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## **Main Channels of Party Communication in Ukraine**

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**Abstract**--The dynamics of the creation of the party press in Ukraine at the end of the 20th – beginning of the 21st century becomes obvious in the context of the emergence of new parties and the establishment of their journals. The main purpose of political communication is to inform, persuade, and mobilise the electorate. The quantitative indicators of the party press have changed because the number of parties has increased, as a result of which new publications have appeared more intensively. The party press is one of the most important sources of information about the party and its leader(s), the social orientation of the programme foundations; it is one of the main channels of communication with party members, supporters, and opponents. As a result of the development of information technologies, political parties started using internet resources to establish effective communication with more voters. The use of digital technologies, multimedia tools, bringing the information and propaganda activities of parties closer to the needs and opportunities of the readership in a certain way expands the social and communication horizons of party influence.

**Keywords**---electorate, information, law, newspaper, social network.

## Introduction

In the process of developing Ukraine as a sovereign, independent, democratic, social, and legal state, a multi-party-political system has been created that affects not only the political atmosphere in society, but also the effective functioning of political and state power. Political parties as voluntary associations of citizens develop a common programme of social development, contribute to the establishment and expression of political will of citizens, take part in elections and other political events (Dasih et al., 2019; Putrayasa, 2017). Party media is an important part of the information resource used in the context of democratic elections in the country and can contribute to the development of political culture and conscious political choice of citizens. The informative and communicative content of such periodicals is constantly changing, varying the problematics, forming new reader requests and editorial tasks, expanding social aspects and communication channels with potential consumers of party content.

Since the 1990s, multi-vector political activity, together with the establishment of a multi-party system in the state, which is governed by the Law of Ukraine No. 2365-III “On Political Parties in Ukraine” (2001), allowed establishing a network of party media, among which an important role belongs to the print press (the overwhelming majority is newspapers). But an analysis of the forms of political communication indicates that parties are posting their content on social networks more frequently. Various modern forms of such communication were emphasised by Ukrainian researchers: Bashuk (2019), who studied communication strategies of public power in the context of the information society, Tymchenko (2017), who analysed the main communication tools of Ukrainian political parties, Shymanova (2013), who outlined the specific features of political communication in Ukraine and abroad, etc.

In the process of searching for empirical material, it was important to monitor the paper and electronic catalogues of the largest book depository in Ukraine – the V. I. Vernadsky National Library of Ukraine (VNLU), which allowed the authors of this study to select purely party newspapers from an array of various thematic periodicals, bibliographise them by year and geography of publication, scope of distribution, frequency, etc. (Georgiievska, 2018). Reference material of the Ivan Fedorov Book Chamber of Ukraine and other scientific and information sources was also used. To understand the specific features of the functioning of political parties in Ukraine, their use of existing media or the establishment of their own media, official documents were used, in particular the relevant laws of Ukraine (Law of Ukraine No. 2365-III “On Political Parties in Ukraine” (2001), Law of Ukraine No. 595-XIV “On Mandatory Copies of Documents” (1999), Law of Ukraine No. 2657-XII “On Information” (1992), Law of Ukraine No. 2782-XII “On Printed Media (Press) in Ukraine” (1992), Law of Ukraine No. 317-VIII “On Convention of Communist and National Socialist (Nazi) Totalitarian Regimes in Ukraine and Prohibition of Propaganda of their Symbols” (2015)) and state registers and information (State Register of Printed Media and News Agencies as Subjects of Information Activity (2021), Information on political parties registered in accordance with the procedure established by law as of January 1, 2021 (2021)). The mathematical registration method was used to determine the total number of party publications and the mathematical ranking method was used to

establish the sequence of the list of party media in the corresponding sources, which is reflected in tables and graphs (Badger, 2003; Kim & Ju, 2019; Bowles, 1995).

