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**MODERN MEDIA IN THE FORMATION OF THE POLITICAL IMAGE OF
THE STATE AND POLITICAL LEADERS**

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Abstract The article discusses the role of the media in shaping the image of a politician. special attention is paid to the role of television, which in many respects allows the audience to get a more complete picture of political figures. Also, attention is paid to the formulation of the image of political leaders in modern media.

Keywords Image, media, political information, image of a politician, television.

Introduction

Political leadership is a subject's ability to influence the political activities of individuals and social associations, determined by a system of socio-political and psychological relations.

Image is the main component of public policy. Typically, the image is considered as the result of processing a complex object not only by the image maker, but also by the mass consciousness. Displaying the real merits of a leader in comparison with opponents, the successful presentation of positive qualities and the adjustment of few

attractive features is the main task of image formation. That is why the image is not always the case - this is an artificially created product designed to attract the largest number of supporters.

An important component in creating an image is the position taken by the media in relation to a particular political figure. And when choosing a media of a certain social orientation, the audience is already initially ready to agree with the proposed point of view about a political leader.

Communication of a politician with representatives of various social strata and groups is rarely carried out directly in personal contacts. The determining factor for him is mediated communication. And this means not only that the interaction takes place through various media, but also that such an important mechanism as the image of a politician appears between them. Thus, as a politician, we have here not a real person, but his image. This image is formed as a result of communication between a politician and an audience.[1]

Forming the image of a political leader is impossible without serious and thoughtful work with the media. The activities of the media consist in the systematic dissemination of political information among a diverse, dispersed audience with the goal of affirming the spiritual values of a given society or its ruling groups, and providing ideological, cultural and political influence on information recipients. As a result of the scientific and technological revolution, the media literally entered every home and have a constant impact on members of any community.

Among the leading socio-political areas of the functioning of the media, it should be noted the function of providing society with both specific political information and information for various political purposes, in different directions and for various political processes, as well as the political manipulation of information. The media serve to collect, disseminate information, form public opinion, legitimacy of political structures, act as an important attribute of opposition political activity, are a source of stability or instability of society.[2]

The technical capabilities of television that allow you to adjust the appearance of a leader in order to make him more positive, a high degree of reliability of television

information, creating an illusion of ownership, an atmosphere of intimacy surrounding the communication of politicians with spectators, all this can give television appeal much deeper than on the radio or in the press, emotional coloring. But at the same time, television mercilessly bares any loss of a hero from the framework of a given image, any mistakes of the creators of this image, any contradiction in a seemingly carefully thought-out strategy.

Unlike other media, television is capable of transmitting physical movement, which is why elements of non-verbal communication, such as facial expressions and gestures, become very important.

According to modern researchers, a politician speaking on television is interested in artificially overestimating the significance of his opinion. In order for this to succeed, the viewer should have the impression that he is getting something significant in exchange for the attention spent. The key parameters of political speech are integrity, relevance and content. The integrity of a political speech implies that the content matches the image created by the politician.

Television performances, on the one hand, allow viewers to get the most complete picture of political figures, evaluate their external data, manner of speaking, ability to speak, quite broadly familiarize viewers with their views, on the other hand, provide the applicants with the opportunity to speak ability to win the confidence of voters, use a variety of forms of self-promotion, etc.

Considerable, if not paramount, importance in a politician's speech is the form, the emotional coloring of speech. The influence of the spoken word depends more on the power of persuasion than on the strength of the developed ideas. The effectiveness of a conviction is largely determined by the extent to which the leader speaks oratory, as well as his personal characteristics.[11]

Television has the unique ability to model the image of a politician according to a political and advertising project using constructive or corrective shooting. Using certain shooting techniques, you can express the candidate's attitude towards the audience and those present in the studio, set the necessary tone for the audience to perceive his behavior when he is face to face with other people.

