

Personification leader in process of political communication

the determinants that contribute to the process of personalization leader in the process of communication with the public are analyzed in the article, the types and models of communication processes are discussed, the specifics of leader in the personalization of political communication on the example and experience of the UK in the period from 2007 to today are outlined.

Also effective positioning model used by political leaders (former Prime Minister Tony Blair and current Prime Minister David Cameron) to improve the rating of political parties, led by politicians and establishing communication with the public are analyzed.

Keywords: political leadership, communication, personification, media, Prime Minister, United Kingdom.

Персоніфікація лідера в процесі політичної комунікації

в статті проаналізовано детермінанти, що зумовляють процес персоніфікації лідера в процесі його комунікації з громадськістю, розглянуто види та моделі комунікаційних процесів, окреслено специфіку персоніфікації лідера в процесі політичних комунікацій на прикладі та досвіді Великої Британії в період з 2007 року до сьогодні. Також проаналізовано ефективні моделі позиціонування, використані політичними лідерами (екс-прем'єром Тоні Блером та чинним прем'єром Девідом Камероном) задля підвищення рейтингу політичних партій, очолюваних політиками та налагодження комунікації з громадськістю.

Ключові слова: політичне лідерство, комунікація, персоніфікація, ЗМІ, прем'єр-міністр, Великобританія.

Collegiate system of government in modern democratic societies recently have shown a persistent inability establishing communication links between the authorities and the public. The current state of democratic societies are characterized by weakening of party identification, internal organization, reducing the influence of ideology, the decline of loyalty of ordinary citizens to political parties, fragmentation of the government. To establish a dialogue between the government and the electorate strong link in the political system is needed: a charismatic

personality, who concentrates features of a political party on the one hand, represents the electorate hears and giving feedback.

Those societies win where the weak systems are replaced by strong leader . Last owing to the adjusted communications with the public, accumulates the resources to jolt political party, which he heads, actively, often radically and rigidly defends the interests of its supporters. At the same time, the leader is sensitive to the needs of the electorate and external changes. Thus leader is personified by element needed by the public and key figure in the political game.

The question of political leadership was studied by such scholars as J. Barber, F. Bartlett C. Bell, J. Burns, E. Bogardus, R. Ziller, G. Lassuell, S. Mills, F. Riddle, M. Hermann, R. Hill, J. Blondel¹, B. Paryhin. Blondel particular attention paid to the psychological aspects of the problem of political leadership, in particular personification of ideas, social and political forces of society in the face of political leader. Also T. Berezovets², VN Bebyk³, C Kuznetsova⁴ paid enough attention to the issue of political leadership.

An important contribution to the theory of political communication made such as foreign researchers E. Bernayz, H. Lassuell, Dzh. Klapper, V. Shrem, D. Berlo, R. Katts, P. Lazarsfeld, V. Lippman, L. Perlinh and M. Rosenberg S. Katlip, K. Kros and T. Haker, Zh. Domenak, John. Mannheim, P. Boller, K. Dzhemson, D. Brenders, M. de Fleur, L. Hlin, S. Lenard, D. Zeller , S. Yanhar.

Researches to understand the phenomenon of political communication trying, above all, were made by the foreign theorists. Their researches are mainly based on studying the role of the media and their impact on public opinion and electoral behavior.

But such a thing as the personification of a political leader in scientific thought and research is not enough. Among the experts who uncovered it in their writings we may outline about G. Fomina⁵, O. Tymofiyuk, K. Havrylovska⁶.

Such a phenomenon as the personification of a political leader is a pervasive feature of modern politics. Its deterministic of changes, that have occurred in most democratic countries. It is important to study the question of a political leader in the communication process with the public.

Before you go to the examples process that personification of a political leader, it is necessary to clarify such terms, as political leader, personification and communication.

