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The impact of modern information strategies on the mechanisms of formation and development of political leadership

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The problem of political leadership is gaining great relevance for the modern Ukrainian state for numerous reasons, because in the modern political context, the dynamics of power and the demands of citizens are constantly changing, reinforcing the importance of considering the mechanisms of political leadership formation. Globalization, information technologies, social transformations and crisis situations create new challenges for leaders. Previous research is limited, and a complex analysis of mechanisms becomes important for understanding the role of leaders in shaping the political space.

The article is focused on the study of an important aspect of the political space, namely: the influence of information strategies on the mechanisms of formation and development of political leadership in the era of digital transformation. The article highlights the relevance of the problem in the context of the rapid development of the information society, where modern political leaders must skillfully apply various information strategies to positively influence public opinion and effectively communicate with voters.

The purpose of the study is to reveal the mechanisms that emphasize the importance of using information strategies for forming a positive image of a political leader and influencing his success. It is analyzed how social networks, online platforms and news portals contribute to the construction of the leader's image, interaction with voters and the resolution of crisis situations.

Various information strategies have been studied, and their influence on the formation of political reality and the perception of leaders by the public has been clarified. Special attention is paid to the interaction of information strategies with the creation of a positive image of the leader, including his authority, trust and perception of his political views.

The article also examines how information strategies affect the mechanisms of formation and development of political leadership. It has been proven that a properly constructed information strategy determines not only the effectiveness of a political leader, but also shapes his image, which becomes an important element in successful interaction with the public in the era of digital technologies.

The following methods were used during the research: structural-functional, comparative, analysis and synthesis, socio-cultural.

Key words: political leadership, political leader, image, power, information strategies and technologies, information, political space.

Introduction. In the context of the unstoppable growth of digital transformation and the transition to an information society, the question of the impact of information strategies on political leadership is gaining extreme importance. In recent years, we have observed the exponential development of Internet platforms, social networks, and new media, which not only revolutionize the means of communication, but also change the dynamics of political interaction.

In the conditions of openness and availability of information, the decisions of political leaders are too often justified or determined by the general opinion on the Internet, which calls into question the traditional mechanisms of leadership formation. Identification, appeal, and manipulation through the media become key strategies for achieving and maintaining political power.

This topic is especially important in the context of global challenges, such as the crisis of trust in political institutions, the changing boundaries between true and false information, as well as the growth of extremism and populism. Determining how today's political leaders adapt and respond to these challenges can be critical to understanding

the prospects for political leadership development in the future.

Thus, the formation and development of political leadership in the era of information strategies becomes a necessity for adapting political systems to modern challenges, as well as for ensuring the stability and efficiency of democratic processes.

Previous studies in the field of political science are devoted to various aspects of information influence on the formation of political leadership, but there is no comprehensive review of the influence of information strategies on political leadership. Leading scientists note the importance of studying this issue, but detailed analyzes and systemic approaches remain uncertain. Therefore, this article reveals the task of systematization and study of existing data, and also defines new horizons of research.

Purpose and tasks. The purpose of this article is to carefully analyze the interaction of information strategies and the processes of forming political leadership in the era of digital development. To achieve this goal, the following tasks are set: examination of modern information strategies, determination of their role in politics, study of the mechanisms

of formation of political leadership under the influence of information factors, and determination of prospects for further research in this area.

Research methods. The main methods used in the research process are systemic, interdisciplinary and structural-functional methods. Such general scientific methods of cognition as induction and deduction, analysis and synthesis, comparison and analogy, generalization and abstraction were also used.

The results. Previous research in the field of political science examines various aspects of the impact of information, but there is no comprehensive overview of the impact of information strategies on political leadership. Certain scientists indicate the importance of studying this issue, however, specific analyzes and systemic approaches remain insufficiently disclosed.