### **Party press – a conventional platform for communication**

The electronic resource of the State Registration Service of Ukraine provides freely available basic data about political parties in Ukraine, where one can find out both the correct name of the party, the date of its foundation (registration), address, and head. The first in this list was the political party (PP) "Ukrainian platform "Sobor" (November 5, 1990), the last, as of January 1, 2021 – PP "Movement towards Europe" (registered on December 28, 2020), with a total of 365 positions (Osatuyi, 2013; Morales et al., 2012). During this time, more than a thousand newspapers, journals, bulletins, and political digests were registered, but only a few hundred party media outlets implemented their publishing programme with introduction of their individual applications and special issues. The above-mentioned Register helps track the processes of creating political parties in Ukraine and determine the main trends in their development. Thus, since 1992, there have been from 2 to 24 new political parties annually (least in the following years: 1994, 1995, 2002; most in 2005 – 23, 19 parties each in 1999 and 2008, as well as in the first seven months of 2014). Most often, the functional purpose of the party press was specified as follows:

- socio-political/general political;
- informational/informational-analytical.

In terms of distribution, the party press of 1991-2017 in Ukraine was as follows:

- all-Ukrainian (distribution within the country);
- regional (distribution within the region – Poltavshchyna, Kyivshchyna, Slobozhanshchyna, etc.);
- oblast (distribution in a particular oblast – Volynska, Odeska, Mykolaiivska, etc.);
- urban (distribution within a particular city – Kyiv, Zaporizhzhia, Dnipro, Mariupol, etc.);
- district (distribution within particular territorial units of an oblast or a particular city).

A similar hierarchy of distribution areas of party periodicals can be found in the largest parties, in particular, in the 2000s, these are mostly newspapers that were published for a long time and had a name that was clearly identified with the name of a successful party. For example, the newspaper "Solidarity. Petro Poroshenko Bloc" (2014-2015), which was published in Kyiv, Cherkasy, Vinnytsia, Chernivtsi, Severodonetsk, Chervonoarmiisk of Zhytomyrska Oblast, Svyatoshynskyi District of Kyiv, submitting relevant content, adapting to the territorial affiliation of candidates for people's deputies. Some parties and public associations created blocs or unions upon publishing newspapers.

Over the past two decades, the quantitative indicators of the party press have changed because it is logical: the more parties – the more intense the rate of

appearance of new publications. But there are no specific statistics here. It is not necessary to count on the fact that each editorial office and publisher carefully and timely sends a mandatory copy to the main libraries of Ukraine, as defined by the Law of Ukraine No. 595-XIV "On Mandatory Copies of Documents" (1999). This law defines the legal foundations for the functioning of the system of mandatory copies of documents and regulates information relations related to the replenishment of the Ukrainian information fund. Mandatory copy of documents – a copy of various types of replicated documents, which is transferred by its manufacturer on a free or paid basis to legal entities defined by this law. Among such legal entities are the Ivan Fedorov Book Chamber of Ukraine and national libraries. However, the presence of some periodicals in the VNLU funds does not guarantee complete information about all print media that were registered and published in Ukraine (Diorditsa et al., 2021; Rinarta et al., 2018). With the expansion of the range of parties, their information and communication interaction with readers and the electorate has become diverse because most print media (by name, frequency, circulation) appear on the eve of elections at all levels. Taking such periods in the history of Ukraine as a starting point (for example, the elections to the Verkhovna Rada of Ukraine in 1998 and 2012), one can trace the dynamics of party newspapers, in particular those stored in the national security and VNLU Funds (Table 1).

Table 1  
Dynamics of distribution of party newspapers in Ukraine by number of titles (1998-2017)

Year	1998	2000	2012	2017
Number of party newspapers	114	149	66	14

Source: according to the catalogues of the Department of Establishment and Use of Newspaper Collections of the V. I. Vernadskyi National Library of Ukraine.

