

The methods of electorate mobilization: basic techniques and tactics

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Abstract – *It is considered the importance of mobilization actions for intensification of citizens in the election. It is underlined that nature of political changes substantially depending on the social and cultural context of the political system. It is affirmed that an emotional dominant of electoral prevails in the electoral practice of Ukraine. An influence of such dominant is impossible without using of mobilization of manipulative technologies.*

Keywords – electoral technologies, mobilization technologies, manipulation, manipulation of consciousness, manipulation of processes.

I. Introduction

The election process and its main components are always in the centre of applied politics. The success of the elections, the public recognition of its results are the first indication of the capacity of the society to solve peacefully its basic social, political and other issues.

It is known that the level of political participation of citizens is determined by the degree of the development of their personality, their willingness to change their lives through active public work or their inactivity. Thus, the effectiveness of the citizens activity depends on a rather big efforts, even its mobilization character.

II. The technological methods of voters mobilizing

It is used a wide range of technologies in today's modern election process that allow you to get the desired result: it is usually whether to be elected or re-elected to a position. So, political technology is a system of methods and techniques of a consistent achievement of the desired result in a particular area of political activity [1, s. 93].

There are widespread the mobilization technologies among the political ones. Mobilization technologies are the techniques of forcing the support of political decision with the help of great amount of population. They are divided into:

- rational (soft, based on the conviction and hard, based on compelling);
- irrational (the reference to the authority, the majority view, manipulation etc.) [1, s. 94].

A group of current politicians are creating a number of manipulative mobilization techniques to use in their political activities. It is necessary to understand that the manipulative mobilization techniques are the set of methods and means of the manipulative influence, that

aims to encourage people to pre-defined algorithm action or to solve a specific tasks.

The scientists identify two main types of political manipulation: the manipulation of consciousness and the manipulation of processes [2, s. 98]. The manipulating processes have a widespread common meaning in political science. It's "the administrative resources", "the usage of official position for their own benefit", etc.

The political mobilization is interpreted as forcing the support of various political action with the help of great number of population. The mobilization involves a high level of mass participation in politics, their political engagement. The means and the technologies of political engagement are divided into soft (the assurance that it will be focused on the citizens goals and interests) and hard (the compulsory, that envisage the masses attraction to political participation, without a consideration of their views and opinions) [1, s. 99].

Most Western scholars determine the political mobilization as the activity that is the result of the political leaders influence or the organizations and individuals that are based on the suppression or distortion of free and rational political choices of its individuals [3].

Therefore, this authoritarian mobilization is contrasted to autonomous participation as a result of rational self-determination of individuals, not due to any external factors.

To mobilize the electorate technology the researchers, particularly O. Boyko, include the following techniques:

- "sensing / soil preparation", which establishes the circumstances / situations that facilitate the manipulative steps:

a) a detailed discussion in the media of possible scenarios after the political or administrative decision (the reaction to political forces caused by its reshuffle in the government, etc.),

b) the supply to the negative publicity forced to report more negative and inaccurate information that is contradicted at the last moment,

c) "trial balloon" – the preliminary / rehearsal before the introduction of the basic political action, something similar to the bulk, in order to check the possible reaction of the masses to it;

- "the entourage creation", which consists in organizing and creating in practice a complex of related conditions that intentionally and predictably lead to decision-making (hanging on trees the tapes with party colors, rewarding people with their certificates, commemorative medals, souvenirs of a political leader, the support of a candidate actions with the help of authoritative scientists, famous writers and musicians, etc.);

- "The telephone penetration", involving the simulation of a telephone survey team candidate for a position, that aims to:

a) inform voters about "the correct" candidate, and fix them in the memory his last name (that must repeat several times) the and positive image (the questionnaire is formed with the aim to emphasize on the attractive features of the candidate);

- "the relay withdrawal", the matter of that is to:

a) enhance the effect of the election campaign of candidate manipulator in the way of comparing it to the media with the same unsuccessful action of its competitor;

b) the focusing on public the unsuccessful competitor actions;

c) the usage of another resource popularity;

• “the scam”, which are widely publicized by the game (the betting, the lotteries, the quizzes, etc.) it is envisaged:

a) the distraction from the real voter's choice of a candidates, enticing his ability to win a prize or monetary reward in exchange for a certain vote;

b) in the course of the game with the help of sociologists, media, the rumors constantly hinting voters about who will “really” win – this is the organizer of the event;

• “the colliding of interests”, the matter of that is to

a) create a conditions / situations in which a competitor has to resort to words / actions that significantly contradict by the ideals, aspirations, dispositions of voters,

b) a constant reminding to a public the in felicitous remarks and actions of a candidate - competitor;

• “the immediate results”, that is to identify and to support a public vote motif that is associated with the desire of voters to receive a result from the winning candidate immediately after the elections;

• “the choice”: the constructing of artificial situations in which is implemented this option will, in which the outcome of the vote is predetermined;

• “the struggle against the common enemy”, that is

a) labeling “enemy” in a political leader or political party rival;

b) an artificial fabrication of mythological image of “the enemy”;

c) the need for whipping up the tension slogans against “the enemy” in order to enhance the motive of voting for the candidate who defends the common interests from enemy attacks. There are typical statements that illustrate this technique: “Who is not with us - against us”, “The enemy of my enemy - my friend”, “We will win them”;

• “the inefficient experiment” that envisages the artificially creating a situation of distrust in the ruling authority by focusing on the fact that the reforms that are undertaken by the government, is “only” an unfortunate, inefficient experimentation of a society that should be stopped in the way of changing the ruling elite;

• “the unnecessary change”, that is to form the majority of voters thoughts / feelings that the changes which they expect after the election the ruling elite power has already started it [4, s. 184-186].

Conclusion

The use of mobilization technologies, in particular, the manipulative authoritarian nature of electoral practices of Ukraine confirms the prevalence of emotional dominant electoral choice of voters. In this case, we should talk about the necessity to reduce such authoritarian mobilization to reproaches competitive mobilization of values based on a tradition that dates back to classical liberal theory of democracy. According to D. Goncharov, within this tradition as the most essential component of democratic politics is considered autonomous and rational individual, political participation which is determined only by its natural ability to adequately use their own mind. The status of authoritarian political mobilization is characterized as unambiguously negative [3].

These techniques and tactics of authoritarian mobilization in the electoral process usually does not coincide with the existing regulations, including the legal framework, leading to a situation where citizens are able to make informed choices. Therefore, the prospective studies are real implementation in Ukrainian electoral practice model of rational choice and the formation of a “problem mobilized” individual who is based on a personal interests, uses vote for their own purposes, but the primary role in supporting citizens plays not his party affiliation but the focusing on solving the specific political objectives.

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