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PERSONIFICATED IMAGE AS A POLITICAL COMPONENT OF EFFECTIVENESS OF LOCAL GOVERNMENT BODY

Formation of favorable image for authorities is one of the most urgent problems in contemporary Ukraine. Key element of the governmental system is local government, therefore, the article deals with the concept of image of local government body and describes its personificated component. The author reveals the effect of this component on the effectiveness of local government body. The specificity of formation of personificated governmental image was considered, its components were determined and described. Given analysis represents reasons to believe that a phenomenon of "image of local government body" is a personificated image of its leader, village, town or city mayor in the minds of residents of local community. This image includes both personal features of a leader and directions of his activity.

Key words: image, personificated image, local government body, image of local government body, environmental image, method of public indignation, habitar image, verbal image, kinetic image.

In conditions of state independence of Ukraine as a sovereign state is updated search for effective ways to create a more efficient system of local government. This is one of the priority aspects of modernization of Ukrainian society, development of modern Ukrainian state because this system should meet the latest international standards, and also to take into account specific functioning of local government, which depends on a number of factors. Formation and use of attractive image of local government body is one of the key elements, not only for political success, but for a conquest of a local community electorate and for more effective government activity.

That is why the urgent need appears to research and find new interrelations between local government and the local community. In particular, this concerns creation of an attractive image of power institution. In this respect, examination of components of local government image and finding of the "golden mean" has significant meaning, because this would allow to form a complete image of local authority as a meaningful harmonious process of interaction of leaders, that took high place in official local government structures.

Analyzing the extent of scientific exploration of perspective image formation, it should be noted that this issue is considered from different angles of many studies, both domestic and foreign scientists. Modern scientific developments regarding the phenomenon of political image may be divided into several groups. The first of them include those works in which the main focus is mainly on the study of the phenomenon of leadership and psychological problems of individual image of political leaders, social activists and candidates. Representatives of the second direction consider the image of political movements, organizations, political system and a state as a whole. The third explore connections and relationships between them. Among the scientists who are productively working under defined problems should be mentioned S. Denysiuk, V. Zazykin, S. Zakharova, A. Ivannikova, E. Yegorova, L. Laptiev, V. Lisnychiy, D. Olshanskyi, O. Perelygina, O. Petrova, G. Pocheptsov, R. Romashkin, T. Homulenko, V. Shepel, G. Shvets and others.

However, studies of these authors remain outside the analysis of mechanisms for formation of local government image in the context of personification of local authority with a certain person. That determines the relevance and defines the purpose of this article.

The purpose of the article is to outline the concept of "image of local government body" in terms of its evaluation in public consciousness, and to characterize such component as personificated image of a leader.

Traditionally, a local government body in the everyday consciousness of citizens is really identified with the current urban, rural or village head. Attention is focused on their words and actions. The leader of a local government and his team will inevitably face the image of a real and an ideal figure that emerged in

public consciousness of inhabitants of a local community.

“With respect to the content of personal image we are talking about integration of social, occupational, psychological characteristics assigned to personal exterior. The image is composed on the basis of separate impressions that a person makes on people around in a result of observation, communication and interaction, as well as indirectly, based on the thoughts that passed through the communicative channels”¹. It is information about a head of a local government body and relevant informational flows play an important role.

At the same time "direct information when people learn about appearance, identity, world outlook, intellect of a candidate through direct contact with this candidate always comes in a very limited form". Therefore, the idea about own mayor in particular representatives of territorial communities is formed through gradual accumulation of both direct and indirect information "... more important for image formation is indirect information"².

Modern political processes in Ukraine are characterized by relatively low levels of trust for official information. Therefore, indirectly-forming information (A. Panasiuk term), obtained from the "third hand" (gossip, rumors, myths, anonymous information, magazine or newspaper articles, opinions about certain people or institutions of government, etc.) has enough weighty significance when forming the image.

Analyzing methods of information transfer and its genres (relevant (official) and irrelevant (related)), S. Denysiuk singled out the following types of political communication, both formal and informal. In her opinion, the most effective means to influence public opinion is informal communication. In particular, she notes that "the best result gives implementation of informal communication through formal means of mass communication. For example, such a consequence has a message associated with the spread of so-called "black PR" or compromat. With properly constructed communication "black PR" technologies effectively trigger in terms of a goal (to improve or to deteriorate politician's image). Subsequently, these rumors are independent carrier of informal political communication and penetrate into the informational space of society"³.

