

« »

[1],

[2], [3]

[4], [5], [6], [7], [8], [9], [10], [11], [12], [13]

[14], [15]

» (« ») [16]. 1902

1. ()

2.

513,2 (49,3%)

13%

2008
 61
 2008
 25,3
 1,6
 13
 4,1%,
 - 4,6%,
 - 3,7% [17].
 10-
 80%.
 «
 » [18].
 [19].
 65
 3.
 «
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 «
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 »
 [20].
 1.

1.

1.			« », « - - »
2.			
3.			« », -
4.			
5.			

4.

1. ? – ., 1990. – 240 .
2. – ., 2000. . 12.
3. ., 1997. – 320 .
4. ., 2000. – 228 .
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SUMMARY

Mytko A. THE TECHNOLOGY AND THE SPECIFIC TRAITS OF THE VOLYN' POLITICAL POWER IMAGE MAKING.

The article is about technology of forming image of political on the example of politicians of Volyn area. The stages of forming of image, component designs of politics image establishment, types of sponsoring of politicians, are analyzed. The vectors of forming of political image are considered, such as: public-political, international, informative in a civilized manner elucidative. The specific features of creation of appearance of volynian politicians are discovered in mass medias; nuances of collaboration of representatives of mass-media and political power.