

TYPES OF ELECTORAL TECHNOLOGY USED IN ELECTION CAMPAIGNS AND THEIR SPECIFIC FEATURES

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Abstract:

This article provides feedback on the effective use of new technologies in election processes, useful quotes of political advertising, campaign and propaganda masks, which are considered an integral part of election campaigns.

Keywords: Election Company, political advertising, propaganda concept, objective – candidate Image (Image), subjective – candidate appearance, modeled – candidate team, candidates ' programs.

Introduction

Elections and election campaigns are constantly changing and improving. In particular, election technology plays an important role in the relatively effective organization of the election and achieving the candidate's goal.

It should be noted that the essence of any election technology is evident in a creative approach. The election campaign is evident in the end of the elections that the "non-standard" means and methods. In general, election technologies used in election campaign are different, which differ from each other in their own peculiarities. These procedures and rules have been developed for several scientists and institutions for several years, and the process will continue now and in the future. In particular, political advertising is an integral part of the election campaign, and the candidate is considered to be a particular data set. The purpose of this is to formulate image of candidate (IMI) in the conscious of voters. This definition can also be applied to political antibacterial [1].

There are five rules of political advertising:

- It is necessary to pay attention to the inclusion of any case or view in any person;
- An object personality should be shown with caring parties to the eyes of people;
- The images that affect people should be simple and concise;
- Calls and slogans should be repeatedly repeated;
- It is not necessary to argue with the opponent, but repeat the right idea over and over again.

The polling campaign serves the interests of a specific candidate as a political advertising as a political advertising campaign. With this, the candidate's election propiation is appropriate if it is composed of economic advertising, subject to the laws of psychology and logic. In other words, political advertising must call on people to think healthy, when affecting the sense and

mind of people. With the help of election campaigning, the voter will be able to vote for him or that candidate.

It is difficult to imagine the practical campaign campaign (Slogan - a short slogan "or da'wah in English. The Swagler's election campaign is a part of the candidate's image. To have a scientific basis, it should meet the following requirements, i.e. easy to pronounce the requirements, and be short.

New Course (Formal Course) to win candidates for the U.S. presidential election campaign, "New Defense)," Together), "New Genesis" (New Genesis) chose short slogans.

The formation of the slogan on the following topics is achievable by scientists:

- social security (retiring, old women, young children);
- Installation of procedures in the government, creation of good law;
- economic development;
- Ecology;
- education, labor activity and business;
- Patriotism.

The shape of the screw is important. It does not use the pronoun of "I", "I will help people", "I will be helpful", "I will help people"), note that the scholars will bear a positive effect by scientists.

The candidate's image also is of great importance in the election campaign. "Imijing" is derived from English, which means that it is to form and promote candidates on aimed basis. The biography of the candidate also covers a set of information, studied institutions, educational institutions, party relations, interference with celebrities.

In general, the entire election campaign will be focused on the candidate's publicity through mass media and rumor.

According to the famous American Immigrant J.Segel, people are interested in the candidate's appearance more than the mental potential. According to him, when conversation with people for the first time, the following factors are attached to decision-making:

- 7% - Speech content;
- 38% - voice;
- 55% - appearance.

Immigrants can make 15-20%, even 80% to the candidate. However, if the candidate is not charism, no imijing can help.

The formation of a candidate's image in the election process may mainly manifest the following form:

- objective - what the candidate image is like in the minds of voters;
- Subjective - candidate view and appearance through human behaviors in the eyes of the electorate;
- Modeled - the formation of its image using experts.

His election program plays an important role in organizing the opportunity to organize the opportunity. The program's program is one of the most responsible documents of the election campaign. Therefore, it is necessary to spare time and other sources in it. It is the program that

states the candidate's position in the political field and displays it. The candidate and his team are relevant to the political image of the program with the responsibility.

The following requirements are set to the candidate's program:

- The program must consist not a famous requirements, but of certain social projects, the goals that can be trusted. The project scale is based on the subject level;
- The program must be close to the candidate's party's party. That is, it cannot be contradicted by the party program. Otherwise, this situation can come hand for the opponent;
- The program should be against some of the problems in real life and that the candidate is on the "good people". That is, it is not only the "for" positions, but also the "Karshi" position ("against crime", "against poverty");
- The candidate's programs will be detailed and short. The first is the form of non-published, a comprehensive form of program created for its use in meetings with voters. The second is a short program form consisting of theses, which can be published and distributed as a leaflet;
- Failure to express goals and objectives in the program except the candidate's striving forbidding.

Typically, the program is published 2 - 4 pages with booklet and uppercase letters. Because it is planned to study or talk in public transport, lift, and in such places. The most important aspects should be highlighted in it.

As a result of the development of science and technology, election technologies are also developing every day. An example of this is the United States can be used as electoral technology in the influence of voters from neurophysiology in the United States. In the United States, it is often repeated that human brains, the eye of the eye, the eye of the eyelids, and vasculations, and more impossible than listening to his word. For this reason, companies operating in the field of neuro-marketing, for example, have recommended their services to the presidential candidates in 2008. Only many scientists believe that such types of services claim that the lack of democracy, the threat of its freedom and independence [2].

In addition to the above election technologies, RR technology used in many countries today means "work with the public" in English, which means "work with the public", which are used for both positive and negative purposes.

