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**ELECTION CAMPAIGN IN BELARUS  
SOCIAL AND POLITICAL PRESS**

Graduate Thesis  
ABSTRACT

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## ABSTRACT

The relevance of the chosen theme is that the results of political elections may determine the vector of development and life of society. The most important part of the election is the election campaign, during which the candidates, using different methods, influence the voters, and it is worth noting that the methods of political influence are becoming more sophisticated and more diverse, for these reasons it is important to understand the processes that occur during the elections. The most important part of the election is the election campaign, during which the candidates, using different methods, influence the voters, and it is worth noting that the methods of political influence are becoming more sophisticated and more diverse, for these reasons it is important to understand the processes that occur during the elections.

The purpose of the thesis is to study the process of conducting the election campaign in Belarusian socio-political press.

The objectives of the thesis are:

1. To study methodological approaches to determining the election campaign
2. To research campaign strategies
3. To define the stages of election campaigns
4. To consider the specifics of Belarusian socio-political press as a channel of communication in the election campaign
5. To analyze the publications of Belarusian socio-political press on the conduct of the election campaign in the press

The *object* of this thesis is the election campaign. The *subject* is the process of conducting the election campaign in Belarusian socio-political press.

In the process of writing a thesis, the following results were obtained: the frequency of publications on the presidential election 2015 in state and non-state press was identified, the features of publications consecrating the elections in state and non-state press were researched and identified. In the course of the study, the following were obtained:

1. The frequency of publications in state and non-state press has been established.
2. Identified the features of publications in state and non-state press
3. Identified the most press-covered stages of the presidential election campaign of 2015

*Keywords: elections, election campaign, pre-election campaign, election campaign strategy, social-political press, candidate, electorate, elector, electoral election.*