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Theoretical analysis of the development of a production and practical edition

The term of production and practical literature is too short to cover enough attention among scholars and to conduct research on production and practical publications in the context of new standards. In this publication the structure, features of execution, design of production and practical editions were specified.

Analysis of the structure of the production-practical publication.

Today, production and practical publications are used in the production sphere, or in the field of practical activities. Creating such a publication (in print or electronically) is a process that requires specific skills and knowledge.

The creation process usually requires a large number of specialists. Publishing staff involved in the process of creating a publication must adhere to clearly defined standards. In addition, modern publishing systems are computerized. This means that the ability of specialists to use special software is a prerequisite for the successful creation of a publication.

Today, the printing of publications acquires a new look precisely due to the introduction of computers in printing. Undoubtedly, this also affected the production and practical publications. Obsolete Soviet standards are updated by the new State Standards of Ukraine, which, in turn, requires relevant knowledge from specialists both in the printing company and in the publishing house.

Updates take place as publication formats, technology of their creation, used materials and equipment; and general requirements for the design of production and practical literature. No less important is the possession of special software specialists.

Production-practical is a publication that contains information about a clearly defined industry. Such a publication has a clear purpose, usually aimed at professional development. Each of these publications is aimed at a certain category of specialists.

Production-practical publication is a publication of information on technology, equipment and organization of production, as well as other areas of social practice, intended for specialists of a certain profile and appropriate qualifications [1].

The main task of the production-practical edition is to present to the reader in the text of the planned volume the summary of knowledge on one concrete branch of knowledge (specialization).

An important requirement of such a publication is the clarity and conciseness of the factual material. The sections of the practical guide are interconnected and form a single set that reflects the answers to specific questions. According to the genres of literary documents, a practical guide is referred to as production and practical literature.

Prof., doc. of Historical Sciences Shvetsova Halyna Mykolayivna, cites the following types of production and practical publications: "Varieties are as follows: publications for professional development (practical manual, guide, production and practical monograph) and publications for the exchange of best practices (on advanced technologies, equipment and methods of work)" [2].

Any production and practical publications, including practical guides, are classified as non-periodicals. A non-periodical publication is a publication that is single, uninterrupted. Editions that are pre-designed for a number of volumes are also one non-periodic

In production and practical publications, the annotation is performed in such a way as to show the production tasks (or tasks of specific specialization) solved in the work. The annotation in such publications offers ways of practical use of the publication.

The reader's address is set on the basis of the level of professional competence and direction of the specialty. Thus, if the publication is intended for amateurs, this is stated in the annotation. Sometimes the annotation provides information about the citizenship of the author, but in practical guides such information is not mentioned.

Illustrations in production and practical publications are used mainly in one-color dashed lines. Most often – it's drawings, diagrams, technical drawings. Production and practical editions are published in covers with font design.

In production publications, the introductory part is one page of the preface or introductory word. Sometimes, in such publications there is an introductory word to each of the sections of the publication. The introductory part of the production-practical edition serves as a "preliminary preparation" for the main part.

In some cases it is allowed to exclude the layout of the annotated catalog card from the source information, sometimes it concerns production and practical publications. The requirement is to compile a catalog card in the language of the text of the publication, the annotation must also be compiled in such language. The font size of the bibliographic record in the annotated catalog card is determined by the size of the sheet.

The preface in production and practical publications often contains information about the direction of the work. The preface may also contain a list of tasks solved in the work. Sections of the publication can be described separately [3].

The preface may also contain information about the reader's address, recommendations from the author to a circle of readers, a list of specific questions on specialization, and more.

The reference apparatus of practical guides and manuals, in addition to the mandatory elements (source information), includes a preface, table of contents, auxiliary indexes, sometimes it includes a list of references. Such publications illustrate tables, drawings, diagrams, drawings. In publications of reference and production literature, the elements of the apparatus are often connected with the text [4].

Most often, when creating production and practical publications, author's originals are created through individual orders from companies and other

institutions. The publishing house searches for authors interested in the order and enters into an agreement with them.

Any edition, as well as production and practical, needs to solve problems related to determining the format of the future edition, determining its dimensional characteristics, and other technical issues. Determining the dimensional parameters of the publication is not only an economic issue. Also, the definition of the format is an important issue for publications that contain a large amount of illustrative material.

Production and practical editions do not require a specific type of paper, the circulation of the future edition is small, and therefore, for printing a practical guide was chosen ordinary offset paper of medium density.

Conclusion

The analysis shows that publications of this type have a clear content direction, a predetermined reader's address. The reader's address of production and practical publications can include both employees of individual institutions and specialists in certain fields.

Hence, we can say that production and practical publications can either fully cover a professional field, or be devoted to specific issues of the industry. The peculiarities of compiling the text of such publications include: completeness, detail and instructive presentation of information. Another feature of production and practical publications is their implementation in small volumes and small circulation.

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