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INTERNET AND ITS IMPACT ON THE POLITICAL PROCESS IN UKRAINE

Introduction. The current political process in Ukraine, and the recent election of the President of Ukraine proves that society is now divided into two types: those, who seek change for themselves and those, who seek change for the state. Both camps can be attributed to the corresponding political science traditions. The first comes from the theory of the Aristotle, which posed the question: which political regime is appropriate for the nature of man and serves their personal good. The second one is from Machiavelli's theory, who formulated it as follows: Is the political system effective for governing the state as a whole and meeting the needs of society in particular? The difference between these theories in the Ukrainian reality creates a large area for the implementation of various political decisions.

The Internet and political processes are very closely interconnected, because both are continuous processes. Both influence not only directly the politics, but also all other spheres of human life from social to financial and economic. Modern society depends on two global factors: industrialization and social politicization. The latter factor is the growth of the participation and influence of society on political processes. Why is this happening? First, the current political processes create a special dynamics of uneven social life, that is, for example, the inconsistency of rising income levels from the level of education and culture. This is especially noticeable in the social strata of the population, the so-called classes [2: 8].

Review of recent publications. The issue under consideration has been actively discussed in the works of Z. Malharaieva, V. Bebyk, O. Yaremenko and oth. Today, the Internet, as one of the largest information technologies of the world society, significantly changes the quality of political technologies that are used during the electoral process, not only in Ukraine, but also around the world. The number of sources of information available to specialists in any sphere, and even more so in the political context, has no exact meaning, which confirms N. Rothschild's statement "One who owns information, he owns the world" [3]. Therefore, it's impossible to overestimate the impact of the network on political processes. It's used to interact with voters both in a personal plane and in large volumes at the local, national and world levels. In other words, in order to succeed on the political scene, the use of this network is a prerequisite [1: 50-52].

Objectives of the paper. During the last Presidential campaign, the following means of political influence on the consciousness of voters were widely used: television, radio and the Internet. The first two are purely classical, and the latter is innovative, which was not widely used in previous elections. Particular attention should be paid to three areas for the formation of political public opinion. The first is social networks. Their use allows to broaden the direct communication and discussion of various political issues not only between certain candidates and their electorate, but also among all of them in general. In addition, modern social networks are widely using video, audio and graphic tools for propaganda that are accessible from other sources, including TV and radio. The second is blogs on various video hosts, the most popular is Google's service – YouTube. The third is the web-pages of various political parties, news agencies and companies. It's the most narrowly directed from the other ones.

Results of the research. All these planes have significant advantages over classical technologies:

1. allow to receive information in the shortest possible time, including live;
2. practically do not need editorial policy, that is, they are served, as it is;
3. do not have time and space restrictions;
4. have a fairly long shelf life and availability;
5. do not require significant financial expenses for political advertising.

In addition, we should mention the world-wide practice of using the network – on-line voting.

Among the negative factors of the Internet using, in line with the classical information technologies, a wide range of manipulation of the voter's consciousness should be mentioned, their misinformation and coverage of the issue in a particular direction, as well as the division of information into parts for the inability of a person to trace the flow from the beginning to the end.

We could observe all these aspects due to the direct examples of campaigning for presidential candidates, especially in the second round.

Conclusion. In the end, considering all of the above mentioned information, we can state the following. In today's political life of our country, the Internet is widely used to increase the political activity of society through illumination of information in a positive or negative way; new political technologies that have never been used before are now widely used – agitation without the essential involvement of classical television and radio broadcasting technologies. There is a wide scope of issues for further development and improvement in terms of web technologies, and hence – for the creation of new political technologies and their application during the electoral process.

The state has no means of interfering in the activities of the web component and its regulation, except for blocking by the decision of the judicial authorities, which significantly increases the level of freedom of speech, but also creates precedents of irresponsibility for the dissemination of clear misinformation by any subject of information activity.

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