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**POLITICAL ADVERTISING AS A TOOL
FOR SHAPING THE POLITICAL PREFERENCES OF YOUTH****A. D. Vlasov****E. V. Zvonova**

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Abstract. Authors study political advertising. Orientation of political advertising to youth is the main issue of the article. The characteristics of political advertising in Russia and its appeal to young people are the subject of interest of the authors of the article.

Abstract: youth; political advertising; text.

In the past two years, political activity has increased all over the world – people, representatives of different classes, follow political news and changes, actions and statements of politicians, go to rallies and express their opinions. Almost every day on the Internet there are informational reasons for discussions in the field of politics.

The modern world lives in an information society, where the main resource is political activity is information. In the conditions of the development of the Internet and social networks, the amount of information received per day by a person reaches simply enormous proportions, not comparable with access and the ability to receive information even fifty years ago. A rather large place among this information is occupied by advertising, including political. Of course, there are other sources of information besides the Internet, but most of the information flow is concentrated on the Internet and social networks.

Of particular interest to a sociologist and psychologist is political advertising as a special kind of interactive text and to analyze the impact of political advertising on the formation and change of political preferences of modern Russian youth [8]. It is obvious

that modern youth, being in the center of the information flow, forms their attitude to politicians, political institutions, politics as a whole, based on what kind of portrait of a political subject has developed in the media. Young people in the modern world represent a real political force aimed at creating a new future [3, 7].

Advertising is a combination of specially organized impact technologies and various kinds of messages, including sound, visual and other ways of influencing perception, which leave a mark in the mind and memory of people, taking into account their age, ethnocultural and psychological characteristics, the purpose of which is to attract the attention of the audience to a specific product. Advertising is a specific interactive text [2].

Political advertising is an advertisement of political parties (associations), government bodies, state and public organizations, as well as individuals participating in political activities; their actions, ideas, programs and attitudes to any organizations, events, citizens, ideas [5]. Political advertising is a type of non-commercial advertising, the purpose of which is the formation of certain psychological attitudes in the consciousness

of citizens and the mass consciousness, which contribute to the realization of civil rights and freedoms of members of society, as well as the achievement of goals by subjects of political activity in their struggle for political power or for its retention. Political advertising poses many tasks and the formation of political preferences among any socio-demographic groups, in particular young people, including [6].

Political preferences are a set of norms, values, attitudes, which is expressed in any interests of political associations and parties, social groups, peoples, individuals, etc. Political preferences can be closely related to the ideology that exists in a particular society or state. They perform a mobilization function, motivating the individual and society to achieve their goals, an orientation function, offering a system of meanings of the individual, social group or society as a whole. They also perform the function of protecting the interests of social groups, since political preferences are formed on the basis of the community of interests of a certain population of people [4].

The purpose of political advertising is to encourage people to participate in various political issues, in particular in delegating any authority to political figures, that is, influence on the electoral behavior of the masses.

The functions of political advertising are as follows: communication function, information function, ideological function. Political advertising spreads one or another system of values and views on reality, which are inherent in certain political entities and in which social relations are evaluated from the position of a particular social group.

Political advertising began to develop in Russia since the collapse of the USSR. The first stage of its development (until 1995) is characterized by the principle of constructing a dichotomy “past past”. Advertising campaigns of this period appealed to the necessary changes in the future, a complete break with the past. V. V. Zhirinovskiy, the first political leader to choose young people

as the addressee of his target audience. In its turn, the Communist Party, using outdated and semantically inaudible images, used the concept of “future” as a phenomenon of the onset of a good life, which should be built on the platform of a “stable past”.

The most interesting period in the development of political advertising began in 1996. A call for action, accusations and aggression are becoming mandatory components of political advertising.

Next comes the amorphous phase of political advertising (until 2011) associated with the cultivation of political passivity of citizens. During this period, absenteeism is formed as a special behavioral model [1].

2011 years – intensification of political advertising. During the parliamentary elections there was a surge in civic sentiment (political protests). In this period of time, viral political advertising on the Internet and on television is gaining particular popularity. This advertisement is characterized by a lack of political correctness.

Since 1991, Russian political advertising has been completely personified. Voting for voters is between specific leaders, not programs. The values that the creators of advertising focus on are dynamic and directly dependent on the economic, social and political situation in the state. When creating advertising texts, age differences are no longer taken into account. The information component comes first in the political struggle. However, he leaves political advertising, moving to a zone of political education.

In politics, there was always a lot of money, influential acquaintances, propaganda and political advertising.

Huge amounts of resources have been spent and continue to be spent on political advertising. However, modern research shows that the modern generation of youth differs in many aspects from the previous one. Young people today recognize lies well and are less susceptible to any propaganda. Young people in Russia practically do not

watch television, and it is still the main channel of political advertising.

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