KEY SOURCES OF RESEARCH OF MECHANISMS OF INFORMATION AND COMMUNICATION PROTECTION OF THE SELECTION PROCESS

Problem setting. The author of the article investigates the features of key sources of information and communication support of the electoral process, carrying out the classification, defining the types and types of sources. Using the achievements of domestic and foreign scholars in this area of activity, the author reveals the role of sources in the study of the mechanisms of information and communication support of the electoral process in Ukraine.

Recent research and publications analysis. Theoretical treatment of this problem was considered by representatives of foreign science such as F. Gould, A. Kovler, S. Lisovskii, A. Lukashov, E. Malkin, A. Ponidelko, D. Stokov, E. Suchkov, T. White, and others.

The study of the phenomenon of the electoral process is an example of various approaches and views, the main of which are the sociological (P. Lazarsfeld), communicative (G. Lassuel, J. Clapper, S. Lennart, socio-psychological (A. Campbell), rational-instrumental (E Downs, M. Fiorin, marketing (I. Schumpeter, P. Bourdieu).

The purpose of the article is to study the features of the scientific base of information and communication support of the electoral process.

Paper main body. Scientific coverage of electoral processes is systematized into five groups according to certain criteria.

The first group of sources are official legislative documents that determine the legal basis for electoral processes in Ukraine and regulate the procedure for the activities of election process subjects that regulate the structure of elected bodies. This primarily includes: the Constitution of Ukraine, the laws of Ukraine, governing and determining the electoral process.
The second group of sources includes statistical data, the results of sociological surveys and expert surveys that were conducted the day before or during the election campaigns under investigation. To this group of sources we also include the author's observations and oral information received from people who are professionally engaged in elections.

The third group of sources is formed by printed, visual, audio and audiovisual advertising materials of political parties and candidates for the post of the President of Ukraine. Of particular importance in this context are party prints (newspapers, newsletters, bulletins), whose value is in covering the electoral positions of candidates (parties or blocs of parties), as well as in providing operational information on a particular region or region.

The fourth group of sources includes the Ukrainian periodicals, characterized by a high level of analytical supply of material. The same group of sources includes materials from the regional periodical press.

The last but not the least important group of sources we use is Internet resources. First of all, these are information materials posted on the web pages of the President of Ukraine (http://www.president.gov.ua), the Verkhovna Rada of Ukraine (http://www.rada.gov.ua), the Central Election Commission (http://www.cvk.gov.ua). Web portals of educational institutions, scientific institutions, libraries are used: V. Vernadsky (http://www.nbuv.gov.ua), the National Institute for Strategic Studies (http://www.niss.gov.ua), as well as Internet resources of analytical organizations and networked media: the Ukrainian Center for Economic and political studies. Razumkov (http://www.uceps.com.ua), the Committee of Voters of Ukraine (http://www.cvu.kiev.ua), the Institute of Electoral Law (http://www.eli.org.ua), the Agency simulation of situations (http://www.agency.org.ua), Kiev Center for Political Studies and Conflictology (http://www.analitik.org.ua), Internet publication "Ukrainian Truth" (http://www.pravda.com.ua), UNIAN (http://www.unian.net), etc.

With the problems of electoral processes in Ukraine there are dissertations L. Kochubey, A. Khromets, E. Yurchenko. But the main attention of scientists is paid to research of political technologies, and in their spectrum the issues of information
and communication support of the electoral process are partially considered. However, the latter are given only as examples without detailed analysis. In particular, we note the candidate's thesis D. Narizhnoy, N. Likarchuk, K. Lutsenko, V. Kolyadenko, T. Jigi, N. Barney, S. Denisyuk, who are involved in the problems of the electoral process.

Among the dissertations devoted to the regional aspects of electoral processes, worthy of attention are the studies of M. Guider, T. Madryga, V. Markitantov, V. Semenov, V. Sereda, T. Tatarenko.

Studies V. Bebik can be considered the first fundamental works on the issues of electoral processes in Ukrainian science. In the works of this author, questions of development and general requirements to the strategy of the electoral process are considered.

**Conclusions of the research.** The analysis of scientific sources on the problems of work allows to assert that various aspects of electoral processes were reflected in the works of Ukrainian and foreign authors. All actions carried out during the election process are aimed at gaining the maximum number of votes, and thus, winning the election and bringing a particular candidate or political power to power.