

32.019.51

Tetyana Kremen. The types and mechanisms of the political organization of the masses

Highlighted and commented factors political organization of the population. Concluded that the uniqueness of the social online media is that they combine features of all previous channels of communication - mass media, social networking, public meetings, and, most importantly, personal communication. Due to this they are now one of the most effective tools for political mobilization.

Keywords: *people, politics, culture, political organization, education.*

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clients,

catch-all clients [1].

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