

---

*Pavlik E.*

Post-graduate student of philosophical faculty  
of Lviv Ivan Franko National University

## **Manipulative technologies: nature and characteristics of the usage on the example of Parliamentary elections in 2014 in Lviv region**

In the article the author made an analysis of nature and characteristics of manipulative technologies which were used during the elections in 2014 in Lviv region. Problematic aspects of manipulative technologies had been considered. The effects of the usage of manipulative technologies during the elections in 2014 in Lviv region have been examined.

*Keywords: manipulative technologies, elections, Lviv region, parliament, Supreme Council of Ukraine, electorate, right to vote*

## **Technologii manipulacji: rodzaj i charakterystyka zastosowania na przykładzie wyborów parlamentarnych 2014 w regionie Lwowskim.**

W artykule zrobiona analiza rodzaju i charakterystyki technologii manipulacji, które były zastosowane pod czas wyborów parlamentarnych w 2014 w regionie Lwowskim. Przegląd Problemowych Aspektów Technologii manipulacji. Zbadany wpływ wyborów parlamentarnych 2014 w regionie Lwowskim

*Słowa kluczowe: Technologii manipulacji, wybory, Region Lwowski, parlament, Verhovna Rada Ukrainy, elektorat, prawo wyborcze.*

## **Маніпулятивні технології: суть та особливості застосування на прикладі парламентських виборів 2014 р. на Львівщині**

У статті зроблений аналіз сутності та особливостей маніпулятивних технологій, які застосовувались під час проведення парламентських виборів у 2014 році на Львівщині. Розглянуто проблемні аспекти маніпулятивних технологій. Досліджено результати впливу маніпулятивних технологій на парламентських виборах 2014 року на Львівщині.

**Ключові слова:** маніпулятивні технології, вибори, Львівська область, парламент, Верховна Рада України, виборці, виборче право.

Extraordinary elections of people's deputies to the Verkhovna Rada of Ukraine in 2014 have been scheduled for October 26. According to the 90-th article of the Constitution of Ukraine, the Law "About the elections of people's deputies of Ukraine" was set a 5% threshold and a mixed system: 225 deputies are elected in nationwide multi-member constituency according to the electoral lists of political parties, and the remaining 225 deputies are elected on majority system in single-member districts. It is understood that the parliamentary elections held in October 2014 is an extremely important event, since its basis was the Revolution of Dignity. From this standpoint, it should be pointed that the choice the Ukrainian people should do was formed in the framework of hostilities in the ATO zone, lustrating period of severe economic and political situation. In fact, there were a number of elements that influenced the deployment and the result of the election in Ukraine as a whole and in Lviv region, in particular.

It is worth noting that the electoral process is one of the most important components of democracies, as due to this realizes the key public and civil human rights. However, parliamentary elections in 2014 in Lviv, are characterized by a number of such problems: falsification, fraud, buying votes, various forms of political and social adventures that affect the election process. Together, all this forms the negative trends on the election results.

The aim of the article is to study the contemporary forms and mechanisms of manipulative technologies in the process of conducting the parliamentary elections in 2014, in the Lviv region. Among the scientists who worked on the lighting question of manipulative technologies in the process of conducting parliamentary elections should note the works of G. Lutsyshyn, S. Doroshenko, P. Mykulshyna, I. V. Narayevska, V. Shapovalova and several other scientists.

We will focus primarily on the analysis of deputies elected on majority system that contested and won in single-mandate election districts on the territory of Lviv oblast. Though, the majoritarian component of the electoral process had a number of negative aspects during the election campaign on the territory of Lviv oblast (bribery of voters, abuse of administrative resources, indicative charity), but the result, as it turned out, was not so easy to predict. The intrigue about who will be the winner was preserved in seven electoral districts of Lviv region out of 12 of them: on the territory of Zhovkva and Yavoriv the competition was between Vasyl Pazynyak and Taras Kozak, on the territory of Sykhiv district of Lviv – the main opponents were Mykhailo Khmil and Dmytro Dobrodomov, on Peremyshyl and Zolochiv were Taras Batenko and Lydia Cotelac, on the territory of Galitsky district of Lviv until recently there was a fierce fight between Taras Stetskiy and Igor Vasiunyk, not so clear looked the fight of Dubnevych brothers against Yuri Mikhalyshyn and Tatiana Chornovol, on the territory of Starosambir and Turkiv – the opponents remained Andriy Lopushanskyi and Igor Pukshyn. However, the result of the elections exceeded the expectations of not only the experts, but also the candidates

themselves and the parties that nominated them. In particular, we are talking about the final results of voting in 122-nd, 123-rd, 125-th electoral districts, where suddenly the victory was won by the candidates from the United opposition.<sup>1</sup>