When analyzing the issues of political leadership, one should take into account the works of various scientists. In this context, it is important to note the works of Ukrainian scientists, such as V. Bebyk, V. Goshovska, M. Mykhalchenko, M. Rudych. However, it is also necessary to refer to the works of foreign scientists, among which the research of H. Fife, which examines the phenomenon of political leadership in connection with democratic political institutions, stands out; E. Durkheim, who draws attention to the growing role of political parties in leadership and the change in emphasis regarding the political leader; L. von Mises, who examines the political leadership provided by the «best» representatives of society in the highest positions in the state; M. Duverger, which examines the constant fluctuations between personalized and institutionalized leadership of political parties and the leading role of party leaders; R. Dahl, who draws attention to the relationship between the activity of a political leader and the process of political participation in democratic political systems; J. Schumpeter, who analyzes the personal qualities of a political leader and their influence on the formation of state policy.

In Ukraine, during the implementation of systemic reforms, the issue of political leadership becomes important. Scientists understand it as «a way of forming a political space in which leadership is recognized as

a priority quality of the personality of a head official in state and political institutions» and «a special type and level of political activity of the managerial elite, which extends to all spheres of human life» [4, p. 40].

Leaders in politics are important representatives of the managerial elite who play a key role in the process of transformational changes in the state and society. This often includes heads of state, political parties, governments and parliaments, which determine international strategies and influence the politics, economy and social life of the state and society.

We analyzed the views of various scientists on what the concept of «political leadership» means (see Table 1). It can be seen from the table that «political leadership» is a complex socio-cultural phenomenon that affects the formation of relations between society (popular masses) and their «best» representatives. According to Max Weber's definition, these leaders are «legitimate» not only because of official powers, but also because of special qualities and moral authority [2, p. 145–150].

Political leadership in the era of informational transformations requires improvement and consideration of modern tools for effective influence on the public and formation of a positive image. In this context, information strategies become an integral part of political success, which determines the perception of the leader and his platform.

Information strategies in politics gain special importance in the context of their influence on political leadership. They determine the success of a political leader in the information space, where not only public perception takes place, but also the construction of a leadership image and the definition of a political agenda. Information strategies become a manageable tool for shaping public opinion and managing one's own political brand [1]. It should be noted that Information strategies in politics represent a systematic set of methods and approaches used by political leaders to have the most effective influence on the formation of the image, perception and support of their personality or party platform in the information space. In the context of the unpredictability of the modern world, information strategies acquire key importance as a tool that determines the success of political lead-

Table 1.

Definition of the concept of «Political leadership»

Researcher	Content of the concept of "political leadership"
L. von Mises	The democratic rule of the "best" who can acquire the status of political leaders thanks to their special qualities.
G. Fife	Democratic governance, in which it is important not that "everyone rules", but that "the best" rule.
J. Locke	Political leadership - effective performance of functions delegated by the state.
M. Duverger	Constant oscillation between the two poles of personalized and institutionalized party management, depending on the will of the members.
E. Durkheim	Institutionalization of power by increasing the role of political parties and reducing the influence of individual qualities of their leaders.

ership and affects the sustainability of political processes.

The importance of information strategies lies in their ability to adapt to a rapidly changing information environment, where openness to information, the way it is presented, and interaction with the audience determine political success. Given the role of mass media, social networks, and technological innovations, information strategies allow leaders not only to adapt to changes, but also to actively influence the formation of public opinion and the construction of a political image. In this context, the study of information strategies becomes an important stage for understanding the dynamics of political leadership in the era of instability and information superiority.

An overview of modern information strategies in politics is a necessary step for a deeper understanding of how political leaders use the information space to achieve their goals. The modern age is characterized not only by the exponential development of technologies, but also by the ever-increasing importance of communication strategies in the political landscape.

In the analysis of modern information strategies in politics, it is mandatory to take into account the following key aspects:

Personal Brand:

- the individual brand of the leader becomes a determining factor for the perception of his political personality by the public.

- effective strategies for building and managing a personal brand include highlighting key values, creating recognizable images and associations.

Communication strategies:

- analysis of various forms of communication, including public statements, interviews, press conferences and interaction with the media.

- studying ways of effectively conveying political messages and creating communication strategies that ensure understanding and impact on the audience.

Use of technologies:

- consideration of the influence of the latest technologies, such as data analytics, artificial intelligence, and the development of Internet platforms, on the formation of the image of a political leader.

- determining how technologies help adapt to changes in the information environment and effectively interact with the public.

We will also analyze the role of media and social networks.

