

or substitution; defaced or altered; loss, injury, or damage; use, misuse, or abuse; in contract or in tort; expressed or implied; altered or amended; repair or replacement. Among them, loss, injury, or damage; in contract or in tort; expressed or implied are frequently used formulas. Some words, which are not synonyms or near-synonyms, are also used together for accuracy, for instance: breaking and entering, shall be or remain liable, etc. It is blameless to use commonly used reduplications of synonyms or near-synonyms to obey the habit of legal English, while it is necessary to avoid using superfluous words.

References:

1. Dong Qiming. *English Stylistics: A New Course Book*. – Beijing: Foreign Language Teaching and Research Press, 2008. – 235 p.
2. Garner B. A. *The Elements of Legal Style*. – Oxford: Oxford University Press, 1991. – 273 p.
3. Tiersma P. M. *Legal Language*. – Chicago: The University of Chicago Press, 1999. – 328 p.
4. Widdowson H. G. *Explorations in Applied Linguistics*. – Oxford: Oxford University Press, 1979. – 273 p.

Anastasiya LUTSYSHYN

Stenden University of Applied Sciences , Leeuwarden, Netherlands

SOCIAL MEDIA IN POLITICAL PROCESSES

These words perfectly represent politics, because politics as a great mechanism that creates an imaginary world often refers to lies and promises. How often have you heard about beautiful plans from politicians before elections, which they desperately promise will reach fruition? How often, then, do these promises come true?

Effectiveness of the political sphere of any country can best be estimated by analyzing communication that takes place at all levels of the state. First, political communication can be divided into two groups: (1) vertical, and (2) horizontal. Vertical communication is a top-down communication which helps to link the different levels of organizations and to coordinate their activities. This occurs, for example, when supervisors give specific instructions to execute or to provide information. On the other hand, horizontal communication is made between those who are in the same level of hierarchy. Such exchanges of information provide coordination of activity. Studies show that the effectiveness of horizontal communication reaches 90% due to a significant level of understanding about the nature of tasks and related problems.

Nevertheless, the use of online resources is still a new trend, so politicians had to learn quickly how to use social media to engage a broader audience. A good example is Barack Obama who has more than ten profiles on social networks from MiGente, to Facebook, to BlackPlanet. Yet most politicians' personal opinion regarding the use of Internet resources remains veiled, meaning the issue needs more study. Candidates feel that social networks are not informative or inspirational, but

more about point scoring. Davison (1983), for example, has identified a tendency for individuals to be greater influenced by messages on the media of others than by their own. Additionally, the Ukrainian researcher E. Tikhomirova believes that political communication consists of government, party, electoral, and lobbying components. Internet use provides citizens with broader chances for participating in political processes. Through online access they can monitor decision-making processes, advice, and shared opinions of politicians. Robert Dahl (1982), states that, «Democracy has experienced several revolutions.» Also, L. Grossman (1995) believes that the development of new communication technologies comes with a new third great era of democracy. Furthermore, there are different ways through which politicians can contact voters. For instance, Facebook is a powerful platform that allows them not only to report the news but also to upload fast videos and photos. Twitter in turn gives them an opportunity to write small notes, to announce events, and to communicate with followers. Finally, Youtube's status as the second-to-use search engine makes it a good PR strategy. Every online platform is unique, but what unites them is enhanced possibilities for reaching larger audiences.

Ukrainian researcher A. Hotun (2014), however, notes that Ukrainian politicians are slow to learn these latest technologies. Because of this, he predicts further development of political communication on the Internet, an increase in online competition and in full interactive communication. Still, Ukrainian researchers have provided ambiguous assessments of the effectiveness of social media in political communication, even though they believe that the network has the potential for the development of civil society. Today, social media helps to strengthen national identity, build social capital, and contributes to the growth of social trust as prerequisites for social self-organization. Experts say that social media in Ukraine is able to become a new political and communication technology that will form a civil society and transform Internet-media into open discussion platforms. So the use of social networks by politicians is still new as a method of spreading information. It is actively used in the world, but for Ukraine this phenomenon is a new one. However, this is a good opportunity for voters to follow the course of political events while sitting at home, while riding the subway, or while waiting in queues. Certainly it helps to develop the political awareness of the average citizen.

Over the last few years, we have been living in a digitalized time that has led to modifications in the dissemination of information and our role in this process. The number of Americans who use their phones to track political news has doubled. In 2010, only 13% of voters monitored political events, but in 2014 that percentage more than doubled to 28%. This means that smartphones allow for attracting new audiences into the political process. The use of mobile devices provides us with free access to information all the time. Since political campaigns are aimed at mobilizing voters, the use of social networks has led to closer collaborations between voters and politicians. However, some scientists claim that European politicians are not yet using social media as effectively as television or print media. In the United States the situation is different. A Pew Internet & American Life survey conducted in 2010 showed that 23% of Americans were trying to persuade their friends to vote for a particular candidate, and 10% even took part in political rallies. So, through social media, average citizens are transformed into advertisers, and politicians use them as personal networks by imposing their own social values, positions, or ideology.

More analysis of the influence on voters made by politicians through the use of social media is needed. I conducted a study focused on local level activities. This process involved two categories: (1) teachers at Ternopil National Economic University, and (2) their students. Overall, research has shown a high level of involvement of Ukrainians to social networks, around 85% between the ages of 25 and 45 years and 100% of young people between 18 and 25 years of age. However, only 75% of students consider themselves as active users of social networks. Young people use networks mainly to support interaction with friends (39%), and for entertainment (23%). Ukrainians are not sufficiently using social media to track local elections. Only 40% of teachers and 34% of students regularly browse for news and online videos about politicians. Ukrainian voters (76%) believe that social media can have a significant impact on political processes and elections. What is more, social networks play an important role in the dissemination of information, in shaping public opinion, and in creating opportunities for political motivation. About 60% of respondents believe that there is a relationship between the number of followers on a webpage and success in elections. Contrarily, 50% of teachers and 70% of students consider this as a negative influence, as social media does not help voters identify with their own priorities, but only stands as media manipulation. However, 68% of teachers and 34% of students believe that political campaigns in Ukraine are not sufficiently covered by social media, and politicians do not promote themselves enough through them. That is why Ukraine needs to activate the process of information distribution through social networks. Almost 80% of voters feel frustration and loss of confidence in politicians. They have no sense of participation in the election process through social media.

So, all social media platforms are used as a convergence between politicians and voters. This phenomenon is well known across the United States and in countries of the European Union. Will social media become a new method for forming political decisions and increasing transparency of political processes in Ukraine? This is a key question to which the answer is not found yet.

Mariya NYKOLYSHYN

Ternopil National Economic University

INFORMATION AS AN IMPORTANT TOOL IN MANAGEMENT

If you are in business, you need to know what is happening out in the world of consumers and competitors. Things are always changing. That is why companies have to gather information from various sources to stay in deal.

There are two major objectives to use of customer information. First, businesses use it to learn what customers` wants and needs. Second, they use it to more efficiently offer their products to customers [2].

Nothing new that almost every business is in a constant competition to please and retain customers. It is the reason why they expend a great deal of effort to learn the desires of consumers. For example, Americans` historical buying patterns show a