

Poroshenko vs Zelensky, „black” PR against „white”

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There are no intermediate concepts in Ukraine now. Everything is either black or white or good or bad. The situation is similar with the showman Vladimir Zelensky who came to the second round of the presidential election and the current president, Petro Poroshenko.

Their supporters were divided into two opposing camps: the so called Poroshenko bots and Ze bots. At the same time, the closer April 21 (the date of voting in the second round), the higher the degree of mutual hatred is.

During the first round of elections, the election campaign of Vladimir Zelensky was in the top three of the most honest along with the campaigns of Anatoly Gritsenko and Oleg Lyashko. At the same time, the campaign of Petro Poroshenko is called by most analysts at least “dirty”, implying numerous falsifications in favor of the head of state.

Since April 8, candidates are officially allowed to conduct election campaigning. It should be noted that the finalists of the presidential race have completely different approaches to the conduct of these activities.

The team of Vladimir Zelensky has resorted to praising his candidate, emphasizing his strengths. His promises are described in detail. For the sake of justice, I note that not all of them seem realistic and realizable. So, the promise to sit at the negotiating table with V.Putin to resolve the conflict in the Donbas is unlikely to add votes to the candidate. Zelensky's team resorts only to “white” PR and is not seen in slandering its rival.

What can not be said about the team of Petro Poroshenko. His

campaign is built on the negative and looking for the mistakes and weak features of the opponent. Political technologists of Poroshenko previously participated in elections in Georgia and Romania. And there such manipulations worked. Now similar technologies are implemented in Ukraine. In fact, in all social networks, in leaflets distributed on the streets and on billboards around a negative background is created around Vladimir Zelensky, many provocative messages and demotivators appear. Their goal is to split society and substitute concepts, when people lose confidence that #Ze is good and Poroshenko is bad.

But in fact, neither good nor bad resists. There are two candidates. One showed himself and hardly needs any additional advertising or anti-advertising. The second candidate was aloof from politics and promises people hope for changes. True, unlike his screen character Goloborodko from the series „Servant to the People”, he is a fairly wealthy person. And the protege of the oligarch Kolomoisky (although there is no official confirmation of this).

We will find out in two weeks what the people of Ukraine will choose – new and unfamiliar or well-known old.

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