenditures in the amount of 0.02% of the country's budget are not so large that it would allow making the provisions of the Law "dead" and neglecting them almost immediately after its adoption.

In 2021, Ukraine created the "eSupport" programme to support citizens who have received the Covid-19 vaccination. The aim of the programme was to encourage vaccination by providing state aid in the form of funds that can be spent on various needs, including the purchase of books and other goods and services.

L. Shenderivska *et al.* (2022) note that the "eSupport" programme allowed citizens who received state funds to spend them for various purposes, including the purchase of publishing products (after the Russian military invasion of Ukraine, these restrictions were lifted). According to the Ukrainian national news agency "Ukrinform", as of 11 February 2022, the largest share of "eSupport" funds – UAH 987 million, or 35% – was spent on the purchase of book products. This demonstrates that the "eSupport" programme contributes to the long-term growth of the publishing industry. Reading the purchased books forms and reinforces the habit of reading, so the effect of the programme will be long-lasting. To increase the effectiveness of the programme, some publishers offer book bundles to consumers.

O.V. Trishchuk & V.S. Kiryak (2023) agree that the "eSupport" programme not only promotes the development of the publishing sector, but also provides critical support in wartime, starting from 24 February 2022, when the territory of Ukraine became the scene of a full-scale invasion. The authors note that rocket attacks and shelling have affected publishing enterprises, including bookstores, which has complicated their operations and forced them to evacuate. These difficulties have had a significant impact on the publishing industry in Ukraine.

On 25 June 2023, Law of Ukraine No. 2309-IX (2022) came into force. This Law supplemented the Law of Ukraine "On Publishing Industry" with a new Article 28-1, which regulates the import and distribution of publishing products related to the aggressor state, the Republic of Belarus or the temporarily occupied territories of Ukraine. According to this provision, it is prohibited to import into the customs territory of Ukraine and/or distribute on its territory publishing products originating from, manufactured or published in the territory of the aggressor state, the Republic of Belarus or the temporarily occupied territories of Ukraine (except for products issued before the temporary occupation). The ban also applies to book publications containing works by authors who were citizens of the aggressor state after 1991, except for those who are or were citizens of Ukraine and do not have the citizenship of the aggressor state. Publishing products issued in the language of the aggressor state that do not fall under these restrictions may be imported and distributed in Ukraine with the appropriate permit (Draft Law of Ukraine No. 6287, 2021).

It should be noted that this Law also introduced liability for the distribution in Ukraine of publishing products originating or produced, issued or imported from the territory of the aggressor state, the Republic of Belarus, the temporarily occupied territories of Ukraine, as well as those included in the Register of Anti-Ukrainian Publishing Products

(Yatskiv *et al.*, 2023). This also applies to the distribution of publishing products issued in the official language of the aggressor state without proper permission. Such violations are subject to administrative and economic sanctions in the form of fines: two minimum wages for each first case of distribution, and ten minimum wages for each subsequent case. Thus, for the first violation, the distributor must pay a fine of UAH 16,000, and for a repeated violation – UAH 160,000. At the same time, the Law does not limit the repeated violations to a certain timeframe.

However, R. Holubovskiy (2024), on the contrary, sees positive trends in this and argues that the Ukrainian book market is showing positive dynamics at the beginning of 2024. Due to the rejection of Russian culture and new legislative initiatives, Russian books have virtually disappeared from the market. Demand for Ukrainian literature, both classic and contemporary, is growing. Publishers are launching series of Ukrainian classics and new debut authors. Internationally, there is interest in Ukrainian stories and authors, but there is a lack of professional translators. New bookstores are opening, and some of them are setting records for the number of titles they sell. Ebook and audiobook formats are developing rapidly. In addition, book bloggers and reading clubs are developing.

A. Berendiev (2023) emphasises that both adopted draft laws have significant potential to become powerful tools for stimulating and developing the Ukrainian book market and the industry as a whole, which is important for humanitarian development and national security. The proposed innovations could not only support the publishing industry, but also become an impetus for the development of culture and the promotion of reading books in Ukrainian among citizens. However, for a number of reasons, these provisions were not implemented, with one of the drafts not being signed by the President and therefore not entering into force, and the other remaining unimplemented due to lack of funding (when Ukraine's budget for 2023 was prepared under martial law, no funds were provided for the implementation of the law).

Effective strategies for overcoming modern challenges in book publishing

Y. Safonov *et al.* (2023), studying trends in book publishing in countries with a high level of education and developed publishing of educational literature and analysing the problem of controlling budget expenditures on the printing of textbooks and manuals in Ukraine, found insufficient efficiency of the modern system of publishing educational literature and the need to update the standardisation of costs and material waste.

The study results of D. Ren and Z. Kang (2021) clearly demonstrate the profound transformations caused by the COVID-19 pandemic in the publishing industry. The decline in the number of new publications and significant financial losses of bookstores indicate the vulnerability of traditional business models. The shift of marketing and sales to the online space indicates the need for the industry to adapt to

new digital realities. The study highlights the importance of a quick response to challenges and readiness for technological changes that will determine the future of the publishing market in the crisis and post-pandemic recovery.

