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Image of the political leader in the context of the presidential election campaign

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Abstract

The article investigates the strategy of forming the image of the political leader in the context of the presidential election campaign. It points out the importance of the creation of professional images in the political activity of political leaders during their pre-electoral career. in addition, the concept of archetypes and their importance in the formation of the image of a political leader is outlined. The political images of the leaders of the presidential race of the United States of America are characterized. In the research aims to establish the meaning of the image for a political leader, the strategies of its formation and determine the prospects for future research. The methodology of the research is determined using methods of analysis, synthesis, behaviorist, systemic, structural-functional approach. It is concluded that, political imaging reveals a variety of technologies to improve speech, behavior, pronunciation of convenient words in the implementation of political activity. The lack of a thorough and complex analysis of this issue is evidenced by the fact that the number of scientific studies on the problem of political image in the context of the presidential campaign is scarce, at least in Ukraine.

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Imagen del líder político en el contexto de la campaña electoral presidencial

Resumen

El artículo investiga la estrategia de formación de la imagen del líder político en el contexto de la campaña electoral presidencial. Se señala la importancia de la creación de imágenes profesionales en la actividad política de los líderes políticos durante su carrera preelectoral. además, se esboza el concepto de arquetipos y su importancia en la formación de la imagen de un líder político. Se caracterizan las imágenes políticas de los líderes de la carrera presidencial de los Estados Unidos de América. En la investigación pretende establecer el significado de la imagen para un líder político, las estrategias de su formación y determinar las perspectivas para futuras investigaciones. La metodología de la investigación está determinada por el uso de métodos de análisis, síntesis, enfoque conductista, sistémico, estructural-funcional. Se concluye que, la imagenología política revela una variedad de tecnologías para mejorar el habla, el comportamiento, la pronunciación de palabras convenientes en la implementación de la actividad política. La falta de un análisis exhaustivo y complejo de esta cuestión se evidencia por el hecho de que el número de estudios científicos sobre el problema de la imagen política en el contexto de la campaña presidencial es escaso, al menos en Ucrania.

Palabras clave: creación de imagen; arquetipos; imagen del líder; carrera presidencial; marketing político.

Introduction

Modern directions and trends in the development of applied politics, political science as a whole, are characterized by interdisciplinarity, comprehensive vectors of interpretation and evaluation of political and social categories, as well as the interconnection of numerous approaches and principles of political imageology, in particular, the image of a political leader in the context of the presidential election campaign.

The democratic transformations in the world make the problem of increasing the competitiveness of political leaders very relevant based on the formation and implementation in the public consciousness, demanded by the electorate image models of behavior of the political leader in the process of the presidential election campaign.

Under the conditions of different electoral systems of the state-legal institution of presidency, the way the political leader-candidate for presidency is perceived by the public consciousness is extremely

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important, and this, in its turn, puts before the latter and his team the task of creating a system image, including a set of views on political, every day and professional activities, personal qualities, which would cause positive impressions among the electorate and ensure support during the presidential campaign A noticeable sign of modern presidential election campaigns is the transformation of political technologies in the conditions of local territories as a result of the application of modern mechanisms of public information communication, the spread of propaganda schools of political consulting, the financing of programs which are directed to the publication of practical manuals on the organization of elections.

The countries of continental America or the Anglo-Saxon legal system are a striking example of such activity. American democracy, mainly the U.S., represents innovative PR technologies, due to which the strategies of formation of the image of a political leader in the context of the presidential election campaign acquire unwavering directions of development of the Americanization of election campaigns of the world.

The coloring of the presidential election campaign with the signs of Americanism in the states of the European continent takes place by changing the political leader, reformatting the existing political system, or creating new political forces with a different ideology.

For example, in France and Italy new political movements were created, turning the political situation in the country in the direction of new elections, in the Federal Republic of Germany there is a process of change of political elites. Today it is impossible to do without studying the experience of election campaigns in the USA and advanced European countries in developing the concepts of forming the image of a political leader in the process of the presidential election campaign.

The process of formation of political technologies on the model of American democratic values shows its dynamics in the Republic of Ukraine as well, in particular a vivid example of the formation of the image of a political leader was the presidential election campaign of 2019 of the interests of the leading countries in the international arena. The successfully formed model of behavior of the political leader during the presidential election campaign determines the inevitable victory in the elections. This situation is explained by the sympathy of the electorate to the personality of the political leader, which is most vividly reflected in the example of the Ukrainian phenomenon of personal identification of political activity.

Thus, the image for a political leader plays the most essential role in capturing political power in the country, spreading political influence on all strata of public organization both through strong centralized politics and through the formation of regional practices of local self-government. More so because a positive image of a political leader will serve a long-term

character during the political struggle with his political opponents in the future.

