UDC 069.15+37.026+372.862

**RESEARCH OF COMPONENTS OF PUBLISHING SYSTEMS ON THE SOURCES OF MATERIAL CULTURE**

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***Research methodology.*** *In the present research the priority of use the interactive methods in the study of the publishing systems components during the training of specialists in publishing and printing industry has been proved. The results of analysis of the causes of quality reducing of publications design show the effectiveness of the formation of the concept of professional culture that is implemented by active nonverbal contact with printing oriented items of human activity during systemic visiting of specialized exhibitions, galleries, regular excursions in the profiled museums, publishing companies, printing houses and so on, fixing the applied component in the performance of specific educational exercises.*

***Results.*** *The optimization of thematic educational curricular of academic disciplines has been carried out through the integration of logically related materials of funds of sectoral museums, historical and cultural memorials into the educational process, allowing to generalize the competence acquired in studying a series of professionally oriented disciplines of basic direction “Automation and Computer-Integrated Techno­logies”.*

***Novelty.*** *Based on the analysis of the historical process of formation of mass printing technologies and the conducted analogies with the functionality of modern publishing systems, the conceptual apparatus of participants of the educational space of the Department of Automation and Computer Technologies has been improved and expanded through the implementation of information about structural details, features of creation or design of appropriate exhibits as objects of study and thematically adapted content excursions for student audience o f the indicated direction of training.*

***The practical significance.*** *The students’ formation of analytical understanding of the peculiarities of the basic stages of prepress preparation of editions and main phases of their automation through interpretation of items of historical and cultural legacy and interactive research of the cultural level and that time technologies of society during the epoch of artefact creating have been ensured.*