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TITLE	<p>THEORY AND PRACTICE OF DIGITAL POLITICAL CULTURE: THE VIEWS OF THE FRENCH SCHOOL OF COMMUNICATIVISTICS</p>
SUMMARY	<p>Widespread introduction of digital technologies into political communication practices has led to the emergence of a new phenomenon — digital political culture, — which not only has attracted the attention of academic community, but has literally burst into modern electoral processes in developed countries. In terms of systemic and comprehensive understanding of this phenomenon the works of the French school of communicativistics are of particular interest. The first section of the paper thoroughly examines the key research questions, approaches and assertions that form the substantive core of the French school. The authors note that French researchers generally share the view that digital technologies have not had a revolutionary impact on political communications; rather they have complemented the existing social practices. However, this caution about new technologies does not impede their active integration into the political processes of the Fifth Republic. In the second section, through the analysis of a number of electoral campaigns, the authors examine the practical aspects of formation of digital political culture in France. The authors refer to the findings of French experts who conclude that despite the importance of Big Data technologies for establishing communication with the electorate, their use is not a simple or linear process and does not guarantee automatic success. The third section analyzes modern digital communication strategies in electoral processes in France on the example of the 2017 presidential elections. Special attention is paid to the electoral campaigns of E. Macron and J.-L. Melenchon. The authors conclude that in full accordance with the provisions of the French school of communicativistics the specifics of interpersonal communication, party interaction and traditions, as well as other factors related to the etymology of culture and sociology of the organization retain their significance even with the introduction of digital technologies. Moreover, the latter could have considerable communication effects in politics only if they match with the existing culture and evolve along with it.</p>
KEY WORDS	<p>French school of communicativistics, political communication, digitalization, digital technologies, political technologies, new media, political culture, Big Data, electoral campaigns, France, E. Macron, J.-L. Melenchon</p>
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