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**STUDYING OF WAYS TO PROMOTE READING ON THE MATERIAL OF  
REGIONAL SOCIO COMMUNICATION PROJECT**

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***Research methodology.*** *While researching new ways to attract attention and creating a positive attitude to the book as an important component of cultural, professional and intellectual enrichment of the human on the material of regional socio-cultural project we have used general scientific methods and techniques, as well as specific, appropriate social communications: the method of selection and systematization of the material, the descriptive method, synthesis and law detection. Also we have applied the statistical method that allowed a better evaluation of trends in the impact of the project on public opinion in the region.*

***Results.*** *Based on different area studios understanding in publishing, marketing, social communication etc., the essence of the concept “social communication project” has been interpreted, its content markers (unicity of functions and topics, focus on a specific recipient and the particular purpose) has been eliminated. Specific of the definitions “reading”, “culture of reading”, “book communication” and “book crossing” has been determined. In the regional dimension, the activity of the socio-cultural project of the reader club “Freebook” based on the modern youth intellectual movement Book Crossing in the effective promotion of reading has been analysed. The impact of the cultural message of the community to the audience including the formation of public opinion about the culture of reading has been studied.*

***Novelty.*** *In the scientific literature, there is a noticeable lack of works oriented to the study of nature, functional purpose, effectiveness, implementation details of social communication book projects. The study has made the first attempt to analyse the potential of such a project in the formation of information competence of the readership.*

***Practical significance.*** *Results of the study can be interesting for scientists who specialize in this area and examine the problems outlined in the study, and for all who work in the promotion of reading.*