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FEATURES OF TECHNOLOGIES OF PARTY PRODUCTS VISUALIZATION IN UKRAINE (BY EXAMPLE OF 2012 AND 2014 ELECTION CAMPAIGNS)

The role of the names and symbols of Ukrainian political parties as the effective method for the construction of party brand is found out. The specificity of names of the election campaign subjects in 2012 and 2014 is identified. Elements of party brands which reflected in the names of political parties are highlighted. It is emphasized that Ukrainian political forces actively use in their party names and symbols powerful words. Also, important that political forces are seeking to influence the choice of citizens not on rational base, but emotional perception of their brands. The content of party symbols is determined. Their colors spectrum is analyzed, which is a powerful way of manipulating the human psyche. It was concluded that diversity of constituents' party imaging products often does not reflect the content and nature of activity of the political parties. An important summing up is that the names and symbols of political parties mostly have an image character.

Key words: political party, party brand, naming, symbols, symbolism, color of party symbols.

Modern political processes and electoral campaigns made maximally technological society. Increased competition in the struggle for political power actualizes market positioning issues by political parties in its appearance. Acquaintance of voters with the party takes place due to its name, leader and party symbols.

In political advertising, political actions, rallies support is optional to remind the party's name and use its political symbolism, that allows to distinguish a political party from other political and public organizations, as well as implement indirect influence on the voters.

The role of the symbolic component in the communication process studied P. Berger, L. Lukman, G. Mead, J. Seguela.

Issues of political symbolization brand (including political parties) in the post-soviet region were studied by such scientists as N. Hrybakina, V. Pohlobkin, L. Stepnova. Among local researchers indirectly involved in this subject, we could emphasize M. Lisovska, Yu. Malovana, L. Pavlyuk, H. Pocheptsova. In the question of the role of color in political symbolism are engaged A. Bozhko, Yu. Scherbyna.

However, the problem remains understudied, particularly in terms of comprehensive analysis of the party brand.

Thus, the purpose of the article – identify features of imaging technologies of Ukrainian political parties in their party name and symbols as components of the party brand by the example of election campaigns in 2012 and 2014.

Modern trends of information age actualize the study of symbolism in politics, including party symbols as an integral part of political parties' image and one of the effective ways of communication between political actors and the electorate¹.

Therefore, since the inception of political parties there is the desire to control their own image, firstly, due to a good name and attributes that have become symbolic.

Thus, the name of the political party is a serious marketing tool.

Brand name should markedly differ from existing and well-known brands. Among the subjects of the election in 2012 was registered three party «green» with similar names (Political Party «Greens», Party of Greens of Ukraine, Party «Green Planet»), which complicates the choice of supporters of environmental movements. In 2014 the ballot also had two «green» political parties (Party of Greens of Ukraine, Party «Green Planet»).

¹ Руденко, А. Ф. (2012) Візуалізація партійного продукту: назва та символіка в бренд-стратегії політичних партій України. *Вісник Дніпропетровського університету. Серія: Філософія. Соціологія. Політологія*, 9/2, 157–162.

But some results of naming in 2012 election campaign have become particularly successful and well-remembered. For example, Party of Natalia Korolevska «Ukraine – Forward!» (until March 2012 – «Ukrainian Social Democratic Party») and Ukrainian Democratic Alliance for Reform of Vitali Klitschko (until April 2010 – the «New Country» party). It is worth noting the symbolism of names, for instance the Ukrainian Democratic Alliance for Reform of Vitali Klitschko is widely known by its acronym UDAR/УДАР which translates to «strike» or «punch». It is not only linked with its leader who is famous boxer, but also because this political party positioned itself in opposition matters, allegedly proposes «blow» to the current authorities.

In the election of 2014 electoral support received two new political parties – «People's Front» and Union «Self Reliance» (or «Self Help»). Apparently, according to M. Lisovska¹, substantial value had using of mental-forming positive branding of new words – «People», «help», that has emotional impact on the minds of the electorate and request the society of new political forces after the Revolution of Dignity. Overall, in 2014 the feature of brand naming became content of «policy from below» where everyone has the opportunity to influence on development of state. The evidence is a naming of political forces – «The Power of People», «Civil Position», «Civic Movement of Ukraine», «Strength and Honor», «Internet Party of Ukraine»

Name is a special sign that is able to say much about its owner².

