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Natalia's Korolevska advertising campaign as bad example of creating of the political image

Khmel O., Zagrebelna K. Natalia's Korolevska advertising campaign as bad example of creating of the political image. The article deals with Natalia's Korolevska «Ukraine — Vpered!» party advertising campaign creating under the 2012 parliamentary elections. There are explored the manipulation techniques that were used to achieve the effect on electorate, image makers and political strategists' mistakes which caused the failure of the political forces.

Keywords: *election 2012, Korolevska, manipulation, political advertising.*

Хмель О. С., Загребельна К. І. Рекламна кампанія Наталії Королевської як антиприклад створення політичного іміджу. У статті досліджується рекламна кампанія партії Наталії Королевської «Україна — Вперед!» під час парламентських виборів 2012 року. Аналізуються маніпуляційні прийоми, використані для досягнення впливу на електорат, а також помилки іміджмейкерів та політтехнологів, які і стали причиною виборчої невдачі даної політичної сили.

Ключові слова: *вибори 2012, Королевська, маніпуляція, політична реклама.*

Хмель О. С., Загребельная К. И. Рекламная кампания Наталлии Королевской как антипример создания политического имиджа. В статье исследуется рекламная кампания партии Наталлии Королевской «Украина — Вперёд!» во время парламентских выборов 2012 года. Анализируются манипуляционные приемы, использованные для достижения воздействия на электорат, а также ошибки имиджмейкеров и политтехнологов, которые и стали причиной избирательной неудачи данной политической силы.

Ключевые слова: *выборы 2012, Королевская, манипуляция, политическая реклама.*

Political advertising has always operated under conditions of political competition. It provides its own object among others (so the object can be a person or party, which has a system of views on social issues and their solutions, building on the best ways of life in society), so let's talk about social orienting, ideological function of political advertising. The purpose of political advertising is to get people to a particular type of political behavior, including voter. It serves to inform the masses of ideas or principles of the party and attract new supporters [4:12].

One of the central concepts of political advertising — image, or the image of the candidate. The image appears in political communication as a mediator between the leader and the masses. Its main function: nominative (differentiated identity politics among others, demonstrates its features, highlights the benefits), aesthetic (image designed to noble the impression that the leader makes the audience), address (image fully binds Policy and audience) and communicative. The image can be seen as a kind of «help» in the processing of person information (proposed simplified version management), that in this aspect image — hint needed in this context, such behavior [6:8].

Create image — the work of technologists who successfully (and sometimes not) use a variety of schemes manipulate the human mind to achieve the main objectives of the customer — the impact of the choice of the electorate.

Purpose — to examine campaign 2012 party «Ukraine, Go Ahead!» of Natalia Korolevska as bad example of the political image of its leader. The theoretical basis for the analysis was the works of local and foreign researchers mechanisms to manipulate the human mind and the electoral process: A. Tsuladze [8], G. Pochep-tsova [6], S. Kara-Murza [3], J. Segel [7] and others.

Despite the existence of very detailed research into political manipulation, pending remaining aspects related directly to the image, and the method of its submission to political advertising — namely, their interaction during the election campaign.

Relevance of the study is that the elections in 2012 with image makers and spin doctors of the party «Ukraine — Go!» were made crucial mistakes in the «promotion» of the new political force. The study of these failures can be avoided in the future.

Despite the fact that the advertising campaign of the party «Ukraine — Go!» was the most expensive (by monitoring company «Doors Consulting», the amount should be about \$60 million, according to experts, the figure reaches \$200 million), Korolevska lost the election 2012, not having won 3% barrier (according to official results of the party received only 1,58% of the vote).

So what are the main mistakes were technologists who lined the campaign N. Korolevska? Firstly, you must find the answer to the question, why not «played» with the election of Natalie Korolevska on the role of «face» party «Ukraine — Go!» (Because with equal success could start a «spin» Andriy Shevchenko or Ostap Stupka). On the one hand, while she worked with Julia Tymoshenko and was connected with business, so should have some skills in management positions. Another possible reason that the bid is made it can serve as a beautiful, eloquent name of pretenders, which had become the key to success for the party.

In any case, for the voter was initially very clear — N. Korolevska is one of those people that are «necessary» in politics for representatives of big capital. The leader of the oligarchs that appeared as if «from nowhere» fundamentally could not cause much sympathy.

Not a good choice and can recognize the name of the party that (name) is correlated with Tymoshenko's «Ukrainian breakthrough» and other projects of the recent past failures.

Errors should include a «false start», which made specialists who worked on Korolevska. Under art. 16 of the Law of Ukraine «On Elections of People's Deputies of Ukraine» election process begins regular elections of deputies for ninety days before the election. The Central Election Commission announces the beginning of the election process no later than ninety one day before the election [2]. Thus, the campaign 2012 officially was to begin July 30, 2012. Advertising Campaign of Korolevska is launched in April, thus violating the laws of Ukraine and referring to his unpopular a leader in the people category of people who are «more equal than others».

With questionable «happiness» to see until completely unfamiliar Royal on the «stretching» in the midst of spring last year, most Ukrainian had only to ask yourself one question: «Who is this woman and why is it so much?». Having flooded with your images on billboards and television commercials aired their party leader caused not so much political discussion of the «Ukraine, Go Ahead!» as a logical question: «And who is a sponsor?»