The image constitutes an undeniable weight in political activity for modern politicians, portraying a mythological personification of the actions, speeches of a presidential candidate, considering the archetypal features of a certain model of behavior (Guliyev, 2020). The world experience shows that the strategies of formation of the image of a political leader are reduced to the influence of subconsciousness and consciousness of social strata of the population.

The positive result of the image of a political leader depends on the professional abilities and skills of the image-makers themselves, the means of mass communication and the level of development of the political and legal consciousness of society.

1. Methodology

In the process of implementation of our study general scientific and specifically doctrinal methods of political science are used. A number of scientific views are analyzed, which allow to highlight the system of formation of strategies of behavior of a political leader in the context of presidential pre-election activity and thus make a scientific approach to this issue. The relevance of the formation of the image of a political leader for the conduct of political activity during the pre-election race for the presidency of the state is highlighted.

Based on summarizing the informative material, the structural formation of the definition "political image" of the leader of the presidential campaign is implemented, the classification of gradual steps in achieving the goal of positive reaction and sympathy to the profiling subject of political activity is determined.

The behaviorist approach in the study of the political leader's image during the presidential election campaign is the indispensable indicator, which allows studying the behavior of individual subjects of a particular political election campaign of certain countries of the world, in particular the USA and Ukraine. The personal dimension of the political science aspect of image-making in pre-election battles establishes the psychological features of the political image of D. Trump, H. Clinton, V. Zelensky and other figures of the leading politicians.

The systematic method helped to form archetypal characteristics of the political image of the leaders of the presidential election campaigns. Structurally functional method helped to draw a parallel between the image-making models of different political subjects of the presidential campaign.

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2. Reference overview

Problematics of political image as a complex socio-cultural category about the management of imagination, consciousness of the whole society or a certain part of it arose simultaneously with the social stratification of the population of the corresponding territory.

The article by I. Myloserdna is devoted to a comprehensive study of the image of a political leader as a category of PR technology. It is argued that, in practical political science, image is, first and foremost, a generalized perception that is shared by ordinary citizens about political subjects. Another thing is that it is purposefully shaped by image-makers (Myloserdna, 2019).

H. Trushevych notes that the components of the process of shaping the image of a politician through PR-technologies and to elucidate the mechanisms for applying a built political image through the media on the basis of the «included observation» method and direct participation in the work of the team of the People's Deputy of Ukraine on the formation of his image (Trushevych, 2019). A. Holishevska analyzes the factors influencing the formation of the level of trust as one of the main values of political reputation.

Based on the results of sociological research, the priorities of trust of the citizens of Ukraine have been identified. The necessity of ensuring the stabilization of the political sphere and the progressive development of society through the establishment of social consolidation, political responsibility, and the development of democratic forms of cooperation in the context of creating a positive political reputation is substantiated in the article by A. Holishevska (2020). One of the last monographic researches in Ukraine concerning the object of our research is the work on axiological bases and ways of optimization of image and reputation of a political party (Korniienko *et al.*, 2018).

The mentioned work is saturated with theoretical-methodological and conceptual bases of political image and reputation research, it highlights the political image as a part of the electoral culture of the society, establishes the argumentation of the ideological paradigm in the formation of a positive political image.

The authors note that communication potential, symbolism and personification are recognized as integral elements of the strategy of formation of political image. The selected study summarizes the effectiveness of building a modern model of target political style, the history of its emergence in the theory of political thought, the presence of socio-political situation for the choice of a particular model of political style.

The scientific treatment distinguishes mythological and propaganda dimensions of formation and functioning of political image. The author reproduces the political image in the context of propaganda power, which imposes on the public consciousness the views that form the political model of activity in the interests of the subjects of comprehension of this propaganda. At the same time, the researcher focuses on the provision of the propaganda component of the political image through the prism of mythologization, demythologization and remythologization (Vysotskyi, 2020).

Among the works on the formation of the political image the study on the consideration of the postulates of the political image of G. Wallace in the presidential campaign in the USA in 1948 stands out. In contrast to the samples of the positive image of the political leader in the context of the presidential election campaign the researcher established that the image-making of G. Wallace imitated activity, as the political leader of the USA in the presidential race was guided by views which were not reflected in the North American society of federal states at that time.

This strategy of building G. Wallace's political image led to his defeat in the U.S. presidential election campaign in 1948. (Lushchak, 2017). As already noted, in the innovative system of communication and information space there are training manuals published with the support of international non-governmental and governmental organizations as examples of political consulting.

These include the Ten Secrets of Political Campaigns (Bohush, 2016), clearly reflecting the structure of electoral process of a political subject in the form of ten blocks of political and technological activity. It is the "fourth secret" that characterizes the strategy of forming an effective political image, differentiates the structure of the political image, and reveals the determining role of the phenomenon of the "leader" of the election campaign candidate. This "secret" also notes the avoidance of having and creating attitudes that construct a negative image of the political leader of the election campaign.