Assessment of the role of media and social networks in the political landscape is determined not only by traditional forms of mass information, but also by new media platforms that have appeared in the era of the digital age. In today's world, where information moves quickly and has unprecedented access to the masses, the role of media and social networks

becomes critical for any political leader. In this context, a detailed analysis of this role is key to understanding how information strategies shape political leadership:

1. Influence of traditional media:

- The importance of media coverage: an analysis of the influence of television, radio, newspapers and other traditional media on public perception of a political leader.

- media frames and images: examining the role media frames play in shaping a leader's image, as well as the relationship between media image and public opinion.

2. The importance of social networks:

- perception through social networks: a study of the influence of social networks on the creation of a public image of a political leader and the perception of his political views.

- engagement and feedback: analyzing the importance of leader engagement with audiences through social media and using feedback to adapt strategies.

3. Risks and benefits in the information space:

- spread of fakes and disinformation: assessment of the risks associated with the spread of false information and the impact on trust in the leader.

- opportunities for the leader: exploring the opportunities that the information space opens up for self-promotion and interaction with supporters.

4. Transformation of communication strategies:

- personalization and humanization of the leader: analysis of strategies aimed at personalizing and humanizing the image of the leader through media and social networks.

- interactivity and dialogue: consideration of the importance of interaction with the audience in the form of dialogue and joint discussions through different media platforms.

In general, revealing the role of media and social networks in politics in the context of political leadership allows us to understand how information strategies influence the construction of the leader's image, interaction with the public, and the formation of public opinion.

Regarding the interaction and impact of information strategies on the public, we note: the interaction between the information strategies of political leaders and the public is a key element of the analysis, as it determines the degree of mutual understanding and support. Researching the ways leaders communicate with the public, taking into account the public's reaction to informational influences, contributes to revealing the dynamics of this important interaction. The analysis of public reaction, mechanisms of interaction and adjustment of strategies in the context of public interaction is aimed at understanding how the information strategies of political leaders shape public perception and affect the legitimacy of political leadership [5].

This interaction, considered in the context of information strategies, has two directions: leaders release information signals, and the public responds. The study of this interaction includes the analysis of various channels of communication, from speeches and interviews in traditional media to an active presence in social networks. Special attention is paid to interaction through online platforms, where communication can be more immediate and two-way.

Analysis of public reaction allows not only to identify trends in the formation of public opinion, but also to understand how leaders adapt their strategies in accordance with public feedback. Mechanisms of interaction, such as feedback, petitions or online discussions, reveal the ways in which the public can influence the formation of information strategies.

Adjustment of strategies, which occurs under the influence of public interaction, is a key aspect for ensuring the legitimacy of political leadership. Understanding and adapting to the needs and expectations of the public.

The modern political landscape demands from leaders not only competence and efficiency in solving public tasks, but also the ability to communicate effectively and impress the public with their image. This phenomenon is known as political image, which determines the impression a leader leaves on the public through his appearance, communication skills, and behavior [6].

The image of a politician is a symbolic image that is formed in the minds of voters and arises as a product of communicative processes between the politician and his social groups. From this point of view, the image is important both for the politician himself and for those social groups that identify themselves with the politician. He forms patterns of behavior and activity, which are fixed in his image characteristics.

In general, image can be defined as a set of certain qualities that people associate with a certain personality. An image is an image of a person, which includes both the natural properties of the individual and specially developed, created ones. V. Shepel, an expert in the field of sociology of management and imageology, gives the following definition: «Image is an individual image or aura, created by the mass media, a social group, or an individual's own efforts in order to attract attention» [1, p. 126].

The political image, in turn, includes a complex system of impressions that the leader creates in his interaction with the public. This may include the image of a loyal citizen, an expert in his field, an honest and transparent leader. Creating this image is important to ensure public trust and support for political initiatives.

In the process of forming a political image, the personal factor is of great importance. The leader's charisma, openness and ability to express his ideas

intellectually and sensitively affect the perception of his leadership role. Personal qualities and internal integrity of a leader determine his ability to be authentic and attractive to the public [3].

In addition, it is important to take into account modern technologies and mass media in the process of forming a political image. The use of social networks, video content and other online tools allows leaders to establish active interaction with the public and create a modern and attractive image.

