

# Main Typologies and the Functions of Using the Image in Politics, Political Images

Shener BILALLI

Faculty of Humanities and Social Sciences

International Balkan University

Skopje, North Macedonia

**Abstract:-** The importance of research topics derives from the theoretical and practical importance of building the image of political leaders in the modern world. With the emergence of beautiful and bright shells of people carrying images, external features, and encrypted information's in the 21st century, those images will become an integral part of the lives of both individuals and the political system and the nation. It takes a lot of effort to create a truly effective image. Therefore, it is important to first figure out the rational for studying the image process. And only after studying the phenomenon of the image of a political leader from a scientific point of view, various experts developed the image of a particular leader in a practical way. An important aspect of the image building process of political leaders is the leader's transformation strategy, which builds an image that works and succeeds. During the times, images always have been part and in the centre of public politics, on the other hand, when we are seeing the political communication from the visual aspects or social media aspects we are catching the real momentum of the political communication. Based on the new facts, there are still some important research problems/ gaps in this area. This paper examines the key role of the "image" in modern political campaigns, especially based on what kind of political communication image the politician can the politician win the election.

**Keywords:-** Image, Politics, Social Media, Public Relations, Leadership, Election Campaigns, Psychology.

## I. INTRODUCTION

Communication through political images and social networks is already important. The leaders with the best image possible usually get the most votes. Images are no longer seen as a psychological process of perception. It is believed that this concept is comprehensive, carefully designed and practiced, achieving certain benefits, including social, psychological, and material ones. There are other products on the internet that offer a variety of image services and promotions. Politicians and political parties often hire advertisers as campaign consultants to build an image that meets the expectations of voters. Therefore, various types of polls were conducted to investigate the political image and analyze the leaders (political) themselves and their supporters. At the same time, many research studies were initiated and conducted over time globally to analyze famous

political leaders, to develop their typology and to explore the awareness of the masses to discover the components of the image of an ideal politician.

The most influential scholar who created the policy type is H. Lasswell, M. Haberman, D. Winter, J. Longitudinal studies are being conducted around the world to find out the details of the ideal policy. On such study lasted almost 50 years from 1952-2000, W. Performed by Benoit and J. McHale. The main characteristics of the ideal politics of a qualified scholar are morality, leadership qualifications, sensitivity, and integrity [1].

## II. ANALYSING THE POLITICAL IMAGES

The essence of the "image" phenomenon has passed the path of evolutionary development and thanks to the electoral process this term began to be used in relation to the political leader or a political party. The process of image formation came to the fore due to the development of democratic principles for the establishment of key state institutions. Politics has become an arena of war between different parties, politicians, and interest groups. To achieve the final goal in the electoral process, it is necessary to gain the maximum trust of the population, which will help develop the best image of a politician. One of the founders of imageology, the American Sociologist K. Boulding, in his book "Image: Knowledge in Life and Society", propose a concept according to which an image is a certain stereotype of behaviour that influences the action of an individual, a group of individuals or a nation. According to him, the concept of image is opposite in its meaning to the concept of knowledge. "Knowledge is based on truth; image is based on faith" [2]. According to the researchers, political images are role images. In political and social life, each person assumes a certain role and constructs his behaviour with the image of this role.

Related with the characterization of image is given by the American historian D. Boorstin in his book "Image, or What Happened to the American dream?" he defines these key concepts as an illusory form of consciousness based on pseudo-facts, an inadequate, simplified representation of the

[1] Benoit W. L., McHale J.P., Presidential candidates' television spots and personal qualities, Southern Communication Journal, Vol. 68, 2003, p.319-334.

[2] K. E. Boulding, The Image: Knowledge in life and society, University of Michigan Press 1956, p. 75.

reality. Based on the D.J. Boorstin, he says .... “We are so used to our illusions that we take them for granted. We need them, we strive for more of them, to make them the most important, vibrant, and interesting. This is a world created by us, a world of images.... [3]. On the other side American political theorists J. Mac Leod and M. Edelman consider the image as an image that could transform people’s consciousness, as they perceive images to a greater extent through intuition and emotion. An image is a created artistic process. This process involves the use of phenomena and actions such as planning, art, and skill [4].

