

LEGAL PSYCHOLOGICAL APPROACH TO POLITICAL PARTIES' CAMPAIGNING (CASES OF CONTEMPORARY DEMOCRACIES)

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ABSTRACT

Background. An electoral campaign is a phenomenon that, on the one hand, depends on, but at the same time directly influences, the legal process in the state where it is conducted. The results of the campaign are usually determined by a set of psychological variables. Thus, the article identifies legal and psychological determinants of the legislative process, which is conducted by elected members of representative institutional authorities in states that are defined as «full democracies».

Objective. The main purpose of the article is to characterize the influence of legal and psychological components (that are political in nature) on the formation of the legal agenda in democratic states, which would include finding out how legal and socio-psychological factors directly influence the strategies invoked by political parties (who are the main legislative actors in full democracies) while conducting the election campaigning process.

Methods. The article uses empirical analysis of the phenomenon of identity and ideology and its use in political parties' campaigning and how it influences the results of the elections. It is shown how these factors can determine the decision-making process and how political parties adapt to certain changes in legal and psychological variables during the election campaigning process. The method of structural functionalism was used to divide the campaigning psychological instrument of political positioning into four different types. The case study was used to compare the use of political positioning in various democratic countries.

Results. The article studies the regularities of identity determinism in the modern law-making process. The relevance of the results includes a case study of the direct influence of identity on electoral choice on the formation of government coalitions in several states and the determination of the legal development of the state itself. The article examines the use of identity positioning by legal actors within the political and legal process and during the election campaigns in the Italian Republic, the Federal Republic of Germany, Finland, the Netherlands, Belgium, the United States of America, Canada, Sweden and Taiwan.

Conclusion. The legal-behavioral paradigmatic approach used in the article provides the connection between voting behavioral patterns and socio-legal consciousness phenomena. Depending on that, the following four types of political party positioning are underlined: ideological, identity, systematic, and external positioning that are actively used during election campaigning with the aim of psychological influence on the electorate. The article provides a differentiation between the legal and psychological determinants of the four political positioning types. Legal determinants usually define the institutional aspects of the campaigning process, while psychological determinants are directly connected to socio-political aspects.

Keywords: legal psychology; identity; anthropological paradigm; legislative process; ideology; social psychology; social legal consciousness; parliamentarism.

INTRODUCTION

Relevance. The election campaign process itself depends on four legal entities: institutional, or *pure legal* entities; active-legal entities

(candidates), passive-legal entities (voters); as well as other interested legal entities that can indirectly influence the course of the election campaign (for example, through lobbyism).

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DOI (Article): <https://doi.org/10.31108/1.2026.12.7.1>

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The anthropological approach is based on the plan of communication with communities, so in this particular case, the agreement of all steps with institutions is unimportant. The main category in this definition will be the concept of «identity». The institutional approach is the opposite. In general, these two approaches are the basis of consideration of any issue in politics, which can be considered either from a purely formal or from a so-called «humanitarian» point of view.

Several psychological approaches can be added or implemented to the anthropological and institutional approaches when it comes to the election process, which are purely oriented towards electoral behavior.

Thus, it is still possible to single out behaviorist and cognitive approaches to the election process itself, which will correspond to these directions in psychological science (Hilbink & Ramos, 2024). The behaviorist approach is based on the work of John Watson and neo-behaviorist Burrell Skinner. Using a behaviorist approach, it is possible to define an election campaign as the main form of influence on voter behavior (Melnyk & Tymchenko, 2025).

The interaction between these entities constitutes the very essence of the election campaign, which results in the formation of voting patterns on election day.

So, we can model a «political map» (Weichelt & Louis, 2025) on which candidates can be placed according to the criteria of ideology, identity, or the forms of capital that this identity possesses (Bourdieu, 1989) (we are talking about the possibility of positioning relative to marginalized identities and privileged identities). For example, economic identity can be marginal-

ized: the unemployed, people with minimum wage, and in some cases people of retirement age; or it can be privileged: people with higher income levels, systematic positioning as managers or entrepreneurs, and other types that can be identified.

