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**IMAGE OF THE POLITICIAN: TECHNOLOGIES OF CREATION AND
PROMOTION**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The object of the thesis research is the image of a politician. The subject of the research is the technology of creating and promoting the image of a politician. The aim of the thesis is to explore the technologies of creating and promoting the image of a politician. The methodological basis of the thesis was the following methods: comparative analysis, system analysis, content analysis.

In the course of writing this thesis following results were obtained: methodological approaches to determining the image of a politician and methodological approaches to promoting the image of a politician were considered, the structure of the image of a politician, forms of promotion and channels of promotion were considered, the Belarusian and Russian socio-political press was explored as a channel for image promotion.

The scientific novelty of the results obtained is due to the lack of comprehensive and complete information about the creation and promotion of the image of the politician. The obtained results have theoretical and practical applications. The materials of the thesis can be used in the educational process, as well as serve as a basis for creating and promoting the image of a politician.

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

Keywords: image, image of a politician, creation of an image of a politician, promotion of an image of a politician, structure of an image of a politician, forms of promotion of an image of a politician, channels of promotion of an image of a politician, approaches to definition of an image of a politician, types of an image of a politician, strategies of promotion of an image of a politician, broadcasting of an image of a politician.