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ORGANIZATION AND CONDUCT OF THE PR-CAMPAIGNS IN POLITICS: LINGUISTIC TECHNOLOGIES

Introduction. The relevance of the research topic reveals in identifying effective ways of creating and conducting a PR-campaign with the help of political advertising and linguistic technologies. The topicality is also stipulated by the importance of political advertising in the modern social space. The paper investigates

the use of communication strategies by candidates on the basis of political speeches and analyzes the means of the influence of propaganda videos on the subconscious electorate.

Review of recent publications. Demonstration of propaganda videos in the Internet and on television is relevant during elections. The communicative strategy and image of the candidate is the basis for the creation and conduct of a political PR campaign. The political PR-campaign and political advertising have been considered by such inland and foreign scholars, A. Ch. Clark, R. Bart, V. L. Muzykant, E. Fromm, I. L. Vikentiev, H. H. Pocheptsov, V. F Tsvyh et al.

Objective of the paper is to identify effective ways to create and conduct an electoral campaign using linguistic technologies. *The subject* of the study involves the language means of communicative strategies implementation in advertising and the political discourse. *The object* of the study presupposes political advertising and its aspects.

Results of the research. The background for conducting the election campaign implies certain communication strategies, the formation of the candidate's image, his / her speech portrait in particular. The communicative strategy and image are the inherent part of a political PR campaign. The communicative strategy is a cognitive process in which its communicative goal of the speaker correlates with a specific speech expression. The combination of psychological archetypes and social characteristics in a certain way creates the basis for the image formation. The image should be based on several characteristics used in election campaigns for a politician to have a political identity: a defender of the weak and disadvantaged; an irreconcilable fighter against corruption; a defender of the Motherland; a progressive, daring reformer; a kind family man and caring father; experienced and professional manager; state-oriented person; a great scientist-economist and a talented organizer [3: 50].

Parties or candidates use promotional videos during the election campaign in order to realize specific strategic objectives and affect citizens psychologically. One of the main aspects of the communicative strategy of a political PR campaign is the technique of influencing the public consciousness. To discover the peculiarities of this topic and methods of influence, the election videos of the presidential candidates are analyzed. Several approaches are found in the work over the video data: the neuro-linguistic programming, certain aspects of influence on the consciousness of the society, techniques of video rhetoric, etc.

The study focuses on Yuliia Tymoshenko's communicative strategies in her political speech. To create the candidate's image, the following psychological archetypes are found in the videos:

- A progressive, bold reformer;
- A defender of the weak and disadvantaged;
- A talented organizer.

It is possible to distinguish certain typologies of communicative strategies on the example of the candidate's speech: local coherence strategies, rhetorical communicative strategies, stylistic strategies. Rhetorical strategies embody the

effectiveness of verbal communication, attracting attention to important concepts, means of global and local communication and non-verbal strategies. The candidate under discussion has chosen the optimal speech strategy that creates an emotional mood among the communication-situational strategies. The use of an appraisal-influencing and emotionally-influential strategy expresses the emotional state of the candidate in order to change the psycho-emotional state of the society, there is the implementation of the axiological influence as well. The regulatory-incentive communicative strategy enables candidates to achieve global or local communication goals, shaped by the intentions of the speaker. The significant role in this speech and in the general election campaign of Yuliia Tymoshenko belongs to the communicative strategy of organizing speech and keeping the attention.

As a result of the analysis it was determined that videos are the most widespread means in the PR campaign of political advertising, they make a significant impact on the mass consciousness, with the help of certain aspects of neuro-linguistic programming, means of manipulating the subconsciousness of the audience, techniques of video rhetoric and others.

Another example of the influencing means is presented in the election campaign video of Petro Poroshenko: "There are many candidates – the president is the one!". There are several ideas prepared for the electorate subconsciousness. The main purpose of the video is to focus on the personality of the candidate as a political leader. Moreover, manipulation of attention is achieved due to video rhetoric techniques such as V-syntagmatics and V-inversion. The acceptance of v-syntagma is manifested by a sequence of developing images: the inscriptions "Petro Poroshenko", which are provided on the majority of big boards, and "Poroshenko Petro Oleksiiovych" in each shot. V-inversion is aimed at concentration of the audience's attention on the object / person, with the help of various technical means: compositions, rhythmic and color decisions, used in most frames devoted to P. Poroshenko.

The appeals "Our army is renewed and we have stopped the enemy", "From overcoming poverty to the economy of the future", "We have raised the minimum wages" indicates the use of manipulation over the mass consciousness and reception of the suggested. Other manipulation with the visual images is used in order to keep attention throughout the whole video, which shows the acceptance of the "shift of emphasis": we are talking only about the positive moments of the candidate. This method of manipulation in political PR campaigns is used to create a positive, even perfect, image of a candidate in the minds of the audience, the one who is acting for the sake of people and in favour of their interests. In general, the video has a psychological and propaganda impact on the mass consciousness with aspects of manipulation, and it is mainly directed at visual perception. It should be emphasized that most of the videos of the election campaign for Petro Poroshenko are the same with the aim to draw attention to his political strategy.

The analysis of the material showed that the use of psychological techniques of the manipulative type, image creation and the application of communicative

strategies give reason to consider these tools as the key in creating and conducting a political PR campaign.

Conclusion. Thus, the communicative strategies on the example of the speeches of certain presidential candidates were considered, the influence and effectiveness of the communicative strategy on the audience were identified for the realization of the PR-campaigns, image and language portrait enhancement. The analysis of the topical data has resulted in the conclusion that the use of manipulation by the means of visual images and attention manipulation, techniques of suggestion, video rhetoric, such as V-inversion and V-polytropy, are the most relevant in the video materials of the pre-election campaigns of the candidates. The videos for the campaigns of Yuliia Tymoshenko, Andrii Sadovyi, Petro Poroshenko reveal the active use of influence on the sensory sphere of the audience, but the greatest influence on this sphere is achieved in the advertising video with the PR campaign of Yuliia Tymoshenko.

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THE USE OF REPLACEMENTS AS TRANSFORMATION TECHNIQUE IN TRANSLATION OF NEIL GAIMAN'S NOVEL “NEVERWHERE”