#### ➤ *The Typology of Images:*

In the late 20th century and early 21st century, Ukrainian and Russian specialist in Imaging look to define the essence of the image as a socio-political phenomenon. However, it should be noted that there is no complete unity here. Thus, V. Korolko considers the image as “artificial imitation or artificial elevation of the external form of an object and, in particular, of a person” [5]. E. Egorova – Gantman calls the image “a specially created political image, deliberately formed to achieve goals” [6]. Some scholars believe that political image is a package of ideas, package of feelings, and set of the beliefs that an individual or a group of individuals has about different political phenomena or goods. As a rule, the concept of image refers to a specific person, but can be extended to a group of people, an organization, a product. It is formed both on the basics of a person’s real behaviour and under the influence of evaluations of others. So, in the practice political science, an image is, first, a genderized image that arises in citizens about political entities. Another think is that now image creators have intentionally formed it. An image is an image of an ideal and real political figure that is formed in the mind of the public. An important part of imagery is devoted to the functions of this phenomenon. Thus, G. Pochepkof singled out three imaging functions, and they are like: Identification (an image stereotype, so you can at once link it to a specific person, because it defines already proven ways of identification. The object becomes secure, easily distinguishable); Idealization (the image tries to pass the desired thought, that is, the leader seeks to adapt to the expectations of the electorate); Opposition, as it is built systematically, based on existing images (each feature becomes brighter compared to the opposite) [7]. Related with the classification of the images, some of the scholars dived the image functions into two groups: Value and Technology.

[3] D.J. Boorstin, *The Image: Or What Happened to the American Dream?* New York 1962, p. 315.

[4] J. Mac Leod, N. Webb, *Obama and World Making: Art, Language, and Leadership-Imagery as Constitutive of Political Action*, Canadian Political Science Association Annual Conference Carleton University, Ottawa on May 27. 2009.

[5] V. G. Korolko, *Besics of Public Relations*, Moskva 2000, p. 294.

[6] E. Egorova-Gantman, E. Abashkina, K. Kosolapova, *Leaders Images*, Moskva 1994, p. 5.

[7] G. Pochepkov, *20<sup>th</sup> century Communication Technologies*, Kyiv 2000, p. 47-48.

If we go deeply to the problem issue, we are faced with the value facts like in the following: Personality lifter: Thanks to the creation of an attractive atmosphere around the personality, he becomes in social demand, unrestrained in displaying these best qualities. I Comfort in Interpersonal relations: The essence of this function is that the charm of people objectively instils sympathy and goodwill in their communication, and therefore a moral measure of tolerance and fact. Psychotherapeutic: Its essence is that a person, thanks to the awareness of his individual uniqueness and increased sociability, gains a stable positive mood and self-confidence. Thus, the value functions of the image testify to its indisputable importance in building a healthy spiritual organization of the personality accessible to other people, is manifested the inner world of a certain person. This is the role of image value functions is so great. I would like to emphasize that the main function of building the image of political leader is to manipulate the minds of citizens. If this function has worked successfully, then the political leader has a real chance to increase the percentage of his electorate and thanks to this appear victorious in the elections. Also, when studying and building an image, it is important to know the main components of this phenomenon, because it is impossible to create something truly functional and successful without knowing the internal content of the topic. Ukrainian scientist P. Frolov finds the following components in the structures of a leader’s image: the personality traits of a politician, the type of his political orientation, this place in power institutions or informal formations (president, parliamentarian, idol of the crowd.) [8]. Italian scholar D. Garcia argues that the personal qualities of a political leader play a crucial role for voters, as they provide an attractive label that suggest who will be the type of leader and candidate: perseverance, trust, credibility, leadership appeal, as well as appearance [9]. To study the process of forming the image of a political leader, it is desirable to know and understand that there are a few different typologies of this concept. They are all built based on different criteria and characteristics. In shaping the image of a political leader, a prominent place is occupied technologists who study the demand of the electoral market, the existing preferences of the population. Based on this knowledge, hard work is done on the image of a politician that should attract attention, interest, and differ from other candidates. To create a successful and exact image for this election campaign, it is necessary to attract as many resources as the candidate and his inner circle have. This network uses all capital to increase the candidate’s evaluation by him.

