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THE IMPACT OF COMMUNICATIVE ASPECT ON THE ELECTORAL CHOICE

The article deals with the process of using the media in election campaigns and the need to develop bilateral communications in the electoral process.

Keywords: *electoral choice, communication, political orientation.*

With the development of political marketing and electoral technologies electoral behavior became the subject of manipulation. Experiencing significant impact information from the media, in voters a certain image is formed which can not often match it's true beliefs. Therefore, the choice is mostly Based on the ephemeral sympathy.

Numerous electoral information flow, mass election campaigns, extraordinary attention to elections by the media encourage researchers to seek an explanation of electoral preferences.

Electoral choice as an act of voting for a political party or a particular political actor is considered as the main unit of analysis of electoral behavior in modern society. Actually, the typical form of voting behavior can be considered in elections or rejection of such participation, which can also be seen as electoral choice.

The widespread use of the media in election campaigns, the need to develop bilateral communications in the electoral process encourages the use of so-called information and communication paradigm that provides "clarity of planning contents and character information actions" [11, p. 273-274].

It is reasonable to define communication which gives B.Firsov "mass communication - the process of dissemination of information through technical means to great dispersal audience" [13, p. 28].

As rightly observed by Soviet and American sociologist C. Shlapentokh 'prediction what to deal with - conditional or unconditional - in all cases its results are probabilistic in nature. And this is not surprising, because the object of example and it is a process that can not be fully regulated. This means that each option has only a prediction probability of realization" [14, p. 371].

Analyzing the communication process, B. Korolko offers its own circuit which consists of the following elements: a sender (source) information, encoding information, messages, decoding, receiver (destination). Sender is - a central entity that initiates a communicative process. The source of the message (information) can be a politician, who publicly makes a speech, the party organization and so on. The sender's message the sender usually consists advance idea of how it should accept information [5, p. 190-196].

However, there is no guarantee that the recipient of information will understand the sender exactly how he wishes.

This option political communication is most appropriate in conditions of political crisis, when the government should establish a mutual exchange of views with the public. In any case, this involves Mediatization authorities' ability to translate certain political decisions on the language of the media, of interest for consumer media" [7, p. 198].

As well emphasized by O. Oslon and O. Petrenko, a politician (political block party) can choose one of two main ways to influence people, trying to induce self confidence, sympathy (emotional sphere of influence) or trying to grab voters their program promises to achieve certain goals (influence of rational thinking person) [8, p. 7].

To explain the determinants of electoral choice could apply the theory of ideal types of social action of Max Weber. The scientist pointed out that when an whole-efficient type selection will choose one political force that demonstrates qualitative political program that is identical to his philosophical principles and presented in sufficient quantity in mass communication. That will be the dominant component of rational motivation. In the case of value-choice voting act is seen as a manifestation of group solidarity. An example of the traditional political action may be hereditary voting phenomenon. You can identify an affective behavior of voters. Its main motive is the motive of the protest when the voter votes for a party or a candidate that he is against all the rest [2, p. 628].

Continuing this tradition, Zh.Bodriyyar argues that viewers become actors, singers they replace a major role under the supervision of the media engaged in setting their own performance [1].

The criterion of effectiveness of the communication can be, for example, the number of phone calls, letters come after spreading the message, or the number of votes cast by voters politics when he ran for election. In some cases, recipients can understand and convey the message to others. Targeting messages primarily on opinion leaders based on the hope that they will distribute the received horizontal to the public in which they are respected [5, s.194].

It is clear that in a pure form, this unipolar reliance on purely rational or purely emotional models of electoral choice practically does not occur because, considering the electoral processes at any level, in any plane, methodologically correct to assume the presence of these rational and irrational points that, in fact, due to adequate, rational or emotional (largely irrational) reasons [3, p.7].

At the same time, voters often cast their votes for those who have recently criticized. Explaining this, O. Pokalchuk describes the behavior of the electorate - the Stockholm syndrome, where hostages looking for a way of trying to understand and accept their tormentors.

Information can be constructive or destructive force, but in the twentieth century. the extent of its impact on society is much greater than it was before, not changed as a core information and application contexts (eg private becomes public) [9, p. 106].

An effective tool for the process of political orientation of citizens is in favor media. After all, the greatest array of political and social information the public receives through the media, whose activities are focused on managing the political behavior of citizens.