It should be noted that Ukrainian political parties is characterized by frequent using in the party names and symbols of powerful words – Homeland, Ukraine, freedom, solidarity, unity, strength, rebirth, which carry common values³.

It is important to remember that brands do not describe the goods, but they distinguish them. Elements of party brands that appear in the name of a political party may be:

- ideological principles – Ukrainian Liberal party, the Communist Party of Ukraine, the Bloc of Left Forces of Ukraine and others. Those among 22 political parties in the electoral list in 2012 were 8 parties, among them – three «green»; in 2014 among 29 electoral subjects – 9 parties, among them – two «green»;

- the names of prominent politicians – in the elections in 2012 there are the Radical Party of Oleh Lyashko; Party of Natalia Korolevska and Ukrainian Democratic Alliance for Reform of Vitali Klitschko. In 2014 there are the political forces of Oleh Lyashko, Petro Poroshenko, Anatoliy Hrytsenko;

- national patriotic category – All-Ukrainian Union «Fatherland» or Batkivshchyna, «Our Ukraine», «Ukrainian National Assembly»;

- development strategy – «Party of Regions», «New policy»;

- social groups – the Party of Pensioners of Ukraine; «Solidarity of Women of Ukraine»; Party «5.10»;

- ethnic definition – «Russian Bloc» in 2012.

Thus, the name of a political party can project success or rather narrow electoral base.

A number of political parties in their campaign use its name as a logo (All-Ukrainian Union «Fatherland» or Batkivshchyna, «UDAR», «Opposition Bloc», Union «Self Reliance»). So, these parties have laid the symbolic meaning in its name and design elements: color, font⁴.

However, most political parties have emblems involving recognizable symbol that already carries a meaning and an information report⁵.

Properly chosen symbolism is very important. It should be perceived immediately and express the content of ideological and political principles of the party, its social base, such as the hammer and sickle of the Communists, the Socialists roses, sunflowers in «green» parties, clenched fist in youth organizations and others.

The use of names and symbols of the party is governed by the Law of Ukraine «On Political Parties in Ukraine» dated April 5, 2001. In accordance with Art. 9 of this Act the name of the party and its symbols do not have to match the name or symbols of other (registered) political party. Literal reproduction of state symbols of Ukraine and using of symbols of foreign states is prohibited. A political party can have party symbols, which includes party anthem, motto, identification mark. The symbolism of the party must be

¹ Лісовська, М. М. (2015) *Партійна символіка у виборчому процесі України*. Луцьк.

² Котлер, Ф. (2008) *Персональний брендинг*. Москва: Издательский дом Гребенникова, 240.

³ Лісовська, М. М. (2015) *Партійна символіка у виборчому процесі України*. Луцьк.

⁴ Руденко, А.Ф. (2012) Візуалізація партійного продукту: назва та символіка в бренд-стратегії політичних партій України. *Вісник Дніпропетровського університету. Серія: Філософія. Соціологія. Політологія*, 9/2, 157–162.

⁵ Мальована, Ю. Г. (2010) Комунікативний аспект політичної символіки. *Гілея*, 32, 303.

registered by the Ministry of Justice of Ukraine in the manner determined by the Cabinet of Ministers of Ukraine¹. The exact description of the party structure symbols must be contained in its statute.

The emblem of the party is an important component of the unique style and image.

The emblem of the party is its essential attribute not only for the elections, it is also used on party banners, for the registration of official documents, publishing, manufacturing souvenir products during various events organized by political party².

Any emblem consists of individual characters (color, subject, verbal) and depend on their function may be both a symbol³.

Each character should be a long-term contribution to the reputation of the brand.

Political symbols do not guarantee a quick political success and unquestioning victory of policy or party. It is means of improving the competitiveness of political actors due to including it to block of the symbolic characteristics of political figure or image of the party organization⁴.

Using communicative potential of characters is capable both to increase status, popularity and competitive political force on the political market, and crash down its position. This largely depends on the well-chosen colors correctly and interpreting elements.

The choice of colors is not accidental. Colors subconsciously carry coded information which we perceive, but not always understood.

Colors in political processes have become very important. Thereby, non-violent change of authorities and modes is widely known as «color revolutions».

Mental reactions to color based on associations first were explained in his theory by Johann Goethe⁵.

Color can be in different situations have different values. This is detected in different cultures, traditions colored symbols, modes, circumstances and personal preferences of different people⁶.

Around the world political parties associate themselves with certain colors to stand for election. Ukrainian parties are no exception – white-blue «regionals» (now – «Opposition bloc»), red communists, socialists pink, red and black are right-wing, «green» and more.

