

Prasiuk O. Positioning of the images of political parties at the time of election campaigns in Ukraine

The article reviews the positioning of political parties as a process of creating their recognizable image on the basis of one or several parameters. Having regard to the role of media communications in a modern political process, the political positioning is basis of understanding political process, authentication of political parties and forming of electoral choice. A theoretical comprehension of this process is important in the context of understanding of public opinion and functioning of institutes of public power.

The key attributes of the public image of Ukrainian political parties that are used in the process of positioning are singled out. The first attribute of positioning is ideology, but it gradually loses its decisive role. This situation is connected not only with the imperfection of the conceptual ideological filling of the activities of political parties, but also with the peculiarities of political culture and political consciousness of the citizens themselves.

The personality of the political leader is the most important parameter of political positioning. All political parties, that succeeded in the elections, have prominent leaders. This technology involves two aspects: «leader-personality» (the emphasis is placed on the charisma of politician, professional and business qualities, political biography and personal reputation) and «leader-post» (that way of positioning implies an interpretation of the image of a policy through a stable association with an occupied political position).

The new attributes of positioning in the last parliamentary elections were the use of military ideas and the appearance of «new faces» to the elections. Militaristic motives had become a new trend in political positioning. They were realized through the use of military attributes and symbols, the involvement of participants in the anti-terrorist operation in the East of Ukraine and volunteers in the lists of parties. People who were elected to parliament for the first time were called new faces. So, it is believed, that they were able to change the political system because they were experts in certain spheres. This idea was used in different ways by different political forces in the last parliamentary elections.

Key words: positioning, political communication, political image, political activity, publicity, media, political parties, political elections.