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**REINVENTION OF «INFORMATION GROSS», OR RECONFIGURATION
OF WORLWIDE «CURRICULUM» AND EDITOR’S ROLE BY PUBLISHING ENVIRONMENT IN LUTSK**

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***Research Methodology.*** *The theoretic base of the research includes the general scien­tific methods of analysis and synthesis as well as the specialized (very often used in the sphere of social communications) ones: problematic-thematic, descriptive and comparative. All of them have been used for reaching the concrete purpose*— *to indicate the causes and consequences of professional method’s mutation in preparing publications for publishing in Lutsk (Ukraine), to show that publishing houses minimize the role of the editor and publish books mainly at the expense of authors.*

***Results.*** *The main result obtained is that such method of public presentation is considered to be a destructive practice and it sees the phenomenon of book-publishing only in economical and technological aspects. Among the main reasons that cause the violations of the publishing strategy’s principles there is a lack of professional training of publishers and insufficient knowledge of tools, lack of experience in market conditions and irresponsibility to society. The multiplication of such practices threatens to undermine the credibility of the whole publishing practices.*

***Novelty.*** *The article demonstrates that this method of the text preparation for prin­ting is actually a modified version of «samizdat», however, assigning attributes of full publication under the brand’s umbrella of publishing house and ISBN. Books published at the expense of authors are hard to be called the books but as «near-to-book» texts. It is alleged that the publication of books in the world is not possible without an effective and meaningful participation of editors that not only streamline the texts, but also provide them with socio-cultural sound. «Samizdat» publishing concept makes publishing hou­ses absolutely marginal the publishing space, do not reflect either aesthetic or ideological or marketing position of its creators.*

***Practical Significance.*** *By pointing out the reasons of these «new» methods in publishing, we can define the achievements of regional publishers in Ukraine and clarify the main features of their development. These theoretical explorations may be used in the educational process.*