Thus, 30 political parties and blocs took part in the 1998 parliamentary elections, 8 of them overcame the 4% barrier (Communist Party of Ukraine (CPU), People's Movement of Ukraine (PMU), bloc of the Socialist Party of Ukraine and the Agricultural Party of Ukraine "For Truth, For the People, For Ukraine!", the Green Party of Ukraine, the People's Democratic Party, the All-Ukrainian Association (AUA) "Hromada", the Social Democratic Party of Ukraine (United) (SDPU(O)) and the Progressive Socialist Party of Ukraine). Each of these parties had its own press, which differed in quantitative and qualitative indicators. This year, 114 party publications were registered in the funds of the Newspaper Department of the VNLU. The largest number of periodicals belonged to the CPU (49 newspapers) and the PMU (13 newspapers). The first two positions in terms of the number of votes cast by the electorate in the 1998 elections (CPU – 24.65%, PMU – 9.40%) largely correspond to the quantitative indicators of party periodicals available in the largest book depository in Ukraine (Table 2).

Table 2  
Dynamics of distribution of party newspapers in Ukraine by individual parties  
(1998-2017)

Years/party names, date of party registration	1998	2000	2012	2017
CPU (1993)	49	50	27	0
PMU (1993)	13	17	0	0
Congress of Ukrainian Nationalists (CUN) (1992)	5	4	1	1
Socialist Party of Ukraine (SPU) (1991)	11	28	3	1
Party of Regions (PR) (1997)	0	1	18	0
AUA "Batkivshchyna" (1997)	0	2	2	1
PP "Solidarity. Petro Poroshenko Bloc" (2014)	-	0	0	2
"Samopomich" Association (2012)	-	-	0	3

Source: according to the catalogues of the Department of Establishment and Use of Newspaper Collections of the V. I. Vernadskyi National Library of Ukraine.

Significant changes occurred in the 2012 parliamentary elections because certain changes were made: for example, it is forbidden to create electoral blocs of parties, the "entry barrier" was raised to 5%, which created obstacles for many oppositional political forces. The rating of democracy in Ukraine during the presidency of Viktor Yanukovich had been declining dramatically, and members of the strong opposition, Yu. Tymoshenko (AUA "Batkivshchyna") and Yu. Lutsenko (PP "Narodna Samooborona"), have been imprisoned. Votes in Ukraine in 2012 were distributed as follows: the PR (30%) and the AUA Batkivshchyna (including the united opposition – 25.5 %), the Ukrainian Democratic Alliance for Reforms (UDAR) (13.97%), the CPU (13.18%), and the AUA Svoboda (10.45%) (Ostapets, 2016). Even with this alignment of political forces, the largest number of party periodicals is represented by the CPU – there are 27 titles in the VNLU funds (41% of the total party press in 2012) – and the PR (18 newspaper titles, i.e., 27%). Until 2015 (adoption of Law of Ukraine No. 317-VIII "On Condemnation of Communist and National Socialist (Nazi) Totalitarian Regimes in Ukraine and Prohibition of Propaganda of their Symbols" (2015), respectively – the termination of the activities of the CPU and its party media) the periodicals of this party were the leader in quantitative indicators of the names of party newspapers (1998, 2000, 2012).

Figure 1 presents the dynamics of the development of party newspapers in Ukraine since 1998 and a significant decrease in quantitative indicators in 2017. This trend towards a decline in the authority of paper media has also been observed in the last three years. Thus, according to the information of the Ivan Fedorov Book Chamber of Ukraine about newspapers published in 2018-2020 and mandatory copies of which were received by this state scientific institution, only 5 party newspapers were registered in Kyiv during the specified period (regional publication "European solidarity: special issue of the newspaper "Solidarity. Kyivshchyna", the monthly Congress of Ukrainian nationalists "Nation and State", the All-Ukrainian edition of the Slavic Party "Slavic News", the

newspaper "Vitalii Klitschko's UDAR" and "UKROP" – the national newspaper of the Ukrainian Association of Patriots), as well as one regional newspaper in Mukachevo of Zakarpatska Oblast ("Batkivshchyna Zakarpattia", the founder of which is the regional organisation of AUA "Batkivshchyna") (Printed mass media..., 2021).

