UDC 007:304:659

**SOCIAL AND COMMUNICATION ASPECT OF INTERACTION OF BOOKS AND CINEMATIC ART IN THE FORMATION OF INTEREST IN READING**

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***Research methodology.*** *During the research the methods of the observation, analysis, synthesis, generalization have been used.*

***Results.*** *The article deals with the social and communication aspect of the interaction of book and cinema in the formation of the interest in reading. The main directions of the interaction of book and cinematic art have been disclosed: books are turned into the movies, both for adults and children; movies plots become a base for the fictions; films cultivate love for reading, forming the interest in this kind of leisure as an essential of life; movies heighten the interest in writers and poets, disclosing the secrets of their life and creation; the name of a writer who is the winner of a prestigious award for the work, based on which a movie was filmed, is used in the advertising of the movie; fragments from a movie become the base for a design of the publication cover; anniversaries in tributes to birth days or death days become a cause for the drawing of the wide audience’s attention to the literature, in particular by means of cinema art, etc. The arts of book and cinema are not only the competitors, but the allies in the competition for their customer – a reader and a viewer all in one. For this purpose they turn to the social and communication technologies forming the modern media culture. Screen adaptations draw the attention to the origin, determine heated discussions and increasing the interest in origin works and their authors, the wish to become familiar with the original and to form the own opinion.*

***Novelty.*** *The social and communication aspect of the interaction of book and cinematic art in the formation of interest in reading in Ukraine on the modern stage has been disclosed.*

***The practical significance.****The research results can be used during the development of events of formation of information and media culture in a state and individual level.*