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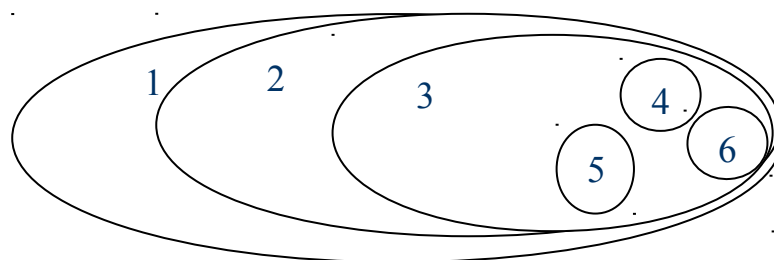
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## **ABOUT THE PRESENT SITUATION OF ELECTRONIC BOOK IN SOCIAL AND COMMUNICATION ACTIVITIES**

Today the number of electronic resources and channels of their publications grow in a quick way, this growing process qualitatively transforms all areas of social activity, especially in the electronic field, and in electronic publishing. The active attraction of people to the modern information technology change their perception of reality, the use of electronic products also affect the processes of reception and transmission of socially significant information to individuals, and the main channels of broadcast are changing to the electronic one's. With the aim to determine the perspectives of electronic publishing as a social and communication activities it is necessary to determine the position of electronic publishing in the system of social communication.

Now everyone can say that social communication as a book is a social and communicative activity itself because it provides a public exchange of knowledge, fixed in the books. The system book communication can be defined as a complete interconnected and interconnected set of all its elements and relationships between them. Before someone explain the position and features of electronic publishing it is necessary to define basic concepts which are interconnected in the context of the problem – that are, «electronic communication space», «electronic communication environment», «electronic communication sector», it should be indicated that space is the most common broad concept and field, in its turn, the narrowest. This area displays all the events taking place in the world that human subject can and are not able to understand, the environment covers only a portion of the events that occur in a particular environment, and the field, in its turn, displays only the most special phenomena that occur in such specific field of social and communicative activities as the electronic publishing (Pic.1).



**Pic. 1. The interconnection of concepts «electronic communication space», «electronic communication environment», «electronic communication sector»**

1. E-space (space functioning of electronic resources of any kind and direction).
2. Electronic environment (environment of functioning electronic resources of different orientation).

3. E-field (electronic book publishing industry as a social and communal activities).
4. Electronic book creation.
5. Electronic book distribution.
6. Electronic book consumption.

V. A. Ilhanayeva shall submit the following definition of communication space as a field in which the information exchange through communication [3], the space where communicative process takes place. System of a variety of communication links that occurs between the different agents of communication [2]. The communication space agents are individuals, groups (large and small), social Institutions. Communication space is characterized by the density (intensity and number of interactions) and length (distance between the agents of communication interaction) [2]. In some cases it may be geographically or territorially defined, in others – it can represent the amorphous state [3].

The communication environment is interpreted as a set of material, limited, technological, organizational conditions, in which the communication and interaction takes place as a communication process [1, p. 165].

The communication field is explained by V. A. Ilhanayeva as a social sphere containing a set of philosophical, political, legal, ethical, moral ideas and concepts that reflect a more or less systematic form of the relationship between people at different stages of social development [1, p. 161].

In his turn, F. I. Sharkov gives another value to the concept of "space" and "field", defining them as synonyms. The communication space is understood as a sphere in which information exchange is carried through communication [3].

M. Vasilik explains the communicative space as a multi-approach system of communication links that occur between different agents of communication [2].

Thus, in the context of given definitions it would be appropriate to point out the existence of the communication interaction between subjects of communication and the presence of the information in the form of notification. Thus, electronic publishing is an area of social and communication activities mediated by electronic book creation bookselling and book consumption. Electronic publishing as a social and communication activity provides functioning of the socially meaningful information in the form of publications in society, which have a number of specific properties: accessibility, globality, interactivity, relative cheapness, dynamics, operational information renovation, density and others.

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