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**TRENDS OF USING PR-TECHNOLOGIES IN POLITICAL ACTIVITIES IN UKRAINE**

We live in an age when political situation becomes more complicated, advances in technology leading to the development of social media create more opportunities for the achievement of political goals.

The earliest form of social relations in politics consisted in doslov'yanski times when tribal leaders strongly contributed to the spread of rumors and lies of the enemy to strengthen his position. But when mass communication came, politics, working in the office really had the opportunity to influence others in several directions at once.

The appearance of chronicles contributed to strengthening the political role of princes already in Kievan Rus’, Kiev especially when history could be rewritten, multiply the value of Representatives Rurik dynasty.

With the help of the first printed newspaper in the Russian Empire from 1702 (then in Ukraine - 1749 r. «Kuryer Lwowski», 1776 - «Gazette de Leopol») propaganda of imperial policy and creating a positive people’s mood about the reforms, decrees, etc. to social support started.

The emergence of TV and radio communications significantly intensified, especially in the Soviet Union, the situation of the political system - the Central Committee. Every Soviet citizen could hear and see firsthand the politics that built the illusion of closeness to the people.

Nowadays, this can be the case with community passive, active community can really benefit from the commercialization of technology and digital media. Compared with previous decade of existence television and radio, and now virtually every public person in Ukraine use forums, blogs, social networks to have wider participation in political life.

Public Relations, or PR, are a marketing tool, for control public opinion interested about the business, product or person. PR Pros working with the media manage business events and coordinate charitable activities. Main goal of this marketing tool is creating a positive / negative attitude to the idea, product, and person.

Internet technology allows instant information dissemination, and this information can be difficult to control.

Internet serves as the first point of communication for many organizations. Experts of PR can instantly acquaint the public with the news of the political. Web sites also promote interactive dialogue with the representatives of the PR community. Email makes communication with members of the media and the mass distribution of press releases, messages, important news easier for professionals PR. Internet has created more demanding consumers, making it possible for discontented politicians to bring their attitude to the authorities a large number of people.

Before using the Internet Ukrainian experts of PR used a simple media mix to promote politicians. Old media mix included magazines, newspapers, billboards, television and radio. New media mixes include old elements plus e-mail, websites, blogs, viral videos and webcasts. In order to maintain a positive public opinion, PR professionals must control each of these new items. Members of the public and competing companies can also create and manipulate with new multimedia elements. PR professionals must also continually review interenet-network to protect against the negative impact of online advertising.

Informative and attractive website of a political party can offset the potential negative response dissatisfied opponents. PR professionals can use the Web site to communicate with the public, consumers and the other media. Web sites can be used to enter the political propaganda.

Despite the huge amount of modern information technologies for the Ukrainian society which is one third of the population over 55 years, it is an effective tool for direct mail packages "strategic reserves" of food products to attract more potential voters. However, potential voters receiving this package, increasingly do not vote for one political force that sent a "gift."

The analysis of modern resources in the post-Soviet politics allows conclude that modern PR in many of its manifestations is "black". Experts of PR are not unanimous on the issues that it can be considered as a black PR and lawful use. There are two alternative positions: black PR is negative phenomenon; Black PR is aerobatics in Political Technologies.

Supporters of the first point of view is determined that black PR - it's PR, aimed at discrediting a competitor. And methods of discrediting may be different – legal and illegal, but defamation is the main index of "blackness" PR company, regardless of how the information included corresponds to the truth [2, p. 134].

According to those same political strategists, to black PR should attribute knowingly providing false information or spreading intimate details of private life, its psychosomatic features no matter how reliable this information is.

Some people refer black PR to the ideal way of competition. Among modern scholars of this conception adheres to A. Vuyma [1] is known for PR, CEO of St. Petersburg news agency "Spiritual Heritage" among Western specialists - K. Bredmayer [3] coach number 1 in the field of communication technology for all German-speaking Europe.

New channels of influence on public opinion have appeared for PR experts, but at the same time, the overall availability of information on the Internet gives an opportunity community to explore all possible interpretations and views about certain events or person. PR professionals should provide the most proven and really interesting information to to attract public communication. For consumers are becoming more demanding and require a really interesting and eventful content.

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