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THE ROLE OF POLITICAL ADVERTISING IN COMMUNICATIVE ACTIVITIES AS A FACTOR IN THE FORMATION OF IMAGES OF THE LEADER

The article defines the formation of images of the leader through political advertising, analyzes the concepts of "communication", "leader", "social demand", "political advertising", explores the role of social demand for leaders, information factors in the formation of images of the leader. The peculiarities of the formation of the image of a leader in advertising, in particular political, in the process of communicative activity, the essence of the concept of leadership, and ways of its formation are highlighted. The principle of the emergence of a social demand for leadership, the preconditions and consequences of the actions of political advertising in society are studied. Taking into account the qualitative characteristics of society, the attitude of the public to social change, to the leadership of individuals, ways of interacting with each other is determined.

The relevance of the article is determined by modern realities in terms of active informatization, politics, socialization and "digitalization" of society in a democracy. The interdependence of society and government, the principles of public formation of politicians, and the effectiveness of their existence in the communicative space, the role of image strategies, political advertising technologies, tasks, components and features of political advertising, other factors influencing the formation of political leader.

Understanding political and social advertising in the context of communicative activities provides an understanding of modern social communication processes. Due to social processes, they become more and more complex every year, as new tools of advertising influence and new barriers to the trust of the target audience appear. In particular, voters have their own habits of determining sympathy for certain parties or political leaders, which are difficult to change. However, the rational formation of images of elites makes it possible to form the right messages for society.

The problem is that the effectiveness of methods of forming the image of a leader depends on the chosen strategy and characteristics of certain parts of society. Studies of the peculiarities of society, their characteristics and social demands allow you to effectively manage the process of becoming a leader. Given the changing social dynamics of society, in the article we also showed that some leaders no longer meet modern requirements, and then they are replaced by others. The article analyzes the system of counteractions, as a result of which the social dynamics of change of leaders in society is possible.

Keywords: *leader, leadership, communicative activity, political advertising, social demand, image, society, society, efficiency, communication, advertising communication.*

Formulation of the problem. Each group of people has its own leaders. In the process of socialization, they are elected by other members of society, according to certain rules. As a result of communicative intersocial activity, at the political level, leaders have the opportunity to actively interact with society, and society – to clearly identify and elect their own leaders, elites of public administration – politicians. The role of political advertising in a person's life plays the role of information support, on the formation of its socio-political guidelines and images of leaders from the local to the international level. At the group level, society may be inactive in the political field, but there are certain groups that have similar political preferences that determine the vector of political development of different groups or society as a whole. Communication directly affects the success of the popularity of certain figures. The politician-leader uses the formation of his image as a commodity that he sells to the target audience. The problem is that the effectiveness of methods of forming the image of a leader depends on the chosen strategy and characteristics of certain parts of society. Political advertising is one of the factors shaping the image of political elites.

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Along with the process of forming political preferences, there is always a social demand for leadership. Individual representatives of society represent the interests of their own social groups in the political field. The formation of the image of a politician and the successful use of communication activities allow to effectively manage the situation. As a result of manipulating information flows, socially active smaller groups, through opinion leaders, can take over the information field of the passive majority, thus misrepresenting the true preferences and ideology of society. Or, conversely, the socially active majority, with its members, may ignore the preferences of less active small groups and impose their own, creating the image of a strong leader in their field and pursuing their own interests in the political field. Thus, political advertising, is a tool, a factor in shaping the images of politicians and the political and information component of society, affects the quality of social values, which can directly change the worldview of society.

The relevance of the article is determined by modern realities in terms of active informatization, politics, socialization and "digitalization" of society. Methods and practices of society are rapidly evolving due to the accelerated pace of information development of society and the crisis during the pandemic. These two factors actively influence the social demands of society and change the nature of subject-subject relations, against which the role of political advertising acquires new functions, and the issue of leadership requires new requirements for modern politicians.

Various aspects of political communication and social philosophy as a science and academic discipline have been studied in the works of scientists Northouse P.G., Lukashovich V.V., Suraya I.G., Felzer A.B., Guritskaya M.S., Akaymova A., Zayarna O., Shportko O.

The aim of the article is to define the formation of images of the leader through political advertising, to define the concepts of "political advertising", "leader", "communicative activity", to study the social demand for leaders and to study the information factors of forming images of leaders.

