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**Political advertising as a factor of rising of legal awareness**

**Summary.** This article identifies the issues of campaign materials as a form of mass communication in the democracy - Commonwealth of Australian of defining ways and means to optimize the practical application of the information activity of the electoral process. This purpose is achieved by analyzing the nature and essence of political advertising as an independent phenomenon, which has its own place and role in mediated environment.

**Keywords:** political advertising, legal awareness, media, elections, election campaigning, political communication, political, technology, regulation, journalism, PR.

Variety of mass communications, aspiring of mass-media to the independent role in critical coverage of public and political life from a position of "the fourth power" and other manifestations of qualitative modification of informational and communicative sphere make it difficult for political organizations to represent and defend their interests.

The rapid character of transformations, affecting political and informational field, generated the substantial deficit of theoretical explanation of these processes. The existing fragmentary descriptions of observed forms of political communications on the whole, and political advertising in particular, showed the need in more detailed reflection of specificity of different forms of informational activity, in developing the actual informative mechanisms, in searching of optimal ways of presentation by the interested political organizations of their ideas, opinions and values in the media market.

Presently the special actuality is acquired by research of the political advertising, its theoretical and applied aspects.

In present Russian legal sphere there is lack of legal definitions of such concepts as ‘political’ and ‘pre-election advertising’: in federal normative legal acts there is only a term of ‘pre-election agitation’. On that ground the ambiguousness of interpretation of methods of political communication is generated in social studies; due to the lack of conceptualizing of basic concepts, the political advertising is regarded exceptionally as an instrument of management in electoral processes. Differentiation of forms of the political advertising and their legislative establishing in the native federal legislation is urgent.

In this connection it is important to observe the experience of two states - the ‘Green continent’, Australian Union, and Portuguese Republic located in south-west part of Pyrenean peninsula, where there is legal assignment of the concept of such a type of political advertising is electoral advertising [1].

In opinion of the author, the most suitable definition of electoral advertising can be the following: it is a specific type of mass communication, which is the controlled report, propagated for a payment in behalf of passive electoral legal, the purpose of which consists in changing of political preferences and attitudes of electors.

**History of the electoral advertising and evolution of different formats of mass-media in Australian Union**

It is known for a long time, that the sources of any social and political phenomenon are in its historical development. Exactly on this account, for revealing the features of the electoral advertising, as a social phenomenon, for forming of objective integral picture of pre-election media-product and stages of its development, it is necessary to trace the experience of political struggle at the turn of the century, to appeal to the historical becoming of advertisings campaigns, aimed at forming of public opinion of electorate in the period of electoral campaigns.

Competitive activity of basic political forces in Australian Union historically was simultaneous with development of information technologies and use of certain methods of advertisings campaigns, the purpose of which was to create electoral preferences.

The purpose of this part of the article is to give comprehensive description of sources, origin and development of different forms of advertising. Our purpose is to give description of essential changes in electoral procedures which took place in the Union from the moment of declaration of state independence and federalization.

As was declared by Sally Young, a political scientist, professor of Melbourne University in her report "Century of political communications is in Australia: 1901-2001 years", made at the conference "Planning of various communications" in July, 2003, in Brisbane city, there were the following periods of forming the present electoral advertising in the Union:

* "golden age" (1901-1948);
* appearance of unique political technologies in pre-election matters (1949-1971);
* epoch of television coverage of campaigns (1972-1983);
* era of state financing and political marketing (1984-2001)[2].

There are two different ways to tell the history of the political advertising in the Union. The first one is to tell about the increase of meaningfulness of information messages, based on television news. In second case the question is about the revival of the political marketing: parties more rely upon the art of advertising, image-makers and positive reflection in mass-media for forming of pre-election strategy and the character of its leader. In essence, these two ways do not conflict with each other: both are quite reliable.

In the process of detailed analysis, the author divides the essential chronologic events in development of electoral advertising in Australia in separate periods:

* I stage (1901-1948): "golden age" of the electoral advertising, characterized by absence of "dirty" political technologies and personal contacts of candidates with the electors;
* II the stage (1949-1971): the period, marked by appearance of radio and conveying of political advertisings reports in the popular format of broadcasting. The political strategists realized for the first time that emotional sphere has a decisive influence on the process of forming of electoral preferences; 1956 was a turning year, fully changing an informational sphere, due to appearance of television in the Federation;
* III the stage (late XX century): period, when the attempts of legislative establishment of electoral advertising appeared and new agitation technologies were introduced;
* IV the stage (2001 - nowadays): the era of the political marketing and state financing of campaigns.

In further text we analyze the content of these chronologic stages modern electoral advertising forming in the Union, in order to show the changed during the period of state system and representative democracy in Australia concerning election campaigning and methods of conduct of political struggle. To my opinion, such an approach can extend interests of modern advertisers, political scientists, PR-cervices, representatives of public and journalists.