Another practical political consulting manual sponsored by the United States Agency for International Development (USAID) and the Government of Canada with the assistance of the Canadian Department of Foreign Affairs and Trade (GAC) is "Winning Elections: Technologies, Campaigns, Principles," 2016 (Horodok *et al.,* 2016).

The manual consists of three sections, including the topics of technologies and implementation of the election campaign, successful examples, and principles of the candidate's campaign, as well as the legal basis for the organization and conduct of elections.

A separate place among the sources of the selected problems is occupied by the works, which investigate the strategies of formation of the image of the political leader of election campaigns in the leading democracies of the world community. In particular, the scientific publication dwells on the consideration of the presidential and parliamentary race in France in 2017.

It outlines the political portraits of the leading leaders of the political system of the Republic of France in 2017, as well as strategies for forming a positive image of E. Macron as the winner in the presidential election campaign7 of France, the differentiated view of the strategies and image-making of the French political leader (Mitrofanova, 2017) is disclosed.

The dynamics of the rating of the political leader of the presidential campaign in France 2017. E. Macron is formed in the following work on political image among the source complex (Mitrofanova, 2017). The great importance in the political-image context, in our opinion, is the result of the political leader's performance in the presidential election campaign. Such a context is also considered during the presidential elections in France in 2017 (Potikha, 2017).

Certainly, the advanced democracy of the political system represented on the North American continent deserves a detailed examination in the electoral campaign process, using the 2016 U.S. presidential election as an example. (Litvin, 2018). Thus, the psychological features observed in the construction of political image models of D. Trump and H. Clinton are established due to the manifestations of such archetypes as Self, Shadow, Anima, Animus, Persona and, especially, Trickster.

Ukrainian experience of formation of strategies of political leader's image in the context of presidential election campaign is described Hrynyk (2017) scientifically constructed practical aspects of construction and application of politicians' image through the cut of values of Ukrainian society. Political technological aspects of the presidential elections in Ukraine (Mytrofanova, 2017) constitute a great weight in the construction of directions of formation of the political image for the candidate for the presidency of Ukraine.

The co-author's study on presidential and parliamentary election campaigns in the conditions of one-year electoral cycles of the Ukrainian independence era reveals three annual electoral cycles for the period of Ukrainian independence, 1994, 2014, 2019. (Mytrofanova, 2017). The fundamental monographic work of recent years in the light of the construction of the political image of the candidate for the presidency of Ukraine is a book on the electoral process of 2019 in Ukraine in the light of public expectations (Maiboroda, 2019).

3. Results and Discussion

At the stage of development of modern global modern society by means of innovative-communicative interaction in the society the image in political processes plays a special importance. Today, image-making is the most important core of the formation of political consciousness and political culture of each individual, group of persons or society as a whole. Political image science reveals a variety of technologies for improving speech, behavior, pronunciation of expedient words in the implementation of political activity.

Thanks to political image constructs, political leaders have the opportunity to acquire a colored biography of past exploits, of a great friendly family, of the formation over a particular period of time of professional qualities with an emphasis on favorable characteristics that are in high demand in society. The image of a political leader is an artificially formed image which depends on both initial subjective characteristics, such as personal qualities and psychological features, and on objective socio-economic conditions in which the political activity of the presidential campaign leader and his entourage manifests itself.

The formation of the image of a political leader is impossible without a serious and clearly regulated work together with the mass media, which distribute political information among a numerous and ramified audience and influence the public consciousness of the recipients of political information.

Thanks to innovative advances in the information space, the media can reach the end consumer everywhere and constantly influence the members of any society. It should be noted that the concept of image is reflected in many scientific studies, as well as reference encyclopedic editions, but a unanimous definition has not yet been found, although some parallels are observed in the works of scientists. The content of the concept of "image" has changed quite significantly over the centuries.

The terms "image" and "image" were often simplistically confused, making the latter a kind of tracing of "image". At first, image was just understood as an image of an individual that exists in the minds of other individuals who are in direct contact with him. That is how the representatives of antique, medieval and enlightenment thought understood image; although they did not use the term "image", they did much to define the question of how an image of an individual is formed in the minds of other subjects, what factors favor or disfavor the formation of a positive image of this or that individual among his fellow citizens.

However, there is a rather noticeable difference between these social phenomena. Namely: the image is formed mainly in a natural way, while

the image is largely an artificial formation. It is possible to offer such an understanding of the image of the political leader of the presidential election campaign as a speculative image formed in the mass consciousness, has the character of a stereotype, emotional coloring, has a great regulatory-manipulative power and which is technologically created for specific strategic goals and tasks.

