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**PRESIDENTIAL ELECTION CAMPAIGN IN THE USA:
RESULTS, CONSEQUENCES, SOCIAL AND POLITICAL RESPONSIBILITY OF THE MEDIA**

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***Research methods.*** *General scientific methods: analysis, synthesis, methods of induction, deduction, and abstraction. Social and communication approach has been applied as a specific scientific method, thus allowing the detection of the differences in tone and emotionality of the publications about the election. The display of editorial political preferences, which influenced the political choice of the voters, has been emphasized.*

*The study* ***results*** *provide the definition of the political, economical, psychological, and mass media agents of a republican candidate’s victory in the presidential election campaign and prove the peculiar mass media positioning.*

***Novelty.*** *The concept of social and political responsibility of mass media during state election campaigns has been first theoretically substantiated.*

***Practical value.*** *The study results can be used in further scientific research, in teaching journalism and political studies, in workshops for media officials, politicians, and political analysts.*