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**MODERN TECHNOLOGIES OF BOOK PROMOTION
IN TERMS OF MASS MEDIA INTERACTION**

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***Research methodology.*** *For researching the mentioned topic, common scientific methods were used: content analysis, semiotic analysis, hermeneutic analysis. Methods of synthesis, induction, deduction, analogy and comparison were applied as well. It allowed elaborating the research subject at most and on its basis to create our own range of channels and means of successful publishing promotion.*

***Results.*** *The article examines the opportunities and the role of mass-media to ensure effective book promotion. The importance of using professional approaches for popularizing and promoting publishing products in the structure of mass-media communication is highlighted. It will allow to achieve desired social and communicative effects. The changes, that have occurred in the system of media communications during the years of independence, were included. They give wider arsenal of communication resources for modern publishers and book distributors to ensure effective promotion. New global trends of publishing realities, that modern progressive publishers and their authors successfully inherit, were illustrated within their own practice, and get a positive result and the percentage of promotional sales, as a result.*

***Novelty.*** *Content of modern channels and means of book promoting have been analyzed, modern approaches and practices in the realities of Ukrainian publishing business of that time have been outlined.*

***Practical significance.*** *The research results have practical value and can be used in the development of promotional activities (campaign in total), dedicated to the popularization of a book, an author, a publisher.*