

POLITICAL MANIPULATION IN ELECTION CAMPAIGN

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Annotation. The problem of the relationship between government and society has been worrying humanity from the most ancient times. Gradually, people began to be divided into administrators and managers. Consequently, the term politics is defined as the science of managing people. Rating, that is, popularity is the main reason for the success of a social movement, a party or a specific candidate in elections. Therefore, candidates for power need to form favorable public opinion. Often the influence with public opinion can be illegal and dangerous, that is why it is necessary to understand the mechanisms of the functioning of the system of political manipulation in Russia.

Key words: political manipulation, politics, election, power, election campaign, Boris Yeltsin election in 1996, Vladimir Putin election in 2000, latent electoral technologies .

I. The essence of political manipulation

Political manipulation is a latent management of the people political consciousness and behavior, in order to force them to act or not to act in the interests of the manipulator. In fact, supporters of Nikola Machiavelli believe that politics is the art of manipulating people.

Important characteristics of any manipulation are closeness, illusion, invisible mechanism, consciousness psychological influence, in order to form certain beliefs and preferences. If the manipulation object believes that everything that happens is natural and inevitable, the success of manipulation is guaranteed.

The goal of political manipulation is obtaining, implementation and maintenance of power through practice of pre-election technologies and the method for conducting election campaigns.

There are some kinds of tools of political manipulation in order to solve problems and achieve the goals successfully:

- legal and illegal norms;
- direct and latent;
- agitational, economic, administrative and provocative;
- advertising and anti-advertising;
- interindividual, group and large-scale;
- printed, electronic and external

All tools of political manipulation are based on the creation and introduction of social myths into the society consciousness. Erich Fromm claimed: “political manipulation denies a person ability to make a complete picture of the world, replaces it with an abstract mosaic of related facts”.

II. Election campaign tactics and the formation of the image

The pre-election strategy is a system of events that are conducted by election staffs of candidates during the election campaign. To conduct a successful strategy, it is necessary to evaluate the characteristics of the candidate and compare them with the lifestyle and aspirations of the voters.

Election campaign candidates try to analyze the behavior of competitors, tactics, words and gestures building their image. The image includes the candidate personal qualities, charm, education, work experience and political ideology.

The main channels of social communication are:

- Media
- Candidate own publication
- Agitation materials
- Meeting with voters

The candidate should constantly satisfy his voters that is why sometimes they invite sportsmen and well-known artists as attributes of their campaign.

III. Negative latent elements of electoral technologies

1. Candidates may bribe various groups of voters, primarily pensioners, by offering them products and services with discounts, either at reduced prices or free of charge. Candidates spend tea-drinking, lunches for pensioners, charitable actions, free legal consultations, hot telephone lines. All these methods attract the sympathy of the elderly as the most active group of the electorate.

2. Word manipulative role

American political scientist Harold Lasswell is the founder of the scientific direction, devoted to the role of the word in propaganda. He studied the methods of selection words to transfer the right meaning and developed the system of creating political myths. In addition, Adolf Hitler in his book “My Struggle” said: “...only the magical power of the spoken word change history”. For example, introducing a free market, international terrorism, protecting human rights – all these phrases force a person to judge not the events, but the names themselves.

3. “Labeling” is also the element of language manipulation. This method allows to discredit a person or an idea, for example, to present a patriot as “fascist”. The labeling is based on stereotypes in the mass consciousness.

4. Corrupt facts in the media

➤ A vivid example is compromising materials on the candidate. Due to them, the candidate’s rating may fall significantly.

You see, compromising material is a very weak political technology for if the dirt is very tough, people will begin to feel sorry for the person and thereby will raise his rating.

There are ways to protect against compromising material:

- to warn the public about the possibility of early compromising
 - bring the blame to the absurd
 - just keep silent
- Another examples such as gossip, photos of villas and yachts, connection with the criminal world, natural children – all these cause electorate hostility.

IV. Examples of political manipulation in elections

1. Very strong political manipulation was used in the election of Boris Yeltsin in 1996. Political technologies sought to annul the weak aspects of Yeltsin's personality and activities and enhance the strengths in the public consciousness.

According to public opinion polls in 1996, most young people were not going to participate in the elections. It was necessary to change this trend. For this, many popular actors, singers and other representatives of show business were involved in the company "Vote or lose". In addition, two music albums were recorded in the youth style "Yeltsin is our president" and "Vote or lose." In addition, the "Choose your heart" campaign based on the videos "Believe. Love. Hope" was launched. The emphasis was on emotions, they told about Boris Yeltsin's life, about his childhood, fate, and each video ended with the words "Believe. Love. Hope". Yeltsin's elected team used administrative resources such as state power. There was the slogan "freedom and democracy with Yeltsin" and "hunger, civil war and a concentration camp with Zyuganov". Thus, Yeltsin became non-alternative candidate discredited Gennady Zyuganov.

2. Election of the President of the Russian Federation Vladimir Putin in 2000.

Putin was nominated as a successor to Yeltsin. I suppose that he had a winning professional and personal image. The purpose of Putin's election program was to combine the values of the communists and liberals, that is, to create an image acceptable to all candidates.

