

SUMMARY

Theme:

«Political PR as an element of communication technologies»

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The relevance of the research topic: In the modern era of political PR has become more popular than in previous eras. It actively use a variety of political actors in order to extract certain benefits to win over as many Political PR can be safely attributed to the ideological component of the political space, as subjects of the use of political PR try to reach the widest possible audience, seek long-term effects affecting the formation of ideological consciousness. The exceptional feature of the political PR - secure victory during political elections - (which, incidentally, is the PR), it will be in demand for many decades. Another function of the political PR - to disseminate information about the activities of the state, including municipal authorities. As communication technology is indispensable political PR, demand is the foundation of power or the political regime, as it allows for a certain period to extend any necessary information and achieve any result. PR as an information management process is an interesting phenomenon, which helps to buy the right amount of the ideology of the party's supporters, who seek victory in the elections, which makes the subject under consideration is particularly relevant.

The purpose of research - is to analyze the theoretical concepts and models of political PR as communication technology and practice at the time of the election (in the "United Russia" an example of political party election campaign). Realization of this goal requires the formulation and solution of the following

Research objectives:

- Identify the main features of political PR as a communicative category;
- To study political PR as a base image and political leadership;
- To analyze the technological tools of political PR

in Russian electoral practice;

- To draft a supplement political PR during the election campaign (in the "United Russia" an example of the party election campaign).

The results. Political PR, as a communicative process technology, is a synthesis of the everyday levels of consciousness audience with a specific way of presenting the information to the specific purpose of PR-campaign. Political PR as a communicative technology has intentionally used political information, whose mission - to circulate between the components of the political and social system. We can say that the political PR - a kind of process of issuing information imperious political structures, as well as community groups and individuals for a specific purpose. The conceptual aspect of a political PR understands how to distribute and suggestion of views, ideas and opinions with the aim of positively or negatively customize the audience (of any structure - from a few people to the masses, and even society as a whole) and stimulate the reaction in the desired direction).