UDC 655.424

**FORMS OF BOOK FAIRS IN THE TWENTIETH CENTURY IN UKRAINE**

**O. Yu. Khmelyovska**

*Ukrainian Academy of Printing,  
19, Pid Holoskom St., Lviv, 79020, Ukraine  
o.hmelyovska@gmail.com*

***Research methodology.*** *The article analyzes the forms of book exhibition activities held on Ukraine’s territory in the 20th century. The comparative method was applied to find the key differences between “book exhibition” and “book fair”. Inductive and analytical methods were used to look at the most widespread forms of book exhibition activities in Ukraine’s territory in the 20th century. They also show the role and impact of the state on the system of book distribution.*

***Results.*** *The analysis carried out in the article allows us to determine the key forms of book exhibition activity in the 20th century Ukraine. It highlights the difference between the notions of “book exhibition” and “book fair”, looks at the nuances of mobile trade, book bazaars, weeks, months and decades of reading and books. It also focuses on the participation of Ukrainian publishers in decades of republican art abroad, as well as the participation of foreign publishers in similar events in Ukraine. The article analyzes the book exhibition activity at enterprises, factories, higher education institutions and libraries within the established timeframe. Last but not least, it shows the use of administrative leverage and methods to attract more readership audience.*

***Novelty.*** *There are numerous publications on organizational and practical aspects of book trade in the USSR. However, there is neither clear characteristics of book exhibition activity in the 20th-century Ukraine, nor is there an accent on socio-communication elements. These aspects constitute the novelty of this research. It looks at the forms of book exhibition activities in the 20th-century Ukraine, including exhibitions and fairs, specific shows during the decades, months, weeks and days of the book, anniversaries, summary exhibitions, exchange shows, travel and mobile fairs, and many more.*

***Practical significance.*** *Despite these significant flaws, many years of book dis­tribution experience deserve to be applied reasonably in the modern circumstances. In particular, mobile and travel book exhibitions and trade can be applied in our time: the problem of book distribution in villages and towns remains acute for Ukraine. Also specialized book shows are underrated that could attract a wider readership and help explore the demand for specialized literature.*