

## CIALDINI'S SIX LAWS OF PERSUASION. HOW DO THEY WORK IN UKRAINIAN PRESIDENTIAL ELECTION CAMPAIGN 2019

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### *Анотація*

*В роботі розглянуто 6 законів, які були розроблені Робертом Чалдіні та описані в його праці «Психологія впливу». Ці закони вважаються базовими для підготовки маркетингових кампаній. Було проаналізовано використання законів Чалдіні під час Української президентської виборчої кампанії 2019 та визначено, які з них та яким чином використовуються під час даної кампанії. В роботі показано правильні і некоректні способи використання даних законів та наведено приклади з політичної реклами деяких кандидатів.*

**Ключові слова:** 6 законів Чалдіні, президентська виборча кампанія, принципи переконання, кандидати в президенти.

### *Abstract*

*The paper includes the analysis of Robert Cialdini's six laws of persuasion which are described in his work «The Psychology of Persuasion». The laws are considered to be the basis for different marketing campaigns. The author analyses if Cialdini's laws are used for Presidential election campaign 2019 in Ukraine and determines which exactly laws are applied for the purpose. The research shows both correct and illegal ways of implementing the laws. The examples are taken from political advertising of some candidates.*

**Key words:** Cialdini's six laws, presidential election campaign, persuasion principles, presidential candidates.

Ukrainian Presidential election campaign 2019 is gaining traction. Considering not stable economical, political situation and the war crises in Ukraine the election is going to be really tough. And the result of it will significantly influence the further development of the country. Things are getting even more complicated with the number of applicants for Presidential position. Right now there are 39 of them fighting in the campaign to get the biggest number of voters.

Applying for presidency requires well-built political campaign which includes a lot of advertising and promotional products. The content of which is created with the help of the well-known Cialdini's six laws of persuasion.

To make it more clear let's give the definition of the word "persuasion." According to business dictionary it is a process focused on changing a person's (or a group's) opinion or attitude toward some event, idea, object, or other person(s), by using verbal approaches to convey information, feelings, or reasoning, or a combination of them [1].

As human behavior is quite predictable, Robert Cialdini has figured out 6 main laws of convincing and persuading which help make people act as desired. They are Law of Reciprocity, Law of Commitment and Consistency, Law of Liking, Law of Scarcity, Law of Authority, Law of Social Proof [2].

Analysing Ukrainian presidential election campaign we have spotted that Cialdini's laws have been widely used. Though the laws are manipulative, they are acknowledged and accepted all over the world and we can't deny that they work and have absolutely legal value. Unless they are not twisted or exaggerated. Here are a few examples of how Cialdini's laws of persuasion work in Presidential election campaign 2019 in Ukraine.

Let's take into consideration the Law of Reciprocity, people feel like they need to give back the favour or present they receive from others. Therefore, it is in the frames of norms to remind their electorate about their previous achievements, such as the laws they have promoted being a member of Parliament, helping vulnerable

groups of people, etc. But when the law is twisted by giving the people bribes for getting votes, it is definitely beyond the norms and illegal.

The main idea of Law of Commitment and Consistency is to make people commit themselves to do something. Since a person has committed, it is naturally they tend to keep the promise. Following the Law of Commitment and Consistency, the applicants for the position of Ukrainian President visit different cities and villages where they meet Ukrainian citizens. During such visits the people are asked to write their name and leave a sign on the list of the politician's supporters. Of course, the information is collected for various purposes and the people are explained that their sign does not oblige them to vote for the candidate. But if the person doesn't have a favourite candidate in the election, they may vote for the one because they have committed to do it.

The Law of Liking is probably one of the most widely used in the presidential campaign 2019. The law says that people believe those who are very similar to them. The approach “just like you” makes people more inclined to wanting to support and please. That is why in their advertising videos Yulia Tymoshenko, Oleh Liashko, Anatoliy Hrytsenko show people of different professions. The promotional materials of Oleh Liashko include the series of videos with village people. Such electoral audience has always been Liashko's target due to his political image of being a simple village guy with a pitchfork [3].

The Law of Authority means that people are more willing to support and choose those who have some good expertise, who is a real professional with significant experience. Also this law works with celebrities, voters believe celebrities just because they like them. And they think that if they achieved success for themselves, they may do it for other people. This law works perfectly in presidential campaign 2019. Especially well it could help Volodymyr Zelensky to persuade Ukrainians to vote for him.

The main idea of the Law of Scarcity is to make people feel that they are offered something unique. This law is used in advertising for Petro Poroshenko political campaign. One of his slogans says: “There are many applicants but there is only one president.” As Petro Poroshenko has been a current President of Ukraine this slogan is quite effective and a good example of how the Law of Scarcity performs.

At last, the law of social proof says that people are influenced by the opinion of a crowd. That means that high ratings before elections can influence those voters who haven't decided what applicant to choose. And it doesn't even matter that some ratings are absolutely fake. To make this strategy work, TV channels which are inclined to promote their own candidate show favourable ratings nearly everyday in news.

So, Presidential election campaign 2019 in Ukraine involves the technologies of Cialdini's six laws of persuasion. The candidates use at least some of them to highlight their benefits or hide drawbacks of their political experience or background. There is a common world practice to use the laws in advertising campaigns and despite their manipulative influence, they have no negative connotation. Unless there is no exaggeration with using them, their meanings are not twisted and they include no fake information.

## СПИСОК ВИКОРИСТАНОЇ ЛІТЕРАТУРИ

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