Presentation of the material. The subject of political advertising is a social and / or political organization, a specific person (political or public figure, leader of public opinion). The object is the target audience. Subject and object are interdependent in the modern system of public administration: in a democracy, state power is actually transformed into public government and becomes significantly dependent on society (public) [Surai I., 2009: 34-36]. Nowadays, politicians have become more independent of the party in their actions: they can often go against the main vector of the party, change them arbitrarily, so the understanding of political power as a separate idea of abstract political power is increasingly losing its meaning. The number of parties and their change disorient the voter. Values are acquired by an individual who becomes a separate figure, an elite in politics. Today, the formation of the image of a political force is reduced to the formation of only one or more leaders, not the party as a whole. The individual formation of the image of a politician as an elite of public administration works much more effectively, because it is the person who determines his professional orientation and worldview. Modern philosophical encyclopedic dictionary defines the concept of "elite" as a group of people who occupy a leading or leading position in any field of human activity [Ph. 2002: 193-195]. The formation of the image of a politician is a long-term strategic process, the purpose of which is to bring and keep the leader in leading positions in the management of society, to create favorable stereotypes about politics and its actions. One way to do this is to use political advertising.

According to Ukrainian researcher O. Shportko, political advertising is a measure and methods of forming the opinion of voters by providing generally objective information that convinces of the advantages of a given candidate or political organization over others. It consists of objective and convincing information about a certain political person or organization and an emotionally influential message [Shportko, 2007: 98]. As a process, political advertising is a measure and way of forming public opinion about a political force or policy.

According to O. Sidorenko, the concept of "communicative activity" is considered as a system of consecutive communicative actions, acts of activity, which are based on the process of

communication and communication between the subjects of interaction, involves the activity of these subjects, developing a common view of things and actions with them. and is characterized by the presence of a purposeful goal, motive (need) and a specific result. [Sidorenko, 2013: 264-273] Communicative activity is a way to change reality through communication. The strength of today's state of affairs is manifested in the fact that we are able to receive up-to-date information in large quantities, anywhere, anytime, including in real time. Through communication, actors achieve their own interests in their fields. In the sphere of political activity, the most important thing is, first of all, the formation of the image of a strong political force or a strong politician. No less important interests are: meeting the social needs of society, showing the strengths of their own actions, programs, teams, etc., manipulation on hot topics, ahead of competitors. Under the "social demand" should be considered – the formation of society's need for certain institutions to provide solutions to certain social problems, which is manifested in the internal relations of social phenomena and processes. Society strives for security and stability, but the activity of social processes, the lack of clear rules leads to chaos and the creation of new problems. Thus, society is mobilized and there is a social demand for leadership.

A leader is a person who effectively leads a group; leadership is the art of influencing people so that they willingly try to achieve goals that are not personal (for example, the goals of the unit, organization)" [Lukashevich, 2007: 223]. It is important to distinguish between the concepts of "leadership" and "Leadership" because these concepts are very similar but different. Leadership, unlike leadership, aims to develop and new ideas, instead of control, has a proactive approach, instead of the usual reactions to the situation, teaches mistakes, not punishes, strategically focuses on long-term goals, instead of tactical actions on short-term goals. Usually the leader and the leader have the power to manage people, but leadership is an acquired position, it gives power regardless of human qualities. Leadership is a modern concept of management, including change management, for which what matters is not the level of position, but the degree of influence of the individual, it is the ability to influence group activity, interact with all its members and lead it to the goal and is the type of activity that permeates the entire management system [Tolkovanov, 2013] Rationalization of politics with society and other participants in the political process is an effective way to gain leadership.

The image of a strong political leader is formed by the qualities inherent in solving the problems of society. These must be the qualities of a successful manager and innovator in his business, who sees the goal that he transmits to society. The most important features for creating an image are the management of attention and attractiveness, trust, persuasiveness, determination, charisma, self-management, openness, social activity, honesty. The most successful image of a leader is a person who combines high moral principles and professionalism. Instead, D. Goleman calls the key quality of a leader "emotional intelligence" – the ability to understand and express emotions, use them to effectively think, argue, manage their own emotions and other people's emotions, as a result, successfully solve any life situation [Selchenok, 2004]. The real features can be successfully hidden from the general public, while image-makers will promote the necessary images, preparing policy texts for public speaking, prompting at press conferences, or broadcasting artificially created images in advertising. Image makers also use "dirty technology" in political advertising to beat competitors and create a false image in society. Providing false political advertising, fakes, investigations about opponents creates misinformation that meets the interests of the "customer".

The image of the leader should also be emphasized by modernity, in accordance with the epoch and time. We notice that the politicians of the "old system" are forced to leave over time, due to outdated views and actions. Thus, modernity in the formation of the image of leadership in political communications directly affects the result. As noted by D. Olshansky, becoming a leader of any group, gaining leadership qualities and authority, each individual is thus preparing for the end of their leadership [Felzer, 2012] The ability to form the right image for a particular audience, will better convey the image message society and keep this image as soon as possible.