The **main concept** of the study consists in the author's typology of four types of party positioning for the formation of identity in order to influence the social and legal behavior of voters, including the manifestation of which will be the result of their choice during voting.

Scientific gap. The lack of a clear systematization of the psychological foundations of party positioning in the formation of group party identity during the election campaign, which corresponds to the problems of the study, namely the definition of the psychological mechanism of identical integration of the electorate into the system of party rhetoric by using party positioning as the main instrumentation, with the help of which it will be achieved.

The **objective** of this study is to examine the impact of the legal and psychological determinants, like the phenomenon of collective identity or ideology, on the legal positioning, election results, and decision-making of political parties. The focus is on the political parties that participate in elections to legislative collegial bodies of government and claim representation in these representative bodies, using practical cases as examples.

To achieve this, we set several **tasks**. The first task is to specify the influence of the legal and psychological phenomena of collective identity on the political parties' positioning (Mendoza, 2023). This includes estimating the influence on the formation of legislative representative bodies

of power, as well as determining the legal and psychological principles of the formation of legal policy in states with a democracy. The second task is to specify the examples in which ideological positioning is regarded as secondary and compare it to identity positioning, determining the causes of such a relationship. This includes dividing the phenomenon of political positioning into different types.

Examples of the application of systemic, external, and identity types of political positioning are considered, as well as their manifestation and effectiveness in various states with full or flawed democracy. Also, the article aims to prove or dismiss the notion that in full democracies, unlike developing countries, the ideological type of politico-psychological and legal-psychological positioning is the primary one. To confirm or refute this thesis, it is worth referring to a set of recent examples of election campaigns to compare which factor is the main one in constructing legislative rhetoric.

MATERIALS AND METHODS

The main method used while conducting the research was the method of structural functionalism, which allowed us to consider the election campaign as a holistic structure with a system of interactive elements that is unchanged by external conditions. Also, it helped to determine the role of legal positioning as a primary function of the election campaign, performed by its active subjects, candidates and political parties.

Also, the method of data analysis was used, particularly on the results of election campaigns, in the countries that are considered full or flawed democracies by The Economist Democracy Index. The legal and psychological patterns of

using various types of legal positioning were identified and studied as well as their effectiveness was determined, with a focus on non-ideological types of positioning.

Materials used in the article include the results of election campaigns in various countries that were used to underline the legal and psychological patterns in voting behavior in countries that are identified as full or flawed democracies.

The logic of case selection (Italy, Belgium, Taiwan, Finland, Germany, the Netherlands, Sweden) corresponds to the ability to objectively judge the real ideological and identical, as well as other types of positioning in the conditions of a competitive election campaign, which is determined by such indicators as the level of political freedom (Freedom House) and the level of participation of citizens in elections and compliance with party pluralism and political competition (The Democracy Index indicators).

Recent studies show interest in problems regarding the questions of political positioning (Dang-Anh, 2025; Pich, et al., 2025; Matos, et al., 2024), legal and psychological dimensions of the legislative process (Bhat, 2024; Chance, 2024; Skorinko, et al., 2025), as well as the psychological phenomena of ideology (Flisfeder, 2023; Buchanan, 2024; Pedersen, 2025; Moura & Nunes-Pereira, 2025; Frye, 2023) and identity (Ticku, 2025; De Carvahlo & De Castro, 2025; Kuiper, 2023), that influence the decision-making process during the election.

Limitations of the study. The article focuses on psychological positioning as a psychological tool used by political parties during election campaigns, while other psychological tools of influence, including those that proceed from

the procedural nature of the campaign itself- campaigning, methods of mass influence on the electorate through mass media are outside the issues revealed in the study. Also, examples of the use of party positioning in the studied countries were chosen according to the criterion of transparency of available information related to the election process, in particular those campaigns where there is a legal and political consensus regarding the correctness of the campaign results, as well as information about the election campaigns conducted by each political force. When examining the activities of parties in authoritarian regimes, the conclusions may be different.