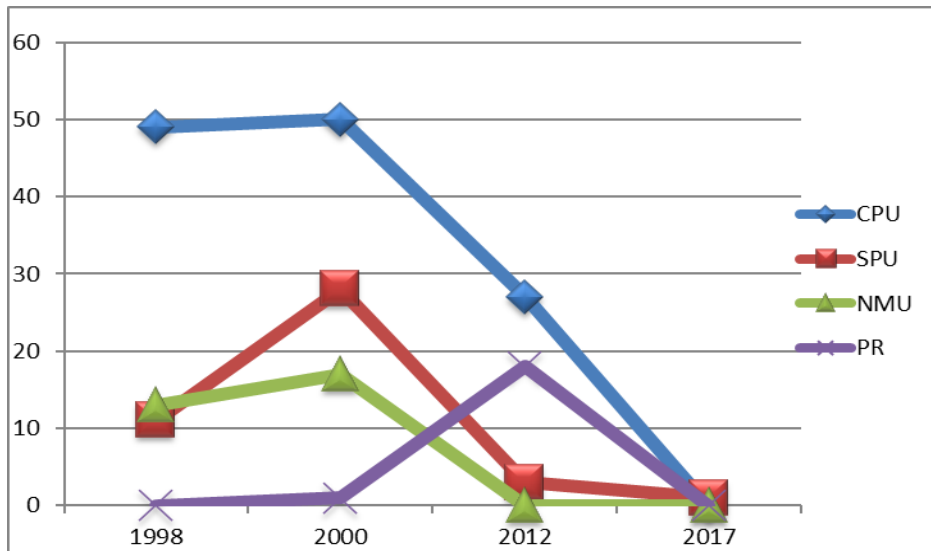


Figure 1. Quantitative indicators of newspapers of the most active parties in Ukraine (1998-2017)

Monitoring of the public resource State Register of Printed Media and News Agencies as Subjects of Information Activity (2021) on the registration of newspapers of those parties that had in previous years or can still win public interest with their media practice gives sub-optimistic results. Thus, the political party "Petro Poroshenko Bloc. Solidarity" (2014-2019, hereinafter referred to as the PP "European Solidarity") registered its main party bodies with the same name in most regions of Ukraine in 2015 (20 newspapers), 2 more publications – in 2017 and 2018, and the "Party newspaper "Solidarity. Dnipro" for regional purposes – in April 2020. These latest publications from the Donetsk and Poltavaska Oblasts, as well as Dniprovaska Oblast, have not yet been received by the Ivan Fedorov Book Chamber of Ukraine or the V. I. Vernadsky National Library of Ukraine.

AUA "Batkivshchyna" registered its first periodicals in 2000, most of them in 2005 – 4 newspapers; over the past three years, 3 more newspapers should be published, which were registered in 2018 and 2020. More than 20 newspapers in most regions of Ukraine have names that are consonant with the name of the party: "Your Batkivshchyna", "Our Batkivshchyna", "Batkivshchyna of Volyn", "Voice of the Batkivshchyna", "Batkivshchyna – Slavutich", etc. (State register of..., 2021). They are also absent from the largest book repositories in Ukraine. Notably, in accordance with the current legislation, the party press is not distinguished from other media either by its legal status or by the statutory regulation of administrative procedures for their legalisation (registration).

Therewith, during previous elections, parties often had the opportunity to produce information digests at their expense on their equipment, which actually did not differ from periodicals. However, their printing did not require state registration.

