

M. Galaktionova
Research supervisor: S.V. Rudnytskyi
Doctor of Political Sciences,
Associate Professor
K.P. Gavrylovska
Candidate of Psychological Sciences,
Associate Professor
Zhytomyr Ivan Franko State University
Language tutor: Yu.M. Zhylyayeva
Candidate of Pedagogical Sciences,
Senior Lecturer

THE IMAGE OF A POLITICIAN APPEALING TO YOUNG PEOPLE

In modern-day Ukraine, due to corruption and the image of the Ukrainian politics, respect for our deputies has disappeared before it ever emerged, especially when it comes to the young voters. This is one of the reasons for the young people not participating actively in the democratic processes of our country.

The purpose of our study was to contribute to the development of a positive image of modern politicians through studying the views of young people on what a Ukrainian political figure should be.

For the purpose of our research we conducted a survey with 50 students who were asked to look through several sets of photographs and choose the most appealing person from each set. The photos were arranged into sets according to the following criteria:

- 1) glasses (absent or present);
- 2) style of clothes (classic or casual);
- 3) facial expression (composed or smiling);
- 4) age (twenties or sixties);
- 5) age (forties or fifties);

- 6) age (thirties);
- 7) appearance (handsome / pretty or unattractive);
- 8) hair style (classic or modern).

Based on the information collected we discovered the following tendencies:

- 1) in 58% of cases youth chooses people without glasses;
- 2) in 66% of cases students choose a classic costume style;
- 3) in 40% of cases young people prefer a serious man, and in 26% – more laid-back and frivolous;
- 4) in 72% of cases young people choose a person aged 25;
- 5) in 74% of cases young people choose persons aged 40;
- 6) in 56% of cases young people choose men aged 25 and in 44% they choose women;
- 7) in 50% of cases students prefer a man with a beard;
- 8) in 64% of cases people with classic hair choices are chosen.

Thus, according to the results of the survey, a deputy for young people is a male of 35-40, preferably with a beard, wearing a classic outfit, with a classic hair style and no glasses, looking restrained. The results of the survey are presented in the table below:

Table 1.

Summary of Survey results

Answer Question	1	2	3	4
1	6	15	7	22
2	12	7	10	21
3	5	13	12	20
4	2	10	5	26
5	7	14	6	23
6	14	6	14	16

7	7	8	25	10
8	11	7	4	28