RESULTS

The psychological and legal aspects of election campaigns, as a part of a broader political process, constitute several functions, one of which is differentiating candidates before the voting day and conveying information about election programs, the campaign itself, and events that accompany it. The most effective tool of political differentiation is the legal and psychological positioning, in which different candidates determine their position in a conditional political arena.

In this case, it is appropriate to use the concept of «political arena», which is used in a figurative sense, and can be understood in the context of Pierre Bourdieu's theory of social space (Bourdieu, 1989: 14-25), which is reflected upon in more recent articles (Melnyk, 2025: 299-306). The phenomenon of political, legal and psychological positioning (Laub et al., 2010) itself is a way of differentiating political actors, which is especially actively used during election campaigns to form one's own electoral core and diversify it (Boyle, 2025).

While studying modern election campaigns, one of the factors that affects the election process itself is the type of political regime in which elections are held. For example, one of the reasons why Hungary began to be classified as an authoritarian regime in the second half of the 2010s is the nature of campaigning during the election and election campaign, when the political parties that are in power, in particular the «Fidesz» and its representatives, received more time on national television, and also occupied the most crowded places of visual advertising, while the activities of the opposition from a legal point of view, were unlimited, they were actually unable to conduct such a notable campaign. In the case of our research, we are primarily interested in truly competitive elections, where in general, the use of campaigning technologies can affect election results. After all, if we analyze another type of political regime – authoritarian- then campaigning activity there, as a rule, recedes into the background, and the most effective tool for ensuring the legitimization of power, through elections, is administrative resources and pressure from power institutions. That is why our research focuses on the influence of legal and psychological technologies in states that can be classified as a democratic type of political regime. This brings us to the following methodological problems of our research: by what criteria can a country be determined to belong to a democratic regime? Therefore, first, it is worth giving definitions to these terms, for the systematization of the conceptual and categorical apparatus (Zeya, 2023).

Ideological positioning is supposed to be stable, since the main ideological dogmas should not change depending on external circumstances.

That means that a changing factor cannot influence the decision of the electorate, because it is stable and based on rationality (Faiz, et al., 2023). Therefore, ideological positioning, as the main tool for differentiating active-legal actors, is inherent in stable and permanent party and electoral systems (Ortega, et al., 2022, Habullah, et al., 2025).

Ideological positioning includes the classic binary opposition of «right» and «left». In political campaigns, such positioning helps parties to work with the electorate, which is initially ideologized and trained to think in the context of these categories. Often, instead of simple binary positioning, political parties and candidates position themselves with a specific political ideology, for example, liberalism or conservatism.

Another type of political positioning can include positioning according to identity, or identity positioning. Most often, the types of identity by which political positioning can take place are national, ethnic, regional, cultural identities, or some other types of identities that represent distinctive population groups (Dubey, 2023).

Examples of political parties that focus on identity politics relative to a specific population group can be various regionalist or openly secessionist parties, such as «Republican Left of Catalonia» (Spanish abr. ERC), Scottish National Party (SNP), Arab United List in Israel, Swedish People's Party in Finland, and others (Barcelo, 2023). No clear ideological orientation can be defined in the rhetoric and programs of these parties, because they unite the electorate of different political views based on the same identity (Mueller, 2023; Perez, 2023; Hortskotte et.al., 2024; Ticku, 2025).

The next criterion for political positioning during the election campaign can be the relationship between the so-called «status quo» and the political system. That is systemic positioning.

Systemic (or establishment) positioning is a type of legal and psychological positioning that is characterized by the differentiation of political actors in relation to political elites and the existing political system in the state.

