

ABSTRACT

Salogub Y.V. Communicative Internet technologies in the management of the electoral process - Manuscript.

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The master's dissertation is devoted to revealing possibilities of application of communicative Internet technologies in the management of electoral process on the example of an election campaign in Ukraine. The theoretical principles of the study of the electoral process and electoral technologies, as well as conceptual approaches to the definition of these concepts are considered. In addition, the organization of electoral process management and the main stages of electoral campaigns were considered. The tendencies of development of election campaigns from the pre-modern to the postmodern era were determined, along with the evolution of electoral technologies and the importance of online communication in political processes.

Also, the types of Internet technologies and their influence on political activity were characterized in the work. The experience of using modern communication technologies abroad for their application in Ukraine is estimated. As an example of an election campaign in Ukraine in 2012, it was possible to study the lessons of the practical application of communicative Internet technologies, as well as provide guidance on their use in future political processes.

Key words: electoral process, election campaigns, electoral technologies, online communication, Internet, Internet technologies, political participation.