

## SUMMARY

**Subject of the thesis:** Images of Russian and U.S. Presidents in Russian and American Media

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**Relevance of the research issue:** in present moment creating of an image of political leader is one of the main goals of political media, it has a significant impact on the tone and construction of journalistic materials. In the scope of creating political image journalists are important subjects of policy, who make a significant contribution to the organization of the media sphere. The problem of intentional distortion of information is particularly acute at the present moment, when situation in the world is rather difficult, and there are a lot of countries with problems of revolutions, protests and civil wars. Such circumstances have its influence on media and creation of the image of political leaders. This gives particular relevance to our research.

**The purpose:** comprehensive analysis of the mechanisms of formation of political image constituted by the media.

**Research objectives:**

1. to consider the concept of "obraz" and its connection with the term "image";
2. to analyze the mechanisms of creating and maintaining positive and negative image of politics in the media, to research the techniques of manipulating public opinion in the mass media;
3. to identify methods and mechanisms of creating an image of Vladimir Putin in the media of United States;
4. to identify methods of construction of political image, used by Russian media against B. Obama.

**Theoretical and practical significance of the research:** this research helps to understand the concept of "the political image of the leader", the possibility of its creation and development by media; some conclusions can be applied in the educational process in higher educational institutions during classes in journalism, political science, psychology and sociology; some conclusions drawn from the study provide a theoretical basis for further study of media techniques, forming an image of authority; material in this research can also be used in the preparation of analytical and scientific research papers, by scientific and practical seminars and conferences on branding issues.

**Results of the research** materials of the Russian and American media political orientation showed that the image of presidents do not always correspond to reality. Journalists often serve government policy, use the mechanisms of influence on the audience, and show presidents of foreign countries from a subjective point of view. During the content analysis of journalistic materials it was founded that in currently difficult situation in the foreign policy the U.S. media "demonize" the image of Vladimir Putin, paying his person a large amount of material and presenting him mainly in a negative light. At the same time, Russian media have chosen a different tactic. Journalists expressly keep silence about the political figure of Barack Obama, not characterizing his policies and political position and lighting solutions in the United States as a whole from the country.

**Recommendations:**

- Taking into account the fact that the information from the media often distorted and isn't objective, recipients should be addressed to multiple sources to obtain reliable information, including foreign and Internet sources;
- Journalists can draw attention to the lack of materials that characterize the personality of Barack Obama, his policies and goals to direct their activities in the field of lighting personality of the American president, and thus fill the gap in the understanding of him as a political figure.