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**THEORETICAL BASES OF QUALITY ASSURANCE OF   
Publishing and Printing Processes  
 (PART 2. SYNTHESIS OF priority MODELS OF factors)**

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***Research methodology.*** *The methodological basis of the research is: the logic of predicates and semantic networks, contributing to the design of information models of the subject area to display the essence and the interrelations between factors of the processes of preparation and production of book editions; the analytic hierarchy process to rank the factors influencing the quality of implementation of technological processes.*

***Results.*** *In the study the expediency of application of predicate logic and semantic networks has been grounded to show the essence and the interrelations between factors of the processes of preparation and production of book editions. A semantic network of the factors of book publication design has been developed.*

***Novelty.*** *It presents the procedures of establishment of levels of importance of the factors using the analytic hierarchy process, method of ranking, matrix of reachability and pairwise comparisons. The means of calculation of weight values of factors, synthesis and optimization of multilevel models of the priority influence of factors on the quality of implementation of steps and technological procedures of the editorial and publishing process have been modified.*

***The practical significance.*** *The feasibility of the practical use of the semantic network has been proved, which represents relationships between factors of book design. The work presents the mechanism of calculation of weight values and corresponding ranks of factors of the researched process.*