Despite the fact that the problem of forming a political image is well studied both by foreign and Ukrainian scientists, these studies cannot claim to be exhaustive, especially taking into account the fact that political practice is constantly replenished by new phenomena in this area. The absence of a comprehensive, complex analysis of the issue is evidenced by the fact that the number of Ukrainian scientific studies of the problem of political image in the context of the presidential campaign is few. Political scientists have turned to this problematic relatively recently.

The problems of the image of political parties and political figures, as the analysis shows, for many years have been studied mainly by representatives of social and political psychology, which have done a lot to clarify the question of the nature of these phenomena and the specifics of their formation.

Today there are practically no studies showing the relationship between the image of the party and the image of its leader. In the majority of sociological researches images of political parties and figures appear on the basis of the data received during determination of ratings of political parties and political figures that is hardly correct from the scientific point of view. In our opinion, a number of aspects of the problem of the image of political parties are not reflected in scientific research. The problem of formation in the mass consciousness of the transitive components of their image in the post-election period remained outside the circle of research attention (Korniienko *et al.*, 2018).

Now there is no clear, unambiguous answer to such questions as: what are the specifics of forming an image of a political party in mass consciousness?; how does this process differ from the process of creating an image of a political leader? to what extent do the images of a political party and its leader formed by party ideologists coincide with social expectations?; how well do the images of political parties presented in their program documents, works and speeches of leaders coincide with each other?; what factors facilitate and what impede the process of forming The image is not just an image or a communicative unit.

To be an instrument of propaganda power, to influence consciousness and behavior, it must function as a myth. In fact, the name of any famous politician is a myth, which acts as the basis of his image. For the mass consciousness, the myth is cleared of any history. The biography is brief, but it is not usually accentuated by propagandists.

For the construction of the myth of a politician, a political force, first, create contexts (occasions to show certain qualities or associate the politician with success in a certain area, with a positive perception), which act as initial for the myth of a politician, second, it is a mythological story about enemies, which are also myths (enemies must act as absolute evil, even the good deeds of enemies serve to hide evil intentions), or the myth of future prosperity with a politician or political force (Vysotskyi, 2020).

It may also be noted that in practical political science image is primarily a generalized image that consists in the average citizen about political actors. The image is a complex concept, so it can also be analyzed from different perspectives.

 Researchers stop at three possible approaches to the image: functional, in which we can distinguish its different types, based on different types of functioning; contextual, in which we find these types in different contexts of implementation; and comparative (comparative), in which there is a comparison of close images (Myloserdna, 2019). The image is a generalized image - a representation of political subjects, which is purposefully constructed by the relevant specialists - image-makers.

At the current stage of development of society, with the weakness of ideological articulation and correspondingly decreasing role of ideologies that do not act as a basis for political self-determination of the Ukrainian voter, the influence of the personal factor on the electoral priorities continues to increase. The electoral choice of the population remains personalized, since there is a clear tendency to personalize the images of modern political parties and blocs, when the image of the leader determines the result achieved in the elections.

The personal factor plays an important role in people's perception of the political life of society. Its influence is especially noticeable during presidential elections in the phenomenon of the so called "deviation voting" when a candidate's personality is so attractive to the voters that they vote for him/her regardless of party affiliation.

The population perceives not the real figure of the politician, but his image - a certain model endowed with specially developed characteristics, fixed in the mass consciousness in the form of a stereotype (Madryha, 2016).

The political image is interpreted as a purposefully formed stereotypical image that exists in the public consciousness and is designed to psychologically influence a certain social community, public opinion at home and abroad. It is not just a mental image fixed in the mind as a reflection of reality, it is a specially modeled purposeful reflection of an image created by professionals, based on a certain reality (Shurko, 2018).

Based on the above and other research approaches in the definition of the above concept, it can be argued that the political image is a comprehensively formed image of a political subject, which is endowed with characteristic personal mythological qualities to penetrate the consciousness of society through mass communication in order to cause the greatest sympathy. field. A necessary condition for creating a positive political reputation, correlated to the political image is the trust of citizens in the bodies of political power.

Trust creates a connection between public institutions and citizens, forming a sense of commonality of interests and goals of activity (Holishevska, 2020). The electoral process largely depends on the activity of the elite and the ability of civil society to influence its formation and functioning.

It is well known that the control of the political elite over the electoral process can be exercised in the following ways: attempts to regulate the composition of subjects of the electoral process to reduce the weight of those social groups or ideas that are considered undesirable; use of various options of electoral engineering, isolation of the policy-making process from the influence of public opinion through regulation of links between election-related decisions, the composition and organization of the government structures, etc.

The great importance is the qualitative selection of the elite, its level of responsibility, competence, professionalism, etc. During the years of building democracy, the promotion of the state and society was not significant enough in the formation of a national, politically weighty, and responsible elite. The practice of domestic political life shows that the constant appeal to the people as their sovereign is quite often blatant political speculation for the sake of achieving some political interests or a manifestation of the failure of a politician.