¹ Blondel Zh. Politychne liderstvo: shliakh do vsesiazhnoho analizu. – M. 1992 – s. 16 – 17

² Berezovets T. Politychna reklama ta problemy formuvannia imidzhu politychnoho lidera v Ukraini. K.: 2002

³ Bebyk V. M. B35 Informatsiino-komunikatsiyni menedzhment u hlobalnomu suspilstvi: psykholohiia, tekhnolohii, tekhnika publik ryleishnz: Monohr. — K.: MAUP, 2005. — 440 s.: il. — Bibliohr.: s. 432–437.

⁴ Kuznietsova S.V. Politychne liderstvo v protsesi instytutsializatsii / Politolohiia v Ukraini: stan ta perspektyvy rozvytku / Zb. nauk. dop. i st. – K.: Vyd-vo Yevrop. un-tu, 2000. – s. 86–92.

⁵ Fomina H. A. Vzaiemovidnosny politychnoho lidera i media: dosvid Velykobrytanii. Biznes. Suspilstvo. Vlada 2012 roku № 13. s. 24-39.

⁶ Havrylovska K.P., Tymofiyuk O.O. Do problemy personifikatsii derzhavnoi vlady: psykholohichniy aspekt / Psykholohichni perspektyvy. – Lutsk: Red.-vyd. vidd. "Vezha" Volyn. derzh. un-tu im. Lesi Ukrainky, 2002. – Vyp. 2. – s. 70-77.

So, **political communication**⁷ is a kind of social-policy information field that connects all the components of society's political sphere structures and political activities.

Definition of communication comes from concept «dialogue» (eng. communication) – the process of establishing and maintaining contact between members of a particular social group or society in general. In turn, political communication is also the method used by political leaders to identify their problems and to make influence on the behavior of citizens.

Political Communication is a part of social communication, which focuses mainly on management issues through the implementation of information strategies of political actors who influence on society. So the essence of the political process and communication is the transmission, transfer, a circulation of political information.

Researchers define three main types of political communication:

1. through social and political institutions;
2. through the media;
3. through informal contacts.

The study of political communication in modern society was put by G. Lasswell⁸. He studied propaganda, which is widely used by countries that were involved in the World War II (the new means of influencing the press and the cinema at the time).

Model by Lasswell of communication process is as follows:

1. “Who?” (Transmitting) device;
2. “What?” (Passed) – messages;
3. “How?” (Transmits) – channel;
4. “Who?” (Sent messages) – Recipient (audience);
5. “With what effect?” – Feedback.

By the way, then this formula among professionals is called “bullet's theory” and became the official basis for propaganda. It is understood that communication like bullets flying from the brain of one person to another is a special information channels. A target is a passive participant or spectator. And his feelings and motivation can be controlled.

It is necessary to suggest that the Lasswell's model of the communication process in modern political system are crucial points 1. and 3. at paragraph 1. Especially, since the implementation model is primarily involving a political leader.

So political communication is a mechanism by which power is realized, the rights and freedoms of citizens sustain.

There are many definitions of political leadership, including that in the political life is the most significant group of interested persons. He (she) is entitled to make decisions.

Leader (from Eng. Leader – leading) is the one who is able to influence others and to lead.

⁷ Bebyk V.M. Informatsiino-komunikatsiyni menedzhment u hlobalnomu suspilstvi: psykholohiia, tekhnolohii, tekhnika publik ryleishnz: Monohr. — K.: MAUP, 2005. — 440 s.: il. — Bibliohr.: s. 432–437.

⁸ Pocheptsov H. H. Teoriia komunikatsii. — M.: Relfbuk, K.: Vakler, 2001. c. – 656.: s. 432–437.

R. Stogdill who tried to describe the political leadership in terms of synchronization mutual expectations between members of a group on which stands the figure of the political leader⁹.

Political leadership¹⁰ is the highest level of leadership in general, because it reflects power relations in society at the highest – state level. Political leadership is the process of interpersonal interaction in which authoritative people, endowed with real power, exercise legitimate influence on the whole society or a part of it, who voluntarily gives some of its political and powers and rights.

A political leader¹¹ – is any active participant in political life, political action, process, able to consolidate the efforts of others and actively influence this process, the one who has real power to solve political problems. His authority is based on the ability to create, merge others to achieve goals. Such person regulates relations in society and affects the formation of values, and sometimes protects.