However, the effectiveness of media influence essentially depends on many factors: the impact of technology, the characteristics of consumers (voters) political information, its willingness to accept and trust the information message. Scientists are unanimous about the growing role of the media (especially - television) in the conduct of election campaigns. Especially noticeable effect is since the 1990s. For example, in Italy during the election campaign 1994 TV policy choices affected 10% of the electorate (nearly 4.5 million. Voters). The success of the party "Forza Italia!" Allowed its leader Silvio Berlusconi (famous media mogul) become prime minister [15, p. 318].

For example, the results of sociological research among the factors that, according to respondents, influence the formation of their political affiliation, the first place went to the media (56.6%), in second place - socio - economic conditions (45.1%) - the third political parties (32.2%). Almost a third of respondents (28.6%) among the factors mentioned family, 19.5% of respondents named political leaders, and 14.7% - friends. As you can see, together the key figures of the political process (political leaders and parties) inferior to the degree of influence on the formation of political preferences to the media [12].

In fact, information is the mechanism that ensures purposeful activity of people and correcting their behavior. Therefore, mass communication becomes a means of disseminating information necessary for the major social institutions. Any social process involves the

exchange of certain information. In today's political world is extremely active communication for rapid decision-making [6, p. 258].

The propaganda information has some own characteristics, among which may be distinguished: value character messages, a certain attitude to the values that proklamuyutsya, internalization (learning, making their own position as) the recipient of the information contained in the report [4, p. 24]. If we consider the propaganda message, it is not just an information object, and information and psychological. This message can cause changes of various kinds, as has the level of open and hidden meanings at [9, p. 19].

So, indicators competent, efficient electoral choice voters are properly informed.

Therefore, to obtain the desired results from both political (election victory) and of the community (election worthy candidate) should establish a mechanism for bilateral communications in the electoral process.

Summing up, we can state that currently the most effective means of political socialization process, and hence the formation of electoral orientations are the media. Of course, the media can not provide a systematic and deep knowledge of political assimilation. The task assigned to special education institutions. And yet the media accompanying a person throughout life, including after graduation, greatly affect the perception of its political and social information.

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У статті розглянуто процес використання засобів масової інформації у виборчих кампаніях та необхідність розвитку двосторонніх комунікацій в електоральному процесі.

Ключові слова: електоральний вибір, комунікація, політична орієнтація.

В статье рассмотрен процесс использования средств массовой информации в избирательных кампаниях и необходимость развития двусторонних коммуникаций в электоральном процессе.

Ключевые слова: электоральный выбор, коммуникация, политическая ориентация.

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APPLICATION TO STUDY OPPORTUNITIES OF PHYSIOGNOMY OF CURRENT POLITICAL LEADERS IN UKRAINE

This paper examines the role of nonverbal communication in the process of successful positioning in today's informational space and study the relationship between the qualities of human nature, its appearance and character of its decision-making on the example of modern political figures in Ukraine.

Keywords: physiognomy, visual characteristics, political leader.

Formation of self-image and ability to position itself has become highly topical in recent years. Verbal and non-verbal communication plays an important role in creating an attractive image that would cause a positive perception and sympathy in certain target audience. However, experience shows that the visual component, design of clothes and nonverbal interaction, which is realized through gestures, facial expressions, posture, body movements, comportment (kinetics) are the most effective form of communication. If any movements thanks to the efforts and the advice of qualified image-makers are able to work out to create the right image from the very beginning of contact with the audience, the correct analysis of facial features and its characteristics will allow to get a lot of information about the person. In such circumstances, there is increased interest in physiognomy, as a field of knowledge and interpretation of the relationship between different features, details of a person's appearance and its character, certain qualities and emotions. Thus, the subject of the study of physiognomy is a human face.

This paper aims to identify what is distinctive about physiognomic typing as the basis of natural features and facial features, as well as to identify opportunities of physiognomy for analysis and forecasting of activity of contemporary political leaders in Ukraine.

Interpretation of person's appearance have been the subject of study for many thinkers since ancient times (Pythagoras, Cicero, Pliny the Younger, Aristotle). Pythagoras, for example, selected for a study only those who, in his view, was able to scientific work and this information was reflected on his face. Hippocrates used physiognomy to diagnose and to treat diseases. In our days, for example, there is a term "Hippocratic mask", that means face expression with sunken eyes, sharp nose, pale skin, covered with sweat. All these are symptoms of peritonitis.