An important factor in shaping the image of strong leaders is the state of society and the country as a whole. In the case of stability, certainty of the development of society, security, society, like any individual, will not want significant changes, including changes in policies that provide them with comfortable living conditions. In this case, the political advertising of pro-government politicians will be based on the current state of affairs and the achievement of new goals. In contrast, other political forces will create or seek out existing problems, raising the level of discontent in society, in order to fulfill their interests and create a social demand that their leaders meet. When a crisis occurs: social uncertainty, political crisis, a clear deterioration in the lives of citizens, war, natural disasters, etc., social demands are created for things or actions that can improve the situation. These demands are successfully used by political forces for their own purposes, using "social elevators" for their leaders. A negative factor in such activities is the use of populist appeals, which in turn misleads society. The consequences of populists are known to be extremely negative in the long run. However, the role of political advertising on hot topics is effective because it provides an opportunity to create a positive image to solve the problem.

At present, political advertising plays an important role in life. We constantly meet its samples on billboards, television, the Internet, which broadcast political slogans: hidden or overt. It consists of information about a political force or policy and an emotional message: a call to action or a slogan. Influence is also exercised through more complex components: discussion, use of political platforms, programs, interviews, creation of social movements, organizations, factions, involvement of certain public figures, opinion leaders, streams, flash mobs, socially important events, round tables, meetings with voters, inspection of problematic objects, providing press conferences, etc. Political advertising is used in absolutely all existing social advertising platforms, where there may be voters – the target audience.

The problem of selling power is similar to the problem of selling goods: it is worth finding a buyer whose problem will be solved by the goods being sold. In politics, the sale of guarantees, promises, appeals abstractly solve the problems of voters who "pay" for it with their own votes.

Political advertising as a product that exists within the culture, should focus on the values in which it is located and operates. Then it acquires its own value [Zayarna, 1999: 28-31]. The main purpose of political advertising is to gain the sympathy of the citizen in the form of a vote in elections or support in other actions: informational, social, ideological. In exchange for sympathy, the subject of advertising promises certain guarantees or the implementation of certain actions that will improve the life of a citizen or solve his social, financial, ideological problems. Logically, there is an unequal exchange: the actual effect on abstract guarantees of performance. An indicator of the popularity of political elites is their current rating. If in the event of a politician's fiasco, the vote at the time of his election cannot be returned, then the guarantees of actions taken by the politician can be reset. Such a system of expectations of improvement creates public discontent and an environment for the growth of new leaders who are ready to meet the social demands of society. Thus, the demand for leaders is, in part, formed precisely by the imperfection of the system of implementation of the programs of the old leaders, which allows new politicians to create the image of better leaders than the old ones.

The communicative function of political advertising is the establishment of targeted links between government officials, candidates and society. Political advertising rebroadcasts images aimed at public demands and interests of society. In a broad sense, all political advertising shapes the ways of policy and country development, because its action in the long run forms the vector of state policy.

Modern political advertising has the following distinctive features:

- the advertised product is a person or a certain social philosophy, not a product, service or enterprise;
- the duration of a political advertising campaign is usually limited to a specific time;
- in political advertising the most acute problems are moral and ethical, because success or failure

- creating the image of a politician or political party is not a substitute for politics, but only an appendix to it;
- creating the image of a politician or political party should begin long before the election campaign [Guricka, 2013].

It is worth noting that the modern system of political advertising uses Big Data technologies. Creating computerized databases and the ability to analyze them (Big Data) allows you to create individual messages that are most effective for the user. As a result, there is a powerful tool for manipulation, in the interests of the user. This tool is not ideal, but it has considerable weight when using manipulative technologies. Voters still have old voting habits, but over time the balance towards Big Data technology will be greater.

The formation of political advertising messages always begins with the voter. Political advertising identifies calls for public support for candidates' programs, depending on society's social demand. With high-quality interaction, politics and society more actively form its positive image. For an effective campaign, it is important to know the main problems of voters and to focus on them. There are global and local problems. Local issues are much more effective in supporting voters, as they are closely linked to voter engagement and policy activities. Although global issues are more important, they also seem more distant to the voter. For example, it will be more important for the grandmother that the deputy lights the door for her and puts up a new bench than promises to punish the corrupt and provide tax holidays to individual entrepreneurs. For example, tax changes will be more important to the entrepreneur than a comprehensive inventory of residential areas, although the promise to punish the corrupt remains unattainable because there is no close connection with the voter's social demand. Thus, one of the tasks of political advertising is to find and process local problems of society, to solve them or to provide guarantees for their solution.

Political advertising in communicative activities is a factor in shaping the image of a leader, but it is only one of many factors. Given the motive for forming the images of politicians, the end result is electoral support. Political choice, the will of the voter are restrained even in societies with the most developed democratic institutions. His decision to vote in one way or another depends on the hidden action of various natural and random factors [Akaymova, 2012]. These include socio-psychological characteristics of man, living conditions, environment, information impact, level of culture, existing problems and ideology. Managing these factors, political advertising can appeal to the interests of the voter and the effect of the advertising campaign will depend on it.

