

SUMMARY

Theme: «Technologies for formation of image of the political leader: domestic and foreign experience»

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Relevance of a subject of a research. Designing of image of the political leader in case of the modern level of political struggle is considered a priority for the modern political leader. Image is the main component in public policy today. Today there is a mediatization of political reality, mass media create content which, anyway, influences public opinion in case of an assessment of actions of politicians. Image is always communicative education therefore the research of this unit is an important task in case of development of strategy of management of this reality. Today, in the Russian reality a lot of things depend on actions of the individuals taking leading positions in the country, beginning from wellbeing of the begun economic and socio-political reforms, to destiny of the country in general. Alternative elections in our country are held relatively recently. So image of the political leader in the Russian Federation at the moment the phenomenon quite young. The specified circumstances cause relevance of the chosen subject of a degree research.

Research purpose: to analyse domestic and foreign experience of creation of image of the political leader in aspect of use of PR-tools.

Tasks. Implementation of a stated purpose caused statement and the solution of the following tasks:

- to consider modern approaches to determination of content of the concept "political image"
- to reveal possibilities of PR in forming of image of the political leader;
- to analyse the Russian practice of forming of image of the political leader

– to study features of forming and functioning of image of the political leader in Great Britain.

Theoretical and practical significance of the research. For the solution of tasks of a degree research such general scientific methods as content – the analysis, historical approach, system, functional and tool methods, and also a method of observation and theoretical modeling were chosen.

In a practical part methods of the statistical analysis, SWOT analysis, polling, and also content of RT and BBC TV channels during the period from 01.01.2017 to 31.03.2017 were applied.

Results of a research. In the conducted degree research all objectives were solved.

Recommendations. Consecutive accomplishment of the recommendations stated in the description of this project consists in a possibility of use of separate conclusions of a research (concerning regularities of the internal organization of components of an image of the leader, functions and mechanisms of his creation and promotion, efficiency of these or those technologies and means of PR-communication) in the course of development of an ideal image of the politician.

Materials FQW can be of interest as a training material by preparation and reading rates to journalists, political scientists of specialists in the field of advertizing and public relations, in particular within teaching such disciplines as "Journalism", "Public relations in business and policy", "Political science", Imageology, "Brand management", "Political journalism" and other.