In general, there are different approaches than the concept of "Pabric Rilehnz". In particular, a famous English scientist in the field: "The entby is the sum of the science, art, methods and technologies used to engage in mutually trusting relations with the external environment." [3]. Russian scientist V.G.Korolko is a special system of distribution and data management to the necessary and targeted information to form the opinion of society. "[4]. It is known that RR was first created in the United States. This concept was circulated in 1807, and to increase the strength of political institutions to create a national climate climate on national scale.

To date, RR technologies have become an integral part of election campaigns. However, the issue of other noteworthy is the presence of "black RR" technologies.

First of all, it should be noted that the concept of "black RR" is misinterpreted by some researchers. In most cases, the concept of "black RR" is compared to unusual methods of the

human consciousness¹. This concept is appropriate if it is approached, that is, the type of activity focused on the change of society, but through non-discriminatory and implied sources. In the criterion of law, technology technologies can be effective and inefficient in terms of the activities of legal and illegal, political technology. Therefore, RR technology may and not have been enshrined in accordance with the source of clean and white, source of clean and white, source of clean and white, source of clean moral standards and law.

It is possible to cite a picture of a candidate opponent or information about the candidate's information using Kleus, who is difficult to move to Western countries as a simple example.

As a result, the following sections of the Krasnoyarsk land in Russia were distributed to the Governor of the Krasnoyarsk land in 1998:[5].

After such activities, the voter was observed to increase the insecurity of voters against A.Lebed.

Current materials (compensation) are also considered black technologies, and now it is carried out through the cartoon and various other ways through the media. On the first page of the Number of SUN IYUR 1992, Labor leader was drawn in a bulb and underlined, "If Kinnock wins today, please turn off the last citizen, turn off the lamp!" The caricature written was published. According to the results of the election, the newspaper called "this victory", Sun "Sun"[6].

There may be a variety of actions to violate the mental balance between the candidates in the above-mentioned candidates. As a result, the opponents make a mistake and begin to justify themselves, and eventually succumbed to the election. Therefore, the organizers of the election campaign need to know their mistakes well and carefully study their opponent. Those using such "black" technologies of elections should take time in attacking the opponent. Because when the charges are published much earlier than the election, people may be forgotten over time. Therefore, such animating actions are being made when the election is a stationary, then the opponent will arrive until the opponent will be reigned. In some cases, when there is not enough evidence to shed the opponent's reputation, it is found to speak, whose people depicted, and the people depicting Essetotia can be found. There are also no collection of evidence that shed the opponent's reputation, and it is not without enlightening. "Purchasing", "Purchasing", finds the benefits of the opponent, to distribute the candidate on behalf of the opponent on behalf of the opponent, an example of "black technologies". Rumors and provocation can also be included in "black technologies." Rumors entered the most effective technologies of black RR and are artificially distributed through the media. In most cases, the public moves based on the principle of "non-winds does not move." [7].

There is also a deliberate "misunderstandation Agent, and the opponent's protestant's house could be taken by the house of the opponent and an example of this is the newspaper to publish the tender source []. It is difficult to add "home obsurance" to the screen of the black RR technology, yet the psychological mechanism is done as the above. Because "domestic divinity" is very small and vital, it is not clearly defined in the Criminal Codes of many countries[8].

In addition to these, it is also possible to add "Black Umurum". From the practice, it is well known that laughtermuns are one of the strong tools in making political opponents. Its main goal is to inculcate the opponent's not a serious politician. Although he is not a master of culture at itself, there is a role of laughing in reducing the difference between voters.

In addition to the technologies listed, it should be noted that the colorful RR technology is used in election campaigns. They can be observed as "Gray RR", Yellow RR "and" Red RR "technologies[9]. Gray RR is between black and white, mainly, but does not depend on the reputation of the candidate. These are information that may not play greatly for many, not mentioned in the biography of the candidate. However, if gray rhs are used in their place, there can be very good results. Even the most popular critics may not be able to prove that this technology is illegally or immoral. Usually, such technologies are characterized by manifestation without the current limit of law[10].

Yellow RR is mainly announced with interdependent concepts with the "yellow press", as well as the history, ties and events of the candidate. "Yellow RR is widespread in the Russian Federation, which is the cause of the population itself needed similar controversy. It has a positive and negative aspects for the Russians [11]. That is, the sensations for some candidates serve to increase their reputations, sometimes adjacent to the candidate's reputation. "Red RR" can only be observed in countries where the socialist system is valid or previously been in this system. Over the years, a red color, which serves as a political struggle against others, is a symbol of the Red Army, using communists.

An executive technology is currently an exite in developed countries, which is causing to identify the official result, identify the amount of the social layer of electorate, to predict their confidence, to predict their confidence in the prediction, to predict the population, and the population is caused by a number of problems.

In particular, in some cases, these problems will lead to the interference of external forces in the country, the election of the interests of the Parties that ordered expression, the stay of inconsistent candidates, to increase the unreliable of the population to official outcomes[12].

Currently, it is developing international institutions (Cessc, International Gallup) to conduct an exit, which have been developed several codes (APOR / WAPOR, Esomar). The CIS was first used in elections to the Dawings of the 1993 Russian Federation, then in countries such as Ukraine, Belarus, Georgia, Armenia, Kazakhstan and Kyrgyzstan.

In general, modern electoral technologies deny relocate with their great importance in democratization and improvement of the electoral system and increasing the political and legal cultures of voters. The development of legal and institutional mechanisms is one of the urgent tasks of each state, taking into account the positive and negative aspects of the above election technologies.

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