But the greatest challenge in this situation is the disregard for the right of the political elite itself, which begins to influence political processes based on its professional beliefs, sometimes not coinciding with the opinion of a large part of society (Ilnytskyi, 2018). Elections are a strategic game, but very different for everyone involved. Some decide and strategically control the process, while others only contemplate and do not see everything. But everyone participates. For politicians, it is a game of Go to seize territories and positions. For the candidates, it is a roulette game with an unexpected result. For the authorities it is a real chess game.

It is important who started it and who placed their pieces in a winning configuration. There are pawns, they have the same fate and opportunities, and there is a queen - a queen in Africa, with no rules and unlimited opportunities. For the electorate, the elections are clearly not a strategic game, but a national lottery, everyone plays, and some number wins a little.

And the grand prize will be won by one out of millions, and that on television. Well, for political technologists, it's a game of Renju. The field is constantly expanding, chaos ensues. And only one person knows where five stones in a row will suddenly appear... (Bohush, 2016). Developing an image is a question that invariably confronts everyone who is involved to some degree in political activity.

What is meant by the word image is nothing other than the perception that the general public or a certain group has of a certain person or organization. The peculiarity of image is that it can lead both to a successful political career and to the loss of authority and the opportunity to influence certain factors. An image is made up of an emotional aspect; the impression a person or organization makes; associative connections. The necessary components of image maintenance are: experience; knowledge; ideology; and technical skills of political communication (the very last of these components is devoted to the proposed publication) (Horodok *et al.,* 2016).

In addition, the structure of a politician's image consists of: reputation; appearance; nonverbal behavior; verbal behavior; creative elements; political program, platform; compliance with people's expectations (Bohush, 2016). In fact, image is only one side of the coin. Its other side is the personal representation of a politician or party about themselves (i.e., self-presentation or self-esteem).

What the self-image will be partly depends on the message that the politician or party offers to the public. It is, in particular, the ideological strain that becomes basic to the existence of a party or the political activity of an individual. Only if this message meets the demands of society and addresses key issues can we hope for support and therefore a positive image. In this process, the following three points should be paid attention to:

1. The politician must determine for himself whether the self-presentation corresponds to the real state of affairs. This is necessary when self-image is high and performance is not up to scrutiny (e.g., campaign results that are significantly lower than expected). The reasons for this situation should be made clear. If the reason is a party message, it requires immediate correction, since even the best advertising cannot change the taste of a tainted product.

2. If the formulated personal impression of the message seems positive, it is necessary to test it in the target groups, that is, to find out how those for whom it is assigned (primarily voters) react to it. It is also important to see what effect your image has in different social and age groups. Such research can be done by working with the media and various organizations, conducting sociological studies, etc.

   If people get an inadequate, negative impression of a party or an individual politician or are insufficiently informed, you should not blame the media better turn to the analysis of your own self-image.

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3. Finally, an important issue is the confrontation between self-presentation and the image you have; efforts aimed at eliminating the differences between these two concepts. First of all, find out what you should focus on to eliminate them (Horodok *et al.*, 2016).

Preparatory steps must be taken to determine a strategy for shaping and approving the candidate's image: 1. Sociological and socio-psychological analysis of the situation in the district. Analysis of expectations, advantages, perceptions of the ideal candidate. 2. Analysis of perception of the candidate's persona in the minds of voters. 3. Comparison of ideal candidate's image with candidate's personal resources. 4. Determining the direction of approving a candidate's image. The strategic image of a candidate is a model constructed on the basis of identifying the expectations of the population about what a future deputy should be (and should not be). The strategic image consists of a positive image of the candidate, constructed from answers to the question what he should be, and a negative image, constructed from answers what he should not be. A positive strategic image is formed on the basis of basic sociological research and includes the following components:

1. Moral qualities (honesty, decency, fairness, etc.).

2. Business qualities (professionalism, intelligence, education, etc.).

3. Public leader qualities (concern for people, humanity, intelligence, etc.).

4. Other positive qualities (attractive appearance, age, marital status, gender, nationality, etc.) (Bohush, 2016).

Architects of the political image in the process of its formation, of course, systematically rely on an extensive system of scientific achievements, particularly psychology. Because it is the psychological features of the individual personality that allow us to comprehensively reveal the sought-after personal image of the political leader, which brings its results in the form of sympathy of the electorate - a positive assessment of the behavior of the political subject in the human consciousness.

Based on of numerous psychological observations, we have an opportunity to highlight the psychological and political science aspects of the formation of the image of a political leader during the 2016 presidential election campaign in the United States, moreover, to establish the essence of the specific archetype of the subject of the presidential race.