It should be stressed that the impact of such a leader is based on ideal representations of other group members (electorate, society, community). Moreover, he (she) does not necessarily have to meet all the expectations of the members of society, to satisfy all their needs. His (her) main mission is to embody the expected image – personification.

The fact that based on the definition, personification¹² (from the Latin persona “face”, Latin Fazio – “do”) is a representation in the form of including people and recognition of their human qualities. Personification is a kind of metaphor, likening inanimate objects or natural phenomena, human qualities, humanizing them (a personification – of reviving them).

Personification is used in religion, mythology, fairy tales, parables, magic cults, literature, sociology, psychology, and certainly in politics. Especially popular is the use of personalization in the communications of political leaders and the public.

In this case, the personification meant a growing leadership role in the political process. As well as the trend towards the separation of powers in favor of a leader in broadcast his image in the media. The phenomenon of personification has its downside, which manifests itself in an unfavorable environment. The leaders are sensitive to public sentiment, personification opens the most sick and vulnerable places.

Personification of political leader is a kind of “selling image” policy. There are a number of political figures who were quite successful “vendors”. Among them, for example, is the current Prime Minister of Great Britain David Cameron and his predecessor Tony Blair.

Tony Blair¹³ (when in office from 1997-2007) in this time caught the essence of political communication and successfully used it to manage. His experience shows that the dynamics

⁹ Stogdill R. Handbook of Leadership. A Survey of Theory and Research. N.Y., London, 1974. P. 21

¹⁰ Blondel Zh. Politychne liderstvo: shliakh do vseosiazhnogo analizu. – M. 1992 – s. 16 – 17.

¹¹ Vydryn D. Y. Ocherky praktycheskoi polytolohyy. K., 1991. s. 32 – 33

¹² Fomina H. A. Vzaïemovidnosny politychnoho lidera i media: dosvid Velykobrytanii. Biznes. Suspilstvo. Vlada 2012 roku № 13. s. 24-39

¹³ Fomina H. A. Vzaïemovidnosny politychnoho lidera i media: dosvid Velykobrytanii. Biznes. Suspilstvo. Vlada 2012 roku № 13. s. 24-39

of the modern democratic state depends entirely on the leader, his management style and effective marketing.

The representative of the Labour Party Tony Blair was the youngest prime minister of Britain after Lord Liverpool in 1812. Blair is a man of great will and strong nerves, a rigid self-discipline and accurate calculation. At the same time he is a sober pragmatist with a cool head and inspired heart.

Blair's government pursued a policy to decentralize government, settlement of the conflict in Northern Ireland, reform of the social sector and establishment of relations with the European Union.

Under the leadership of Tony Blair's Labour Party in 1997, defeated the center-right Conservative Party, with 18 years of experience in the government rule. Blair was the only one who has led the party to three consecutive victories. By the way, he served as prime minister longer than any other representative of the Labour Party. During the reign of Blair's Labor Party won at all levels (exception was the parliamentary elections to the European Parliament and Welsh 1999). What is the secret of success is still unpopular political force?

Voting for the party people associate it with the way Blair. He became a political leader who "took out" a party. The government's actions, voters associate primarily with the actions of the prime minister. Blair pelted even manipulate public opinion by using the press, which he has used for the announcement of new reforms, creating the appearance of activity.

While the period of John Major as Prime Minister of Great Britain from 1990 to 1997 can be described as "very conservative, very traditional, safe and predictable," Tony Blair's leadership was opposed to him cocky. He accumulated around a huge personal power and using his position in the government to implement its own policy, society was "a man who "makes others think that they run the country."

The dominant position of Prime Minister is dependent on a particular set of personal qualities that helped him to strengthen and enlarge his position. With the above resources and, of course, with the participation of the media, Tony Blair also expanded the boundaries of influence and increased the level of publicity of the person.

Professor Richard Heffernan¹⁴ believes that the popularity of Blair's dominance has contributed successfully to constructed image and properly established political communication. Thanks to lined up proper communication with the audience through the media Blair has managed to create a good image.