#### ➤ *The Evolution of the Political Images:*

The category “Image” is not a modern invention and has its own scientific background and way of formation. Unlike the concept that has been formed recently, the image,

[8] П. Фролов, *Психотехнологии впливу на виборця: правда и бигадки*, Науковий студії из соціально політички психології, 2002, Ho 5 (8), p. 169-182.

[9] D. Garzia, *the personalization of politics in Western democracies: Causes and consequences on leader-follower relationships*, “The Leadership Quarterly” 2011, Vol.22, No 4, p. 697-698.

as a phenomenon of social life, has existed at all stages of the development of human society. Indirect confirmation of the fact that the concern for a proper image was characteristic of a person in different periods can be preserved the nicknames of historical persons: Richard Zimra Luan, Yaroslav the Wise, Ivan the Terrible, Phillip IV the Beautifull. Ancient states, having a complex social structure, left in their cultural heritage not only magnificent works of art and literary monuments, but also specially created images, carefully thought out by rulers. The social definition of the image is the most important feature of the culture of Ancient Egypt. The portrait of the sovereign was based on a consciously elevated image, without everything accidental and insignificant, with clearly selected and carefully crafted features. In Pharaoh's ceremonial attire, every detail, symbol, colour works to create the idea of divine power. Here everything is thought out down to the smallest detail. The golden mask of Pharaoh, which has the features of portrait resemblance, the royal robe adorned with sapphire glass and lapis lazuli, the chest in the shape of hawk with outstretched wings, and the golden tiara in the shape of a serpent are all the signs of the sovereign.

Ancient society made a great contribution to people's ideas about the importance of their image. Of course, the problems of image in the modern sense of the word were not and could not have been the subject of a particular study of thinkers of the past and were not singled out in their works. The most famous philosophers of antiquity, Socrates, Plato, Aristoteles created the theory of harmonious development of the individual, raised the questions of relationship between nature and social in man, the connection between soul and body, the question what education makes a perfect person. These problems are considered in relation to such basic philosophical categories as "man", "state", "sociology", "soul" and "body", "beauty" and "harmony", "sensory perception" in their concept. The work of ancient philosophers also offers philosophical and methodological approaches to the analyses of the image phenomenon. The Middle Ages can hardly be called an era that could enrich and develop image theory. However, this impression is misleading. Suffice it to recall that "image" and "resemblance" were extremely meaningful concepts for the Middle Ages. This time he created many images that became symbols of the era: a crusader, a monk, a merchant, a burger, a lady of the heart. We can say that the Middle Ages was a period of domination. There are at least two features of medieval worldview and medieval culture that define the importance of image for this era, it is symbolic and hierarchical. The Middle Ages created fine symbolic art, symbolic poetry, a complex and delicate religious cult "algorithms" of secular and everyday life. On the other hand, the Renaissance era laid out the ideal of a harmoniously developed person, which partly coincident with the image created by Plato and become a sign of humanism. Man becomes only probabilistic phenomenon in the world, only in man did they look for and find the "measurement of all things." The rejection of medieval asceticism, the liberation of everything natural, sensual, from accusations of sin, leads to renewal in all areas. Not only public but also private life. Not only the "new heaven" created by Copernicus appears,