The study results of J.-A. Cordón-García & M. Muñoz-Rico (2022) clearly show that the digital revolution has fundamentally changed all aspects of books, from its creation and production to distribution and consumption. The integration of electronic devices has transformed traditional systems, opening up new opportunities and challenges for the industry. In turn, D.M. Frohlich *et al.* (2024) emphasise the potential of combining physical and digital information through augmented reality, but note that the commercial application of these technologies for printed books is not yet widespread and is mainly limited to QR codes and special AR applications. This highlights the need for further development and integration of innovative technologies to expand its impact on the book publishing industry.

The study results of A. Esteve (2024) emphasise an important aspect of the transition to digital publishing, namely the intensification of the debate around copyright. The author correctly notes that the open access movement is not opposed to copyright protection, but rather criticises the use of these rights to serve the interests of publishers, often to the detriment of authors. This points to the need for a balance between the protection of intellectual property rights and access to information. Instead, the study by C.D. Miller & R.D. Wang (2024) shows that e-books reduce printing and shipping costs, making them more cost-effective than print editions. This confirms the economic advantage of digital formats in today's publishing environment and its role in reducing costs for publishers.

O. Holovko (2022) notes that the main challenges faced by book publishing are the following, the lack of competitive publications in the Ukrainian book market related to design; high cost and limited availability of existing publications for a wide audience; narrow specialisation of the existing books, which does not allow to form a complete and versatile picture of design activity; inconsistency of the content of existing publications with the requirements for training and professional development of design professionals; inadequate selection and distribution of graphic and textual material, difficulties with the choice of software for book layout, non-compliance with the requirements for illustrative design, both print and digital; as well as didactic and methodological imperfection of publications. It is clear that these problems limit the availability of quality literature for designers, which in turn delays the development of their professional skills, reduces the level of innovation in design and creates barriers to improving the quality of design solutions on the market.

O. Afonin (2020) believes that a number of solutions need to be implemented to eliminate the problems that currently hinder the development of Ukrainian book publishing. First, both short-term and long-term strategies for the development of the publishing industry should be developed. Every year, libraries should update the collections

by 5% of the number of books available at the beginning of the year, in line with the standards of the International Association of Librarians. It is also important to simplify the procedures for purchasing literature for libraries by cancelling tender procedures. Funding for literature purchases should come from both the state and local budgets. To improve access of Ukrainian scholars to the world's scientific literature, grant programmes for translations should be introduced. Finally, it is necessary to restore the book trade system, providing the population with stationary bookstores in accordance with established standards.

A similar opinion is shared by N. Zubko & O. Stadnyk (2021), who believe that the development of the publishing sector as a key element of book communications is possible only through comprehensive research of the book market, active promotion of books and reading in society, improving the quality and competitiveness of publications, state support for socially important projects, creating effective credit and taxation systems, as well as optimising existing and introducing new educational programmes, including interdisciplinary ones.

The study by S. Buryak (2021) highlights the importance of a systematic approach to supporting the publishing industry through government initiatives. The author rightly notes that the introduction of concessional lending and the attraction of investments from other business sectors can significantly improve the financial conditions for industry participants. However, to achieve a real effect, these measures should be clearly enshrined in legislation. This points to the need for comprehensive and well-planned government policies that can contribute to the sustainable development of the publishing industry and create a favourable environment for its investment attractiveness.

The results of the study by C. Parnell & B. Driscoll (2023) emphasise the importance of comprehensive collaboration between authors, publishers, digital platforms and other stakeholders to create bestsellers. The authors rightly emphasise that the understanding of the mechanisms of bestseller success is dynamic and still evolving in a changing media landscape, which points to the need for flexible strategies and adaptation to new market conditions to effectively harness the potential of all stakeholders in the publishing process and ensure the success of books in today's digital environment.

The findings of the study by M. Weber *et al.* (2023) highlight the important role of book publicists in attracting media attention to new books and distributing it to readers. The authors rightly point out that despite their significant contribution to book culture, the work of book publicists is often underestimated in the industry and academic literature. This indicates the need to recognise their influence and importance in the process of book promotion, as well as the need for further research to adequately assess their contribution to the book industry.

According to the authors of the current study, the following strategies can be recommended to support and

develop book publishing in the face of current challenges and changes:

1. Develop and implement financial support programmes for publishing houses and bookstores, including government donations, grants and subsidies, which will help reduce financial pressure on the industry and promote the development of new publications.

2. Develop and support legislative initiatives aimed at protecting the rights of authors, combating piracy and stimulating investment in the industry. It is also important to provide support from the state in the form of tax benefits for publishers and bookstores.

3. Invest in the development of digital platforms for book distribution, including e-books and audiobooks. Develop new technologies to improve the consumer experience and attract new readers.