Appearance of "black PR" and various compromat is very often observed during election campaigns when there's a need to discredit or "adjust" the reputation of a particular leader of a governmental institution. As an example, the method of "compromat" which essence is to launch the information that raise doubts of an audience about competence of an "opponent". The main thing is to raise doubts concerning competence of an enemy, but not about competence of the charges. To use this method is necessary to create an event that will attract attention of targeted audience to this information; to launch this information, to spread it through media. Spread information should meet the following criteria: to be truthful, irrefutable, understandable, relevant and safe⁴.

What factors create a solid image in construction of a personal image? Depending on the impact of factors that create a solid image, researchers distinguish the next components of an individual image: "environmental image", "habitar image", "verbal image" and "kinetic image". As V. Lisnychyi noted, "image is a holistic system, it includes many elements that are sometimes perceived as separate images"⁵. Below, we'll consider each component of an individual image in more detail through the lens of a head of a local government body.

As O. Panasiuk notes environmental image is artificial environment built by individual (residential home, car, office, etc.). For example, environmental image is presentation of income and property declaration of city-mayors that were collected and analyzed by the Center of Political Studies and Analysis, which took place during a nationwide monitoring campaign "Declaration without decoration" in 2012. In particular, it was noted that "the biggest income among mayors of Ukrainian cities in 2012 had Kharkiv mayor G. Kernes; his income was 16.3 mln. of UAH, at the same time he had no official dwelling. Mayor of Poltava and his family had the biggest number of automobile, mainly eight, but O. Mamai personally

¹ *Политическая имиджелогия* (2006). Москва: Аспект Пресс, 36.

² Лісничий, В.В., Грищенко, В.О. та ін. (2001). *Сучасний виборчий PR*: навчальний посібник. Северодонецьк: Видавничий дім «ЕВРИКА», 308.

³ Денисюк, С.Г. (2012) Структурно-функціональний аналіз політичної комунікації. *Наукові праці МАУП*: зб. наук. пр. Київ: Вид-во МАУП, 2, 26.

⁴ Вуйма, А. Черный PR. Защита и нападение в бизнесе и не только. <<http://www.vuima.ru/book-pr-b.html>>, (2015, Мау, 07).

⁵ Лісничий, В.В., Грищенко, В.О. та ін (2001). *Сучасний виборчий PR*: навчальний посібник. Северодонецьк: Видавничий дім «ЕВРИКА», 480.

owned only truck of 1992 release"¹.

"Environmental image" is taken into account in formation politician's image but when a task is to "change", "correct" public opinion about the image of their candidate, various methods are used, including, and "the method of public indignation". Using official information from declarations of Ukrainian mayors is possible to specify the total annual income of heads of the cities; using "the method of public indignation" the aim is to find an object or a point that are capable anger the public. Finally, to anger public and stretch this indignation as long as it's possible. Thus, the use of "method of public indignation" concerning mayors' declarations of income will look as follow: experts – the Center for Political Studies and Analysis estimate that "family members of Poltava mayor A. Mamai declared a 36 times greater total revenue compared with earnings of the mayor. The family of Lviv mayor Andrii Sadovyi has earned 42 times more than himself".

We agree with the opinion of V. Lisnychyi that creating environmental image, "it is better to take "golden mean" principle as a base and represent home, office, cottage, car and other components better than other people exactly have, but at the same time, did not put the question "whence it?"² even inadvertently.

Habitar image (from latin «habitus» - appearance, exterior) is appearance deliberately or intuitively created by media through clothing, makeup, hairstyles. It also includes "objective image" presented by things created by an individual, verbal image (language and verbal self-representing) and kinetic image that is represented by facial expressions and gestures specific to an individual³.

Habitar image is the most important component of direct image forming information. Main in its selection is to emphasize its expediency and not to deviate from the standard, positively perceived in this electoral field. As an example, business image of mayors at official meetings or at council sessions when communicating with the audience, which mostly includes deputies, civil servants and leaders at various levels, city leaders always dress "suit and tie" for "identification" with the ruling elite.

Researcher A. Kubriakova describes landmark character of personal image through its conceptual structure. According to her definition, the image of a person is "first of all, a role that a person for some reason wants to play before an audience," because of it the nature of a created image should match an image in the minds of people (audience)"⁴.