The specific features of television and radio as media channels are actively used to influence a wide audience. Television and radio communications require less effort to perceive information than, for example, reading. This is confirmed by the results of numerous surveys conducted in different countries, which equally indicate that the audience considers television to be the most objective and most fully informative.[3]

The positive image of the state in modern political realities is becoming increasingly important within the country (as well as maintaining the negative images of other countries) and it is becoming increasingly difficult for the masses to maintain a certain image for foreign citizens. At the same time, following the history of the development of broadcasting, it should be noted that territorially international journalism continues to follow the traditions laid down in the emergence, whether it be a state model of broadcasting, commercial or public. The ways of forming the image of states revealed during the content analysis of international television channels, one way or another, contain manipulative techniques and are aimed at creating certain images of consumers of information regarding events, personalities, etc.[10]

Among the most common ways of creating the image of the state used by modern mass media, the following, in our opinion, are most effective:

- Formation of the “image of the enemy”;
- Formation of stereotypes;
- Method of disinformation;
- The construction of myths;

Research results.

Political life in the modern world is largely dependent on the media. The art of forming obsessive images and manipulating public consciousness has reached such a technological level that allows us to shape people's views and political preferences. That is, the media play an important role in the process of suggesting this or that political information. However, the effectiveness of the mechanisms of suggestion is directly related to the current state of society: whether it arrives in a state of stability or vice versa.[9]

The mechanisms of suggestion differ from each other in the quality and time of their exposure. The formation of stereotypes is designed for a short-term period of time. The creation of myths has a lasting effect on the audience. But all the mechanisms are united by the fact that it is thanks to them that the political culture and consciousness of society are formed. With the help of the media, the myth of nationality and the traditions of the people are being introduced into public consciousness. People believe in the politics of their state, not noticing any environmental disaster, or other serious problems. Without a worldview formed by the media, society will no longer be able to exist at the information stage of its development. The only question is who and with what intentions controls the mechanisms of suggestion. The future of mankind depends on this.[8]

An analysis of the role of the media in policy implementation leads to the following conclusions. Not a single socio-political group (institute) will achieve significant success in open politics if it does not have the opportunity to test it on television and in other media. Not a single candidate for government and administration will have a serious chance of being elected if he cannot use the media, and especially television. Using experienced media groups, groups of experienced political image makers can “raise” the starting rating of a capable politician or political candidate by at least 10-12%. [4]

“The media, and especially the audiovisual media, today have significant symbolic power. This is manifested in the ability to formulate certain problems, to create phenomena by the power of words, that is, to impose on the masses a certain vision of the world, which is achieved by their wide distribution and the effectiveness of the influence of visual images on the general public”. [5]

An important component in creating an image is the position taken by the media in relation to a particular political figure.

1. Passive image. The image is built on the basis of preferences of voters. To do this, thorough research is conducted to identify the set of qualities that an ideal candidate for an elected position should have from the point of view of the majority of voters. Based on the identification of a complete set of these qualities, an image is

formed and the most effective methods for conveying it to voters are determined. The method is most often used to “promote” little-known candidates.

2. Active image. In this case, the existing image of the politician is taken as a basis. The propaganda campaign is aimed primarily at, without seriously changing the image of the politician, to present the candidate as the most acceptable choice for the residents of this district (that is, actively changing the very psychological reality of the mass consciousness). Most often, this approach is used to promote the image of famous politicians.

3. Situational image. The preferences of voters are examined and the existing image of the candidate is corrected in accordance with the stereotypes of the mass consciousness of the population, but while maintaining the foundation of the existing image of a politician. This universal method is most often used in practice [6, p. 72]. But in each of the approaches, it is imperative to involve the media as a single accessible relay of the ideas of a politician for the mass consciousness of the public.

An analysis of the role of the media in shaping the image of political leaders leads to the following conclusions. Not a single socio-political group (institute) will achieve significant success in the open political field if it does not have the opportunity to test its own ideas on television, in the print media, on the air and on electronic resources.

On the whole, one cannot disagree with the French scientist P. Champagne, who notes that the media, and especially the audiovisual media, today have considerable symbolic power. This is manifested in the ability to formulate certain problems, to create phenomena by the power of words, that is, to impose on the masses a certain vision of the world, which is achieved by their wide distribution and the effective influence of visual images on the general public [7, p. 209].

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