First stage (1901 - 1948): the genealogical tree of electoral advertising originates from forming of the state system, when the basic methods of conducting the election campaigns were public speeches of politicians, distribution of agitation brochures and publications in newspapers. Financing of campaigns was carried out by candidates due to the personal funds and the sum of charges was insignificant.

Emergence of a new mass communication - radio, in 1923, resulted in the originating of some distinctive features of the political advertising in the state, which have been from then the essential attribute of each campaign: firstly – concentration of attention on the leaders of parties, not on the political platform of association; secondly, both leading parties adopted aggressive style of conduct on elections and always aimed (at least, in this period) at be "public". It is confirmed by the creating in advertising of that time of ‘trustful’ electorate character, byusing of "fear tactic" and idealizing people’s life in the case of victory of the party.

Second stage (1949-1971). The next important historical date of forming the modern political advertising on a fifth continent is election campaign of Liberal party in elections in 1949. In opinion of political scientist Sally Young, these elections can be regarded as a turning point in history of development of agitation technologies [2].

This campaign used the popular cultural phenomenon – radio series which had become the important part of the Australians’ life. In general, this way of propaganda was the early example of modern election technologies, which use a long-term advertising campaign in mass-media. Election campaign of Liberal party used motto "It’s time for changes".

This advertising slogan, a laconic form showed the leading idea of the party. Subsequently, this slogan was used by the advertising agency "Ted Baits", headed by Rosser Reeves, for election campaign of 34-th Presidents of the USA David Dwight Eisenhower - "It is time for changes"; in 1972 the campaign of Australian Labor party used a motto "The time is ripe"; in 1992 Labor party of the United Kingdom and in 1998 Social-Democratic party of Federal Republic of Germany adopted the experience of foreign colleagues in forming of electoral advertising and used the same slogan.

Expenses on the electoral advertising remained not very high up to 1956, when television emerged.

On 6 September 1956, the "TCN – 9" company initiated the official television broadcasting in Australia. The first program was named as "This Is Television".

To 1959 a television set appeared in most of houses.

In Australia, with a population about 20 million of people, there are three commercial and two open broadcasting television channels, financed from the public funds, and also there are two main commercial broadcasting companies. In addition, there are 265 commercial and more than 300 wireless stations, financed from the public funds [3], and also 2 state national radiobroadcast networks.

Almost all the population of Australia watches free television, and only 25% of population have cable television. Nevertheless, TV and radio broadcasting network does not cover all the territory of Federation, and the habitants of some remote districts not always can watch all the five state channels.

The property on mass-media in Australia has a form, close to the monopoly, because the corporation ‘News Corporation’ controls 2/3 of all capital dailies, and also the most of the commercial channels of open broadcasting, having a share in ‘Foxtel’ company. [3].

The study of historical base of forming the electoral advertising in Australia in 1949-1971, allows to draw the following conclusions:

1 a significant role in media products plays the psychological affecting of electorate, which includes an emotional component, presented by the feelings, attitudes towards the subject of the electoral advertising;

2. television has considerably extended possibilities of exploitation of mass communications in political aims, has changed the mechanism of spreading information and resulted in simplification of emotional influencing the electorate by means of video propaganda.

On the third stage (late XX century) there were made attempts of legislative adjustment of "veracity" of the electoral advertising and perfection of normative legal base, introduction of new campaign technologies, such as computers and method of focus-groups.

The fourth stage ( 2001 - present time), being the era of political marketing and state financing of campaigns, is marked by spread of new format of mass communications, networks of the Internet, that has become the main scene for political struggle.

Federal elections in 2007 in Australia introduced to the world communication system the original "phenomenon of cyberspace", when for the fist time the electoral strategy was grounded on interactive resources. Development of "social networks", such as Twitter, Friendster, Facebook that gained wide popularity among users, allowed to attract millions of electoral voices to the side of Labor party. The Internet-resource of YouTube firmly occupied leading positions on placing of election video materials due to low cost, flexibility, efficiency and wide coverage.

Having studied the history of modern electoral advertising, the author comes to the next conclusions: firstly, at the turn of the century the politics preferred using those propaganda technologies which allowed their political platform to cover the maximal amount of electors; secondly, influence of media always was aimed at potential electors on the purpose of stimulation of their taking part in the elections and forming the electoral preferences; thirdly, development of advertising generated new methods and ways of communications, and it demanded legislative settlement of this question.

**Australian style of the political advertising**

The process of forming of electoral preferences supposes the use of various information technologies, oriented to the study of political market and its segmentation [4, 35].

In the research on the political advertising in Federation from 1949, political scientist Sally Young discovered that the level of negativity in the newspaper and television advertising of political character had increased significantly in course of time so that since 1993 more than 40% of party political announcements were negatively colored [5].