but also the "new earth" which appeared because of great geographical discoveries. The person himself becomes young, his image, clothing, habitat, food and, finally, attitude towards his image. Renaissances aesthetics saw harmony in the ideal organization of the human body, in the intermingling of the external and the internal, in the consistency of parts and the whole [10]. Of particular interest in the history of images formation are the works of the Italian political thinker Niccolo Machiavelli "Emperor" and "History of Florence," in which they received ideas about the role of image in the system of public relations. It was Machiavelli who recorded the moment in history when the process of creating an image was transformed onto a consciously regulated activity, when the role of the image in successful social adaptation was realized. Machiavelli noted that political leaders is a sovereign who stands for society as a whole and uses every means to keep public order and to preserve his state. Machiavelli allowed the immortality of the leader only in case of a deadly danger to the Homeland. The Machiavelli called the image a "mask," which is necessary, and most people judge the sovereign by it. This, he believes that measures are dependent on influence authority, he is precepted like the creator of one of the most influencer leadership styles. In fact, if we talk about an understanding of the political image, then it is reflected in Machiavelli's concept of the ideal sovereign. According to Machiavelli, who based on the psychologically imperfect nature of man, believe that it is necessary to avoid creating a direct image of a politician striving for political goals understandable to all. For the sake of success, it is necessary to use an image developed considering the specific and realistic political conditions that have developed in the state.

The new time has brought new accents in the terms of the role and place of the individual in the life of society. The focus was on one person, with his individual qualities, autonomy, sovereignty. Until the twentieth century, the concept of "image" did not exist, it was not structured, but the individual components of the image were always known the description of external features and their correspondence with the internal world of a person. At the same time, not only positive characteristics were implied, but also correspondence with external negative ones, which negatively affects others during the first interaction with them. It has always been believed that this is the first impression that reflects the essence of a still unknown person. Significant role in this was played by those attitudes, those rumours that the person himself developed. A person's clothing has always been an important feature that has made it possible to find his belonging to a group by the characteristics of the situation. The concept of "image" was of a practical and applied nature. The term was first used in advertising to differentiate homogeneous products in America. Then, in the early 1960s, she entered the political lexicon about the emergence of new methods of conducting and organizing election campaigns. In politics, the term "image" reflected the public side of the candidate's turnout.

[10] Z. Le Goff, Middle Ages Peace in Education, Moskva, p.440.

The problem of the essence of the image of a political leader in its modern sense, as well as its practical implementation, began to be addressed not so long ago: in the West since the 1960s, and in the post-soviet space, since the early 1990s. In domestic political science, the topic of political image began to be addressed in relation to the development of democratic political institutions, a multi-party system, the emergence of various media and the entry into the political sphere of many politicians. All this created the right conditions for the competition of political players in gaining power. We believe that the proposed stages in the development of the “image” category are an important part of the overall spectrum of research on political image problems. However, attention to image has been updated in recent years due the worsening problem of choice faced by people (for example, goods and services, political parties and public organizations, leaders, and executives), and competition in different markets-the consumer, political and other. To sell a product, a service, to attract a voter, to complete successfully in the market, a firm, a public organization, a university, or bank must create a suitable image for itself. It is proper, an adequate image is necessary for any kind of social activity, which is confirmed by many years of practice. Image is close to concepts such as appreciation, reputation, fame, prestige, authority.

Such a subject of political science research as the image of a political leader in an election campaign can be considered through or a synthesis of several approaches. The phenomenon of image of a political leader can be studied through various methodologies of political sciences such a systematic, structural-functional, behavioural, discourse-methodology, the theory of capital conversion. The importance of image in achieving political success is extremely important because image is one of the mechanisms of influence on other people, the possibility of psychological influence on the masses. The formation of a political image can be fully managed and created according to schemes that vary depending on the circumstances.

