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Mass–media as an operating component of the mechanism of formation of political consciousness of citizens of Ukraine

In the article the questions related to functioning of mechanism of forming of political consciousness of citizens are examined. Combination of approaches of the systems (integral) and structural–functional gave an opportunity to comprehend a place and role of mass–media in the mechanism of forming of political consciousness of citizens of Ukraine. It is shown that in the conditions of becoming of informative society substantially changes role of mass–media and mediaculture created by them, influence of mass–media grows on political consciousness and system of political communication. Thus, mass–media as a socio–political institute must not only inform an audience but also consolidate society on the basis of general political culture. The

ways of improvement of mechanism of forming of political consciousness through mass-media are offered.

Keywords: the mechanism of formation of political consciousness, mass-media, information psychological influence, a freedom of speech.

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