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**Ilona Macedon. The impact of political advertising on the formation of the agenda of ways media**

*Author investigates influence of political actors on the public agenda setting by using political advertising technologies. The ways of attraction political advertising topics to the media agenda is also analyzed.*

**Keywords:** *political advertising, agenda–setting theory, media agenda, public agenda.*



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[6, .176–187],

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?» [10, .25–29].

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( ) [3, .23–27].

[7, .249–262].

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[2, .81-102].

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(Agenda-Setting Theory)

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1. - ( , . agenda-setting);
  2. - ( , policy agenda-setting);
  3. + - ( , policy agenda-building);
  4. - ( , agenda-building);
  5. + - ( ) [2, .85].

. 1.2.



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