In General, as for the victory in single-member districts of Lviv oblast, the brand the United opposition was 92% paid off. In 11 out of 12 constituencies won the actual candidates from the United opposition. And only in 120-th local district Tatyana Chornovol (not being the local citizen) failed to defeat the independent candidate-oligarch Yaroslav Dubnevych. At the end, “Svoboda” has received 4 mandates in the Verkhovna Rada from Lviv region, “Batkivshchyna” – 7, and one member without party affiliation. Despite the fact that the brand of the United opposition still worked, candidates received a different number of votes. Undisputed leader by the number of votes is Irina Farion (631 77 voters), being overtaken by only three candidates from the Donetsk region – Alexander Babkov (92 239 voters), Mykola Levchenko (89 630 voters), the Yuhym Zvyagilskyi (83 029 voters). Considerable support was expressed to members of the same Farion party- Iryna Sekh and Yuri Mykhalyshyn. By the number of votes a candidate from “Batkivshchyna” Vasyl Pazynyack was among three leaders, whose victory was one of the biggest surprises in Lviv region. Less than half of the votes received Andrew Tyagnybok, Lydia Kotelak and Igor Vasiunyk, the latter ahead of its main rival by only 251 3 voices.<sup>2</sup>

It should be noted that the party of Arseniy Yatseniuk “Narodnyi Front”, was the largest in the campaign, it should be said that the main idea of this party is properly and harmoniously selected composition of the party. New political personalities such as Andriy Parubiy, Tatyana Chornovil created a certain illusion of political coziness and hopes that this party and its participants will be able to adequately lead the country out of crisis.

Analyzing the Block of Petro Poroshenko, it is worth pointing on such trends, which prevailed in the minds of the public of Lviv region.<sup>3</sup>

- a membership of the party is composed of people who have sufficiently high political authority in Ukraine. Vitaliy Klitchko, who has significant electoral field, Yuriy Lutsenko, which effectively distinguished as a political leader on the Maidan, Mustafa Dzhamilev as the leader of the Crimean Tatars, Maria Matios and others. Therefore, it is possible to understand that all these people, going to the Poroshenko party pulled a great number of voters, as many Ukrainian citizens voted not for the party, but for individual candidates;
- the majority of voters in the face of the party saw Petro Poroshenko and accordingly voted for their own President;

<sup>1</sup> Луцишин Г. Політична мобілізація національних меншин України на сучасному етапі / Г. Луцишин // Українська національна ідея: реалії та перспективи: Вісник наукових праць. № 10. – Львів. – 2014. – С. 91.

<sup>2</sup> Луцишин Г. Трикутна конфігурація політичного позиціонування / Г. Луцишин // Вісник Львівського університету. Серія міжнародні відносини. – 2014. – Вип. 6. – С. 43.

<sup>3</sup> Дорошенко С. Оригінальна концепція відродження та розбудови української державності: перша спроба узагальнювального висвітлення політичних поглядів Сергія Шелухіна у європейському вимірі / С. Дорошенко // Українська національна ідея. – Львів: Вид-во НУ «Львівська політехніка». – 2015. – № 7. – С. 45.

- in society there was the idea, that Poroshenko should be given more powers, because the powers of the presidency are too small and do not allow him to govern the country effectively.

It should be noted that the party of Andriy Sadovyi “Samopomich” struck the Lviv society the most. Becoming a political party, they received a significant number of voters in Lviv region. In the end, their idea was extremely simple, but within the socio – political problems that plagued Ukraine since November 2013, it has proven to be extremely effective. It should be noted that people fought on the Maidan for updating, modernization, democratization, they wanted to see new political persons that can form in Ukraine a new policy. Quite exact took the advantage Andriy Sadovyi, who scored in his political party exclusively for new politicians who never were the members of the Supreme Council.<sup>4</sup>

The party of Yuriy Boyko “Opozyciynyi blok” had a very negative reputation in the Ukrainian circles and eventually on the territory of Lviv region. It is worth noting that the opposition always exists. There must be people who deny the nationwide trends and offer their own versions. The fact that the party won a small number of voters on the territory of Lviv region confirms that in Ukraine there is a certain proportion of people whom the revolution of dignity has not caught. Former representatives of party of Regions, Communists, etc fulfilled the party and formed its ideas and policy.

