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FACTORS OF SUCCESSFUL IMAGE CONSTRUCTION IN THE UKRAINIAN AND POLISH INFORMATION SPACE

The image exists in the perception of the surrounding people, and the public person, as a rule, constructs it consciously. When constructing the image, the following spheres should be involved: 1) social indicators (level of education and culture, social and financial status, etc.), 2) compliance with current aesthetic standards (ideas about the right proportions, facial features, gender differences, etc.), 3) the degree of personal charm, charisma. The ideal image lies at the intersection of these three spheres. The third sphere is the most effective for correction. It is the type of personality being demonstrated, which is convenient to analyze by three vectors: dominant (reserved, closed) & submissive (gentle, friendly); „parental" & „childish"; „male" & „female".

If we manage to diagnose and take into account our own vector and adequately reflect the morphological type in the style of clothing, appearance and behavior, we call this image successful. It multiplies personal charm and makes a person attractive in the eyes of other people. It is easy to show how it works by the example of public people, in particular, politicians. Our observations show that the effectiveness of the image is directly related to the degree and accuracy of expression of the parental component of the image structure. Dominance and submissiveness are equally possible if guessed correctly and do not contradict personal qualities (morphological and psychological). In this report we will present an analysis of the images of famous Ukrainian and Polish politicians as well as the results of successful and unsuccessful changes in their image.