One of the basic political appointments of the color symbolism is to create a so-called «brand recognition». It is a subconscious association of voters' particular political symbolism with a particular political actor. This is a major challenge for the political forces that are just beginning to exist. Color brings the emotions and feelings that occur during his contemplation on political actor with whom he associated through the symbolism⁷.

Psychologist Nicholas Gnatko after analysis of party palette claims that colors affect the human psyche as follows: red leads to activation and creates a certain tension, pushing to action and signals about alarm; green means internal discipline, focuses on credibility, prestige, holding back; combination of white and blue gives a sense of coldness and stability; black is mysterious, disturbing, closed color; combination of red and black is energy charge that covers depression and stress, stimulates to overcome obstacles; orange mobilizes and minimizes the distance⁸.

Color enables positioning, product awareness, provides political association product with its symbolism.

The only political color in the world which is treated equally is the red. It symbolizes the revolutionary struggle against the exploiters. Red is popular among Ukrainian parties. In its symbolism in the 2012 election campaign red color were actively used by left-wing parties – the Communist Party, Party of Pensioners of Ukraine, People's Labor Union of Ukraine, as well as opposition to the government – «All-Ukrainian Union «Fatherland», «UDAR», Radical Party of Oleh Lyashko, Ukrainian National Assembly. In 2014 the use of red, white and black was the most popular combination. It was used

¹ Закон про політичні партії в Україні 2001 (Верховна Рада України). Офіційний сайт Верховної Ради України. <<http://zakon5.rada.gov.ua/laws/show/2365-14>> (2016, грудень, 1)

² Гринберг, Т. Э. (2005) *Политические технологии: ПР и реклама*. Москва: Аспект Пресс, 205.

³ Нагорняк, Т. Л. (2010) Символічний вимір політики і політичної мови. *Сучасна українська політика. Політики і політологи про неї*, 19, 186.

⁴ Мальована, Ю. Г. (2010) Комунікативний аспект політичної символіки. *Гілея*, 32, 303.

⁵ Гете, И. В. (2012) К учению о цвете. Хроматика. Очерк учения о цвете (отрывки). *ПСИ-ФАКТОР*. <<http://psyfactor.org/lib/gete.htm>> (2015, листопад, 30)

⁶ Щербина, Ю. С. (2011) Колір у символіці політичних партій України як прийом маніпулювання. *Гілея*, 48, 845.

⁷ Щербина, Ю. С. (2011) Колір у символіці політичних партій України як прийом маніпулювання. *Гілея*, 48, 843.

⁸ Партійна палітра. *Рівненська газета*. <http://www.gazeta.rv.ua/print_version/article/10924/> (2012, січень, 27)

by the Right Sector, the Communist Party, the Congress of Ukrainian Nationalists, Party «5.10» and the leaders of the race – Petro Poroshenko Bloc «Solidarity», All-Ukrainian Union «Fatherland», Radical Party of Oleh Lyashko. Popularity of the red can be explained by the mood of society which is at war and seeks to mobilize active and decisive system changes.

People like to enjoy symbolic value of national colors. It is actively used by Ukrainian political forces. Thus, in blue and yellow colors are logos of parties which were participating in the race in 2012 – «Party of Regions», the Liberal Party of Ukraine, All-Ukrainian Union «Svoboda», Ukrainian Platform «Sobor», «Our Ukraine». In 2014 the political market of Ukraine, more than ever, was observed a request for all patriotic and Ukrainian. Therefore, the party symbols and advertising strategies widely used yellow and blue colors («Solidarity of Women of Ukraine», «People's Front», «Revival», «Power of People», All-Ukrainian Union «Svoboda», «Liberal Party Ukraine», «Civil Position»).

Cool shades of dark-blue, blue colors in brand strategy are using by organizations which seeking to persuade customers in their stability. White and blue tones were used by the «Party of Regions» in 2012 and its successor in 2014 – the Party «Opposition bloc». It should be noted that in politics it is generally accepted that blue is associated with the Conservatives (UK Conservative party, «United Russia»)¹.

White color symbolizes purity of intentions and beliefs. It was chosen by leader of All-Ukrainian Union «Fatherland» Yulia Tymoshenko.

All shades of green colors are traditionally associated with environmentalists, it is used in its symbolism by Ukrainian «green» parties too. However, due to the narrowness of the electoral support of environmental trends and, consequently, free green niche in the political market was chosen for itself by Union «Self Reliance».

