

COMMUNICATION STRATEGY IN SHAPING THE IMAGE OF EUROPEAN POLITICIANS (USING THE EXAMPLE OF MACRON) Rodionova M.E. Annotation. Unlike his predecessors, Macron became a "silent president", since the ritual interview in front of journalists on July 14 was canceled, and the practice of interviews without a microphone was discontinued. The experience and communication system of previous colleagues guided Macron from traditional methods of communicating with journalists to other methods, for example, creating visual images in most cases using a television screen: Macron shakes hands with Putin, hosts a military parade, encourages dialogue between irreconcilable enemies, etc. The impact of unpopular reforms on Macron's image Macron faces great difficulties in creating an image within France. This is also due to the fact that populist statements made during the election campaign have already raised doubts about their implementation. However, it is worth noting that elements of populism were present in the strategy of most political figures claiming to be the majority [Bugorkova]. Macron inherited many problems from Francois Hollande (many measures were included in the budget for 2017 under President Hollande), and the new administration was faced with the need to carry out such unpopular reforms as reducing social support for the population, reducing funding for the army and reforming labor legislation, which have already become a serious test for the young president, who caused a wave of protests in France many cities in France. This is not easy for Macron, as he faces difficult tasks and unpopular measures. Not all of Macron's actions have had a positive effect on his image. For example, to communicate with the armed forces, he came to talk in military uniform, which caused a mixed reaction from the French. Of course, it is necessary to be aware that the adoption of unpopular reforms and measures, as well as image miscalculations, directly affect the decline in Macron's rating and popularity (Fig. 1,2). Fig. 1. Macron's rating in 2017. Communicology: an electronic scientific journal. 2019. Volume 4. No. 2. Fig. 2. Emmanuel Macron's popularity index At the same time, it is necessary to note the work of a professional team of experts in the field of PR and communications, as evidenced by the thoughtfulness of each statement, which may have allowed him to avoid large reputational losses. Conclusions The results of a survey conducted by the Ifop sociological service indicate an increase in approval of the French president's policy (Fig. 2). At the beginning of January 2019, Macron's approval rating was 28%, while in December 2018, only 23% of the French supported the head of state. The level of trust increased in the age group 65 years and older, as well as among employees. The survey was conducted online from January 3 to January 4 with the participation of 1,014 people aged 18 years and older. The nature of the fall in Macron's rating does not pose serious threats in the short term, since he is provided with a stable majority in the National Assembly and protected by his close-knit team, competitors are weakened. The downgrade is explained by Macron's attempts to systematically implement a long-term modernization program that requires sacrifices from most social groups. Macron understands the challenges that exist for France in the modern world. In the journal "Communicology: an electronic scientific journal". In the long term, the threats associated with the upcoming presidential elections in 2022 are obvious. In conclusion, an assessment of the rating changes during his presidency is given. Keywords: communication strategy, image, media space, reforms, Internet space. For citation: Rodionova M.E. Communication Strategy in Shaping the Image of European Politicians (using the example of Macron) // Communicology: an electronic scientific journal. Volume