Based on the principles of the existence of imageology and the professional activities of image-makers and political technologists themselves, it can be stated that any image of a political leader can be formed in terms of understanding one archetype as well as in a set of archetypes. In our understanding, "archetype" in Greek should be interpreted as the beginning of a trace or reflection, i.e., a prototype of a political leader in the

form of symbolic structural elements of culture, associating the behavior of a subject of political presidential election activity with his conscious and subconscious perception by the electorate. At present, a positive image of a politician necessarily contains, along with a demonstration of the ability to solve problems (in the present or in the future), a demonstration of care for the population (especially for the most vulnerable strata), that is, it combines the archetypes of Creator, Warrior and Father (Sherman, 2013).

Indeed, the comprehensive coverage of the archetypes of the image behavior of the political leader in the presidential electoral process constitutes a positive result, although still the presence of the dominant political prototype remains unchanged. At the same time, the positive result embodies the formation of the image of the political leader of the presidential election campaign not only in the positive perception of such an image in the minds of electoral groups of the society of a particular state, but also the construction of negative qualitative characteristics, which also lead to the expected desired result - approval in society.

A vivid example of the latter is the strategy of forming the image of D. Trump during the 2016 presidential campaign in the United States. Taking as an example only certain fragments of D. Trump's behavior (Litvin, 2018), namely his irritating calls to China in Taiwan; the invitation to the president of the Philippines, who allowed without trial to shoot drug dealers in the street, we can say about his rather ambiguous behavior, which on the one hand surprised the public, on the other hand caused a certain part of it to be delighted, because no presidential candidate could afford it before, that is, he is not like everyone else.

Donald Trump's rhetoric, like his behavior, has surprised and continues to surprise not only American society but also the world community. His statements tended to reinforce the archetypal image. To take some of them as an example: "Anyone who thinks my time has passed is tragically mistaken"; "The only difference between me and the other candidates is that I am more honest, and my women are prettier"; "Some people think my fingers are short. But my fingers are as long and beautiful as other parts of my body. And it's thoroughly documented"; "My motto: hire the best and don't trust them with anything"; "If Hillary Clinton couldn't satisfy her husband, how can she satisfy America?" So, D. Trump from the beginning positioned himself as an ambiguous politician who did not consider the norms of behavior and broke stereotypes. It was thanks to his rather harsh statements, unpredictable behavior, headlong reactions that he quickly managed to attract public attention to himself.

The media actively picked up and spread all the information about him, because this contributed to their popularity. In this case, the dividends were reciprocal and calculated: Donald Trump constantly attracted the attention of the public, the PQM continued to focus on his actions, attracting it to

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himself again. This strategy of shaping the image of a political leader during a presidential election campaign is not a novelty, because throughout their political career such politicians as V. Zhirinovsky in the Russian Federation, as well as O. Liashko in the Republic of Ukraine took this type of political leader, who personifies the psychological model of the "Archaic Trickster", as a behavior model.

One of the disadvantages of such an archetypal pattern is that it is not always possible to perceive it rationally in the public consciousness, because there is a question of "good" or "bad" of such forms of political activity in the context of the presidential election campaign. The misunderstanding of such expression is also seen by combining "surprise," "disgust," and simultaneously "capture," which was fundamental in the North American consciousness in the context of the 2016 presidential election race. A parallel reflection of the Trickster archetype was evident throughout the entire performance of Studio 95 Kvartal with V. Zelensky in the Republic of Ukraine.

Although such activity was long before the presidential elections of 2019 in Ukraine, but co-opted the corresponding system of the model behavior of the "prototype", which formed the basis of the strategy of the image formation of the political leader, in particular through the statement in the direction of mockery or inappropriate mentioning in supposedly comedy performances the problems of genocide against the Ukrainian people Holodomor, mocking the unsatisfactory work of public authorities, which necessarily suppressed the authority of branches of state power in the Republic.

The specified consequences of the negative characteristics, which in no way can be compared with the values of the Ukrainian society and its consciousness, led to the positive result of building the image of V. Zelensky in the context of the presidential election campaign of 2019 in Ukraine. The trending archetype that became the basis for the formation of H. Clinton's image was the Persona archetype. At the same time the archetype of the mother is observed.

Later model transformations begin to be implemented and the archetype of the modern businesswoman of the Statesman emerges. M. Spillane (Korniienko *et al.*, 2018) describes the transformation of H. Clinton's Habitat image as follows: "The transformation of N. Major from a pretty but simply dressed woman into a rather elegant lady was widely covered and commented on. America's first lady, H. Clinton, had to largely change her appearance during the 1992 presidential election campaign because the woman's severe appearance cost her husband many votes.

