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ESSENCE AND CHARACTERISTICS OF POLITICAL ADVERTISING

Political advertising is a kind of political activity according to the active relation to the world, actions on realization of private or group social interests which are carried out as system of methods of psychological influence on mass audiences by means of the specialised organisations for the purpose of changing people's behaviour to the side necessary for achieving advertiser's political aims.

Political advertising uses both rational, and emotional ways of influence on an audience, guided both on realized, and on not realized reactions of recipients.

During the current election campaign, are increasingly used special tools to achieve a particularly important political goal. These include not only all kinds of rumors and dirt on a competitor, but also a manipulative technology in political communication. Special role these technologies play in political advertising. [1, 182]

Division of advertising communications into kinds occurred in the 20th century and originally all technologies, whether it was advertising, propagation, public relations developed together. This circumstance grants the right to speak about advertising meaning all kinds of communications. At that time the world represented the arena of struggle of two antagonistically poles, each of them was carrying out its advertising policy. In the western countries, and first of all in the USA, political advertising was actively used and perfected the skill on numerous elections in authorities.

In Ukraine, unfortunately, for long time political advertising was forgotten, superseded by propagation and propagandas. The first political campaigns of the new post reorganizational period differed by nonprofessionalism as construction of advertising appeals was still carrying a print of Soviet times. The basic lack of political advertising of the early 90th is blind copying of foreign experience. But each following large advertising campaign was a new step in development of political advertising in our country.

Now, having overcome a twenty years' boundary of the existence, being thus realized during numerous elections of different levels, political advertising, having shown distinctive lines, has taken a certain place in mass communication structure. Thus, it is possible to sum up formation of political advertising in Ukraine:

Firstly, indicators of advertising appeals to citizens continue to grow, there is an increase in number of channels of communications, use of new various types of advertising appeals and also occurrence of new genres of political advertising is applied.

And secondly, approach to conducting advertising campaigns has become more professional, methods of strategic planning are applied, advertising appeals are

developed more carefully on the basis of marketing researches of the political market.

Absence of definition of political advertising in existing standard-legal documents has led to so-called "information wars» and use of "dirty" technologies.

It should be noted that political advertising before and after the elections - not the same thing. Selecting candidates, voters often has no idea what he is voting in the long run. Here the opportunities for manipulation and even fraud are endless. Another thing - the already existing policies. In this case, its ads are based on different principles: voters eventually calculate the layman, as will be judged not by words and promises, and by specific actions, or lack thereof. [2,119]

In addition, formation of scientific knowledge of political advertising lags behind its practical application a little. Theoretical basis of political advertising demands more attentive analysis, generalization and binding to modern political realities. Also there is requirement for an accurate designation of the maintenance of political advertising, detailed consideration of its distinctive lines, and establishment of communications of political advertising with other categories of mass communication.

References:

1. Egorova-Gantman E. Political Advertising: a manual Moscow: Center for Political Consulting "Niccolo M", 1999. - 240.
2. Lebedev, A. Lyubimov Psychology of Advertising. - St.: Peter, 2002. - 368s.