

## **POLITICAL SCIENCE**

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### ***Toscheva A.V. New communication strategy of Russian opposition***

In 2011-2012 voting campaign both system and nonsystem opposition took equal parts. Orderly and legal parliamentary opposition in behalf of few political parties were in contradiction to current political course and succeed in manipulating with communication resource for mobilization of protest moods base. In certain years this resource was seriously transformed with going into e-field and has thrown down a challenge to opposition to answer communication trends. Russian opposition has risen to a challenge: regular appearance in internet-media, trolling in comments, debates, viral videos for YouTube, blogs in form of leaders' personal reflections, movements in social networks, demotivational posters and performance in corporative web-sites – we may farther catalogue such new techniques of followers' recruiting. The point is that following the nonsystem opposition, the legal one has begun not only to illustrate government's practices and political line in media, but has focused on its own political activity. This article is concentrated upon the analysis of opposition's communication strategy modification and techniques, which are now used by competing political parties for transmitting its programs to Russian society.

Key words: opposition, communication resource, society, e-field.

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