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**Tetyana Kremen. Mass-media as a factor of simulation of political processes**

*Lights up provocative role of mass-media in political processes. A conclusion is done, that actually the mass-media, as a channel of communication, come forward the instrument of mobilization of minus, reducing the level of political participation of society and implementuyuchi in public society the system of stereotypes which are instrumental in political apathy of society.*

**Keywords:** *mass-media, political processes, communications, minus-mobilization.*

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