

Ukrainian Market of Biography Book during 2010-2013: the Main Statistical Indicators

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Abstract: The article analyzes statistical indicators of diversity of Ukrainian publishing houses which published non-fiction books (a case study of biography books) during 2010-2013. Following the analysis the main subjective and objective indicators of Ukrainian non-fiction books during this period have been identified. The results have been compared with data of previous years.

Keywords: non-fiction book, biography book, subjects and objects of publishing market.

Introduction. Nowadays Ukrainian publishing industry is extremely comprehensive and diverse as well as fast growing and tending to European integration. It is extremely important but at the same time hard to follow all the processes taking place with the subjects and objects on the publishing market. There is a lack of precise information on figures at Ukrainian book market, but we are trying to research on this issue, tracing the history of the modern market of non-fiction through statistical work with biography books, published during 2010-2013 in Ukraine.

Analysis of recent researches and publications. Ukrainian science has insufficient publications on this issue. Non-fiction book has not been studied in the theory of Ukrainian publishing industry yet. L. Shutiak and N. Myroshkina investigate briefly this issue in social communication and journalism studies. Such Ukrainian scholars as N. Koloshuk, M. Varykasha, I. Savenko, L. Reva, A. Sknarina etc. research non-fiction more thoroughly. The works of V. Teremko and A. Afonin are focused on publishing business and situation on publishing market.

The purpose of the study. The paper aims at clarifying the market of statistical criteria of diversity of Ukrainian publishing houses that published biography non-fiction books during 2010-2013.

Taking into account this purpose the tasks are the following: to collect and summarize data on all biography books, published in Ukraine during 2010-2013 following the work with the State Bibliographic index of *Books Chronicle* of the State Research Institution "Ivan Fedorov Book Chamber of Ukraine"; to identify the main statistical indicators of Ukrainian non-fiction books of that period and to analyze obtained data.

The object of this study is Ukrainian non-fiction books (based on biography publications) published during 2010-2013. The subject is to describe objects and subjects of the publishing market.

Materials and methods. We referred to the method of selective statistical observation to collect statistical data using the records as well as the method of summary statistics, and typological grouping to identify and study common features and trends of a non-fiction biography book.

120 issues of Bibliographic Index *Books Chronicle* [1] of the State Research Institution "Ivan Fedorov Book Chamber of Ukraine" containing information on all the books that were published during 2010-2013 have been processed. It could help to understand a general idea of publishing activity related to biography publications during this period.

Data published in the *Books Chronicle* are based on the working results of the Book Chamber of Ukraine that keeps a record on copies of the books, which the publisher must send to it. Ukrainian publishers do not always follow all the rules and forward a mandatory copy of their book on time. Sometimes they even fail to do it. Therefore, data we refer to in our study may not be complete; however, it is the only official data available for today's analysis.

Results of research.

Overview of Non-Fiction Biography Books

According to our calculations, the total amount of published biography books during the study period is 71 titles. Most of the books were published in 2010 which is 30 titles. Then we observe a downward trend (see Table. 1).

Table 1. Number of issued non-fiction biography books during 2010-2013.

Year of publication	Number of printed items
2010	30
2011	13
2012	5
2013	3

Today it is possible to analyze the number of published books only by titles, because there is a lack of data on total circulation of biography books during this period.

Table 2. Published books and brochures in Ukraine during 2006-2013 years.

Year	Number of printed items	Circulation, million copies
2006	15867	54
2007	17987	56
2008	24040	58
2009	22491	49
2010	22557	45
2011	22826	47
2012	26036	62
2013	26323	70

If we compare the number of biography items published within 4 years until this year such a trend becomes significant. In our recent research [2] we have calculated that during 2006-2009 Ukrainian publishers published 1380 biography titles. It is possible to say that the number of biography books during this period has reduced by almost half. How can this tendency be explained? According to the State Statistics Service of Ukraine [3] the number of books

published during 2010-2013 increases by names and number of copies (see Table. 2). Special breakthrough of circulation can be observed during 2012-2013.

Such a low percentage of biography books among all the published books can be explained by the increased interest of readers to fiction. For example, in 2006, 2.4 thousand

fiction books were published, and in 2012 — already 4 thousand. Figure 1 compares the number of biography books (non-fiction in a narrow sense), non-fiction books (in a broad sense) and fiction books with the total amount of all published books.

