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INTERNET AS A MEANS OF POLITICAL COMMUNICATION

Today, information technologies are entering every sphere of society's life. The number of accessible sources of information for specialists in any sphere, and especially in political sphere, is not important. N. Rothschild said, "Who possesses information, possesses the world". Therefore, the importance of the Internet is hard to deny.

The Internet and political communications are closely connected. Political communication is a continuous process. These concepts cover and influence not only the political sphere of human life, but each of them, and the mediation of these processes is conducted communication between the authorities, political parties, public organizations and movements, officials, voters, people.

The Internet environment is based on the basic values of a democratic society: Freedom of speech, free access to information, freedom of organizations and collections. Such principles allow us to obtain an alternative to our own opinion on a regular basis and compare it with the official position of the political authorities.

Today the Internet is already actively used by various political actors. For example, during the presidential or parliamentary elections, and generally during any important political events, there is a special activity. One can argue with certainty that

winning in the struggle for power without access to the media and the Internet is practically impossible, because it is the most appropriate way to influence the electorate.

The Internet computer network is very influential and is therefore widely used for political purposes. It covers three main areas of interaction with citizens, namely mass, group and interpersonal, and acts on local, national and even global scale. In other words, to achieve success on the political arena, the use of this network is a necessary condition.

Three important means of influencing the formation of political public opinion can be identified as follows:

1. Use of political sites, which are the source of information about political subjects, their biographies;

2. Blogs – Web sites created to place information on any topic and discuss it;

3. Social networks are a web page that allows to include questionnaires about a certain person and to have the possibility of direct communication with other users.

Among the advantages of the Internet is ease and practicality of access and placement of any information. There is a possibility of discussions, absence of borders, both in time and in space. Everyone can express their opinion about this or that phenomenon and thus increase their political activity. Nor can we fail to observe political advertising on the Internet, which has a considerable influence and can be preserved for quite a long time. On-line voting is used abroad at the state level, which is not yet legalized in Ukraine. It allows for the voice of every citizen to be taken into account.

The negative sides should also be mentioned:

1. Distortion of information, i.e. hiding the reality and providing disinformation;

2. Dividing the single problem into small parts in such a way that the user cannot understand it;

3. Public opinion is often determined by election attention.

Thus, the use of the Internet in the activities of political subjects is a necessary condition for modernization and improvement of the political system itself.

The Internet as a new information and communication environment provides new opportunities for conducting election campaigns, provides various channels of interaction with voters.

The development of this web-technology should certainly continue, but as a means of mass communication requires state interference in the form of the adoption of laws that regulate activities related to the spread of new technologies and information in general.

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