Glasses were replaced by contact lenses, her hair was dyed gold, and her closet of shapeless suits was replaced by attractive clothes. H. Clinton's

image has been constructed in a traditional pattern (Litvin, 2018) with the public's expectations in mind. But, in most cases, her behavior, public appearances, statements were a reaction to the rhetorical attacks, actions of D. Trump, which prevented her from positioning herself organically. The Persona archetype exists as a contrast to the Shadow archetype and represents an idealized image for all moral values and social expectations. Persona is what our self-shows society, can have many masks, and reflect them in different situations and different social classes, categories of society, different from each other (Shkvorchenko *et al.*, 2021).

However, Persona aspires to the formation of a positive character, the personality of a political leader during the presidential election campaign. Given the 2016 presidential election process in the United States, there are some incomprehensible contradictions in the strategies of building the political image of the leader of the presidential race.

If the negative features of D. Trump's political image manifested themselves in the sympathy of the electoral field, the negative characteristics of H. Clinton's personality showed a different result. Recall that during live broadcasts H. Clinton sometimes had brief epileptic seizures, which prevented her from carrying out verbal communication.

At that time open aggressive statements of D. Trump, which, in turn, also prevented the implementation of verbal communication, not only in terms of the level of development of culture of the politician, which emphasizes exactly the study of the concept of archetypes, but also in a direct sense, such as the same delay in speech, had the opposite effect.

Another identical example of the above-mentioned political leaders in the context of the 2016 presidential election campaign in the United States is the use of the negative fact of B. Clinton's intimate relations with M. Lewinsky, which was one of the procedural grounds for the resignation of the US President, and the presentation of the same negative fact. regarding D. Trump, who committed inappropriate actions of sexual nature towards persons of the opposite sex.

As we can see, the essentially identical archetypal psychological patterns of behavior of political leaders find radically opposite reflection in the sympathy of the electoral consciousness of the society. This can be explained by other personified features of the image of a political leader, in particular, given the fact that D. Trump won the presidential election campaign, we can identify positive corollary factors in the formation of the image of a political leader: physical health; gender identity; social status; ethnicity; property status; international relations.

Psychological science claims that the presence and perception of an archetype exists in every person regardless of any attributes, including race, language, nationality, social status, property status, article, health status

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and other attributes that identify this or that individual person - a person. Let us consider in more detail the factors we have highlighted for shaping the image of a political leader in the context of the 2016 presidential election campaign in the United States.

Therefore, the state of physical health could influence the political choice of an American citizen, as the above-mentioned negative characteristics of the verbal communication of the two political leaders D. Trump and H. Clinton showed that the more stable in terms of physical health D. Trump has more advantages. Secondly, in our opinion, gender also played a role, because the presence of extraneous sexual relations in marital life (adultery of one of the spouses) or the presence of a generally negative experience of intimate relations in women and men also lead to the opposite results.

There is also a social factor here - whether the political leader has a registered marriage or not. Thirdly, the "white British" became a symbol of the Anglo-American political elite, which has formed a certain demand in societies for strategies to form the image of a political leader. In the fourth, not the last place in the creation of D. Trump's political image was his main previous professional, economic activity which brought the former US president a worldwide success and billion-dollar fortune. In the end, a huge amount of factual data on the connection of D. Trump with the state authorities of the Russian Federation, in the information and communication space, showed an effective vector of positive sympathy in the public consciousness of the American people.

Moreover, the highlighting of the mentioned factors of the formation of the image of the political leader in the person of D. Trump during the presidential race in the USA proved that their rethinking and established strategies for the development of the behavioral model of the new political image in the person of J. Biden, one time at TV debates stated that Biden is a "puppet of Putin" (LB, 2020).

Thus, the opposing psychological features of the pattern of behavior in the formation of the image of the political leader in the context of the presidential election campaign constitute ambiguous vectors in the professional activity of image-making because they lead to the opposite result, although the bases of formation of the final electoral sympathy are the same in essence.

The following should reveal the political slogans and directions of program promises of image-making of D. Trump and H. Clinton. As a major employer (Arabadzhy, 2016), Trump emphasizes the need to return economic opportunities to the U.S., to do this it is necessary to create new industries, to attract new workers. D. Trump accused President B. Obama of cutting the coal industry and promised to repeal what he said were "outrageous rules and regulations." Trump proposes eliminating taxes on corporations, significant corporate tax cuts, and government budget cuts.

On health care, Trump proposes a ban on abortions at a certain stage of pregnancy, except in cases of pregnancy resulting from rape, incest, or when the woman's life is in danger. This idea is not new, particularly for Catholic countries, and some innovations are in Clinton's program: the legalization of marijuana for medical purposes and same-sex marriage. Hillary Clinton proposes (Arabadzhy, 2016) raising the minimum wage to $12 an hour, tax breaks for working families, and increasing women's participation in the workforce. To improve the lives of the middle class, Clinton intends to ensure wage equality for women and men, implement comprehensive immigration reform (including legalization for some illegal immigrants), impose stricter gun control, and increase spending on infrastructure.

