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## **THE ESSENCE OF POLITICAL COMMUNICATION AS A PROCESS OF INTERACTION**

In the political sphere of society, there is a large number of dependencies between political leaders and political parties that are fighting for power. The deepest are the connections that arise as a result of information exchanges and forms of mutual communication that are formed on this basis, or, in other words, forms of communication. It is on the basis of communication that information transfers political experience to future generations, contributes to the socialization of people, and structures the political life. For the first time, the term communication in its modern meaning was introduced in 1943 by N.

Wiener. However, later some researchers clarified and slightly modified this concept. At the beginning of the 21st century, for example, the term communication came to mean the establishment of contacts between subjects, the form of their interconnection, and the very act of communication, as well as the process of transforming certain messages into common asset, etc. In explanatory and terminological dictionaries, the word communication is seen as the broadcasting, sharing (of thoughts, information, news, etc); information; interaction, connection, news, means of communication.

Political communication is a process of interaction between political entities based on information exchange and direct communication, as well as the means and methods of this interaction. Political communication is the process of political information transfer, by means of which information circulates between elements of the political system, as well as between political and social systems. There is a continuous process of information exchange between individuals, as well as between those who govern and those who are governed, in order to reach agreement. Political communication is a special case of successful implementation of information exchanges, an attempt of the communicator (e.g., government agencies) to establish contact with its counterparty. This form of communication, established on the basis of directed information transfer, leads to a meaningful response from the recipient to the communicator's challenges.

The overall goal of political communication can be expressed differently through the activities of specific politicians and political forces. However, it is only through political communication channels that they can make their decisions public and explain them, seek political support, report, and create an image.

Political communication can develop at several levels, namely at the interpersonal, group and mass levels. The circle of participants in mass political communication includes citizens, political organisations, state institutions, and mass media. Nevertheless, only mass media are the channel of mass political communication, which perform the following functions: informational, of articulating public interests, of criticism and control, of education, of innovation, of socialisation and integration, and of mobilisation. Thus, mass political communication includes media with a specific functional programme. This programme should be focused on organising and supporting regular information exchanges between participants in the political process.

Functioning in the dialogue mode is determined by the type of the political system, the political culture of society, and the legitimate norms governing relations between the government, the public and the press. However, the feedback function fails in totalitarian and rigid authoritarian societies. Here, ideology and propaganda always claim to be the truth of last resort, and the government rules by administrative methods. In countries with

democratic systems, the dialogic parameters of the media are supported by the broad opportunities for social forces to participate in the political process. In today's dynamically changing information environment, political factors stimulate the establishment of new relationships, previously unusual contacts, and form a new style of communication between citizens and the authorities. At the same time, the government itself, its political structures and institutions are undergoing transformation. State structures are mastering the technologies of PR communication, political advertising, and other modern methods of communication with civil society, and contact with partners and opponents. At the same time, the traditional carriers of political influence in society – parties – are giving way to the media and other institutions that form the information space of the government.