4. Introduce campaigns to promote reading and book culture among young people and the general public. Organise book festivals, literary competitions and other cultural events.

5. Attract international grants and investments, develop cooperation with foreign publishing houses and libraries, which will allow Ukrainian book publishers to integrate into the global book market and promote their publications abroad.

6. Invest in improving the quality of book editing, design and printing. This will help publications to be competitive in the market and attract more readers.

7. Develop and implement new educational programmes and courses to train specialists in book publishing, marketing and advertising. This will help to improve the professional level of personnel in the industry.

8. Ensure regular updating of library collections, simplify book procurement procedures and provide access to new publications through various distribution channels.

In order to support and develop book publishing in the face of current challenges, it is therefore necessary to introduce financial support for publishers, develop digital platforms, ensure legislative protection of authors' rights, promote reading, integrate into the global market, and invest in education and improve the quality of publications. These strategies will help reduce financial pressure on the industry and increase its competitiveness.

Conclusions

The article emphasises the key role of the book as an important carrier of national culture, history and identity, which plays a significant role in shaping public consciousness and cultural development. Modern Ukrainian book publishing is facing numerous challenges, such as economic difficulties, the impact of globalisation and the need to adapt to new technological realities, which requires a comprehensive approach to ensure the sustainable development of the industry. Economic and social difficulties, including a lack of funding and resources, as well as the impact of the pandemic and martial law, create additional obstacles to the development of book

publishing. Legislative initiatives to support book publishing have a significant impact on the industry, but the implementation of these initiatives often faces difficulties and needs further improvement. The digital transformation has had a significant impact on book publishing, changing the processes of creating, producing and distributing books. The emergence of new technologies, such as e-books, requires publishers to adapt to new conditions and opportunities. To preserve and develop book publishing in Ukraine, it is necessary to continue to support publishing houses and bookstores through funding, subsidies and concessional lending, as well as focus on infrastructure development and reading promotion. International experience in book publishing can serve as a useful benchmark for Ukraine, and cooperation with foreign partners and integration into the global book market can help Ukrainian publishers develop and find new opportunities for growth. Public initiatives, such as reading support pro-

grammes and cultural campaigns, can contribute to the promotion of books and the development of book culture in Ukraine. This study emphasises the need for a comprehensive approach to supporting Ukrainian book publishing, taking into account both the current challenges and opportunities that are opening up in the context of digital transformation and globalisation. Further research should focus on analysing the effectiveness of existing legislative initiatives, assessing the impact of new technologies on the book market, and the possibilities for international cooperation and innovative strategies to support and develop book publishing in Ukraine.

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■ Conflict of Interest

None.

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Підтримка українського книговидання в контексті сучасних соціокультурних викликів

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Анотація. Актуальність роботи полягає у збереженні української культурної спадщини через підтримку книговидання в умовах глобалізації, економічних труднощів та цифрової трансформації. Метою дослідження був всебічний аналіз стану, ключових проблем галузі та окреслення перспектив підтримки українського книговидання в умовах сучасних викликів для забезпечення його конкурентоспроможності як на внутрішньому, так і на міжнародному ринках. Під час дослідження було використано методи аналізу, систематизації, узагальнення. Результати дослідження вказують на необхідність розробки ефективних стратегій для підтримки українського книговидання в умовах сучасних викликів, зокрема через адаптацію до змінюваних умов ринку. У даній статті розглянуто важливість книги як основного носія культури та її багатоаспектну роль у суспільстві. Зокрема, розглянуто економічні труднощі, які постають перед видавцями, включаючи фінансові обмеження та проблеми з доступом до ресурсів. Важливу роль відіграє вплив глобалізації, яка не лише відкриває нові можливості для інтеграції української книги в міжнародний контекст, але й створює конкуренцію з боку іноземних видань. Простежено законодавчі ініціативи, спрямовані на стимулювання розвитку українського книговидання і книгорозповсюдження. Зокрема, розглянуто заходи, які були впроваджені для покращення умов роботи видавців, розширення книжкового ринку, збільшення кількості книгачень та накладів книг. Однак, попри ці ініціативи, існують проблеми, що потребують подальшого вирішення для забезпечення стійкого розвитку галузі. Розглянуто вплив цифрової трансформації на книговидання, що включає процеси створення, виробництва і розповсюдження книг. Цифрові технології значно змінюють традиційні системи книговидання, відкриваючи нові можливості для доступу до літератури та інноваційні формати представлення книг. Рекомендовано стратегії для підтримки і розвитку книговидання в умовах сучасних викликів та змін. Практичне значення полягає у окресленні основних стратегій для підтримки та розвитку українського книговидання, що може допомогти видавництвам, авторам і книгопродавцям ефективно адаптуватися до сучасних викликів і умов ринку

Ключові слова: видавнича галузь; історія книговидання; цифровізація книговидання; книгорозповсюдження; культурна спадщина; конкурентоспроможність; видавнича стратегія