➤ *The Importance of the Politicians Images:*

The image of a politician is an image that is specially formed in the eyes of different social groups. It does not arise spontaneously, but thanks to the deliberate efforts of the leaders himself and his team. The process of creating the image of a political leader is one of the main stages of the election campaign, on which the success of a candidate in the election depends. The population of the country perceives in the first place a political leader through an artificially constructed image, which must correspond to the existing reality and the preferences of the electorate. The main task of the political image is to convey to voters' information about the subjects of the electoral process. The image consists of a set of certain constituent elements, so the process of selecting the components is important for the formation of a best image of a politician, which should increase the competitiveness of a political leader. Regarding the “personification of politics,” election campaigns today have turned into a real war of images and the winner is the leader, whose images become more attractive now and corresponds

to the peculiarities of reality, political consciousness, and political culture of the citizen.

Image has become an important part of the election campaign because there is a process of personalization, so voters primarily vote for one person. The image in the election campaign is the image of candidate or a political party that has developed in the minds of voters. The essence of the image of a candidate or party is the main feature, which when forming the image is superimposed by others, complementing, and reinforcing.

### III. THE NATURE OF THE PSYCHOLOGICAL IMAGE OF A POLITICIANS PERSONALITY

The political image reflects the politician's current qualities on the one hand and the perceiver's expected expectations on the other. The image of political power at the same time reflects the ideas, opinions, knowledge, feelings, expectations, and assertions of the mass power [11]. The feeling of a political image based on main two types of immediate information sent personally like: the feeling of a politician (such as a large amount of information). The image and process of political; feeling can be indirect or direct, as there are four elements in the structure of social feeling: the subject of belief, the object to be perceived, the process of belief itself and its end results.

➤ *The Feelings of the Images, Politicians can Analyse in two ways:*

- Image of a politician can be directly analysed as the psychological structure of a personality, by constructing the image of a politician without going through the perceptual process of the masses.
- The analyses can also include the public feeling of politician. In the case, the recognition process is direct, but mostly through the mass media.

As a results, voters develop awareness or the opinion about the politicians and their images. These feelings rarely correspond to the actual character of politicians and may not correspond at all. Every politician already has a specific image that always existed before the politician become a politician, because every object, creature, or object, regardless of the mass media, had an image. This image was created in connection with the personality structure of politicians. The personality structure can be analysed based on the theories of various authors to find out how to evaluate a politician's personality, functional level, trait aggregation, or essential personality components such as behaviour, motivation, and ego concepts, describes self-evaluation.

Images have always been part of political communication. With the advent of technology, they are becoming increasingly important, from newspapers to television to the Internet. We are living in the era of the images. This is also emphasized by statistics. All people daily

[11] Shestopal E. B., Political psychology, Hreosmatic, M.: Aspect Press.2007.



upload approximately 300 million photos to Facebook and 95 million photos to Instagram [12]. This is faster than it is now, and it is easier and more encouraging than ever to take photos and share them on social media. With the proliferation of portable cameras, politicians are already more prominent than ever. At the same time, visual images on social media have become part of the toolbox of political actors and have been used to influence voters. Image based political communication research has long taken a special approach to visual and visual communication. Although many scholars argue that the study of political communication should focus on real images, the true focus still is on the text.

#### IV. CONCLUSION

The concept of the image of a political leader is multifaced and multifunctional at the crossroads of various social sciences such as psychology, sociology, and political science. Within every science, some aspects of imagination are being studied. Therefore, for a comprehensive understanding, consider the main methodological approaches to define the image of political leaders. First the definition of research was taken from the conceptual device of psychology. Therefore, it is proper to begin with the general and political psychology, i.e. considering the psychological approach to defining the image of leadership. It should be noted right away that it is impossible to find a definition of “political leader image” or “leader image” in the general psychology dictionary. However, in the psychology dictionary you can find another but similar word “image.” The “image” is understood by general psychology as the phenomenon that we are studying. To work on an image of a political figure, based on the prism of identity and especially the relational, cultural and personality aspects, television is a privileged channel today because there the guest character is no longer just a voice who can also give a number of wrong answers, but he is physically over-exposed and obviously his impact which may have positive or negative impact on opinion.

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