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SUMMARY

Tataryn A. STRATEGIES OF ELECTORAL CAMPAIGN OF BASIC POLITICAL PLAYERS DURING PARLIAMENTARY ELECTORAL CAMPAIGNS IN 2002, 2006, 2007 YEARS (ON THE EXAMPLE OF WEST – UKRAINIAN REGIONS)

The article analyzed strategies of electoral campaign of the basic political players during parliamentary electoral campaigns in 2002, 2006, 2007 years. The main features and principles of these scientific problems were opened in this research.