Within the framework of scientific research, the formation of political leadership requires the disclosure of various factors influencing this process. In-depth analysis enhances the understanding of the dynamics and connections between psychological, socio-cultural and political aspects in the formation of leadership.

1. Psychological aspects of the formation of political leadership:

- personality traits: looking at the personality characteristics of political leaders helps to identify key qualities such as decisiveness, sociability and confidence.

- motivation: the study of motivational aspects of political leaders reveals their sources of energy and directions of activity in the political space.

2. Sociocultural dimensions of the formation of political leadership:

- social status: analysis of the relationship between political leadership and social status reveals the influence of class, education and socio-cultural environment.

- cultural characteristics: understanding the influence of cultural aspects helps to adapt leadership strategies to different cultural contexts.

3. Political aspects of the formation of political leadership:

- election activity: Analysis of political campaigns and election strategies reveals how candidates seek to become political leaders.

- public reaction: Studying the influence of public opinion and reaction to the political decisions of leaders contributes to the understanding of their legitimacy.

This comprehensive analysis of the deep aspects of the formation of political leadership is designed to deepen our understanding of the evolution and role of leaders in the political community, taking into account psychological, sociocultural and political realities.

Hence, political leadership and image mutually influence each other. An effective leader must not only have strategic skills in power, but also actively work on shaping his image in order to create a positive impression and gain public support.

Conclusions. In view of the above, we can state that modern information strategies significantly affect the mechanisms of formation and development of political leadership. The interaction of information

strategies with psychological, sociocultural and organizational aspects determines the complexity of this process. The relevance of the study is growing, as understanding these mechanisms becomes key to adapting leaders to the modern political environment and overcoming challenges. The findings open new perspectives for political science and provide leaders with tools to effectively navigate the information age.

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Вплив сучасних інформаційних стратегій на механізми формування та розвитку політичного лідерства

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Проблема політичного лідерства набуває великої актуальності для сучасної Української держави з численних причин адже у сучасному політичному контексті динаміка влади та вимоги громадян постійно змінюються, підсилюючи значення розглядання механізмів формування політичного лідерства. Глобалізація, інформаційні технології, соціальні трансформації та кризові ситуації створюють нові виклики для лідерів. Попередні дослідження обмежені, а комплексний аналіз механізмів стає важливим для розуміння ролі лідерів у формуванні політичного простору. Визначено поняття «політичне лідерство» та проаналізовано різні підходи до його змісту.

Стаття сфокусована на вивчення важливого аспекту політичного простору, а саме: вплив інформаційних стратегій на механізми формування і розвитку політичного лідерства в еру цифрової трансформації. Стаття висвітлює актуальність проблеми в контексті стрімкого розвитку інформаційного суспільства, де сучасні політичні лідери повинні вміло застосовувати різноманітні інформаційні стратегії для позитивного впливу на громадську думку та ефективної комунікації з виборцями. Мета дослідження полягає у розкритті механізмів, які підкреслюють важливість використання інформаційних стратегій для формування позитивного іміджу політичного лідера та впливу на його успішність. Проаналізовано, як соціальні мережі, онлайн-платформи та новинні портали сприяють конструюванню образу лідера, взаємодії з виборцями та вирішенню кризових ситуацій. Досліджено різноманітні інформаційні стратегії, з'ясовано їх вплив на формування політичної реальності та сприйняття лідерів громадськістю. Особлива увага приділена взаємодії інформаційних стратегій із створенням позитивного іміджу лідера, включаючи його авторитет, довіря та сприйняття його політичних поглядів. У статті також розглядається, як інформаційні стратегії впливають на механізми формування та розвиток політичного лідерства. Доведено, що правильно побудована інформаційна стратегія визначає не лише ефективність політичного

лідера, а й формує його імідж, що стає важливим елементом в успішному взаємодії з громадськістю в еру цифрових технологій.

У ході дослідження були використані нижчезазначені методи: структурно-функціональний, компаративний, аналіз та синтез, соціокультурний.

Ключові слова: *політичне лідерство, політичний лідер, імідж, влада, інформаційні стратегії та технології, інформація, політичний простір.*