



COURSE SYLLABUS

THE IMAGE OF THE POLITICAL LEADER

Degree of higher education: doctor of philosophy
 Field of knowledge: 05 Social and behavioral sciences
 Specialty: 052 Politology
 Educational and scientific program: « Politology»
 Study year: 2, semester: 4
 Number of credits: 5,
 language of instruction: English

Head of the course

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Contact Information

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Description of the discipline

The discipline "The image of a political leader" is aimed at forming knowledge about the role and importance of image in public politics and its influence on the formation of authority and ensuring successful advancement in the career of an individual political scientist, as well as a holistic idea of the peculiarities of the formation of a positive and an effective image of a political leader based on knowledge of the psychological foundations of imaging, theoretical knowledge and practical skills of self-presentation in verbal and non-verbal communication

Course structure

No	Topic	Learning outcomes	Task
1	Topic 1. Educational discipline "The image of a political leader" in the structure of general imageology	Give a systematic description of imageology. Its subject, object, task goals, and functions of imageology. To analyze the methodological basis of imageology and its relationship with other disciplines.	Tests, questions
2	Topic 2. Types of images	Conduct an analysis of the main theoretical approaches to defining the concept of "image". To explain the functions and role of the image in the structure of the modern world.	Tests, questions
3	Topic 3. Image making: essence, basic principles.	Be able to characterize. main approaches to the typology of images, types of images in the light of the functional approach. Examples of typologies of images (world and domestic experience).	Abstracts
4	Topic 4. The main regularities of building an image	To be able to characterize the goals and tasks of image making, the basic principles of working with image-creating qualities, the basic principles of organizing	Ece

		image events.	
5	Topic 5. Toolkit of imageology. Image strategies	To give a general description of the specifics of RR-actions and RR-campaigns in the process of building: the image of a person; corporate image, essence of anti-crisis PR, technology and organization of advertising campaign: strategy of advertising activity (plan, stages, schedules); advantages and disadvantages of means of distribution of advertising..	Tests, questions
6	Topic 6. Features of advertising activity in creating an image	Explain the methodology of imageology, positioning and manipulation, mythologizing and detailing, emotionalization and verbalization, accentuation of information and public opinion research.	Essay
7	Topic 7. Creating an organization's image (corporate image): basic requirements and factors.	Analyze the components of the organization's image, general features of the organization's image. leading directions of corporate image formation (PR, advertising, corporate style, corporate culture, etc.), the main parameters of the organization's image, the influence of factors of the organization's external environment on the course and direction of the image creation process, the main factors of the organization's internal environment that affect the organization's image, the main stages of formation image of the organization, changing the image of the organization as the basis of strategy in a crisis situation, the main forms of developing and maintaining a positive image of the organization, peculiarities of building a corporate image in the financial sphere.	Tests, questions
8	Topic 8. Technologies of political image formation in the context of modern imageology trends	To be able to analyze the world experience of forming a political image, types of political images in the national dimension, methods of forming a political image: "valve", "live target", "drops", "hints", resonant technology, etc., the strategy of forming a political image, the main tactics of creating a politician's image, manipulative techniques and technologies in political communication, socio-psychological models of creating a political image, information and communication technologies as a factor in the effective functioning of a political image.	Тести, питання
9	Topic 9. Image of the country	To give a general description of the components of the country's image, the main mechanisms of formation, maintenance, correction and management, the internal image of the country: conditions of formation. objective images of the country (economic, social, humanitarian, political, cultural, economic, etc.). the role of mass media in the process of creating a country's image, the main functions of a country's image, subjective and objective factors of building a country's image, social values as a factor in the formation of a country's image, socio-psychological features of the formation of a country's image. cross-cultural communications: essence, specificity, characteristic, features of building the image of Ukraine.	Реферати

Literary sources

1. Bolin, G., & Ståhlberg, P. (2023). *Managing Meaning in Ukraine: Information, Communication, and Narration since the Euromaidan*. Cambridge: Cambridge University Press. 238 p.
2. Cornelissen, J. (2023). *Corporate Communication: A Guide to Theory and Practice* (7th ed.). London: Sage. 368 p.
3. Cull, N. J. (2024). *Reputational Security: Refocusing Public Diplomacy for a Dangerous World*. Cambridge: Polity Press. 224 p.
4. Dinnie, K. (2022). *Nation Branding: Concepts, Issues, Practice* (3rd ed.). London: Routledge. 326 p.
5. Edelman. (2024). *Edelman Trust Barometer 2024: Innovation in Peril*. Chicago: Edelman. 64 p.
6. Falkheimer, J., & Heide, M. (2023). *Strategic Communication: An Introduction* (2nd ed.). London: Routledge. 216 p.
7. Lees-Marshment, J. (2024). *Political Management in Practice: Lessons from around the Globe*. London: Routledge. 304 p.
8. Manor, I. (2024). *Public Diplomacy and the Politics of Uncertainty*. Cham: Palgrave Macmillan. 280 p.
9. Surowiec, P., & Kania-Lundholm, M. (Eds.). (2023). *Social Media and Politics in Central and Eastern Europe*. London: Routledge. 260 p.
10. Trushevysh, H.B. (2021). The role of language image in creating a favorable image of Ukrainian politicians: analysis of New Year's speeches of the Presidents. *Baltic Journal of Legal and Social Sciences*, 4
11. Way, L. A. (2023). "The Rebirth of the Ukrainian Nation". *Journal of Democracy*, 34(2), 25–38.

ASSESSMENT POLICY

- Policy on deadlines and rewriting: Papers that are submitted late without good reason will be graded at a lower grade (-20 points). Modules are rearranged with the permission of the dean's office if there are good reasons (for example, sick leave).
- Academic integrity policy: Written works are checked for plagiarism and accepted for defense with correct textual borrowings - no more than 20%. Writing during tests and exams is prohibited (including using mobile devices). Mobile devices can only be used during online testing (eg Kahoot).
- Attendance Policy: For objective reasons (for example, illness, international internship), training can take place online upon agreement with the head of the course.

EVALUATION

The final grade for the course is calculated as follows:

Module 1		Module 2		Module 3	Module 4
20%	20%	20%	20%	5%	15%
Current assessment The grade is defined as the arithmetic average of all the grades obtained in the practical	Modular control Paperwork	Current assessment The grade is defined as the arithmetic average of all the grades obtained in the practical	Modular control Paperwork	Trainings Training grade is determined as the arithmetic mean of the grades received during the completion of the training.	The grade for independent work is determined as the arithmetic mean of the grades received for completing independent work assignments.

Students Assesment Scale

ECT S	Mark	Content
A	90-100	excellent
B	85-89	good
C	75-84	good
D	65-74	satisfactory
E	60-64	enough
FX	35-59	unsatisfactory with reassembly
F	1-34	unsatisfactory with reassembly