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**POLITICAL-LEGAL COMMUNICATION:
MODELS OF PRESIDENTIAL AUTHORITY**

Master's thesis
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

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ABSTRACT

The global transformation of an industrial society into an information society makes such a social phenomenon important as political communication, which is the object of research in various concepts: sociological, cultural, political, philosophical, psychological, linguistic, etc.

The object of research of the master's thesis is social communication in the context of the demands of modern society. The subject of the research of the master's thesis is the features of the functioning of political and public communications.

The novelty of the results is due to the lack of research on the specifics of political communication on the examples of New Year's addresses of the President to the population of the country. The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the master's thesis can be applied in the educational process, as well as in forming the image of a political leader.

Keywords: communication, political communication, legal communication, public communication, political discourse, social communication, communication model of the presidential authority.