### **Other means of party communication**

Apart from the already mentioned two political forces that had the experience of previous election campaigns, two parties were new: "Sluha Narodu" (PP registered in 2016) and "Holos" (PP registered in 2015), as well as the newly created bloc "Opposition Platform – For Life" (the merger of two separate parties took place in 2018). Each of these political forces had a significant social and communication potential. Firstly, the image of the "Sluha Narodu" Party was created by the eponymous comedy political TV series produced by Kvartal-95 studio, where the performer of the main role (the president of the country) and the producer was the future president of Ukraine, V. Zelenskyi. Secondly, three information TV channels "112 Ukraine", NewsOne and ZIK became the propaganda media platform for the "Opposition Platform – For Life" bloc (notably, on February 2, 2021, the President of Ukraine V. Zelenskyi enforced the decision of the National Security and Defence Council to apply sanctions – "personal special economic and other restrictive measures" for 5 years against the official owner of the above-mentioned media resources and their derivative broadcasters) (Decree of the..., 2021). Thirdly, the popular Ukrainian singer and composer Sviatoslav Vakarchuk became the leader of "Holos" Party in 2019, which provided him with a decent representation among a certain part of the electorate. Therefore, in contrast to conventional party newspapers that competed for votes and voter support, more powerful media forces came to Ukraine in 2018-2019, and technological communication factors were involved (Kravtsov et al., 2021; Duvanova et al., 2016).

In the new conditions of political instability, economic downturn, as well as the global COVID-19 pandemic, which do not contribute to live political communication, Internet resources were primarily involved in the processes of developing political thought. The use of party websites, electronic library archives, and social networks in political activities was not an entirely new step, but was prompted by reasonable calculations for reaching a wide audience, feedback, cross-media opportunities, etc. As noted by columnist [Konstantynivska \(2016\)](#), there are direct (congresses, meetings, rallies, direct meetings with voters, internal debates of candidates, party newspaper, website, social media page, etc.) and indirect channels of communication (press conference, briefing, interviews of party leaders, participation in TV and radio programmes, commentary on events, etc.).

In this aspect, one should pay attention to the study concerning the communication of political parties with citizens of Ukraine. The All-Ukrainian Initiative "Active Community" (supported by the National Democratic Institute in Ukraine and with funding provided by the US Agency for International Development) conducted an analysis of this communication in 27 localities throughout the state during May-June 2020. As a rule, direct communications are used to attract new members to the party (working with voters, face-to-face meetings in districts, working in reception rooms, organising mass events, etc.).

The "leader" in promoting information about party activities, as noted by "Active Community", are social networks (87%), media (73%), party newspapers and leaflets (5%), party websites (2%); 1% "do not use any channels" (Communication of political..., 2020).

It is no coincidence that scientists in recent years have noted trends towards "personification and technologisation of the modern political process", as well as the development of the strategy of "virtualisation of power". For example, candidate of Political Sciences [Strunin \(2013\)](#), studied the specifics of the use of websites in the activities of political parties in Ukraine in 2012, paying special attention to the site as an "effective tool of pre-election competition", which can implement the following functions: "brand strengthening, information dissemination, fund-raising and cost savings, party construction, creation of party groups". The researcher used official websites (AUA "Batkivshchyna", Vitalii Klitschko's UDAR, CPU), the official information portal (PR), and the official page (AUA "Svoboda") for the analysis. The general conclusion was disappointing: "the websites of Ukrainian political parties absolutely do not perform their function of establishing and maintaining communication between the party and the voter".

Several other similar studies have been conducted by scientists in Ukraine; most often, the results of the specifics and effective use of internet communications in electoral processes in Ukraine, in the daily experience of communication between political parties, influencing their electorate, and establishing feedback are radically different. For example, [Mykhalchuk \(2016\)](#), used internet communications as a "component of the electoral process in Ukraine" in 2010, involving several presidential candidates in the analysis of the internet campaign (S. Tihipko, V. Yushchenko, A. Yatseniuk, A. Hrytsenko). Among the negative features of these processes, the researcher noted the following: ignoring the problem of the digital market, politicians' lack of understanding of the functionality of the internet space, involving trolling as a manipulation technology, the formal nature of accessing internet communications during the electoral process, and the lack of fulfilment of the considerable potential of internet communications.