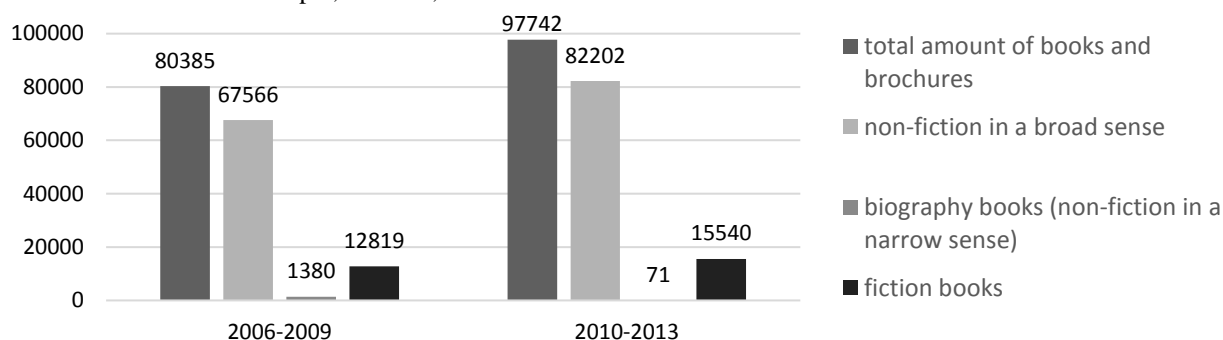


Figure 1. Comparison of the number of published non-fiction and fiction during 2005-2009 and 2010-2013, printed items

Figure 1 shows that a total amount of published books in Ukraine increases together with fiction and non-fiction books in a broad sense. At the same time the number of biography books goes down significantly. In this regard, a conclusion can be drawn that Ukrainians preferred non-fiction in a broad sense and fiction although non-fiction biography was not so popular among readers.

Regional distribution of non-fiction publishing activity during 2010-2013

As for regional distribution several main trends can be seen. Table. 3 shows that Kyiv publishers lead in non-fiction which is 29 %, followed by Kharkiv (11 %). Uzhhorod, Ternopil, Lviv and Simferopol published from 6 to 4 titles during four years. It should be mentioned that 13 regional centers published 1-2 biography books, and no publishing activity took place in other Ukrainian regions.

Table 3. Publication of non-fiction biography books during 2010-2013 in Ukrainian cities

City	Number of printed items
1. Kyiv	21
2. Kharkiv	8
3. Uzhhorod	6
4. Ternopil	5
5. Lviv, Simferopol	4
6. Khmelnytskyi, Chernivtsi, Zaporizhzhia, Kirovohrad	2
7. Donetsk, Poltava, Lutsk, Cherkasy, Vinnytsia, Zhytomyr, Luhansk, Mykolaiv, Chernihiv	1

If we compare these numbers with the previous four years, the leader is the same, but during 2010-2013 all regions of the country reduced significantly their activity. Such big non-fiction centers as Odessa and Kamenets-Podilskyi disappeared from publishing maps. At the same time Uzhhorod and Ternopil remained active enough.

Language Policy in Biography

Analyzing the language aspect of publication of non-fiction biography books during 2010-2013, it is essential to pay attention to the general language policy of that time. During V. Yanukovich cultural policy subordinated to the idea of Ukraine’s approximation to Russia, what did not

ensure an active development of Ukrainian language programs in various spheres of public life. On the contrary, in 2012 the law *On Principles of the State Language Policy* (known as “Kolesnichenko Kivalov Law”) was adopted. It provided Russian with the status of regional language [4]. This situation influenced book publishing. After adoption of this law the number of Ukrainian publications decreased to 61 %, and circulation of books and brochures in other languages was more than 57 % of the total amount of published books. For example, in 2012, 16 949.3 thousand copies were published in Ukrainian, and 17 386, 2 thousand copies in Russian [5].

President of Ukrainian Association of Publishers and Booksellers Alexander Afonin commented on the situation: “In 2012 the number of Ukrainian books in the domestic market decreased by 15 % compared to 2011. Now Ukraine publishes one book per person per year, whereas Russia — 5 books, Belarus — 4.5, the EU — 7. The index of less than 2.5 copies per person per year is considered a threshold, the overcoming of which affects the mental level of population” [6].

According to statistics of the Book Chamber of Ukraine, there is a significant decrease of books with Ukrainian titles during 2012-2013 (See Figure 2). If at the beginning of V. Yanukovich more than 14 thousand titles were published in Ukrainian, in 2012 this number went down to 10 thousand items. Number of titles that were published in Russian, ranged between 4 and 6 thousand per year.

Among biography books about 58 % are books in Ukrainian, other 40 % are publications in Russian and 2 % are publications in other languages. Translated literature was not significantly represented among the studied publications and was less than 1 %.

Absence of the Leader as a Problem of Publishing Market

The main feature of non-fiction biography literature during 2010-2013 is no leading publishing centers. This conclusion can be drawn by analyzing the number of books published in various publishing houses during the study period, and comparing them with the situation during 2005-2009.

