

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

KUZMINA
Anna Sergeevna

**IMAGE POLICY:
TECHNOLOGIES OF CREATION AND PROMOTION**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Irina F. Burina
Senior Lecturer

Minsk, 2018

ABSTRACT

The purpose of the graduate thesis is to study the technologies for creating and promoting the image of the politician.

The object of the research work is the image of the politician. The subject of the research work is the technology of creating and promoting the image of the politician. The methodological basis of the graduate thesis was made by general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the historical method, as well as the particular scientific methods used in carrying out sociological research (the method of content analysis).

The actuality of the graduate thesis is that the process of creating a policy image is gaining popularity. This trend is observed because over time, political competition significantly increases, so the policy should think over what it needs to do to show itself in a positive context against the background of competitors and attract a large target audience (voters).

In the process of writing the graduate thesis, the following results were obtained: a comparative analysis of the concepts of the "image of politics" of various authors was made; the structure and characteristics of the policy image as well as the stages of its formation are revealed and studied; the forms and channels for promoting the image of the politician were examined; a comparative analysis of the ways of broadcasting the image of the politician in the Belarusian public political press during the elections of 1994 and 2015 is made.

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

Keywords: image, image policy, imago of politician, structure of image, formation image policy, positioning, promotion, promotion image policy, target audience, public political press.