Pink color of Socialist Party of Ukraine and «Bloc leftists Ukraine» is a tribute to the European socialist movement as color opportunism in the world labor movement².

Ethnic and ideological symbolism in the 2012 elections was reflected in the logo «Russian bloc» which is made in the colors of the Russian flag.

Of course, we should not forget that the symbols are working only in their environment. They can be confusing and did not have any meaning out of context.

So, during the development of the brand is extremely important to consider such a communication component as color, which is a powerful tool for manipulating the human psyche³.

It can be argued that in 2012 «Party of Regions» as the leader of the race with the help of their color scheme aimed at conservation of the existing state of society. In 2014 a new leader «Petro Poroshenko Bloc «Solidarity» chose red, feeling the requested changes and reforms in society.

Another important component of the party logo is a symbol. The logo should be simple, not overloaded with many elements. The most optimal emblem – those in which there is one key object causes direct association with a political party and professed her value system⁴. If the logo contains more than two elements, it becomes more difficult to understand. Ukrainian party overwhelmingly stick to this rule and do not bother their logos redundant elements. For example, rose in Socialist Party of Ukraine, swallow in the «Ukrainian Platform «Sobor», trident in the «Right Sector», map of Ukraine in the «Party of Regions», forks in the Radical Party of Oleh Lyashko, etc.). It is difficult to understand the symbolism of Party of Pensioners of Ukraine, political association «Native Fatherland».

A popular symbol at party logos among the subjects of the election in 2012 was rising sun («Our Ukraine», «Ukraine – Forward!», «New Policy»), which is linked to the symbolism of the heroic undertakings. In 2014 it was used by political party «Revival» and again «New Policy»⁵.

Renaissance and hope were laying in his symbol – swallow – by Party «Sobor». The dove in the Liberal Party of Ukraine symbolizes harmony and renewal of life⁶.

¹ Руденко, А. Ф. (2012) Візуалізація партійного продукту: назва та символіка в бренд-стратегії політичних партій України. *Вісник Дніпропетровського університету. Серія: Філософія. Соціологія. Політологія*, 9/2, 157–162.

² Похлёбкин, В. (2001) *Словарь международной символики и эмблематики*. Москва: Международные отношения.

³ Щербина, Ю. С. (2011) Колір у символіці політичних партій України як прийом маніпулювання. *Гілея*, 48, 848.

⁴ Гринберг, Т. Э. (2005) *Политические технологии: ПР и реклама*. Москва: Аспект Пресс, 205.

⁵ Адамчик, В. В. (2008) *Полная энциклопедия символов и знаков*. Минск: Харвест, 484.

⁶ Адамчик, В. В. (2008) *Полная энциклопедия символов и знаков*. Минск: Харвест, 8.

Well-known brands and its working brand-symbols are using by Socialist Party of Ukraine in their logos (rose is a symbol of European social democracy), Communist Party of Ukraine (sickle, hammer and star are traditional Soviet symbols).

Green parties can be easily identified by their symbols – sunflower, which is common logo of ecological parties in the world¹. Sunflower is the symbol of the Green Party of Ukraine.

The symbol of All-Ukrainian Union «Svoboda» is the inscription «Freedom» by yellow letters on a blue background, that is the using of colors of the national flag of Ukraine, and the using of simplified image gesture «Trident-Will» in the form of elongated hand with three fingers up. This symbol in understanding the party represents a small emblem of Ukraine, which also has been intended to official state symbols, but that does not contradict the statement of the Law of Ukraine «On political parties» in which «literal reproduction of the state symbols of Ukraine is prohibited»². The appeal to official state symbols and colors can be explained by desire to influence the audience and to be recognizable through associative concept of «state», «Ukraine»³.

The constituent symbols of the «Right Sector» are the trident with a sword – a historic symbol of Ukrainian Nationalists led by Yevhen Konovalets.

Visual communication of Radical Party of Oleh Lyashko almost unchanged from 2012. There were preserved three basic colors – white, black and red, using photos of politician and the main thing – were remained the main symbol associated with the party and its leader – forks and pictures of Oleg Lyashko in embroidery⁴.

Shield logo was used by political party «People's Front» in the parliamentary campaign of 2014. This decision was harmonized with the brand name of political force and corresponded the social and political situation in Ukraine.

