

Yakovlieva N. The polittechnological aspects of presidential elections in Ukraine

The article provides insight into the political technology features of the election of the Ukrainian President (1991,1994, 1999,2004,2010,2014,2019). In particular, the specifics of the efficient strategies of the candidates have been determined, who won the first round of elections. In other words, they gained 50% + 1 vote of voters taking into account the rules of the majority system of absolute majority. In the course of the Independence Day, there were two presidential election campaigns in Ukraine, when the candidate won the first round in 1991 (L. Kravchuk) and 2014 (P. Poroshenko). The basic political strategy of that election lied in the idea of one candidate with no alternative ones.

The peculiarities of political opposition strategy of candidates in the second round of presidential elections have been discovered. During the presidential election campaign in Ukraine, the candidates' struggle was often implemented through the political technology of ideological, cultural and territorial division of citizens, when the west and the east of the state became the axis of partitioning the electoral sympathies, especially in 1994 and 2004.

Since 1991, two snap presidential elections were held in Ukraine. They were notable for political and economic tension in society, short terms of agitation, rapid mobilization of the electorate, unpredictability of the election results. These campaigns took place in 1994 and 2014, whereas L. Kuchma and P. Poroshenko won the victories, respectively.

Today L. Kuchma remains the only ex-head of the state, who received presidential mandate twice. His political campaign in 1999 was characterized by extensive use of the administrative resources, as well as the presidential campaign of Viktor Yanukovich in 2010, which he won.

A special precedent in the electoral history of Ukraine was the calling of the repeat presidential election in 2004 following mass protests by citizens, which were named "The Orange Revolution".

The 2019 election campaign in the political strategy aspect is focused on the countering between the two main rivals: P. Poroshenko and Y. Tymoshenko and is characterized by lack of sharp opposition to the foreign policy of the pro-European course of Ukraine.

Key words: political technologies, elections, presidential elections, President of Ukraine, electoral processes.