Although in minds of residents of local community mayors' image is first of all an image of a "business person", but recently sport image becomes very popular for leaders of higher level authorities, politicians and heads of local governments. Sport is a part of human life; therefore a head of a local government body will gain the image of energetic, athletic, friendly person, having active lifestyle. For this image clothes favorite are pants of different types, especially jeans (and denim style in general); knitwear of all kinds of shirts, sweaters, jumpers, sweatshirts, etc.; favorite among outerwear are windbreakers and jackets, all with lots of pockets, zippers, velcro, etc. Women of this type like big hand-knitted sweaters in Nordic style and ski sets (knitted scarf and hat).

If urban, rural or village head comes to a meeting with farmers in a field during sowing or harvesting, business or sports style is not appropriate, and a head of local body may afford to dress a little better to form a positive perception at representatives of territorial the community.

About the consequences resulted by disregard of the principle of image adequacy, says the case with the famous Russian politician, who came to a meeting with miners in an expensive coat and fur hat. Not surprisingly, the communication did not work: the audience met his with whistle and he had to retire. So habitar image is a kind of image base. So, according to foreign researchers appearance in a structure of image takes from 45 to 55 percent. A certain image is found in ability to dress and to shoe, and most importantly, in accordance to certain situations or circumstances⁵.

Verbal image (from latin «verbum» - word) is an opinion formed on the basis of language products. So, vocabulary, pronunciation, intonation, literacy and logical structure of phrases and sentences, content filling, human voice are image elements⁶.

¹ Центр політичних студій та аналітики. <<http://cpsa.org.ua/analytika/page/3/>>.

² Лісничий, В.В., Грищенко, В.О. та ін (2001). *Сучасний виборчий PR: навчальний посібник*. Сєверодонецьк: Видавничий дім «ЄВРИКА», 480.

³ Панасюк, А.Ю. (2001). *Вам нужен имиджмейкер? Или о том, как создавать свой имидж*. Москва: Дело, 93.

⁴ Кубрякова, Е.С. (2008). К определению понятия имидж. *Вопросы когнитивной лингвистики*, 1, 9.

⁵ Бурим, В.В. (2013). *Іміджологія / Іміджмейкінг: навчальний посібник*. Київ: Київський університет, 255.

⁶ Бабак, М. Вербальний імідж публічної особи як складова частина комунікативних технологій (поради молодим політикам). <<http://journlib.univ.kiev.ua/index.php?act=article&article=1470>>.

As T. Matveeva remarks, an individual image is created by speaking of a person: by relevance of applied language tools, techniques and verbal behavior to a general idea, which centers the image¹. The researcher believes that image must not contradict a true intellectual and psychological semblance of a person (the difference will be noticed, and this would nullify impact on the audience), but should strengthen features important for social success and smooth negativity.

Even in the days of ancient Greece public politician had to master the basics of skilled communication, rhetoric and eristic. The aim of a politician is to be an orator. A convincing speech is main weapon of an orator. Cicero distinguished two kinds of speeches: oratorical speech and conversation. The first is for appearances in court, at public meetings, in the Senate. The second is for private meetings and feasting to communicate with friends. He wrote: "oratorical speech has great importance in case of fame acquiring, because this is what we call eloquence; but still difficult to express in which extent favor and availability of conversation attract hearts of people... As for a speech, which recites to people in time of disputes, it just brings glory in front of everyone. As far as a speech, rich and wise, excites people, listeners think that an orator understands the matter and understands it better than others. But if a speech is convincing moderate, it is the most surprising that can only happen, even more if it is inherent to a young man"². These words combine characteristics that a public official should have. The new generation of Ukrainian politicians and heads of government institutions should not only take into account all abovementioned characteristics, but also to become promoter of the native language and defender of its purity. Unfortunately, the ability to communicate in native language becomes quite rare verbal component in the image of Ukrainian politicians. This problem is characteristic of post-Soviet countries, including Ukraine. A person which does not know state language or knows it imperfectly is identified in the minds of citizens as a person from "pro-Russian region" or with low level of education, or as a "stranger." Cleanliness of human language indicates the level and quality of education.

