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**QUALITY OF THE LITERARY WORK: BETWEEN LITERARY-CRITICAL ANALYSIS AND EDITORIAL EVALUATION**

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***Research methodology.*** *In publication general scientific and special methods are used that became scientific and theoretical tools to resolve specific problems. From the historical point of view there is a fact to determine the state of knowledge of the problem, observation to study the characteristics of literary text and criteria for its analysis. The special techniques such as descriptive and system structural methods were used.*

***Results.*** *Through methods of logical analysis, scientific evaluation criteria justified literary work, knowledge of the basics of bibliography, general linguistics, literary theory, you can find out advantages and disadvantages of the original author and help him to complete the text. An experienced journalist and teacher Paul LaRocque in the editing guide compares publishing and editorial work with the restaurant business. Editors as restaurant managers should know the tastes of their customers and cater the chef. «If you want your business to be successful, you have to demand quality products (ideas) from suppliers using the creativity of chef (authors)».*

*The analyzed material from the experience of the journal «Nash Prapor» suggests that practice guides of creative writing, which today are common in the West, are not new for us. Instead, the masters of word have always been interested that the ability to understand and analyze the literature was not only a matter of chosen persons. Need to read to fuel imagination, to follow the work of writers, to analyze the methods that they use to develop the characters, story should be a daily matter of journalists, publishers, editors in educating the reader. The success of the book depends not only on the skill of the writer, but the experience of the editor, which should be a reader-authorized person (proxy reader). But this is not enough to know the «rules», method of analysis to understand the language and style of the author — the reader is the final judge, it is worth studying, he does not always want «pure writing». Clearly, there are different requirements for the form and content of the works for a general reader, for sale and elite works, but they also have different tasks.*

***Novelty.*** *It is important to have the comprehensive approach: quality of the text and its publishing interpretation. Fiction as the art of word requires special treatment by the editor in the publishing preparation and implementation of quality publishing (form and content of the book) is an important part of culture in general.*

***Practical significance*** *is in understanding common and different principles of editorial and literary-critical analysis of work. The principles and criteria for evaluation of works from the viewpoint of the author, editor, publisher and critic has been studied.*