Ukrainian market of non-fiction books during 2010-2013 can be generally summarized as follows: during that

time biography books were published by both universal and specialized publishers.

Universal publishers are:

- diversified publishing houses, which publish fiction and non-fiction;

- small publishing houses which cooperate with private customers and publish biographies at the author's expense.

Specialized publishers:

- publishing houses focused on non-fiction;
- university publishing houses that publish biography books.



Figure 2. Number of Ukrainian and Russian books and brochures by the number of titles during 2010-2013, printed items

The first group of universal publishers can include the following publishing houses: “Folio” (Kharkiv), “Tempora” (Kyiv), “Nash Chas” (Kyiv) etc. Their publishing policy does not primarily aim at biography books. However, they publish biographies of famous people in order to satisfy the readers’ interests and meet the needs of time. These publishers mostly launch profitable projects. In this regard, they bring the subject of their biography books into compliance with the readers’ needs.

Apart from diversified publishers which publish books on various topics the first group can also include small private publishing houses which are the most numerous among biography publishing houses because they mostly agree to publish any books on the condition that the author or sponsor bear a full financial responsibility. Among these publishers are “Druk Art” (Chernivtsi), “Prut Print” (Sniatyn, Ivano-Frankivsk region), “Tsiupak” (Khmelnyskyi) etc.

The second group (specialized publishing houses) consists of much fewer publishers in Ukraine. However, they publish non-fiction more often. Among these publishers are “Navchalna Knyha Bohdan” (Ternopil), “Znannia” (Kyiv), “Imidzh Ukrainy” (Kyiv). This group can also include university publishing houses and the publishing house of the National Academy of Science of Ukraine (the Institute of History). This group represents all publishers and publishing centers that operate at the universities (Kyiv National University of Construction and Architect (KNUCA), Lesya Ukrainka Eastern European National University). Most of the time the leading experts of these institutions as well as prominent scholars write biographies published by these centers.

According to our calculations Kharkiv Publishing House “Folio” published the most biographies during the study period which is 4 books. However, as compared with the results over the previous five years (35 titles during 2005-2009) [2], this number is extremely low. The rest of Ukrainian publishing houses published no more than two biography books during 2010-2013.

No leader among publishers causes ambiguous tendencies. This situation can influence the quality of publications, because there is no example to follow and no goal to achieve. Of course, the number of published books does not always correspond to the best quality indicators. Nevertheless, the leaders in quality inspire the others in this sphere.

There is also no explicit leader among the authors. 71 books published during the study period were written by different authors. This situation could be caused by economic crisis which influenced the price of publication itself. Most small publishing houses agree to publish a book only if the author covers all the expenses. This approach depends directly on the financial situation and opportunities of the authors. Increased prices for publishing and printing resulted in a smaller amount of books published by one author during a short period of time.

Conclusions. Taking into account the above mentioned conclusion can be drawn that the market of biography books was not big enough during 2010-2013 (the total amount of items was 71 books). It also had a downward trend (observed maximum in 2010 was 30 books, observed minimum in 2013 was 3 books).

Under the regional distribution principle we can sum up that the capital region was the most active (29 %), the second place goes to Kharkiv region (11 %). Uzhhorod, Ternopil, Lviv and Simferopol published from 6 to 4 titles during four years. Other regions were not as active during the study period.

The language statistics is as follows: about 58 % are books in Ukrainian, other 40 % are in Russian language and 2% are other languages.

Publishing houses which published non-fiction books can be divided into universal (small and big diversified) and specialized (university and specialized in biography) publishers. No key leaders according to the number of published books have been found. The number of titles of biography books published during 2010-2013 in the same Ukrainian publishing house does not exceed four pieces.

The authors of these books were mainly leading historians, ethnographers and anthropologists, however, writers

and public figures of modern Ukraine were also active. The leader among the authors who would publish more than one book during this period has not been identified.

Due to unavailable data, the paper could not solve all the problems of objective and subjective relations at Ukrainian

market of biography book. At the same time the issue regarding circulation and financial aspects of non-fiction publications during 2010-2013 is also unclear.

Further research on non-fiction books during 2010-2013 is promising in terms of discursive features of these publications.

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Рынок украинской биографической книги в 2010-2013 гг.: основные статистические показатели

А. А. Зелинская

Аннотация. В статье осуществлен анализ статистических показателей репертуара украинских издательств, которые в период 2010-2013 гг. издавали книги нон-фикшн (на материале биографических изданий). По результатам анализа определены основные субъектно-объектные показатели украинских книг нон-фикшн этого периода и проведено сравнение данных с показателями предыдущих годов.

Ключевые слова: книга нон-фикшн, биографические издания, субъекты и объекты издательского рынка.