Communicating with voters, politician or head of a city, village council strives to assimilate with a particular audience, thereby to show that politician is the same as voters and not to distance from them. However, this method should be used with caution. For many characteristics audience of territorial community is heterogeneous, in particular by such factors as education, social status, profession, and environment. The conscious use of such vocabulary as jargon, slang, argot, doublespeak by mayors (or candidates for this public office) is absolutely unacceptable. Striking example of such an error is the expression of Vladimir Putin that Russian terrorists from now will be "rubbing out in the outhouse". It has not remained unnoticed by journalists and caused an immediate reaction, somewhat destroying the image of Putin as intelligent, educated person.

Another obstacle in formation of a positive verbal image of ruling person is the use of words-parasites. Words parasites are parenthesis words that do not carry certain semantic sense and used to connect words. So a mayor and his PR-services should analyze public speeches, which are at the highest level of verbal sphere. And if there are problems using of words-parasites, special services, which employ speech writers, experts in writing of speeches, prepare texts in advance, select facts, watch the vocabulary, try to consider all the text options, because ceremonial speech is an important aspect of communication. The leader will only voice prepared text and mayor's image in the eyes of a community will remain positive, because "who knows how to speak clearly is able to think clearly".

As you can see, all of the abovementioned characteristics are directed into external perception of visual displays that have a significant advantage over the internal components of the image. A. Panasiuk identifies an individual with personal image, which is based on features that are manifested in the sphere of mental characteristics and are realized through the character, temperament and emotions³. We agree with the author, but it should be noted that with regard to the image of local government body individual or personal image has not private, but institutional nature. In this case, it is regarded as social characteristic relevant to the ruling institutions of a village or a city. Therefore, we offer relatively to the image of local government body, in particular, to characterize the image of its leader to use the term "personificated image", which is derived from the concept of "personification".

The latter concept may be defined as "giving to objects, natural phenomena or notions properties of a person or an animal"⁴. In turn, personificated image of local government body may be regarded as

¹ Матвеева, Т.В. (2010). *Полный словарь лингвистических терминов*. Ростов-на Дону: Феникс, 124.

² Цицерон (1975). *О старости. О дружбе. О обязанностях*. Москва.

³ Панасюк, А.Ю. (2001). *Вам нужен имиджмейкер? Или о том, как создавать свой имидж*. Москва: Дело, 95.

⁴ Ковальова, Т.В., Коврига, Л.П. (2002). *Глумачний словник української мови*. Харків: Синтекс, 412.

established image of local institutions, arising from certain activities, work (or inaction) and personified positioning of local leader with activity (or inactivity) of local authority.

Taking into account specific characteristics of local government body, the concept of "personified image" may be determined through the relationship and interdependence between local institutions of government and its leader. This specificity, in particular, is that election of village and city mayor by relevant territorial community is based on universal, equal and direct suffrage by secret ballot. It encourages realization of its mandate on an ongoing basis and provides satisfaction of not own interests but the interests of community, thus, representing a not individual or personal, but a personified image.

There is a unity of long-term common interests of inhabitants of a settlement, head of a local government (elected by territorial community for a specified period), and heads of enterprises, institutions and organizations irrespective of forms of property that are in a particular area. For example, when a head of local authorities visits an enterprise, its executives and employees personify his image as a representative of the local government, which is the guardian of their interests.

Local government leaders is a kind of source of information for a community, because all orders issued within local authority is considered by population in the light of their own interests, personifying the image of a local leader who has signed and issued an order, with the authorities, on whose behalf he operates¹. So, we go back to personified and not personal or individual image.

Village, town, city mayor conducts personal reception of citizens, addresses vital local issues and meets the needs of people. Therefore a citizen at a mayor's reception, sees not a private person, not an individual but personified leader of local institutions that may solve (or not solve) some problems. And how effective will local leader solves emerging issues, will depend the formation of his personified image in the minds of local residents and, of course, the image of governmental institution which he leads.

To summarize our analysis regarding the appropriate use of the term "individual" or "personal" image in its relationship with the image of a local government, and considering its specificity, interconnections and mutual influences between village, town and city councils and their leaders, we offer to use the concept of "personified image" for specification of village, town and city heads.

Therefore, given analysis represents reasons to believe that a phenomenon of "image of local government body" is a personified image of its leader, village, town or city mayor in the minds of residents of local community. This image includes both personal features of a leader (experience, clothing, ability to talk, etc.) and directions of his activity.

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