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POLITICAL ADVERTISING AS AN ELEMENT OF THE ELECTION CAMPAIGN

It is not a secret for anyone that modern political issues are the most exciting and discussed ones. The majority of the population is sure that politics is quite a simple matter. And only a small part of people guess that we do not see that we are traveling outside the small scene available to our eye. It is hard to believe that in fact we are not choosing a political leader, but his political technologists make us choose that candidate. One such means is political advertising.

The concept of advertising by different scientists is determined differently. For example, F. Kotler gives such a definition: “Advertising is any paid form of non-personal presentation or promotion of ideas, goods or services on behalf of a well-known sponsor”.

Political advertising is advertising of political parties, state authorities, state and public organizations, individual citizens who take part in political activity: their actions, ideas, programs and attitude to certain organizations, events, citizens, ideas.

In other words, political advertising is a system of political communications aimed at changing the minds and behavior of people in accordance with the political goals of the advertiser.

Political advertising takes a special place during the election period, because the main task of any political party or any political leader is to obtain legitimate power through elections.

The main purpose of such political advertising is to create a good image of a politician or a party. Their positive characteristics are put to the fore and exaggerated in order to gain the support of the electorate.

The subject of political advertising in this case is the party, the candidate, their election programs.

An advertiser – a political organization or a figure – becomes the subject of political advertising. The object is the participants of the political process who make a choice. Based on advertising, these participants choose a course of political orientation for themselves. In each particular case, they make up a designated target audience. In the situation of the election campaign, they make electoral segments.

Political advertising uses both rational and emotional means of influence on the audience. It focuses on both conscious and unknown reactions of recipients. During today's election campaigns, special measures are being increasingly used to achieve particularly significant political goals. They include not only gossip, but also manipulation technologies.

Of course, political advertising existed long before the emergence of classical political parties. For example, at the end of the 20th century the first Ukrainian political parties printed their programs on small sheets and distributed these leaflets on the streets. Since the second half of the 20th century, no political campaign has been held without mass media publications, leaflets and, most importantly, advertising slogans.

One of the examples of successful use of advertising slogans was the struggle for the presidential seat in the elections of 1981 in France. F. Mitterrand achieved success precisely because of the successful slogan – “Calm Power”. This slogan was chosen by his advertising adviser G. Segel. Mitterrand was perceived by voters as a

person who was more able to cope with the difficult economic situation in the country at that time. Although his opponent J. D'Esten – by all parameters seemed to be a more successful president.

It is worth noting that Ukrainian politicians often use methods of counteradvertising. For example, during the 2004 election campaign, the press actively discussed the lack of Ukrainian citizenship in Kateryna Yushchenko, his wife at that time, Viktor Yushchenko's presidential candidate.

Such steps show the low level of political culture in general, as well as the effectiveness of political advertising. With the help of a well-chosen sound and light, most Ukrainians have a certain image of a political leader or political party. That is why we can say that political advertising is an extremely important element of the election campaign.

References

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