Too early start of the campaign led to that moment in the fight to take other political forces, «Ukraine, Go Ahead!» being the undisputed leader in the number of foreign and television advertising has caused voters is nothing like irritation. This was particularly pronounced during broadcasts of matches «Euro-2012», where each break between halves of the campaign began on Korolevska's video «I Have a Dream» slogan, which was copied from the name of a famous speech of Martin Luther King «I have a dream» (1963). As you know, a black politician declared it his vision of society, where white and black could exist as equals.

However, attempts to use the social stereotype of «national messiah» were unjustified. As he wrote a famous American journalist Walter Lippmann: «Of all of the finest human exposure and those that have the sole power of suggestion, there are those who create and maintain a gallery of stereotypes. We imagine most things before they get to know them from experience. These preliminary ideas if we do not guard our education, from the depths govern the entire process of perception» [op. by: 3:258]. Eventually, the Ukrainian education was enough to understand that Korolevska is not suitable for the role of the Messiah, as well as does not fit the role of «native of the people» («Mother — teachers, parents — Miner» — the politician wrote in his book [4:61], but known is the fact that since 2004, she headed the family business in 2008 was on the 93th place in the ranking of the richest Ukrainian).

Also, ill-considered step was to form a new political party of the people who have no relation to politics — former football players and actors second row. Unsuccessful appeal to authority — namely, bringing the number of «outside» party leaders Andriy Shevchenko Ostap Stupka, brought voters in confidence about the ability of the political power to change anything in the Ukraine. Reception use in advertising public is sometimes used for promotion of products on the market, but these methods often do not work in politics because they were born in another sphere — commerce.

The reason for the defeat of a new political force was to use it as an ideological populism — «tales for adults». Among the many characteristics of populism — the desire to bring to the party masses of the population, using wording such as «lie down on the rails if the price will rise». Also it — unrealistic promises to radically change the situation in the country [1:271].

The party also set a goal to «build Ukraine, which we will be proud of our children» [4:58], and bring a new generation of leaders to power (according to Korolevska, players and actors will

be able to create a fundamentally new state). Also, the party says that the real Ukraine in the near future average salary €1,000 and the average pension is €500. It has attempted to apply the technology to manipulate a number. The number, though, and is the «exact» sign in the imagination creates images and serves as a metaphor (often — hyperbole) [3:202]. Even lowbrow citizen of Ukraine understands that at this stage these figures really are a «dream».

Yes, often political strategists to win the election populism and use hoax voters. But the first problem is that people are somehow is relatively immune system of some «political fairy tales», so we have to invent new ones. Korolevska is from his «dream» is not proved genuine, because stories about the «miracle» at 100-300-500 days since Ukraine's independence told lots of «story-tellers».

Another manipulative trick that worked against Korolevska — including the line lies on a large scale. Flux density, which covers audience's number of messages off short-term memory, thus exposing the «yesterday's» lies no one is interested [3:186]. But started well before the election campaigning political party «Ukraine — Go!» (which was intended to familiarize voters with the new political force), has given a lot of time to clarify — what is the personality of its leader. One fact that Natalie King — «former» owners of large enterprises — against privatization of state-owned doubts about the reality and truth of the promises of plans, with which she has a «build» a new state. Especially after one of the esters is admitted as criminal cases instituted on her friends and business colleagues.

It is of interest is the fact that «Ukraine — Go!» had a clear ideological position and its leader did not give answers to direct questions regarding any sponsors, nor as to who she considers «a team of their people». In all matters Natalie Korolevska promised to answer then, of course, trust the electorate could cause this, and the situation again sparked rumors spread not favorable image leader.

It is known that «voters vote primarily individual, not the program» [7:8]. In the case of

Royal voters had neither the first nor the second. As personality Natalie Korolevska unremarkable, moreover, Ukrainian journalists have started calling her «Julia from Lugansk no spit». The leader of the party «Ukraine — Go!» uses a similar rate of speech and shared with Tymoshenko style. This is what led to the reputation loss of Korolevska, which is not conquered electorate or manner of speech or inconclusive arguments.

Thus, among the reasons for the defeat of the party «Ukraine — Go!» are the following:

- reliance on too inexpressive person of dubious biography as the «face» of a new political force;
- poorly matched to the image leader of another «Messiah» and «fable-dreamer»;
- general lack of clear ideological platform for the new party;
- abuse of populism;
- badly chosen moment to start the campaign and its obtrusiveness;
- illiterate generated list of «numbers first» party.

«Korolevska case» makes mention still circulating in the community a false notion that politics can engage anyone who has the desire and money [8:76]. They say that «money can get everything». However, experience shows that many businessmen who wished to become politicians and piously believed in the omnipotence of money failed in the new field of activity.

Korolevska case again clearly proves how fatal it may be the smallest omission in initiation moment of creating a new party and a new political leader — their first outing in the «election race». Do not underestimate those for whose votes compete to for their own money do not turn your advertising to adverse publicity.

However, the problem is broader than simply «waste oligarchic money», which in itself is a little worried about the ordinary citizen. «Slapdash» work of image makers and spin doctors usually results in the loss of trust in politicians and the electorate government in general, which leads to an unstable situation. Therefore, the need to continue research in this area in order to protect society from future political turmoil.

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