So, the political leaders chose in the formation of their image-making all directions of state regulation of social relations, the intertwining of conservative and liberal directions of political activity in the strategies of the formation of the image of D. Trump and H. Clinton is clearly traced. However, it should be noted that conservative sentiments prevailed to a greater extent in the model of behavior of D. Trump, while H. Clinton chose a neoliberal pattern of political image.

Based on the results of our study, it can be argued that the views of scholars coincide on the importance of shaping the image of a political leader in the context of the presidential election campaign. We unequivocally agree that a certain archetype plays a key factor in the construction of a political leader's image.

At the same time, we would like to draw attention to the fact that, in contrast to the established concept of psychological availability of the perception of an archetype by a specific person, regardless of gender, race, language, ethnicity, social and property status and other characteristics, can still influence the formation of specific specified identities in the public consciousness demanded image of a political leader the destruction of stereotypes is one of the successful practices of image-making of a political leader in the presidential election campaign Myth is another element of the image formation strategy during the presidential election campaigns.

A significant role for image-making is played by sociological research on the assessment of the development of society and its consciousness, which dictates the conditions of demand for political activity. A disadvantage in professional image-making of a political leader, in our opinion, is the short-term model of behavior of the subject of political activity, which manifests itself in the abuse of the use of the demand by society or a certain social group with a low level of political and legal culture and consciousness.

The study of the strategies of forming the image of a political leader in the context of the presidential election campaign serves as a new approach in the study of the problems of imageology political imageology, can be

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applied in the educational process in teaching special courses of image making of subjects of political activity.

The results of our research can become projects of future political technology projects in the process of forming the political image of the future president of the state. The prospects for further research can be empirical studies on the understanding by groups of people of the political and legal definitions that determine the level of formation of society, the electoral field, and the ideal image of the political leader of the presidential election campaign.

Conclusions

The human subconscious reflects the social essence of the electoral field in society. The main purpose of the formation of the political leader's image strategies in the context of the presidential election campaign is to influence this human subconscious or consciousness of the public as a whole and cause positive emotions, which would characterize the sympathy to the candidate for president of the state.

The political image today is seen as a professionally formed image based on the psychological archetypes of the individual activity of the personality of the political leader. Image-makers make their best efforts for a varied combination of patterns of behavior of political figures in the election race, depending on the public demand of the electorate, social tension, and the immediate preferences of the human consciousness. Because the image of a political leader in the context of a presidential election campaign is formed on the basis of a social request, very often voters become deceived after winning the election, because they do not receive the expected results that were present in the formation of the image of a political leader.

Thus, the myth of politics is created by image-makers as a substitution of real being for the meanings that voters want to see, hear, or receive. Archetypes as psychological features, which are laid down in the basis of every person's existence, help in the formation of the political leader's image strategy in the context of the presidential election campaign to create one of the classic theatrical roles demanded in society: "Savior of the Motherland", "Father of the Nation", "Magic Leader". When developing strategies for modeling the image of a political leader in the context of a presidential election campaign, it is important to consider the role of mass communications in the process of "promotion" of the subject of political activity.

If a political leader is engaged in a comprehensive political activity, attends various events, directs his work to support public organizations or

leads economic, regional projects, but it is not covered in the media, such activity will be mostly indirect and will not have much influence. on the formation of a political image among the social strata of society. With the help of the media: TV channels, the Internet, periodicals, etc., it is possible to exert a great influence on the human consciousness.

On the other hand, political communication is well known for the process of preparing invalid political coloring material, which in many cases is not appreciated at the proper level by the consumer of the political-media product. This phenomenon is caused by the fact that social groups of the electorate with a high degree of self-awareness, consciousness, especially political and legal culture and consciousness, highly educated groups of individuals with an expanded view of social and political events, phenomena and figures can become aloof from the entire political process.

The specified presence is one of the problems of the Ukrainian society as citizens of Ukraine who consider imperfect construction of an image of the political leader during presidential pre-election campaign or, as it was already specified above, mythologization of the political figure, become passive in consumption of a political and communication product, and this, in turn, leads to negative consequences for society.

The latter is shown in that political electoral activity is displayed by those layers of the population which pay less attention to ra Such social groups of society are extremely active, when a political leader during his/her presidential pre-election campaign opposes to the incumbent president rational and reasonably justified reproaches in his public and political activity during his/her presidency.

Consequently, the image of a political leader in the context of a presidential political campaign is necessarily an important element of the political activity of this subject, the positive result of which depends on several factors, on the level of political and legal consciousness, culture, public education, as well as the level of professionalism of image-makers and the moral qualities of the political technologists themselves.

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