Accordingly, this type is characterized by two types of positioning: systemic and anti-systemic, or establishment and anti-establishment. Anti-systematic positioning is aimed at fundamentally changing the political system operating in the state. Such candidates, or political parties that position themselves as anti-establishment, are often characterized as radical (Manuel, 2024). In general, the predominance of this positioning explains the phenomenon when the electorate of ultra-left parties, when changing their choice, begin to vote for the ultra-right parties and vice versa. This is explained by the fact that anti-systematic positioning, in this case, has a greater role for the electorate than ideological positioning.

Considering the topic of the article, our interest lies in analyzing the use of different types of legal positioning precisely in full democracies, where electoral institutions, effective mechanisms for controlling the electoral process, and a functional party system are formed (Fuller, 1994; Griffiths, 2001: 8650).

Thus, it is worth referring to the *Democracy Index published by The Economist*, which updates the ranking of countries each year according to their level of democratic development. It divides all countries into four types: full democracies, flawed democracies, hybrid or mixed re-

gimes, and authoritarian regimes.

As of 2025, the category of «full democracies» includes 26 countries: Norway, Denmark, Iceland, Finland, Sweden, Ireland, Switzerland, Luxembourg, the Netherlands, Germany, Austria, the United Kingdom, Portugal, Spain, Greece, France, the Czech Republic, Estonia, New Zealand, Australia, Japan, Taiwan, Uruguay, Costa Rica, Mauritius, and Canada (The Economist, 2025).

It is also worth noting some states that are below the threshold for being a so-called full democracy (8 points) but are relatively close to the threshold. Those are countries like the United States or Italy, which have 7.65 and 7.58 points (Democracy Index 2025), respectively, and do not differ much from «full democracies» in terms of specific indicators (Placek, 2023; The Economist, 2025).

Especially considering that the list of states with developed democracies is usually not limited to only 26 countries that were already mentioned. It is worth expanding this list to states that have a Democracy Index score above 7 out of 10. Thus, as of 2025, this will include 45 states, most of which are in Europe. Those states will be of interest in this study.

Starting with identity positioning, an interesting example is the Italian Republic, which is often referred to as at least a «flawed democracy» (Democracy Index 2025). In 2013-2018, the Italian party system underwent a certain transformation due to the emergence of a new party on the political scene – the Five Star Movement (Italian: «*Movimento Cinque Stelle*»). In 2018, it won the election, placing first with 32.7% of the vote in the lower house of parliament and 32.2%

of the vote in the elections to the Senate of the Republic – the upper house of the Italian parliament (Camera dei Deputati. Risultati elezioni, 2018). The party's success is also demonstrated by the fact that its member – Giuseppe Conte – was the Prime Minister of Italy from 2018 to 2021 (Tronconi, F. 2018).

In the 2018 elections, the party received disproportionately high results in southern Italy: 54.1% in the Campania region (centered on the city of Naples), 48.1% in Sicily, 42.4% in Sardinia. Thus, the main electoral pattern inherent in the Five-Star Movement (Angelucci & Vittori, 2021) is the consolidation of its support in the south of the country (Vaněček et al., 2025: 112-116).

Among the types of politico-psychological positioning, the Five Star Movement most successfully employs anti-systematic and identity-based positioning, while ideological positioning remains on the sidelines (Han, 2025; Ilmarinen et al., 2025). Defining the ideology of this political force is a complex task, as the party itself does not declare adherence to any specific ideology; indeed, an analysis of the party's entire election rhetoric suggests that the only political doctrine or rather practice, attributable to the M5S is basic populist rhetoric (Salvati, et al., 2022, Tahtinen, 2022).

For example, after the 2014 European Parliament elections, members of the Five Star Movement joined the Europe of Freedom and Direct Democracy (EFDD) parliamentary group, which existed from 2014 to 2019 and was the unifying force among Eurosceptic right-wing parties such as the UK Independence Party led by Nigel Farage and the anti-immigration, right-

wing populist Sweden Democrats (Mandilara, 2022; Fondapol, 2023; Melnyk & Tymchenko, 2025).

