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**SYSTEM OF FUNCTIONING OF DOCUMENTATION CULTURE
IN THE MODERN COMMUNICATION ENVIRONMENT**

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***Research Methodology.*** *In order to realize the essence of the notions of documentary culture, an analytical method of research has been applied; for the formulation of con­clusions — the method of generalization; when collecting and processing materials on existing corporate standards and corporate identity — the comparative-selective analysis.*

***Results.*** *The functioning of the documentation culture as a component of entre­pre­neurial culture has been considered, the concepts of “organizational culture” and “corporate culture” have been disclosed, the main ways of managing and presenting in­formation have been analysed, since the work with documents is an integral part of the processes of management and decision-making.*

***Novelty.*** *The significance of the documentation culture as a system in the unity of the functioning of its components in the modern conditions of the communication space has been clearly grounded.*

***Practical Significance.*** *The concept of forming the documentary culture has been suggested, the importance of branded standards and corporate style as components of the documentation culture has been revealed.*