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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**IMAGE POLICY: TECHNOLOGIES OF CREATION
AND PROMOTION**

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:
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ABSTRACT

The research object of the thesis is the image of a politician. The subject of research of the thesis is the technology of creating and promoting the image of a politician. The purpose of the thesis is to study the technologies for creating and promoting the image of a politician. The methodological basis of the thesis was formed by general scientific methods: system analysis, induction and deduction, historical method, comparative analysis, descriptive method, as well as specific scientific – content analysis.

In the process of writing the thesis, the following results were obtained: the concept of «image politician» and the main methodological approaches to its definition were considered; the structure, typology and functions of the image of a politician as a promotion strategy are described; the stages of constructing the image of a politician are described; the image of a politician is considered as a socio-political technology; the communicative essence of the politician's image is revealed; the main forms of promoting the image of the politician are described and the characteristics of the channels for promoting the image are given; a study was carried out on the topic «Promotion of the image of a politician in the Belarusian socio-political press during the presidential election campaign in 2020»

The novelty of the results obtained is due to the lack of publications of such a study of the period of the presidential elections in 2020, which would make it possible to track the dynamics on this topic. The results obtained are characterized by a wide area of theoretical and practical application. The materials of the thesis can be used in the educational process, scientific and political activities.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical research.

Key words: image, image politician, image creation technologies, image promotion technologies, methodological approaches to definition, typology image politician, structure, functions, stages of image creation, image strategies, promotion channels.