

Секция «Политические науки»

Technologies of gaining supporting votes used by political parties in the US

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Introduction

The theme of this essay is "Technologies of gaining supporting votes used by political parties in the US". There are several reasons why that topic is important for democratic development in Russia.

First of all political technologies of contemporary Russia are under a superior influence of Soviet past. Often administrative resources and strategy of manipulation are crucial when it comes to winning. The U.S. possesses huge experience in implementing of democratic political technologies.

Secondly, we cannot argue that innovative development of Russian electoral process requires active use of Internet as an active mean of gaining support and funds. In this essay I try to demonstrate modern trends of Internet political communication as far as this is applicable to Russia.

Finally, we cannot ignore that one of the main feature of electoral processes in the U.S. is a very high percentage of private donations made by citizens, trade unions and other non-governmental organizations. There is still a very big lack of truly Independent organizations and individuals financing elections in Russia.

Political advertising on TV

Advertising can be used for many purposes - from undermining the positions of political opponents by associating them with an unpleasant visual imagery to enhance the attractiveness of the candidates through their identification with the positive image, such, for example, as the national flag or the family. Moreover, advertising influences the style of coverage in the media. One of the most striking trends of the modern period was an active participation of journalists in the preparation of advertising policy materials.

Increasing the share of advertising in news broadcasting has been washed away or even destroyed the former division between the free (news) and paid (advertising) media coverage of election campaigns and elections. Now retransmission advertising that entertains, provokes, and engages in the discussion is a commonplace on a network news programs.

Advertising, which is transmitted free of charge during the news or discussed in leading newspapers, has several advantages over a purely commercial. First, the audience traditionally relies on the news in the media - much more than paid advertising - for their impartiality and objectivity. William McGuire showed that the credibility of sources is one of the factors determining the credibility of the information. The high degree of confidence to the media attaches advertising, going to the newscasts, a significant advantage over advertising is clearly going on a commercial basis.

Secondly, advertising in the news warrants campaigners' large audience and free airtime. Public opinion polls have recorded that nearly two-thirds of Americans called the TV main source of information. This is especially true on a group of spectators that Michael Robinson

defines as "random audience, which is less interested in politics, as well as the most fickle in their opinions.

These facts confirm that TV advertising is one the most rapidly developing mean of communication during American political campaigns. There are 2 main disadvantages of TV: lack of interactivity and very high prices. In the U.S. where voters have huge experience of participating in political struggles and non-governmental organizations are able to fight the corruption political parties decided to concentrate on the using of modern and cheap technology – Internet.

Political campaign in the Internet

Internet became an integral part of our day-to-day life - we all got used to blogs and social networks. However in Russia official public policy is curtailed from the users-Internet does not allow us to control funds and expenses of political groups. Leading political parties create their programs and budgets beyond wishes and expectations of ordinary people. Usually political campaign divides Russian civil society into two unequal groups: puppeteers and spectators.

According to the Annenberg Digital Future Project(University of South California) research, more than 90% of Americans are active Internet users, 77,6% over 12 years old use the Internet. More 2/3 of Americans take advantage of their personal computers to browse the Web. Average American spends approximately 9 hours per week using the Net. Furthermore, more that 70% registered voters are active Internet users. These data forces U.S. candidates and parties to be very active in the Internet.[1]

The main feature of online-communication is that the decision of establishing and quitting the connection is made by user himself. In other words, political advisor is not able to force users read, listen or watch appropriate information. Only user decides whether to browse site of this or that political party, take part in public opinion poll, tell friends about the site.

Internet does not disable application of dirty technologies. However, Internet users have an opportunity to collect and save all the negative materials and to prepare Internet-campaign against dirty players. There some analytical sites in the U.S., for example Pew Research Center or The Institute for Politics, Democracy and the Internet that are aimed to collect archive documents during every campaign in give them their own grade.

American political advisors make the development of an Internet-strategy a separate chapter in general campaign strategy. Internet-strategy of political campaign is an interrelated set of long-term setting and approaches for establishing connections and effective cooperation. One of the main goals of Internet-strategy is an expansion of the target segment of online audience of political party or candidate.

Nowadays thanks to the Internet we have learnt to run precise qualitative researches. Basic Internet quantitative ones let the participants answer the required question. Chat communication has much in common with focus groups as far as you can analyze separate phrases and key words. So the professionals get a combined way of polls which unites benefits of qualitative and quantitative methods. Internet-polls sometimes lack interactivity but that drawback should be overwhelmed soon.

Conclusion

The United States of America is one of few stable democracies in the world. Nevertheless its political system and political technologies are rapidly developing. One of the most significant trends in American political science is an attempt to establish a more reliable mechanism to

control expenditures of the campaigns. That topic is being researched by many think tanks which express concern over mediatization of American public policy. However, statistics show that politics only reflects the general tendency of widespread penetration of advertising into our lives. Nowadays political strategists are looking forward to finding new approaches to each individual voter, who moved into the Internet space. In the U.S., the World Wide Web resources are used for political advertising, public opinion research and fundraising. Obviously, the Internet makes political process is more decentralized and non-linear, increases (or pretends that enhances) the influence of citizens in political decision-making. Each voter is provided with unlimited opportunities to support parties starting from speeches at forums up to financial donations online.

All the information given above leads to a conclusion, that this topic is relevant in methodological way.

[1] Ziburdaeva E.V. Political consulting in the U.S. and Russia. – P.95

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