

Oleg Bodnarchuk. Political advertisements in communicative process

Special attention in publication is devoted to political advertisement as a mean of interaction between politicians, political forces with citizens. Normative–legal basics of political advertising in Ukraine were analysed. The role of political advertisement in constructing the politicians’ image in the context of Ukrainian cimmunity and particularity of political competing were illustrated.

Keywords: *political advertisement, image–advertisement, communication, communicative process, elective–campaign.*

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