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**SCHOLARLY PUBLISHING IN THE UKRAINIAN SOCIAL ENVIRONMENT:
IS THERE LIFE IN (AFTER) THE CRISIS?**

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***Research Methodology.*** *General scientific methods — analysis, synthesis, com­pa­rison as well as specialized methods — problematic-thematic, descriptive, and compa­rative-historical are forming the theoretic base of the research. They allowed to characterize the actual state of the Ukrainian scholarly publishing and to show the influence of the economic crisis on this specific segment of book market.*

***Results.*** *The main obtained result is the exposure of the reasons of “post-crisis” position of the Ukrainian scholarly book which is not so bad unlike other units of book market. The reasons (sometimes paradoxical) of the revival of interest with the scholarly publications are defined.*

***Novelty.*** *The article generalized and showed the main features of the publishing branch transiting to market (destruction of the old publishing system, and thus the publishers were delivered from the state support and planned funding, the sharp break of the production links, the reduction of the sales, the reorientation of the thematic and language policy etc.) as well as current trends in the development of scholarly publishing (the appearance of new publishing projects, the growth of the scientific periodicals, optimization of the publishing repertoire and so on).*

***Practical significance.*** *Accumulated materials can be used in special course on Scholarly Literature for would-be-editors and publishers. The specific “behavior” of the scholarly books (and their authors too) in the period during and after the crisis can be very attractive point for the publishers looking for new areas and, especially, new “niches” for their successful activity. Absolutely uninspected way for scholarly publishing has been opened with recent publications showing the important role of the scholarly literature (partly its socio-humanitarian segment) to play in the actual information wars.*