**ROLE OF POLITICAL ADVERTISING IN UNITED STATES OF AMERICA**

The United States of America is considered as the most democratic nation in the world. This means that every elected politician must win the trust and goodwill of citizens for them to be elected into office on various leadership capacities. The media in various forms including; **print, television** and **social media** have played critical role in political advertisement for the officials. Good media coverage plays a very key role during political campaigns and events.

 **TELEVISION**

Television has played a critical role in promoting political agendas for politicians in the United States of America. This is due to the fact that television reaches millions of viewers across all the 52 states instantly. Its powerful ability for news disbursement offers politicians a perfect platform to advertise their opinions and agendas to their followers with ease. The medium also gives supporters a chance to air concerns or opinions to their political leaders. Television interviews also offer political leaders platform to directly address their supporters where they can engage and pass information or communicate to them especially when other media platform have become prone to misinformation.

**THE PRINT MEDIA**

The medium provides a platform for political groups or parties to publish theirevents, opinions, agendas or reports. They also provide spaces to shade light on differing political opinions especially from opponents. The medium also helps political leaders to know public varying opinions concerning their leadership. Political governments use this platform to communicate to public effectively. The medium also provide access to critical information to American population who might not have access to either television or social within reach.

The print media provides storage of political events that can be retrieved in future when needed unlike social media which can be distorted. Unlike social media, this medium provides information that are verifiable and accountable. The platform gives politicians space for publicity which enables them to reach their targeted supporters therefore acting as a campaign tool.

The medium is also used to expose propaganda and misleading ideologies which affects public opinion.

The print media provides platform for political activists who might not be in a position to reach the public using the other platforms.

They have ability to differentiate facts from fiction based on the information they obtain from the field and recorded events. This enables members of society to judge political events and make informed decision when voting for their leaders.

**SOCIAL MEDIA.**

This is a platform that has gained popularity in the recent years. This is basically because of its ability to convey events in real-time between politicians and their supporters.

Politicians use this platform when they intend to reach millions of their supporters wherever they are globally. This platform has provided positive impacts when advertising political agenda and opinions

Social media platforms strengthen the relationships between politicians and their supporters. Unlike other media, politicians can have personalized or direct communication with targeted supporters without the risk of having a third-party communication, this eventually eliminates distortion of information.

Most of social media platforms are managed by group administrators who have direct control over the information or data being passed. This is an advantage over other platform which might be influenced to disseminate misinformation.

 Social media provides a most affordable way of effective communication, this is an advantage for politicians to reach many supporters therefore instilling trust in them.