

ABSTRACT

Temerivskyy V. V. The Theoretical and Conceptual foundations of political marketing in a democratic conditions. – Manuscript.

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The thesis analyzes the ideological and theoretical premises of the political marketing. It is critically evaluated works of foreign and domestic scientists regarding the definition of the political marketing as a form of the political relations.

The components and the features of political marketing are exposed, the long-term directions for the further development of political marketing are suggested, the necessity of the use of political marketing's techniques in the practice of public administration, organization and conduct of election campaigns, the formation of the political image and the implementation of political advertising are confirmed.

The political dimensions of the information and communication aspects of the political marketing are made and purposeful influence of public relations on the social processes and relationships are covered.

The author has made specific findings and proposals, that have theoretical and practical importance for the further investigation of the peculiarities of political marketing as a global democratic process and reform in the modern Ukrainian society.

Key words: political marketing, political market, election campaigns, political advertising, political image formation, communication technology, public relations.