





( )  
[24, . 14].

( ),  
” [25, . 464].

” [23, . 108].

( ) ( );  
” ?” ” ?” [4; 5; 17; 25; 26; 31].

( ); [25, . 42].

( )

( ).

” [17, . 19].

” [19, . 24].

- ” [27, . 47].
- ” ( ) ( ;
- ” [27, . 64].
- XX – XXI .
1. . . . , 1995.
  2. . . . : .
  3. . . . , 1995.
  4. . . . , 1993.
  5. 2001. – 216 .
  6. . . . , 2003. – ( “ ”; . 11).
  7. . . . , 1999.
  7. “ ” // ( ) , 2001. public relations. – . , 1995.
  8. . . . // . – 1993. – 4.
  9. – . , 1994.
  10. . . . : . – . , 1995.
  11. . . . // ( ) , 2001.
  12. 13. . . . “ ” , 1999.
  13. . . . , 1995.
  14. . . . // . – 2005. – 4. – . 16-18.
  15. . . . / . . . . – : ( ) , 2001.
  16. . . . . – – : “ ” , 2001. – 107 .
  17. . . . : . – . , 1995.
  18. . . . // . 2007. – 11/12. – . 24-25.
  19. 2002. “ ” // ( ) , 2001. PR “ ” , 2001. PR “ ” , 2002. – 3- . , 2003.
  24. 2002. . . . – 3- . . . . : SPSL- . . . . , 2005. – 528 .
  26. . . . : . . . . – . . . . , 2005. – 120 .
  27. . . . 100 . . . . , 1993.
  28. “ ” “ ” ( ) , 1995.
  29. . . . . . . . . . , 2002. – 240 .
  30. . . . : . . . . XX . . . . , 1999. – 380 .
  31. . . . : . . . . // . – 2005. – 1. – . 14-17.

32. 33. . . . : . . . . - . : , 1998. – 96 .  
33. . - . : , 1999.

### SUMMARY

#### **Tataryn A. THEORETIC AND METHODOLOGICAL APPROACHES OF THE RESEARCH OF STRATEGY AND TACTIC OF ELECTORAL CAMPAIGN**

In the article are analyzed theoretic approaches of the research of strategy and tactic of electoral campaign. A sense of concept, the basic components and also the kinds and varieties of strategy and tactic of electoral campaign are considered.