Dear colleagues!

We would like to invite you to take part in the VII Tyktor's Readings «Actual Issues of Functioning of the Media Sphere: Publishing and Media Communications», which will be held on June 12–13, 2023 at Ukrainian Academy of Printing.

With this event, we honor the 100th anniversary of publishing activities of Ivan Tyktor (1896–1982), a prominent Ukrainian publisher, the founder of the Ukrainian Press concern (1923), whose experience — a business approach to publishing combined with high social motives and the affirmation of national ideals — can and should become a guide for modern publishers.

A special focus of this year's readings is celebrating the anniversary of Nadiia Zelinska, Professor, Doctor of Philological Sciences, researcher of the history and theory of publishing and editing, specialist in the field of creating and publishing of scientific literature and one of the active workers of modern Tyktoriana.

**Conference sections**
1. (Not) looking back on the past: the Ukrainian publishing movement in the context of the world.
2. On the way to success: theoretical and practical issues of the media sphere.
4. «Invisible art»: the role of editing in the age of mass creativity.

Working languages — Ukrainian, English, Polish.

To participate in the conference, you are invited to apply by May 20, 2023 using the link https://cutt.ly/Z4iFS1B.

The event will be held in a mixed format (off and online). The format of participation will be agreed before the conference.

The articles of the conference participants may be published in a special issue of the scientific and technical journal *Printing and Publishing* http://pvs.uad.lviv.ua/en, which is specialized on technical sciences and social communications. The journal is indexed in the international databases Index Copernicus, Google Scholar, ResearchBib, etc. For article requirements, see: http://pvs.uad.lviv.ua/en/requirements.

Please send your articles by May 30, 2023 to tyktorsreadings@gmail.com.

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Thank you for your cooperation!