In his program speeches Vladimir Putin focused on patriotism, on the integration of all citizens around the national goal: "national dignity", "united command spirit", "state will", and "the potential of a great power". In addition, Putin's program included many general phrases designed to approval by everyone such as "worthy life". He did not define his positions on economic, social and political issues: it was a well-thought-out calculation for a specific position could not unite the majority of the population.

Conclusion

We examined the essence of political manipulation in elections. Its methods are constantly improving in modern Russia. Political manipulation is realized not only in the fact that people vote for the right candidate, but also that the population recognizes the rules of the game established by the ruling regime.

On the one hand, this is necessary for the current Russian political regime as a condition for its stable existence; on the other hand, it is dictated by scientific and technological progress, when new forms of control over the personality and its consciousness arise. I see the problem as unconscious desire of people to be misguided. Sometimes we rely on intuition and let ourselves to relax. At this moment our consciousness is vulnerable. It is necessary to constantly assess the situation soberly not only in politics, but in making any decisions, especially those relating to public welfare.

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SUCCESSFUL MARKETING STRATEGIES: BLUE OCEAN STRATEGY

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Annotation. In today's overcrowded industries companies tend to engage in cutthroat competition in order to gain and retain customers. Blue Ocean Strategy is a tool that helps businesses to overcome existing market boundaries. Lasting success increasingly comes not from battling competitors, but from creating untapped new market spaces ripe for growth. The authors of Blue Ocean Strategy (W. Chan Kim and R. Mauborgne) introduce a comprehensive set of analytic tools and frameworks that any organization can apply.

Key words: Blue Ocean Strategy, marketing strategy, competition, blue oceans, red oceans, Cirque du Soleil, innovation.

The rapid pace of innovation in recent years has led scholars and executives to search for an approach to strategy that is more dynamic than Harvard Professor Michael Porter's classic «five forces». Businesses viciously fight against each other for a share of the marketplace. In these conditions an important question arises: How companies can win the competition and achieve sustained profitable growth? The answer is given in the book «Blue Ocean Strategy», written by W. Chan Kim and Renee Mauborgne. The book was published in 2005 and quickly gained recognition all over the world.

According to the authors, the key to exceptional business success is to redefine the terms of competition and move into the «blue ocean», where you have the water to yourself. The term «Blue Ocean» stands for the uncontested market space for an unknown industry or innovation. Blue oceans are associated with high potential profits. Generating that kind of environment is the goal of blue ocean strategy.

Blue oceans are opposed by red oceans. They denote all the industries in existence today. Cutthroat competition turns the ocean bloody red. Hence, the term «red» oceans. On the contrary, blue oceans are vast, deep and powerful – in terms of opportunity and profitable growth.

The comparison of red oceans and blue oceans is given in the table below.

Red Ocean Strategy	Blue Ocean Strategy
Compete in existing market space	Create uncontested market space
Beat the competition	Make the competition irrelevant
Exploit existing demand	Create and capture new demand
Make the value-cost trade-off	Break the value-cost trade-off

Blue ocean strategy doesn't aim to out-perform the competition. It aims to make the competition irrelevant by reconstructing industry boundaries. It is based on the simultaneous pursuit of differentiation and low cost. It is an 'and-and,' not an 'either-or' strategy.

A paradigmatic example of the successful strategy is Cirque du Soleil. It is a Canadian entertainment company. Despite the fact that the circus industry has been in decline in the end of the XXth century, Cirque du Soleil managed to thrive. In 2016 its approximate revenue was \$225.158.

It is undeniable that Cirque du Soleil has invented a blue ocean. Rather than competing within the existing industry, the company developed uncontested market space that made the competition irrelevant.

Cirque du Soleil has completely redefined the experience of going to the circus. Instead of expensive animals and traditional old-fashioned performances, it focused on providing a theater experience in the context of a circus setting. Moreover, Cirque du Soleil targeted an upscale adult audience that had abandoned the traditional circus. Therefore, the company was able to charge higher ticket prices.

It should be pointed out that Blue Ocean Strategy is not pure theory. It offers a set of analytic tools for managers to pursue and create new industry boundaries and thus to achieve high profits. Two essential tools of the strategy are given below.

First and foremost, the cornerstone of Blue Ocean Strategy is the concept of Value Innovation. It is the simultaneous pursuit of differentiation and low cost, creating a leap in value for both buyers and the company. Because value to buyers comes from the offering's utility minus its price, and because value to the company is generated from the offering's price minus its cost, value innovation is achieved only when the whole system of utility, price, and cost is aligned.

The next tool that should be mentioned is Four Actions Framework. It is used to reconstruct value elements and to create a new strategic profile. To achieve value for both the customer and the company, the following four questions should be answered: Which of the factors that the industry takes for granted should be eliminated? Which factors should be reduced below the industry's standard? Which factors should be raised above the industry's standard? Which factors should be created that the industry has never offered? Four Actions Framework allows companies to break the value-cost trade-off and create new values.

Furthermore, Blue Ocean Strategy presupposes that businesses should focus less on their competitors and more on alternatives. To maximize the size of their blue oceans, companies should focus less on their customers, and more on non-customers, or potential new customers. This reorientation allows companies to reach beyond existing demand.

To draw the conclusion, one can say that creating blue oceans builds brands. A powerful blue ocean strategic move can create brand equity that lasts for decades. Blue Ocean Strategy was successfully implemented by such companies as Ford, Apple, Nintendo, Wikimedia Foundation and many others.

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