Some commentators accuse "americanization" of the Australian campaigns, although historically in the USA the proportion of the negative advertising was lower, than in Australia, where percent correlation of "dirty" technologies is considerably higher, than in America, however their content is absolutely different. Professor Young found out, that historically the Australian advertising have attacked the personal features of opponents infrequently [4, 60]. Political scientist marked that "relatively positive" aspect of the negative advertising in Australia consists in that 70% of negative statements in mass-media, focused not on the personal features of parties’ leaders, but on their policy or their actions (omissions) during performing administrative duties [4, 60].

Research of professor of University of Melbourne Sally Young discovered that until 1987 the Coalition used the negative advertising more frequently, than Australian Labor Party. But this situation changed in 1987, when the Labourites became the "main supporters of the negative advertising" [4, 5]. Young emphasizes that representatives of this party were "really excited" about the negative advertising after their success in 1993, when the advertising tax on goods and services was exposed to criticism. [5]

Representatives of Liberal party replied during elections in 1996 when they were "first made negative shot in a campaign", starting the TV, radio and direct postal advertising, criticizing the governance of the Labor party’s leader Mark Latham in the town council of Liverpool. Internet poll conducted in the fourth week of the six week campaign showed that liberally-national coalition had the most negative campaign, while the Labourites had the most effective strategy.

One of reasons of the negative advertising in Australia can be the obligatory voting. For this reason there is lack of the "neutral" advertising in mass-media which must stimulate citizens to vote. A political scientist Sally Young marks the following: "unlike the American colleagues, the Australian politicians do not need to spend the lots of time and money during a campaign to impel people to take part in elections; instead they can be concentrated on trying to persuade how they should vote". [4, 55]

In essence, concerning a question about "americanization" of Australian style of realization of campaigns, Young disputes the supposition that "undesirable" methods of realization of campaigns predominating in the USA can lead Australia to an incorrect way. The important detail of her reasoning consists in the following: "it seems that negativity became the fully Australian line already. At any rate, Australia has rather became a leader in negative advertising, than is following this tradition". [4; 5]

Some researchers suppose that the negative political advertising promotes participating of citizens in political life, involving them into political life and confirming their right of freedom of speech.

According to scientific research, "being under influence of the negative advertising, citizens with the larger rate of probability will take part in elections on the day of voting". [4; 5; 6] Other researchers declare that the negative advertising damages political life, fixing existing party preferences [7].

The accent on importance of negative advertising proves that there is little place for the positive advertising in the Australian campaigns. Actually this political strategy mast be seen as part of more wide election tactics. The general chart of the political advertising in national campaigns is the following: "positive on the early stages, extremely negative at the end of campaign". [4; 5] On the early stages the "positive" advertising presents past success of the ruling party or the promises of opposition; on the latter stages the "negative" advertising attacks the rivals.

Considerable influence in regulation of methods of the political advertising has civil society itself. In Australia the public moral norms creates substantial difficulties for using of unacceptable for society political technologies in the information market.

Summarizing all abovementioned, we can draw the following conclusions.

Openness of informational market, freedom of information circulation are the results of democratization in mass communications. However the benefit of freedom easily can turn into abuses, if to forget about the burden of responsibility. The lack of effective regulative mechanisms threatens to generate chaos of permissiveness, if the subjects of informative activity will give up public interests to the winning in electoral competion.

Having considering the features of functioning of the electoral advertising in Australian Union, I can suppose that modern organization of communications is able to create the harmonious flow of numerous informative streams, taking into account interests of target audience and political figure, aimed not only at transmission of report, but also sensitively reacting on retroaction, giving the addressee the role of active element of communicative situation.

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**Небредовська В.В. Політична реклама як чинник підвищення рівня правової свідомості. - Стаття.**

Анотація. В даній статті піднімаються питання агітаційних матеріалів як різновиду масової комунікації в демократичній державі - Австралійському Союзі, пов’язані з визначенням шляхів і методів оптимізації практичного застосування інформаційної діяльності суб’єктів електорального процесу. З цією метою аналізується природа і сутність політичної реклами як самостійного явища, що володіє власним місцем і роллю в медіативному середовищі.

**Ключові слова:** політична реклама, правосвідомість, засоби масової інформації, вибори, передвиборча агітація, політичні комунікації, політичні технології, правове регулювання, журналістика, PR.

**Аннотация.** В данной статье поднимаются вопросы агитационных материалов как разновидности массовой коммуникации в демократическом государстве - Австралийском Союзе, связанные с определением путей и методов оптимизации практического применения информационной деятельности субъектов электорального процесса. С этой целью анализируется природа и сущность политической рекламы как самостоятельного явления, обладающего собственным местом и ролью в медиативной среде.

**Ключевые слова:** политическая реклама, правосознание, средства массовой информации, выборы, предвыборная агитация, политические коммуникации, политические технологии, правовое регулирование, журналистика, PR.