As for the Radical party of Oleh Lyashko, it must scored more votes in the Lviv region, however, a significant role played the fact that in the Internet was posted a video in which the leader of the party stages the help to ATO soldiers . Therefore, this fact lowered the leader as well as the party several points lower.<sup>5</sup>

Therefore, moving in the plane of the parliamentary elections held in 2014 in Lviv, it is worth noting that a number of negative factors and fraud has decreased dramatically, as society has experienced a revolution of consciousness. However, mass impoverishment, economic collapses and complex military and political crisis, forced the people to sell their votes or ignore the elections. For sure, one vote does not count, however a massive absence of voters in the plots is the first step to the loss of personal freedom and democracy.

In my opinion, on the background of parliamentary elections, , it would be appropriate to conduct some analysis of the political parties that overcame the 5% barrier and won seats in the Parliament of Ukraine. Therefore, you should pay attention to those political and election mechanisms that helped to win this political race. In the mentioned circumstances, the Lviv voters actually made a choice in favor of the opposition forces – Batkivshchyna and Svoboda. Second or third place in most districts went to the candidates from political party “Udar”.

<sup>4</sup> Микульшин П. Деякі політолого-стенологічні проблеми в контексті діалогії «політичні вибори – політична нація» / Політолого-стенологічні проблеми розвитку сучасної України: Матеріали Всесукр. наук.-практич. конф., Київ, 28 лютого 2015 р. За наук. ред. І.М. Варзаря. – К., 2015. – С. 335.

<sup>5</sup> Нараєвська І.В. Економічний розвиток громади: успіхи та перешкоди. За результатами міжнародної конференції «Економічний розвиток громади: український тазарубіжний досвід. Черкаський державний технологічний університет / І.В. Нараєвська // Громадські ініціативи. – 2015. – №8. – С. 8.

Interestingly, that the victory of the candidate has not always been accompanied by the victory of the political forces he represents. For example, in 119-th district, where by a large margin topped Irina Sekh from Svobodova, the first place in multi-member district was ceded to “Batkivshchyna”, in 117-th on the contrary – despite the success of Vasyunik, won “Freedom”. Similar situation is also observed in 115-th, 121-st, 125-th and 126-th districts.

Losing positions were in the ruling party. Although, it should be noted that the stability promised by the Party of regions to the voters, was evident in almost all 12 districts. Everywhere in the region they got the same result – the fourth place. The exception was 118-th district where the power party was overtaken by “Nasha Ukraina”. As for the candidates from the Party of regions, only one of them managed to break into the top of three. This is another significant indicator of political sympathies of the inhabitants of the Lviv region.

### **Список використаних джерел:**

1. Луцишин Г. Політична мобілізація національних меншин України на сучасному етапі / Г. Луцишин // Українська національна ідея: реалії та перспективи: Вісник наукових праць. № 10. – Львів. – 2014. – С. 91-102.
2. Луцишин Г. Трикутна конфігурація політичного позиціонування / Г. Луцишин // Вісник Львівського університету. Серія міжнародні відносини. – 2014. – Вип. 6. – С. 43-48.
3. Дорошенко С. Оригінальна концепція відродження та розбудови української державності: перша спроба узагальнювального висвітлення політичних поглядів Сергія Шелухіна у європейському вимірі / С. Дорошенко // Українська національна ідея. – Львів: Вид-во НУ «Львівська політехніка». – 2015. – № 7. – С. 45-47.
4. Микульшин П. Деякі політолого-етнологічні проблеми в контексті діалогії «політичні вибори – політична нація» / Політолого-етнологічні проблеми розвитку сучасної України: Матеріали Всеукр. наук.-практич. конф., Київ, 28 лютого 2015 р. За наук. ред. І.М. Варзаря. – К., 2015. – С. 335-361.
5. Нараєвська І.В. Економічний розвиток громади: успіхи та перешкоди. За результатами міжнародної конференції «Економічний розвиток громади: український та зарубіжний досвід. Черкаський державний технологічний університет / І.В. Нараєвська // Громадські ініціативи. – 2015. – №8. – С. 8-10.