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## SECTION 4. POLITICAL PR, ADVERTISING AND MANAGEMENT

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### THE IMPACT OF PR-TECHNOLOGIES ON THE FUNCTIONING OF THE POLITICAL SYSTEM

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In modern conditions, the processes of structural and substantive transformation of the political system, aimed at revealing all its potential, ensuring the development of the social and legal state and promoting the formation of civil society. The effectiveness of the modernization of the political system largely depends on clearly defined goals and the specification of the procedure for carrying out activities by political actors.

The effectiveness of this activity depends on a specific set of technologies that allow you to implement programs and ideas in practice, taking into account the laws of the political system.

According to V. Kuznetsov, PR-technologies can be considered as a set of techniques and methods of organizing interaction with the public, aimed at optimizing the implementation of goals and objectives of the subject of management in a particular space and time.

Therefore, in general, PR-technology can be represented as a set of sequential actions: research, ie problem statement, definition of goals and objectives, specification of target groups and information channels; activity, ie determination of the main stages of solving the problem, specification of formats of appeals and actions, formation of the project budget; communication, ie the practical implementation of planned actions to influence

to target groups of the public; evaluation, ie monitoring of activities at all stages of project implementation, the effectiveness of decisions and recommendations for the future [2, p. 137]

A special place in the activities of PR agencies is occupied by their provision of services related to the conduct of elections. This specificity of

PR-activity is due to electoral procedures and specific legal regulations that regulate the election campaign. All components of the electoral PR have a clearly defined political task [1, p. 21]

As for the election and election campaigns, here, according to M.Y. Variya, it is advisable to talk about political and psychological technologies. First, they are all focused on the implementation of a specific impact on the individual psyche individual citizens and the social psyche of human communities. Such influence should motivate them to vote for one or another candidate. Secondly, the initiators and organizers of this influence are primarily political subjects (individual politicians, parties, groups) or individual citizens on certain political principles, which are external to the electorate. And their very political position is also an external psychic with foamy psycho-energetic potential. [5, p. 269]

The use of PR technologies to achieve mutual understanding with different groups of the public is the area of competence of PR specialists. In developed democracies, political parties, as a rule, have a solid material and technical base, headquarters and a well-established system of constant work with voters. Post-Soviet political reality, the mood of the electorate due to the constant transformations taking place in society, they are very dynamic and difficult to predict. However, almost all political parties care little about working with voters. Therefore, it is extremely difficult to cite as an example any party that has an effective PR system. At best In case the parties have a press service or a press secretary, their publications are published very rarely. Sometimes PR specialists are invited to implement individual programs. But they are mentioned only before the election. At the same time, party leaders are in no hurry to follow the recommendations of consultants even at the stage of the election campaign.

It should be noted that the use of electoral technologies is based on the same principles as political PR technologies in general. The following election technologies are most often used during elections: campaigning through the media or creating informational occasions. Not all are distributed in the media information (for example, weather forecasts, entertainment, sports and other similar messages) are agitational and political in nature. Political information includes only information that is of public importance, requires attention from government agencies, influences voters, forming in them an opinion about the activities of government, parliament, parties and other political institutions, economic, cultural and other life of society. Thus, political agitation is communication organized through the media and other means to influence people's attitudes towards political entities or objects [6, p. 6].

Ukrainian researcher I.V. Shovkun attributes agitation through the media to indirect political advertising. Indirect advertising is built in such a way that the source of information looks neutral, independent of the candidate.

Distrust is deliberately ignored in the implementation of direct political advertising and voter rejection of information coming from the candidate during the election. Indirect advertising is built to bypass this rejection barrier. How successful it is is determined primarily by the quality of advertising. Indirect advertising, associated with the publication of information about the candidate in the press, the creation of his positive video image on the TV screen, can significantly increase the effectiveness of the election campaign [5, p. 19].

The organization of an indirect advertising program is associated with the creation of informational events – events that, one way or another, relate to the candidate and are of interest to the media. Another of the most common forms of indirect advertisements are custom-made image stories in the media, designed to shape and strengthen the overall "tone" of the campaign. During the election, opportunities for political advertising are widely used, which include all activities of election campaign organizers aimed at promoting the image of the candidate. However, among this variety of promotions, political advertising should include only activities related to the production and distribution of printed and visual products at the expense of the election fund.

Political advertising, therefore, should include the use of television commercials, posters, leaflets, booklets, calendars, direct mail, advertising in newspapers and magazines. The method of "included observation" allows the author to note that for the effective use of political advertising should be carefully considered which of the types of advertising products will be more acceptable in each case. Political advertising as a means of image formation ensures, first of all, the presence of a politician in the information field, and at the same time its influence on the voter's choice is insignificant. This is due to the fact that the consumer, looking at such promotional products, understands that it is not objective information about the policy or the candidate, but only the interest in the votes of voters [4, p. 7].

Politicians need professional knowledge of opportunities use of means to create and maintain political image through the media. The use of image means implies the need for interaction of PR-consultants, political technologists, politicians or parties with media outlets, providing journalists with the necessary information documents, cooperation in organizing image events, which in turn have a manipulative effect on the voter.

Thus, the effectiveness of the political system largely depends on the quality of organized communications of its external and internal environment. In the context of internal communications, information, ideas, values of specific subjects are exchanged political activity, resulting in the formation of programs and development strategies that meet the needs of society and are aimed at to ensure qualitative transformations of the political system aimed at formation of a legal, socially-oriented state and civil

society. External communications involve interaction between the political system and society formed by political activities parties, socio-political organizations, during which it takes place articulation and aggregation of interests of the main groups of the public [2, p. 140].

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