Conclusions

There are many methods of influencing public opinion, each of which requires a special approach. Political advertising accumulates these methods and relays them in the usual messages for consumers. In the system of communications there are different vectors of interaction: society-leader, leader-society, leader-leader, society-society. The role of political advertising in such relationships is important, but not crucial, because there are different factors of influence. For example, image characteristics: name or name, "political background", slogans, reputation of the leader, comparative image of existing advertising, etc.

The image of the leader is formed by image strategies, actions, the main message of the politician. The attitude to it in society is formed due to the peculiarities of each subject of society, and its attitude to it. A political leader needs public confirmation of his status: belonging to the political elite, which is expressed in the degree of trust – the votes cast in the election and the current rating. The process of image formation is ongoing and can be variable.

The system of politics has mutually opposite forces, during the struggle of which, political advertising, as a tool performs the tasks of each force and forms the image of each leader. In the process of political life, selection continues: strong leaders remain in power, and weak ones cannot withstand competition.

Modern political technologies make it possible to successfully manipulate images, creating a false image of a politician or political force that does not correspond to reality. Masking and publishing only the positive characteristics of leaders is one of the types of manipulation of political advertising. Addressing the emotional component can destroy the rationalist image of a politician. For example, in Ukraine, the rating of presidents at the beginning and end of the term shows that the majority of voters remain dissatisfied, as the image of the president is constantly declining against the background of his actions.

Due to the variability of political advertising technologies, today we can identify the most difficult situation of all years, because political advertising is forced to take into account all existing methods of promotion and methods of influence. Modern people react to political advertising as "white noise", completely ignoring it, due to loss of faith in positive change. That is why advertising is becoming increasingly individual and aggressive to force the target audience to pay attention and call for action. Thus, today we see political advertising everywhere on the Internet, in applications on smartphones, in social messengers, television, print media, in the mail, on the streets, in the hallways, and so on. The ability to use modern advertising technologies gives image makers additional leverage to influence the target audience, while society is becoming increasingly vulnerable to the dominance of advertising and the constant increase in social demands.

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РОЛЬ ПОЛІТИЧНОЇ РЕКЛАМИ У КОМУНІКАТИВНІЙ ДІЯЛЬНОСТІ ЯК ЧИННИК ФОРМУВАННЯ ОБРАЗІВ ЛІДЕРА

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АНОТАЦІЯ

У статті визначено формування образів лідера за допомогою політичної реклами, поняття «політична реклама», «лідер», «комунікативна діяльність», «соціальний запит», досліджено роль соціального запиту на лідерів, інформаційних чинників формування образів лідера. Висвітлено визначення політичної реклами, образу лідера, комунікативної діяльності, сутність поняття лідерства, та способів його формування. Досліджено принцип виникнення соціального запиту на лідерство, передумови та наслідки дій політичної реклами в суспільстві. Враховуючи якісні характеристики суспільства, визначено відношення суспільства до політичних змін, до політичного лідерства осіб, способів взаємодії між собою.

Актуальність статті визначена сучасними реаліями в умовах активної інформатизації, політичності, соціалізації та «діджиталізації» суспільства в умовах демократії. Визначено взаємозалежність суспільства і влади, принципи публічного становлення політичних діячів, та ефективність їх існування в комунікативному просторі, ролі формування іміджевих стратегій, політичних рекламних технологій, завдань, складових та особливостей політичної реклами, інших чинників впливу на формування образів політичного лідера.

Розуміння політичної реклами в контексті комунікативної діяльності забезпечує розуміння сучасних соціальних комунікаційних процесів. З огляду на політичні процеси, з кожним роком вони стають дедалі складнішими, оскільки з'являються нові інструменти рекламного впливу та нові бар'єри до довіри цільової аудиторії. Виборці мають власні звички до визначення симпатій до певних партій чи політичних лідерів, які важко змінити. Проте, раціональне формування образів політичних еліт надають змогу формувати правильні повідомлення для суспільства.

Проблематика полягає в тому, що ефективність методів формування образу лідера залежить від обраної стратегії та особливостей окремих частин суспільства. Дослідження особливостей соціуму, їх характеристик та соціальних запитів дозволяють ефективно керувати процесом становлення лідера. Враховуючи зміну соціальної динаміки суспільства, в статті ми також показали, що частина лідерів перестають відповідати сучасним вимогам, після чого їх замінюють інші. В статті проведено аналіз системи протидії, внаслідок якої можлива соціальна динаміка зміни лідерів в суспільстві.

Ключові слова: політична реклама, лідер, лідерство, комунікативна діяльність, соціальний запит, імідж, соціум, суспільство, ефективність, комунікація, рекламна комунікація.

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