But during this time – 8-10 years – there have been significant changes in understanding the importance of social networks, the need to create high-quality content, and the ability to communicate with visitors, which considerably increases the success of political institutions. In a scientific article, researcher [Ahafonova \(2013\)](#), referring to the fact that Ukraine ranks ninth in Europe in terms of the number of internet audience (the growth rate in 2011-2012 was 34%), and "young people make up 49% of the total number of consumers", makes the following conclusion: "an adequately constructed information campaign in social networks is capable of attracting new members of a political party, form an electorate, and also increase the level of political involvement of youth". The author referred to the analysis of the representation of relevant political parties in social networks, choosing already well-known objects for research: the PR, the AUA "Batkivshchyna", "Vitali Klitschko's UDAR", the CPU and the AUA "Svoboda". In particular, Ahafonova considered the parameters of expediency of using social media marketing (SMM) – a set of measures aimed at promoting the party brand, popularising the foundations of the party and the leader, as a result of interaction



– attracting the electorate. Ahafonova (2013), noted that AUA "Svoboda" has the greatest potential in terms of quantitative indicators of party supporters. Seven main problems are also named, including poor-quality content, lack of communication, lack of creativity, excessive personification, ignoring the possibility of crowd-funding, insufficient funding for moderators to work in social networks.

Notably, working mainly from election to election, political parties focus their press on covering issues that are of interest to particular voters in a particular time period. Interesting in this context is the party press coverage of such an urgent and painful issue for the states of the European Union (EU) as international protection, including the issue of refugees. It is known that in the last elections in the EU states and in the European Parliament, the refugee problem even changed the political map of Europe, and right-wing parties, exploiting it, managed to come to power. But in Ukraine, this issue is almost not covered at all because the influx of refugees in Ukraine, especially in recent years, has not been observed. Notably, the AUA "Svoboda" is almost the only one of all existing parties in Ukraine that has used not only print media, but also created a round-the-clock "over-the-air broadcasting" (radio "Holos Svobody" – Holos.fm). These are programmes of informational, culturological, educational, entertaining nature; the ability to communicate on the Internet (official website of the radio, video channel "Holos Svobody" on YouTube (+ video archive), audio archive, page "Holos Svobody" on Facebook, Google+, fan club on Facebook, "Holos Svobody" Twitter, Skype, etc.). The programme concept of the information and music internet radio station makes provision for the development of an independent Ukrainian state, has the slogan "Radio with undisguised national censorship". At the beginning of 2021, radio "Holos Svobody" on Facebook had 1.3 thousand participants' (All about internet..., 2021) reviews of satisfied listeners with the work of broadcasting. For the convenience of users, there are mobile applications (for smartphones, for #Android and #windowsphone), mobile studios function (in particular, during the annual festivals "Yavorina" and "She.Fest).

Today, information reports about the political life of certain parties are increasingly being shifted from the pages of conventional print media (media), the airwaves of radio broadcasting, and television to social networks. According to official reports, as of January 1, 2020, the number of internet subscribers in Ukraine was 28,787.6 thousand people (Number of Internet..., 2020). At the same time, on January 16, 2020, Media Business Reports (MBR) – an information-analytical publication on the media business and audio-visual industry, published generalised data of the video content agency VIDEOFIRMA; their figures were slightly lower – 25.6 million people made up the online audience of Ukraine, 23 million used the Internet periodically; 70% of Ukrainians visit the network weekly, 80% of all Internet users watch videos on the YouTube platform (Ahmed, 2021; Schmitt-Beck & Mackenrodt, 2010).

The activity of the laboratory of legislative initiatives in Ukraine contributes to the development of a qualitatively new level of political communication. The laboratory supported the International IDEA initiative and the Ukrainian School of Political Studies, creating in 2018 the Hub of Party Initiatives – a platform for disseminating knowledge about the use of modern technologies and innovations

for the development of political parties and party democracy in Ukraine (Hub of party..., 2018). This mission was also fulfilled by training for representatives of various political parties. The main tasks were set to achieve transparency and accountability of political parties, demonstrate ways to establish effective communication with voters, conduct a tolerant dialogue between representatives of various political forces, teach them how to conduct surveys in real time via SMS (Short Message Service) or smartphone, etc. Head of Special Projects at PlusOne digital agency O. Bondarenko introduced the audience to the statistics of internet users, discussed the generation of "headline users", focused on the ranking of posts on Facebook and the features of email marketing, the behaviour of politicians in social networks (von der Dunk & Negoda, 2002; Teichmann et al., 2020).