However, since 2019, after the dissolution of the EFDD, the Five Star Movement has not joined the newly created right-wing groups in the new parliament until 2024, when M5S joined the European Left group, which includes various socialist movements (Crulli, 2022; Steiner, 2023). Thus, without significant changes in the party's rhetoric itself, it has changed its positioning on the international stage from right-wing populists to socialists. If the ideological type of politico-psychological and legal psychological positioning had dominated in this case, such a dynamic would have been impossible, or it would have drastically changed the party's electoral core (Barbieri, 2024). But this did not happen because the party's program primarily opposes itself to the so-called «status quo», that is, to the political elites in the country (Diodato, 2023). Thus, anti-systemic positioning allows the party to receive support from the electorate in the south of the country, regardless of their ideological orientation (Custodi & Padoan, 2022; Betti, 2025). And because of the very disproportionality of support for the party and the dominance of anti-systematic sentiments in the south, the Five Star Movement has taken on the informal label of «the party of the South», which is already passing into the identity dimension of legal and psychological positioning (Bedock & Cappellina, 2023; Pettrachin & Paxton, 2021).

For another example, we can use Germany. A recently created (in 2023) political party called *Sahra Wagenknecht Alliance* shares a similar political orientation to M5S, garnering a dis-

proportionately high share of the vote in the East German states. Regarding its ideology, although the party nominally positions itself as a left-wing – or even socialist political force, its economic policy differs little from that of the CDU in the 1990s, while on certain socio-cultural issues, it is even more conservative than the CDU (Thomeczek, 2024; Hohne, 2025; Herold & Otteni, 2025).

Thus, the main criteria of the legal and psychological positioning of the Sarah Wagenknecht Alliance are systematic and identity differentiation. The departure from the anti-systemic positioning took place at the end of 2024, after the party entered the ruling coalitions at the regional level: in Thuringia and Brandenburg, and began regional cooperation with the CDU and SPD, which are traditionally the largest representatives of the political elite class – in fact, it is these two forces that form the German political «establishment» (Steiner & Hillen, 2025).

This affected their electoral performance: the party failed to enter the Bundestag in 2025, gaining 4.98% of the vote, compared to 6.2% in the European elections the year before. The party was effectively left with the identical «East German» positioning, which had yielded results in East Germany (9.9%), but remained almost irrelevant in the West (3.9%) (Bundestagswahl, 2025).

DISCUSSION

Another set of discussion examples that share the problems of identity positioning from a different light can be found in various European states – mostly full democracies, where since the 2010s, de-ideologized parties that defend the rights of immigrants, including both citizens and non-citizens, have also begun to emerge (Just,

2023, Oztig, 2022). Examples include the party *Denk*, which is represented in the Dutch parliament and whose positioning is based on the protection of the Turkish and Moroccan minorities in the Netherlands (van Oosten et al., 2024; Lubbers et al., 2023; Schaaf, et al., 2024).

In the 2024 Belgian elections to the Chamber of Representatives, a party called *Team Fouad Ahidar* (TFA) won 4.8% of the vote in the Brussels-Capital Region (Résultat d'élection Chambre des Représentants 09 juin 2024). A key element of TFA's legal positioning is its appeal to Muslim, religious identity in Belgium and especially in Brussels, given that, according to estimates from a decade ago, approximately 17% of the population of the Belgian capital professes Islam (Torrekens, C. 2016; Woodbridge et al., 2025).

Given demographic trends, this number is likely to increase by 2025 (Daas, 2025: 1-22). Similar regional European Muslim parties also operate in Spain, Germany, Sweden, and France, but they are less successful from an electoral point of view (Muslim News UK).

In the United States and Canada, despite the stability and relative ideological nature of the party system, identity positioning can also very often be more important than ideological. This can manifest itself both in general elections and, more often, at the level of internal party elections - primaries. An example can be the Canadian party «*Bloc Québécois*» (French: Bloc Québécois), which ideologically does not differ much from the *Liberal* or even the *New Democratic Party* in Canada, but gains its electorate in only one province – French-speaking Quebec – purely by appealing to national regional identity (Duvall &

Villeneuve-Siconnelly, 2024; Beauvais & Stolle, 2022; Embree & Westlake, 2023).