Creating a party brand requires the using of special set of fonts to highlight specific messages to voters. The task of the developers' party style is to find a font that would fit to the image. It can be a business, male, female, light, heavy, elegant and so on. Font types are divided into direct, italic, ornaments and more. They may differ spelling, length and width, saturation and more. It is necessary that font of political product can be identified at a glance⁵. For example, interesting writing is used in symbolism political party «Ukraine of the Future». For the initial letters of the party name was chosen painted style, it looks like a children's sketch and has meaning of outline honest and sincere future; but the inscription under the letters «Ukraine of the Future» has strict style as the stable foundation of future development⁶. «Right Sector» uses the label name with a touch of traditional Cyrillic – referral to the roots of Ukraine-Rus.

One of the best practices to promote political party logos, images of candidates is the use of souvenirs (office supplies, household items, clothes, etc.). The main goal is to provide memorability candidate or party in the minds of voters, associate an image that is offered with appropriate signs, symbols. If voters accept symbols candidate or party, they have become like part of the team. This is a kind of tags that are imposed on voters⁷. If souvenirs were made qualitatively, attracts attention and causes an emotional response, that's mean that the goal is reached⁸.

Consequently, the political symbolism is a separate element of the implementation of political power and powerful psychological impact. Understanding the mechanisms of its functioning can be an effective tool in the political struggle⁹.

¹ *Партії і рухання Західної і Східної Європи: Теорія і практика* (1997). Москва: ІНІОН РАН, 140.

² *Закон про політичні партії в Україні 2001* (Верховна Рада України). *Офіційний сайт Верховної Ради України*. <<http://zakon5.rada.gov.ua/laws/show/2365-14>> (2016, грудень, 1)

³ Слободян, В. (2010) Роль ідеології у формуванні іміджу політ. партії націоналістичного спрямування (на прикладі ВО «Свобода»). *Науковий блог НаУ Острозька Академія*. <<http://naub.oa.edu.ua/2010/rol-ideolohiji-u-formuvanni-imidzhu-politychnoji-partiji-natsionalistychnoho-spryamuvannya-na-ptykladi-vo-svoboda/>> (2014, вересень, 20)

⁴ Щербина, Ю. С. (2011) Колір у символіці політичних партій України як прийом маніпулювання. *Гілея*, 48, 848.

⁵ Ромат, Е. (1995) *Реклама в системі маркетинга*. Харків: НВФ Студцентр, 117.

⁶ Символіка. Логотип партії Україна Майбутнього. *Сайт політичної партії Україна Майбутнього*. <<http://um.ua/ru/site/Dokumenty/Dokumenty/Simvolika>> (2012, грудень, 15)

⁷ Чуладзе, А. (2000) *Большая манипулятивная игра*. Москва: Алгоритм, 124.

⁸ Лісовська, М. М. (2015) *Партійна символіка у виборчому процесі України*. Луцьк.

⁹ Грибакина, Н.В. (2002) Политический символ как средство политического воздействия. *Политические технологии*, 98–108.

Summing up, it should be noted that formed brand of political party is one of the factors of political success because it helps enrich the image features that enhance its value. Name of political force and its symbols are important elements of the party brand, they are carrier of information.

Through symbolic form party deciphers the meaning of the name, identifies itself ideologically, recalls the essence of their programmatic objectives, declares the goal of the current campaign and immediate tasks.

The name the political force should facilitate its recognition, identification, mapping party specifics. The names are as code symbols cause approving or disapproving reaction.

Party symbols are recognized and associated in the public opinion with a certain party, affect the voters' behavior. Semantic, graphic and color schemes of the party brand have a large impact on its image. Logos of Ukrainian political parties are not overloaded with details, easy-playing and easy to remember.

So, political forces are seeking to influence the choice of citizens not on base rational, but emotional perception of their brands.

Political parties are actively using marketing techniques that do not always work and the reason is the isolation from the Ukrainian authenticity. Variegatedness of Ukrainian political parties and their constituents visual content do not reflect the nature of the activities.

The names of political party and symbols mostly have an image character. Herewith a clear direction of development of society is absent.

The process of naming and creating party symbols should be thought out because they are the information channels of communication between the party and society. As the whole party brand, they must base and have symbolic meaning of ideological and moral values or national state-building traditions for the understanding the prerequisites of the electorate behavior.

Only under such conditions visualization in brand strategy of Ukrainian parties is able to become really effective way to influence the electorate, which, in turn, is the key to lasting political life.

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