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Today the television represents one of the main instruments of political manipulations. In this article the essence of the public PR-discourse which is carried out on television, expressed in the form of debates and political "shows". The aim of this work is the consideration of television as a translator of socially influential PR-discourse. To achieve this goal identifies a number of objectives, such as:

1. To identify the role of television and to determine the degree of confidence in him, compared to other means of modern mass communication;
2. To consider the debates as a case study of effective television PR-discourse;
3. To allocate equipment (techniques and tricks) used in the framework of the debates allowing to influence an audience.

The object of this article is to television as an influential medium of communication in modern society and are used in television funds PR-discourse.

PR-discourse is an integral part of the effective exercise of political power. Since the information has recently become a crucial component of development and successful functioning of all spheres of public life, particularly political, there is a need to study and analysis of public discourses, political communication is a tool in the hands of the modern politician.

Political discourse is a significant part of our communication and has a high degree of argumentation to defend the point of view, the justification or refutation of the opinions or approval from the audience. In political discourse are often used lexical and stylistic means because of their large argumentative potential, great imagery, which is important, given that these texts are intended for public speaking and are designed to immediately capture the listener's attention, to influence his feelings and emotions. The possibility of introducing the results of research in the field of social and political communication, and the ability to integrate into the learning process

methodology of analysis of PR discourse and its concrete results gives the research practical significance.

Key words: PR discourse, political struggle, television, politics, the debates.

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