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THE ROLE OF PUBLIC RELATIONS IN POLITICS

Introduction. Public relations play an important role in the contemporary political world.

The purpose of the paper is to scrutinize public relations (PR) in political campaigns and to analyze the PR impact on political choice of people.

Results of research. Public relations are defined as the professional maintenance of a favourable public image by a company or another organization / a famous person [3]. The object of public relations is the communicative space, and the subject is the mechanisms that influence the effectiveness of communication, including the language formalization of situations that can arise between a politician and a voter or other political forces (political speeches, news, interviews, debates, etc.).

Larisa Kochubei, the Ukrainian scholar, offers a conditional division of pre-election PR technologies in terms of the nature of the impact on the electorate:

1) PR (transparent, or “white” technologies) are directed at the mind of any individual and it is aimed at convincing a voter that the zone of coincidence of the program, interests, personality of the candidate and interests of voters is broader than of other candidates. They are based on refusal from deception and falsification of facts in general. “White” PR provides feedback between candidates and the electorate.

2) Gray PR (manipulative technologies) — use of such states and emotions of a person as dissatisfaction, fear, jealousy, intolerance and similar human reactions. The basis of such technologies is instability in the country, breaking of social ties, the loss of ideological and moral principles, the low level of political and electoral culture of citizens, and so on.

3) Black PR (technologies of discrediting the opponent and complete deception of voters, usually illegitimate) are methods of conducting election campaigns that are distinguished by an immoral character aimed at the total discrediting of the opponent. They are built on the principle: “The aim justifies the means”.

Preparation of the election campaign consists of several stages:

1. Stating the task correctly. For example, the task is to win the election.
2. Determining electorate. Political scientists are convinced that the candidates’ burning desire to cover all segments of the population is ineffective.
3. Reaching the voters at most. A candidate is supposed to know and tackle voters’ problems. A political campaign slogan can be improved at this stage.
4. Thinking over an image of a politician.
5. Making the proper impression. For successful agitation it is necessary not only to provide the verisimilitude of information, but also the ability to convey an impression.

Conclusion. Thus, political public relations have become an inherent part of our life. Using PR in the political campaigns has a significant impact on brains of all people. Efficient PR technologies can evoke positive or negative attitude towards the candidates and politicians. Thus, we must know that political preferences are not 100% objective and they often depend on the quality of public relations campaigns.

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THE MAIN TYPES OF TRANSPOSITION OF THE IMPERATIVE IN UKRAINIAN LANGUAGE

Introduction. At the present stage of the development of grammatical science, studies where grammatical units and categories are qualified on new conceptual bases, syntagmatic, paradigmatic, oppositional and other relations between them have been established, accentuated by transformations based on text in different parts of speech, variations, modification etc. have acquired special relevance [4;3].

Results of research. The main theoretical basis for the transposition was made by the Swiss linguist Sh. Bally, who was the first to stress on its potential in the field of syntactic research. Now, studies related to transposition on level of parts of speech in accordance with the principles of functional-category grammar are arousing particular interest.

The term 'transposition' is interpreted in a broad and narrow sense, in the broadest sense – this is any figurative usage of the language form, particular the transposition of grammons of the verb tense (f.e. the use of the present time instead of the past or the future), the method (f.e. functioning of the imperative mood in the meaning of the conditional), communicative types of the sentence (f.e. the use of the narrative sentence in the role of the imperative one) etc. This term is also used to indicate the metaphorical and other transformations of word meaning. In transposition it is prevailing to mark out three elements: the original forms (transposed), the transposition tool (transposer) and the result (transposite). In the restricted sense, transposition or functional transposition, indicates transition of the word from one part of speech to another or its function of another part of speech.