An interesting analytical report was prepared in March 2020 by Koldomasov (2020), a participant of the programme "Interns with Experience", who addressed the methods of direct and indirect communication of modern parliamentary parties in Ukraine, the thematic content of their sites, the number of site visitors, offline communication through local cells. The author gave the following results: PP "Sluha Narodu" is not called an "internet party" for nothing because it has the largest number of subscribers in social networks; a considerable number of people subscribed to PP "European Solidarity" and AUA "Batkivshchyna"; leaders in engagement – "European Solidarity" and "Holos"; "Opposition Platform – For Life" bloc is least occupied by its social networks.

The official website of AUA "Batkivshchyna" (2021) contains the main categories reflecting the life of the party: "Photo of the day", "Video of the day", "Direct speech", "News", "News of the regions", as well as important information about the work of the press centre and public reception, participation in political education and special projects. Partners of the political party are "Batkivshchyna Moloda" and the "European People's Party". The "direct speech" section provides current issues and comments from party members. AUA "Batkivshchyna" is represented on social networks – Facebook (page of the party leader – Yuliia Tymoshenko), Twitter, YouTube, Telegram, Instagram. PP "European Solidarity" (2021) under the leadership of Petro Poroshenko publishes on its website news, announcements of events, photos and videos, highlights the main activities of the party (charter, programme, financial statements, territorial organisations), submits publications (blogs, interviews, articles, including in English), contacts on Facebook and Twitter. Some regional party branches also have their own websites. Partiya Zelenykh Ukrainy (Green Party) (2021) has a fairly attractive and constantly updated website: the current "thoughts of the leader" (quotes from speeches) periodically change, the category "Green Party in the media" (Facebook posts) is submitted. The party is interested in new members, so it addresses them from the main page of the site: "Do you think about the future more than about the present? Are you changing your planet and country right now? Looking for a way to use your potential? Then you are welcome to join us! The Green Party of Ukraine will provide you with many opportunities and chances! Fill out the form, and we will definitely get back to you."

Thus, social networks as a platform for operational, multimedia, and hypertextual communication in the field of political and party communications are gaining

increasingly more weight every year. Official pages of political parties and personal pages of party leaders, using the latest marketing tools, create increasing competition with the conventional paper press (newspapers, messengers, party bulletins).

## Conclusion

As a rule, only active and effective political parties create their print media, while not forgetting that they create the press not as a "one-day phenomenon" or "propaganda issue" for election campaigning (there are enough such illegal, unregistered publications in Ukraine), but are primarily concerned with the long-term functioning of media party bodies, the implementation of the concept of social development, consistent communication of the programme principles of the party to the audience, the political culture upbringing in their regular subscribers and spontaneous readers. The adoption of new social and communication priorities allowed expanding access to political events in Ukraine and around the world. Internet communications play a considerable role in the mobility, variability, convenience, variety of forms and content of party activities in Ukraine. The use of digital technologies, multimedia tools, bringing the information and propaganda activities of parties closer to the needs and opportunities of the readership in a certain way expands the social and communication horizons of party influence.

Most active political parties in Ukraine use their own websites (information servers), which contain the main party realities, programmes, documents, news, surveys, videos, archives, blogs, etc. Party communication is increasingly effective in social networks. Thus, due to network capabilities, wide access to the information capacity of the Internet and the growing role of multimedia tools in the media space of Ukraine, there is a gradual reorientation from print media to electronic media in the segment of the country's party media. However, the administrative and legal regulation of the procedure for state registration of party media resources is imperfect and requires the separation of party media from ordinary ones created by other subjects.

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