

Секция «Реклама в США и Великобритании: настоящее и перспективы развития»  
**The history of political advertising in the United States : the impact on the election campaign.**

***Ишмеева Алия Илхамовна***

*Студент (бакалавр)*

Московский государственный университет имени М.В.Ломоносова, Философский

факультет, Москва, Россия

*E-mail: ishmeeva.a@mail.ru*

Political advertising is a form of political communication in terms of choice, and an address impact on the electoral group in a concise, original, catchy form. Political advertising reflects the

essence of the political platform of certain political forces. It sets the voters for their support, creates and implements consciousness of a certain idea of the nature of these political forces in

the mass and creates the desired psychological setting to the vote.

The US is one of the leaders in promotion of the world of advertising in the world ranking.

In my research work, I would like to study the history of development of political advertising as an example of election campaigns since the early 20th century to the present day.

The purpose of the research work is to identify the most effective methods of advertising during the election campaigns of US presidents.. To achieve the purpose the following objectives

have been set:

1. To study of advertising space in the system of political relations.
2. To study of the candidates for the US presidency and the election program.
- 3.To analyse the sources used in the course of the advertising campaign of the US presidents (slogans, speeches of candidates, posters, videos, etc.)
4. To study the financial aspects of election campaigns of the US presidents.&emsp;

One of the founders of political advertising in the United States R. Reeves wrote: "I imagine a voter in the booth of voting, oscillating between the two candidates, as a buyer, oscillating between two tubes of toothpaste at a pharmacy. It will be selected that one, which was imprinted

on his memory. "

Thus, political advertising in the United States and around the world is a powerful weapon for influencing on public consciousness. The outcome of the presidential election, throughout history, directly depended on politician's advertising, and therefore the politicians, and the history of the United States has developed largely due to successful advertising in the political

arena.

**Источники и литература**

- 1) Jamieson, R. H. Packaging the presidency. A History and criticism of presidential campaign advertising / R. Jamieson. – New York, 1996.
- 2) Sampson, E. The image factor / E. Sampson. – London, 1994.