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## **PUBLIC RELATIONS AS A TOOL OF POLITICAL COMPETITION IN UKRAINE**

Lack of political culture among officials using their different impacts on citizens, low level of citizens' awareness of their responsibility for the situation in Ukraine give no basis for declaring the elections free, fair or transparent. Therefore, the actual scientific study considers application of various marketing activities by politicians, including PR technologies using which they wish to take the place of official and vertically affect the state and its citizens.

The special literature mainly analyzes the application of public relations, relations with production, trade enterprises or enterprises providing services. Few authors have tried to touch the relevance of public relations in the political sphere. Based on the above, it is possible to set a research problem, which consists in revealing the nature of public relations in the political aspect, and its main research directions in Ukraine.

Political PR consists in building confidence of individuals and social

groups in government agencies, municipalities and political parties, factions in representative bodies, public and political organizations. This is the area of activity, which requires exceptional skills of professional, experience, organizational skills, intelligence and definitely creativity.

Political PR is important both during the election campaign and in the election process: there is never much time before the election. In Ukraine, PR is, on the one hand, quite new area of activity, on the other – quite developed sector, which is currently estimated in our country in tens and sometimes hundreds of millions of dollars. This rapid growth trend in the popularity of PR in Ukraine caused by both active introduction of Western paradigm of business and politics (external factor), and understanding of the needs of domestic elites in use of competitive technologies in many sectors of the population's activity (internal factor).