A full democracy, where the external positioning is the main one, is Taiwan. Historically, in Taiwan, a two-party system has emerged, in which the Kuomintang party and the Democratic Progressive Party are the two biggest political forces. The main difference between them is their approach to relations with the People's Republic of China. The DPP is much more critical of the Communist Party of China (CPC) and often opposes the policies of the PRC, in particular regarding their claims to the island, while the Kuomintang currently represents a party that is trying to take a more pragmatic and loyal approach to relations with the PRC, often avoiding direct criticism of the CPC (Copper, 2022; Copper, 2023, Ee, 2021).

Another example is the Swedish People's Party in Finland, which advocates economically liberal policies. However, this is not due to the ideology of the party itself, but to the fact that in Finland, in areas where the Swedish minority lives (Akentug, 2023), income levels are generally higher than in other parts of the country (Fittante & Himmelroos, 2024). Usually, people with higher incomes are more likely to support market deregulation, lower wealth taxation, and less state intervention in the economic sector, which determines the positions of the Swedish People's Party.

Compared to contemporary international studies, the article offers a structured typology of party positioning, which makes it possible to consider the campaigning process and modeling of voter behavior in a systematized manner. While modern research offers consideration of certain

aspects of political positioning, in particular most often in the context of ideological or systemic (or anti-systemic) (Barcelo, 2023; Beauvais & Stolle, 2022; Ortega, et. Al., 2022; Pich, et al., 2022), this article is devoted to the justification of the systematization of the psychological tool of influence on social and legal behavior as party positioning according to the criterion of the differential factor of division into groups: systemic or anti-systemic ratio, external, ideological or identical.

CONCLUSION

Typology of legal psychological positioning can be distinguished by the criteria of what serves as a factor in differentiating a political party or candidate from its opponents. That is, by what criteria the differentiation takes place.

The most common types of legal positioning are:

1. ideological (liberal, conservative, socialist, left-wing, right-wing),
2. identity positioning (depending on the type of identity: national, ethnic, economic, local-cultural, religious, etc.),
3. systemic positioning (characterizes the attitude to the system of state power, political institutions and elites: anti-systemic, systemic),
4. external positioning (goes beyond the limits of purely legal internal positioning depending on external influences, for example: Euro-optimism, Euroscepticism).

Using the example of the political and legal systems in several states that we can describe as «flawed democracies», or «full democracies», we can see that they are also characterized by the use of other types of legal positioning, because this is often a much more effective tool for mobilizing voters and differentiating political actors. It

is also worth noting that very often nominally ideological slogans can hide other types of legal and psychological positioning (Berryessa, et al., 2022).

For example, a party's economic policy may depend not on the ideology it espouses, but on the financial well-being of the population group to which it appeals most. Thus, we cannot speak of a qualitative difference between political positioning in developed democracies and other states in the context of defining ideology as the main motivational tool for mobilizing the electorate (Kim, 2025; Carrieri, et al., 2023).

This does not change the fact that political ideologies are more «institutionalized» in the practice of countries with developed democracies; however, if we talk about electoral behavior, then in many, if not most, cases, the main motivational potential will not be ideological, but identical or would include some other types of legal and psychological positioning.

Practical implications. Determining the type of positioning when modeling the behavior of active election actors makes it possible to predict and explain their actions depending on the subjective psychological projections that are built by them and to explain the behavior of passive election actors based on previous regularities.

Prospects for further research. The defined 4-type model of party positioning can be used during the study of further election campaigns, as well as when modeling the behavior of voters. Also, an element of socio-identical positioning will be intrinsically present in determining any socio-legal patterns of an individual's behavior.

