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**THEORY OF POLITICAL COMMUNICATION**

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**ABSTRACT**

*The article discusses theories of political communication based on theoretical and methodological views developed by scientists of the world. In particular, theories of minimal effects; theory of usefulness and satisfaction of needs; cultivation theory; setting the agenda, etc. are investigated. The author also examined the characteristics and functions of theories of political communication, the means of struggle for political power in the process of communicative impact on the political consciousness of society. During the article, the nature and content of informational relationships between the subjects of political communication and objects of political communication are studied. The author believes that the considered theories are developed primarily within the general framework of the positivist trend of modern political science and the study of political communication should be focused on the elements of perception. For instance, instead of analyzing the text of the message, it is necessary to find out how this text is perceived by the audience.*

**KEYWORDS:** *Communication, Political Communication, Theory, Micro Level, Agenda-Setting, Elections, Media, Audience, Theory Of Minimal Effects, Theory Of Uses And Gratifications, Theory Of Cultivation.*

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