

## Stereotypes of electoral process

Pletzis M., Naidenov M.  
The Institute of Reflective Investigation and Specialisation  
Kyiv., Ukraine

The object of our research is the last elections (March, 1998) in Ukraine. The stereotypes of the voters, the candidates in the deputies of various levels and their commands are considered.

The stereotypes of voters are following:

- Absence of the voters' initiative and control after process of formation and functioning of electoral commissions.
- The extensive form of control after justice of elections as personal voting (up to 80 % of the population).
- Intrapersonal conflict between need to live better and necessity of constructive modifications. At the same time understanding whether is such offer or not is absent.
- Faith in "collective mind" of communist party (voting for the obviously weak leaders).

The stereotypes of candidates' commands

- Informative vagueness on the background of value of the form.
- The offer of fears instead the offer of advantages.
- Non-considered management of election campaign in the time (some commands have begun to work one month before elections)
- The small in number offers of the electoral projects with support on the voters.

The new growths

- Constructive modifications of voters' consciousness as understanding value of a voice of each voter and absence of elections' "producing".
- Understanding of necessity professional psychological support of electoral process.

This and other stereotypes are offered to overcome by means of reflective trainings: "Breadth and presentation of political self-determination", "Ensuring of a multichannel decision making by a governing body of election campaign" etc.