The media played a crucial role in the political field of personification in the UK. Simple and attractive information that was used by the press office relayed in the media, was part of a long-term strategy to promote the image of Tony Blair.

¹⁴ Fomina H. A. Vzaïemovidnosyny politychnoho lidera i media: dosvid Velykobyrtanii. Biznes. Suspilstvo. Vlada 2012 roku № 13. s. 24-39

David Cameron

Many conservatives linked their hopes for the future of the party with this name. Supporters of Cameron believed that in order to return to power, the Conservatives need young, ambitious, radical and at the same time aimed at modernizing leader.

Some conservatives carried out parallels between the reforms undertaken Blair within his party in the 1990s, and the changes that they wanted to have with the arrival of Cameron¹⁵. Soon after his appointment the opposition leader David Cameron in opinion polls was ahead of Prime Minister Tony Blair. In June 2007, after the voluntary resignation of Blair, Labour briefly regained its leadership thanks to Gordon Brown. But in October 2007, Cameron once again became the most popular politician and Conservative voters support was highest for the past 14 years.

In 2010 Cameron formed a coalition government (parliamentary elections when the Conservative Party won) from the Liberal Democrats (the first British coalition government since the Second World War).

Career of Cameron in the Conservative Party was impressive, and in 2005, after the “Tories” have experienced the change of several leaders, he was so young politician who gave the party hope to return former greatness of Thatcher era. During several years the young leader was able to significantly improve its ratings.

Current British Prime Minister defends all basic and conservative values in practice. Starving reporters for a shining history for many years of Tory failure and unpopular Labor government, paid him the attention as he sought, that helped him to create a clear conservative image. In October the 25th, 2014 Cameron refused to increase the British contribution to the EU budget, which asked to allocate additional 2.1 billion Euros. According to Cameron, the EU should give more rights to the government of England, including limit migration flow from other countries belonging to the EU.

Cameron also opposes the aggressive foreign policy of Russian President Vladimir Putin. In 2014 he also joined one of the initiators of sanctions against Russia, which attacked Ukraine and annexed the Crimea.

So the British prime minister positioned himself as a refined conservative, as he really is.

Being tough on the outside and soft inside.

For politeness and excellent manners witty companion hides quite tough negotiator, he acts under a model of “to be soft outside and hard inside.” This is the essence of the communicative model of Cameron. The charm and irony help the British Prime Minister to act with dignity in the negotiations. Cameron is not afraid to take responsibility in a difficult situations, he is ready to make tough and unpopular decisions, if necessary to achieve the goals. He is able to work effectively in situations of conflict and disagreement. He is not afraid to be “inconvenient.”

¹⁵ Kameron Devid. Premier- ministr Velykobyrtanii [elektronnyi resurs]. –Access to the resource <http://lenta.ru/lib/14172111/full.htm>

During the difficult negotiations Cameron as a professional PR specialist (1994 to 2001 he served as director of corporate relations in broadcasting Carlton Communications) is a master of efficient use manipulative techniques of negotiation, avoid direct answers to uncomfortable questions.

Despite the appearance of openness and communication skills he is not inclined to open the soul (either to journalists, or to the partners in the negotiations), one iota more than what was originally planned to say as part of the interview.

Before his election as Conservative leader in 2005, David Cameron made history that called himself "heir to Blair". Between Tony Blair and David Cameron are many differences in political views, strategies to achieve the objectives in behavior. Indeed, there are similarities in how they acted with small group of reformers because the first and the second policies indeed «shacked» once amorphous parties and they managed to established an effective communication with the public and selected models of successful positioning.

Politicians, who are well aware of methods and means of communication with voters through these channels of communication may not only be the effective players in the political field, but also to build a successful strategic moves, to adapt the political model and to get an effective output itself. Political communication between the leader and the public often has "rituals" in its nature. But those leaders who could overcome the walls of formalities and could establish a process of communication and carry their messages to public turn to heard, popular and successful political players.

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