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**EDUCATIONAL E-BOOK FOR UNIVERSITIES:
MULTIFUNCTIONAL NATURE OF USING**

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***Research Methodology.*** *The following general scientific methods like functional (to highlight the image of a potential reader / user) and partially system (to determine the characteristics of the publication, despite the fact that the theoretical and conceptual framework on electronic media is rather poorly developed) have been used in this re­search.*

***Results.*** *The study has determined that the Ukrainian edition of e-learning thanks to its unique shape and specificity submitting content are able to interact deeper with the user and provide him with more diverse information. It makes a similar product publishing quite promising for the use in the educational process.*

***Novelty.*** *The features of e-learning content publications that are unique for this type of publishing products that include interactivity, interaction with the reader, higher visibility and provide feedback have been analyzed on a specific example.*

***Practical Significance.*** *The research outlines the multifunctional principle of the use of educational publications, through which the use of electronic textbooks in the learning process can change the discipline teaching, improve the quality of education as a result of expanding learning opportunities, the diversity of forms and types of information presentation.*