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**LEVELS OF FORMATION OF CULTURE OF READING
OF UKRAINIAN BOOK IN THE INFORMATION SOCIETY BY MEANS OF SOCIAL AND COMMUNICATION TECHNOLOGIES**

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***Research Methodology.*** *The basis of the research is informational, axiological, cul­tural, systemic, activity approaches. In the research, the following methods have been used: analysis, synthesis, generalization — to determine the levels of formation of reading culture in the information society; modeling — to develop a model of formation of culture of reading Ukrainian books in the information society by means of social and communication technologies.*

***Results.*** *The article chracterises levels of formation of culture of reading of Uk­rai­nian book in the information society.*

***Novelty.*** *The conceptual model of reading culture formation of Ukraine book in the information society has been developed. This model includes subjects of different levels (in­ternational, governmental, organizational, family, individual), measures (establishment of the World Book and Copyright Day, establishment and carrying out of literary and book exhibitions, fairs, developing of themed programmes, movies, family reading, promotion of reading in private conversations, etc.), technologies (education, organization of leisure time, promotion, public relations, advertisement, etc.), channels (mass media, social me­dia, etc.) and object of influence — readers.*

***Practical Significance.*** *The research results can be used during the development of events of the information culture formation.*