UDC 007:304:659

BOOK PRODUCTS PROMOTION AND READERS CULTURE FORMATION ON NATALI AND EDINSTVENNAJA MAGAZINES PAGES

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**Research methodology.** The article’s research is used the content analysis of the materials, represented on the Natali and Edinstvennaja Magazines pages for the book products promotion and readers’ culture formation.

**Results.** The article deals with the book products promotion and readers culture formation on «Natali» and «Edinstvennaja» women magazines pages. The book products promotion on the pages of these publications is performed through the familiarization of the readership with the life’s path of famous characters, in particular of writers and poets, with the works and theis authors (as usual it’s a fiction and non-fiction psychological literature), reference to celebrities, topical collection and advices about a book as a gift, recommendations what and how to read. Women magazines publish the articles about the writers’ life, advertising summaries of new publishings, extracts from the works-to-be to formate the interest in book novelties etc., familiarising their readers with events in the world of literature and promoting the idea that the reading is in a fashion. The analysis of the editorial materials of «Natali» and «Edinstvennaja» magazines within 2005 – April of 2015 gives possibility to talk about the formation of interest in the reading in the first one primarily within the «Culture», «Work and Career», «Home Library» rubrics, and in the second one ― in the special «Culture/Leisure Time» rubric, which is familiarizing the readers with the book novelties with an indication where the publication can be bought (in the «Chytaj-Gorod» book multistore and «KS», through the Knigka.ua Internet store), with short stories, and in the «Events and People» rubric.

**Novelty.** Magazines Natali and Edinstvennaja has not in the focus of researcher’s attention yet as a subject of the book products promotion and readers’ culture formation.

**The practical significance.** The research results can be used during the development of events dedicated to the rearing books’ popularization both in a state and individuals level.