

« ( ), aul513@ukr.net

**Karpet's Yu.V.**, postgraduate, department of social theories, National university «Law academy of Odessa» (Ukraine, Odesa), aul513@ukr.net

### **The aims field and basic forms of political influence**

The aims field of political influence, which is folded by all aims which are put and arrived during realization of influence in a political process, is considered in the article. The basic types of forms of political influence and their connection with a special aims field are outlined. It follows that the most widespread direct forms of political influence are persuasion, compulsion, deception and reasoning which are directed to the object. Attention is accented on the aggregate of indirect forms of political influence. Indirect forms of political influence suggests to take a various subconscious inheritance to moral authorities, to proof traditions and so on. The important condition of existence of this phenomenon is exactly large socio-economic stratification in society, and generous, considerably prevailing amount of persons which approach a social «bottom». Their large majority determines an all-social conduct.

**Keywords:** political influence, aims field of political influence, forms of political influence, reproducing of modus operandi of elite.





«

»

«

».

( ).

[7;11].

[9].

»  
» [12].

«

«

63].

· ,  
: «... ,  
» [1, .62-

, , , , ,

· , ·

, « » « »

,

· · ,  
· « » [12],

« ».

« »

·

« » « ».

,

« »

—

,

[4].

· ,  
, ( ,  
) —

·

« » . : «... »

, ,

» [5, .74].

[8, .54–56].

« »,

« ».

: «

« » —

» [6].

« »

« »

« », ,







[2, .510–511].

[10, .30].

» [10, .32],

1. . . . / . . . . . – .: « . . . . . », 2005. – 239 .
2. . . . . / . . . . . // .: . – 2010. – 38. – .506–512.
3. . . . . / . . . . . // .: . – 2012. – .58. – .588–591.
4. . . . . , . . . . . / . . . . . // . – 2013. – 30. – 6 . – .12–13.
5. . . . . / . . . . . – . , 2000. – 200 .
6. . . . . / . . . . . // <http://theoryandpractice.ru/posts/7406-bez-emotsiy-ratsionalnoe-povedenie-bylo-by-nevozmozhno-neurobiologi-o-mekhanike-prinyatii-resheniy>
7. . . . . / . . . . . – . . . . . – .: « . . . . . », 2006. – 423 .
8. . . . . : . . . . . , . . . . . / . . . . . – .: « . . . . . », 2008. – 384 .
9. . . . . : . . . . . // . . . . . / . . . . . – .: . , 2000. – .3 (6). – .3–18.
10. . . . . / . . . . . – .: . – . , 2004. – 480 .
11. . . . . / . . . . . – .: . , 2007. – 640 .
12. . . . . / . . . . . – .; .: . , 2001. – .1. – 332 .

## References

1. Ar stotel'. Pol tika / Per. z davn'og. ta peredm. O.Kisljuka. – K.: Vidavnictvo Solom Pavlichko «Osnovi», 2005. – 239 s.
2. B l v t na A.S. Marketingov komun kac u pol tic / A.S. B l v t na // G leja: naukovij v snik. – 2010. – 38. – S.506–512.
3. Zhitnikova T.O. Neverbal'ne pol tichne man puljuvannja / T.O. Zhitn kova // G leja: naukovij v snik. – 2012. – Vip.58. – S.588–591.
4. Ivanova E. Kazat'sja, a ne byt'. Stremlenie kazat'sja bogatym massovo okhvatyvaet zhitelej Ukrainy / E.Ivanova // Korrespondent. – 2013. – 30. – 6 avgusta. – S.12–13.
5. Il'in V.I. Povedenie potrebitelej. Kratkij kurs / V.I. Il'in. – SPb., 2000. – 200 s.
6. Pavperov A. Bez ehmocij racional'noe povedenie bylo by nevozmozhno: nejrobiologi o mekhanike prinjatija reshenij / A.Pavperov // <http://theoryandpractice.ru/posts/7406-bez-emotsiy-ratsionalnoe-povedenie-bylo-by-nevozmozhno-neyrobiologi-o-mekhanike-prinyatii-resheniy>
7. Psikholog chna encikloped ja / avtor-uporjadnik Stepanov O.M. – K.: «Akademvidav», 2006. – 423 s.
8. Strazhnyj A. Ukrainskij mentalitet: illjuzii, mify, real'nost' / A.Strazhnyj. – K.: «Izd. Podolina», 2008. – 384 s.
9. Tatenko V.O. Psikholog ja vplivu: sub'ektna paradigma: zb. statej // Nauk. stud z soc. ta pol t. psikholog / V.O. Tatenko. – K.: Stal', 2000. – Vip.3 (6). – S.3–18.
10. Khantington S. Politicheskij porjadok v menjajushchikhsja obshchestvakh / S.Khantington. – M.: Progress–Tradicija, 2004. – 480 s.
11. Shejnov V.P. Psikhologicheskoe vlijanie / V.P. Shejnov. – M.: Kharvest, 2007. – 640 s.
12. Ehlias N. O processe civilizacii. Sociogeneticheskie i psikhogeneticheskie issledovanija / N.Ehlias. – M.; Spb.: Universitetskaja kniga, 2001. – T.1. – 332 s.