UDC 070.1:32

POLITICAL COMMUNICATION THROUGH THE PRISM
OF BRIAN MCNAIR’S VIEWS

K. V. Zadvorna

*Taras Shevchenko National University of Kyiv
64/13, Volodymyrska St., Kyiv, 01601, Ukraine
kseniazadvorna@gmail.com*

**Research methodology.** The relevance of the theme is in the fact that political institutions and media institutions, politicians and journalists interact, collaborate, struggle and adapt to make political messages which influence the formation of public opinion and the governance of the country in general. The aim of the research is to study the relationship between the political public relations activities and the media and to find out how political communication and its technologies influence public opinion and well-being of the country in general. This study of political communication concentrates on a relationship between politicians and the media and their interaction. The methodology is based on the principles of historical, terminological, functional and systematic approaches. Such methods as content analysis, analogy and synthesis were used for a detailed study of the described issue.

**Results.** Brian McNair identified the effects of political communication in the globalised world, where the politicians increasingly adapt to media demands, media logics and media perspectives and to the politics itself.

**Novelty.** This article represents the analysis of the phenomenon of political communication, its existence and implementation on the example of the developed capitalist countries through the views of Brian McNair, the author of “An Introduction to Political Communication”.

**The practical significance.** Received results may be used to analyze the basics of realization of the political communication for the research in the field of Public Relations; for the study of subjects, that indirectly or directly relate to social communications; to prepare specific courses or workshops on the theme of political communication.