

cated in almost all advertising materials of the candidate[4]. In this research work we present the following slogans of election campaign of Barack Obama: "Change can happen" and slogan of the political party United Russia in Duma Elections, known as "Putin's Plan – Russia's victory!".

To sum it up we can say that electoral marketing plays an indispensable role in formation of institutions of direct democracy, the realization fair competition in the political struggle and raising the legal culture of society.

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REHABILITATION OF CRIMINALS IN AMERICA

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My report is called: 'Rehabilitation of criminals in America'. I've chosen that theme because, in my opinion, rehabilitation gives a chance to a person to begin a new life, to be a law-abiding citizen and to be treated as with equals. The main aim of my report is to tell you about the program of rehabilitation of criminals in America, to show advantages and disadvantages of this program.

Prison inmates, are some of the most maladjusted people in society. Most of the inmates have had too little discipline or too much, come from broken homes, and have no self-esteem. They are very insecure and are at war with themselves as well as with society. Most inmates did not learn moral values or learn to follow everyday norms. Also, when most lawbreakers are labeled criminals they enter the phase of secondary deviance. They will admit they are criminals or believe it when they enter the phase of secondary deviance. Next, some believe that if we want to rehabilitate criminals we must do more than just send them to prison. For instance, we could give them a chance to acquire job skills; which will improve the chances that inmates will become productive citizens upon release. The programs must aim to change those who want to change.

This kind of program would provide skills and habits and replace the sense of hopelessness that many inmates have experience of several people with different backgrounds. Also problem of individuals might have already been solved by another group member and can be suggested. Often if a peer proposes a solution it carries more weight than if the counselor were to suggest it. Further,

in sociology, one of the major theories of delinquency is differential association. This means some people learned their ways from undesirable people who they were forced to be in association and social attitudes.

Group counseling, group interaction, and other kinds of group activities can provide a corrective, positive experience that might help to offset the earlier delinquent association. However, it is said that group counseling can do little to destroy the power of labeling. The differential-association theory emphasizes that a person is more likely to become a criminal if the people who have the greatest influence upon them are criminals. I'd like to add that most of today's correctional institutions lack the ability and programs to rehabilitate the criminals of America. One can predict that a prisoner held for two, four, eight or ten years, then released, still with no education, there are disadvantages. For instance, members of the group might not be as open or show emotion because they want to appear tough. Also the members might not express their opinions openly because the others might see it as snitching. For the group to work it takes a dedicated counselor. Another type of correctional center used for rehabilitation is halfway houses. Halfway houses are usually located in residential communities and are aimed to keep offenders in the community. The name comes from the fact that they are halfway between the community and the prison. The rationale behind halfway houses is that criminal activity originates in the community, so the community has a responsibility to try to correct it. Also, sending a person who has deviant behavior and who has been associated with criminal influences, to prison would just make the problem worse. The best place for treatment is in the community; this prevents the breaking of all constructive social ties. Programs in halfway houses usually involve work release or study release and group sessions for therapy and counseling. Most programs vary greatly depending on the administrator. Generally, the purpose is to reintegrate members back into the community.

In the conclusion I wanna say that there are three systems generally used in programs and in the process: change by compliance, client-centered change, and change by credibility in that it makes sense. The compliance model is designed to make good work habits. The client-centered model focuses on a high understanding of the person. The credibility model emphasizes making decisions and getting back into the community. These programs are made to avoid institutions as much as possible. On the other hand, many inmates think the government does not want to rehabilitate criminals. The reason behind this thinking is that prisons supply thousands of jobs to the economy. Also the construction of new prisons brings millions of dollars into the economy each year and if there were no new prisons needed it would mean the loss of thousands of jobs.