

M. S. Rybak believes that public administration is a legally defined system of a wide range of authorized entities endowed with administrative and managerial functions, the main purpose of which is to ensure public interests and the interests of the society as a whole [4]. V. B. Averianova suggests the following definition of the notion “public administration”: it is a set of executive authorities and executive self-government bodies that subordinate to political power, ensure the implementation of the law and perform other public management functions [4].

The implementation of the principle of formality into practical application by the public administration during the administrative procedure is of great importance. Firstly, it is one of the fundamental principles of good governance not only in Ukraine, but also in the European countries. In order to follow the European standards of administrative procedure, public administration bodies should apply this principle in practice. Secondly, it is impossible to realize the person's right to administrative procedure without observing the principle of formality.

Summing it up, we should mention that the reform of the administrative procedure and the coming of the new law of Ukraine “On administrative procedure” into force are sure to positively affect the application of the principles of administrative procedure, including the principle of formality.

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HOW UKRAINIAN BOOK MARKET HAS CHANGED ITS STRATEGY IN RESPONSE TO RUSSO-UKRAINIAN WAR TO PROTECT UKRAINIAN BOOK, LANGUAGE AND FREEDOM OF SPEECH

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The prohibition and destruction of books as a medium of language are the tools of linguistic genocide. In the history of Ukraine, there have been many periods when the extermination of language went hand in hand with genocide and repression of

Ukrainians. However, the destruction of the Ukrainian language took on a new dimension during the Russo-Ukrainian war, especially after the full-scale invasion: burning of Ukrainian books, persecution of teachers and school and university administrators, Russification of educational institutions, replacement of Ukrainian textbooks with Russian ones, and retraining camps for teachers [2, p. 122].

The Ukrainian book market, which contains two key elements (a book written in Ukrainian and a reader who reads in Ukrainian) is directly affected by all aspects of language eradication. And while a language can survive without a physical medium (books, newspapers, textbooks, social media posts, etc.), remaining in oral form, it is extremely difficult to expand the circle of native speakers without an auxiliary physical medium. From the point of view of the modern world, the survival of books as a medium of language depends on the financing of the book industry: market demand and government support, as well as publishers' own business decisions.

In addition to the burning of Ukrainian books in the occupied territories, since February 24, 2022, writers have died, and libraries, publishing and printing houses, warehouses have been damaged [5]. The printing industry, whose facilities were located in Kharkiv, stopped working due to destruction or occupation. By the end of 2022, the circulation of Ukrainian books had fallen by 2.7 times compared to the same figure in 2021 [6].

The Russo-Ukrainian war began in 2014, and the first stimulus for market growth was the conscious decision of Ukrainians to show a greater interest in Ukrainian books, including abandoning Russian books.

On legislative level, a number of laws and decisions have been adopted: Law of Ukraine No. 5114 on the issuance of permits for the import of books from the Russian Federation (12.30.2016); Order No. 94 of the State Committee for Television and Radio Broadcasting of Ukraine, which revoked previously issued permits for the import of books from the Russian Federation and stated that no new permits would be issued (03.06.2022); Law of Ukraine No. 6287 on stimulating the development of Ukrainian book publishing and book distribution, which assigns state subsidies for bookstores (07.07.2022); and the draft Law of Ukraine No. 7459, which aims to restrict the distribution of books by authors with Russian or Belarusian citizenship, however, the Law has not been signed by the President yet (the Verkhovna Rada supported the Law on 16.05.2022). It is important to note these laws have restricted Russian books, not the Russian language. In general, the nature of all these legislative decisions can be described as exclusively protectionist. Even Order No. 94 was adopted when Russia launched missiles over the entire Ukraine.

Since the beginning of the Russo-Ukrainian war in 2014, state support for the Ukrainian book market has also been provided through the Ukrainian Cultural Foundation, the Ukrainian Book Institute, the ePidtrymka program, and the Ukrainian Institute. Among the major grantors are the House of Europe and the International Renaissance Foundation, and last but not least numerous embassies

and foreign cultural institutions. Among all projects, the Ukrainian Book Institute's program of public procurement of books for libraries is the most significant financial support for publishers on a competitive basis.

The ePromotion program was launched in December 2021. Under the program, adult citizens of Ukraine who have been fully vaccinated against COVID-19 received one thousand hryvnias. The money could be spent on purchases determined by the government (books, theater tickets, medicines, utility bills, etc.). Of the first three billion hryvnias, one third was spent in bookstores [3].

As for the business decisions of the publishers themselves, since 2014, we can note the development of online stores and online presence in general, as well as the promotion of books in new media, including on a paid basis. The Covid-19 epidemic in 2020 shifted almost all cultural communication, including book communication, to the online space for many months. This forced publishers who work with books (traditional media) to adapt their strategies almost completely to new media, which came in handy in 2022, during the full-scale invasion, evacuation, and threats of missile attacks.

In the spring of 2022, the publishing market was mainly engaged in evacuation and establishing new principles of market operation: the Yakaboo marketplace evacuated more than a million books from a warehouse near Kyiv, rapidly entered the Amazon marketplace with Ukrainian books, and offered Ukrainian readers free access to book reading in their app (with the support of publishers) [4]. The Laboratory publishing house saw its sales drop by 70-90% due to the full-scale invasion [1]. Almost all publishing houses had a similar situation, although it has leveled off in a few months, inflation in the country, rising supplies prices, and high risks due to the war, still have a negative impact on the Ukrainian book market. However, the Ukrainian language has existed for many centuries, and Ukrainian books are unlikely to be killed by anything.

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