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ПРАВОВО-ПСИХОЛОГІЧНИЙ ПІДХІД ДО ВИБОРЧИХ КАМПАНІЙ ПОЛІТИЧНИХ ПАРТІЙ (НА ПРИКЛАДІ СУЧАСНИХ ДЕМОКРАТІЙ)

АНОТАЦІЯ

Передумови.

Виборча кампанія є складним правовим і психологічним явищем, яке визначає характер демократичного політичного процесу та впливає на формування законодавчої влади через механізми електоральної поведінки. Попри традиційне домінування ідеологічного підходу до аналізу політичної конкуренції, сучасні демократичні системи дедалі частіше демонструють визначальну роль ідентичнісного, системного та зовнішнього позиціонування політичних партій. Водночас цілісна правово-психологічна типологія механізмів політичного позиціонування залишається недостатньо розробленою.

Мета.

Метою дослідження є систематизація правових і психологічних детермінант політичного позиціонування партій під час виборчих кампаній та визначення їхнього впливу на електоральну поведінку, формування представницьких органів влади й законодавчого процесу в сучасних демократичних державах.

Методи.

У дослідженні застосовано структурно-функціональний підхід, порівняльний аналіз кейсів та якісний аналіз результатів виборчих кампаній. Емпіричну основу становили приклади виборчих процесів у країнах із повною та недосконалою демократією (Італія, Німеччина, Фінляндія, Бельгія, Нідерланди, Швеція, Тайвань, Канада, США). Методологія поєднує підходи юридичної психології, соціальної психології, політичної науки та правової антропології для аналізу закономірностей партійного позиціонування в різних політико-правових контекстах.

Результати.

Запропоновано авторську типологію правово-психологічного позиціонування політичних партій, що

включає чотири основні типи: ідеологічне, ідентичнісне, системне (системне/антисистемне) та зовнішнє позиціонування. Порівняльний аналіз засвідчив, що в сучасних демократіях успішність виборчих кампаній дедалі більше визначається не лише ідеологічними чинниками, а й використанням механізмів колективної ідентичності, ставлення до політичної системи та зовнішньополітичних орієнтацій. Встановлено, що політичні партії адаптують свої стратегії до психологічних особливостей електорату й інституційного середовища, що впливає на мобілізацію виборців, формування парламентських коаліцій та законодавчий процес.

Висновки.

Правові та психологічні чинники спільно визначають ефективність політичного позиціонування під час виборчих кампаній. Запропонована чотирикомпонентна модель розширює можливості міждисциплінарного аналізу електоральної поведінки та політичної комунікації, створюючи теоретичне підґрунтя для прогнозування стратегій політичних акторів у демократичних системах. Отримані результати можуть бути використані у подальших дослідженнях із юридичної психології, політичної психології, виборчих процесів і порівняльної політології.

Ключові слова: юридична психологія; виборча кампанія; політичне позиціонування; політичні партії; ідентичність; ідеологія; електоральна поведінка; демократія.

How to cite (як цитувати):

Petrushenko, V. LEGAL PSYCHOLOGICAL APPROACH TO POLITICAL PARTIES' CAMPAIGNING (CASES OF CONTEMPORARY DEMOCRACIES). *PSYCHOLOGICAL JOURNAL*, 12(7), 7–20. <https://doi.org/10.31108/1.2026.12.7.1>

Петрушенко, В. ПРАВОВО-ПСИХОЛОГІЧНИЙ ПІДХІД ДО ВИБОРЧИХ КАМПАНІЙ ПОЛІТИЧНИХ ПАРТІЙ (НА ПРИКЛАДІ СУЧАСНИХ ДЕМОКРАТІЙ). *ПСИХОЛОГІЧНИЙ ЧАСОПИС*, 12(7), 7–20. <https://doi.org/10.31108/1.2026.12.7.1>

Дата отримання статті: 21.05.2026

Дата рекомендації до друку: 20.07.2026

Дата оприлюднення: 30.07.2026