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**PUBLICATION APPARATUS  
AS THE INTELLIGENT AUTHENTICITY OF THE READER**

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***Research Methodology.*** *The theoretic base of the research includes the general scien­tific methods of analysis and synthesis as well as the specialized ones: descriptive and comparative. All of them have been used for reaching the concrete purpose — to actualize the attention to the apparatus of the publication as an unchanging component of any high-quality book. Again, we should emphasize the false interpretation of the professional activity of publishers as a factory of restorative products.*

***Results.*** *It has been revealed that Ukrainian publishers in modern conditions mi­nimize the publishing apparatus, reducing it to obligatory identification elements, such as, in­troductory articles, prefaces, afterwords, indexes, notes, comments, etc. This me­thod of publishing strategy is provoked by the lack of professional training of pub­lishers, insufficient knowledge of tools. However, such stereotyped ideas are false. The quality of the publishing methodology in the preparation of publications in modern Ukrainian conditions is objectified in the eyes of society in the printed book. The apparatus of the publication not only enriches the methodological tools of «rebirth» of the text into the book, but also extends the ability to read. Relying on the demands of a potential audience, the apparatus builds «navigation» of reading, contributing to the understanding between the author and a thoughtful reader. Despite the easiness of access to the knowledge on the Internet, the apparatus cannot be reduced because it does not violate the intimacy of the dialogue between the author and the reader through the chaotic search of the unknown (this can eventually interrupt the reading), but only helps to overcome possible barriers.*

*A text without an apparatus is capable to interest the reader emotionally, but quite often, it is able to provide only superficial intellectual engagement. It is alleged that the conceptual «actualization» of the text by publishers is capable of making the original readable, pushing for its «re-opening» or even coding in consciousness. The apparatus of the publication becomes a means for reading comprehensively, in depth, autonomously, contextually, panoramic. In addition, the verified bibliographic apparatus sometimes becomes the only way to track the intellectual value of the text.*

***Novelty.*** *It has been proved that a plural and carefully selected apparatus can and should be considered as an effective strategy to increase demand for the publication. The apparatus can be considered as a result of participatory cultural production.*

***Practical Significance.*** *The article’s conclusions can be recommended to modern publishers in order to review their methods of preparation of publications for printing. These theoretical findings may be used in the educational process.*