

POLITICAL ADVERTISING DURING THE ELECTION CAMPAIGN

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Abstract: In article investigates special aspects of creation and functioning of political advertising during the election campaign. It presents the structure of political advertising, its differences from commercial advertising and the basic rules using it.

Keywords: political advertising, election campaign, promotion, public relations, communications.

The election of the political subjects and election campaigns are held regularly and cyclically. Political advertising is one of the effective tools of election technologies. It helps to show the benefits of one candidate over the other using democratic and soft-sell methods of communication. To prepare and execute a successful campaign is the key to the success of a political subject and organizers of election campaign. That's why it is important to know how to create a successful political advertising and how to use it during the election campaign.

The research of this topic has explored very well.. The problems of political advertising are studied by such authors as V. Amelin, M. Grigoriev, Z. Zotova, M. Koshelyuk and several other Russian and foreign authors.

«Political advertising is the promotion of political parties, public authorities, public organizations, and individual politicians, their actions, ideas, and programs related to any organizations, events, citizens, ideas» (Деркач, 2003:81).

In other words, this is a set of political communications directed to change consciousness and behavior of people in the interests of a political subject.

In contrast to other types of advertising, political advertising targets to a time-limited result. It runs in terms of opponent's race and so has severe limitations, including financial aspect. Also political advertising is focused on the system of fast and operative communication with the electorate. Political advertising may have the following structure:

- subject (political parties, politicians, political movements);
- object (electorate);
- content (personality of the candidate, program of parties or movements);
- purpose (acquisition of power, detection of public opinion);
- tasks (concretization of purposes);
- means of political advertising (meetings with the voters, debates, media publications, public speech, events, posters, flyers and etc.);
- feedback (changes in public opinion, the mood of mass, protests, sympathies). (Амелин и др.,1993)

In terms of psychology, political advertising includes three components: cognitive, affective and regulative. The cognitive component gives a new information and knowledge to voters. The affective component creates a certain emotional attitude. Regulative component calls for certain actions. (Григорьев, 2001)

Political advertising is a lot like commercial advertising. There is a "product" that is presented by a political subject or an idea, specific political "market", and there are "consumers" - the voters. At the same time political advertising has a specific difference that should be investigated in more detail. Political advertising is not just a set of posters, videos, and flyers, but is a system of political communication aimed at the influence on people's minds. Such communications as debates, dialogues with the voters, socially important actions may affect the public opinion of the electorate and its choice. One of the main differences between commercial advertising and political advertising is to

product positioning. The product in commercial advertising has exclusively positive characteristics which bring it to perfection. But the product in political advertising, in addition to the positive qualities should have a certain quantity of negative qualities. The candidate's problems and disabilities can make him "insider" to the voters, to show them that he is one of them. Moreover political advertising functions not only during election campaigns, but also between them. It is a tool for dissemination of some ideas, for the motivation of the society to do something, for attracts supporters' and etc. Political advertising can explain the meaning of difficult political programs in very simple terms, and can persuade the electorate to support their ideas and also can create different psychological attitudes that cause the sympathy of voters.

In addition, political advertising should not be repulsive, unlike commercial advertising, which often uses shocking and viral techniques to attract the attention of the audience. It should not irritate the electorate.

It is important not to forget about the unspoken rule of political advertising – it's of no importance how much money was spent on advertising, it's important that this advertising doesn't look expensive in the opinion of the voters. Because voters do not like when a candidate is going to spend a heap of money on some kind of political advertising. Such candidate seems reckless person who can have boondoggle

Thus, we can see that the use of political advertising in election campaign can easily bring the desired result to a candidate, but at the same time it may downgrade his rating. If you choose the right form of communication and a right target audience, the success of election campaign will be achieved.

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