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THE MODEL OF A POLITICAL PARTY'S IMAGE CREATION

The article examines trends in PR-campaign practices of political parties, analyses reserves to increase their ratings and attract votes with the help of social networks. There are a growing number of voters who do not come to the polls; observations have shown that it is most often young people. To PR-campaign became more successful, there is developed a model of image creation of a political party, which describes the relationship of existing components and supplements them: analysis of the situation, complex of the current image of political party research, design of elements of symbols of a political party, creation of tools of image creation of a political party, development of programs to promote political party in the Internet environment, students and the media. Using this model contributes to the improvement of activities to build the image of a political party. For example, Poroshenko's Block "Solidarity", we see that they tend to "Live in a new way", but nevertheless their PR-company does not capture the entire target audience, which is free in its choice and is not specific to themselves leaders. It is therefore proposed to develop the image through social networks, not only through the media and professional news sites. It thus deals

with the youth audience who had not voted before. Since most do not go to the polls, the population aged between 18-35 years, it has been proposed a course of PR-campaigns in social networks of general public, where it is possible to reach most of the target audience and at the same time incur minimum costs.

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