

SUMMARY

Topic of the graduate qualification paper:

«Technologies of political image formation in modern Russia».

Author of the paper: Vassilyuk Igor Vladimirovich.

The contracting authority:

Pp. 67, tables 2, bibliographic titles 83.

Keywords: image, image formation, image technologies, public relations, evaluation of PR-campaigns, political campaigns, political consulting.

Relevance of the research topic: Formation of the image of a political leader is an essential prerequisite for successful election campaign, as an experience candidate to produce a voter has a direct bearing on the outcome of political races. Particularly it is important for the highest levels of government, primarily for presidents.

Studying features of image forming of Russian President Vladimir Putin, who has the greatest popularity among the population time for the past thirteen years, is theoretically and practically significant goal.

As a result of Putin's political decisions concerning to the Ukrainian crisis and the reunification of the Crimea with Russia, President ratings reached a historical high. Thus, the relevance caused by the need of study of Putin's image forming strategies and technologies.

The purpose of the study is to identify features of the formation and dynamics of Putin's image from 2004 to 2014.

Research objectives:

- explore approaches to the definition of «political image» in modern political science, its main functions and types;
- to consider the basic techniques and strategies of image formation of a political leader;
- to investigate the dynamics of the transformation of the Putin's image during his second presidential term (2004-2008) and during the premiership (2008-2012);

- to study features of image technologies during the election campaign in 2012 and the current state of the image of V. Putin;
- to make a comparative analysis of images of V. Putin and B. Obama.

The theoretical and practical significance of the study: The main results of the present qualification paper can be applied in the process of teaching and serve as a theoretical and methodological basis for the university reading courses «Image-making», «Theory and Practice of PR», «Theory and Practice of mass information», «Political consulting».

Results of the research: The study concluded that the image of the «hero», «macho» were finally established for V.V. Putin. In 2014, this image was added "Crimean element", bringing to the political image of V.V. Putin the image of the "gatherer of the Russian lands." On the background of the high ratings of the Russian president we can guess that the image of V.V. Putin will not be transformed, and will continue to build on the heroic image, the image of a national leader.

Recommendations. . In this final qualifying work we were have offered advice on the formation of effective image of a political leader and have worked various technologies of image building. Furthermore, we believe that, despite the high ratings of Vladimir Putin, the Russian president's team should develop in the image of V.V. Putin's new elements that would characterize him as a man opened to the time, ready to modernize, democratize Russia.