

Communication strategy in the formation of the image of European politicians (using the example of Macron) Rodionova M. E. Explanation. This applies, first of all, to such concepts as the image, which will be emphasized in this article [Sharkov, Alekseev, Kiselyov, Potapchuk]. To begin with, let's define the concept of an image as a stereotypical Western politician or public figure, created specifically during the targeted program of action; As a holistic and qualitative communication of a certain image of a politician, which is stable and repeated in the mass consciousness in the form of a set of characteristics and attributes, personal qualities taken in the unity of political, ideological, moral, psychological, biographical and external qualities determined by the preferences of the population, the image of political leaders at all levels plays an important role, not to mention the image-forming policy during the pre-election campaigns of candidates and future heads of State. In conclusion, an assessment of the rating changes during the period of his presidency is presented. Keywords: communication strategy, image, media space, repairs, internet space. For citation: Rodionova M. E. Communication strategy in the formation of the image of European politicians (using the example of Macron). A competent and effective communication strategy, skillful use of technologies and communication channels are an integral part of the dialogue of the "energy community" [Sharkov]. At the same time, it should be noted that many communicative concepts and practices that have already proven themselves and occupy their "niche" in the political sphere have important specifics. The election of French President Emmanuel Macron immediately became associated with the expectation of active actions by a young and ambitious politician in the direction of strengthening the international authority of his country. Macron has moved away from traditional methods, from the adopted strategy based on traditional parties and classical programs, preferring a network movement with a populist program in which he combines neoliberal values in the economy with the obligations of the welfare state and social protection of the population. The successful construction of the image of a politician is necessary, first of all, to establish a certain sequence in the formation of the image of a politician, starting with identifying the requirements of the audience, correlating the real qualities of the candidate with the expectations of citizens and ending with the translation of the selected characteristics into various types of signaling systems and chain of events. The purpose of this article is to consider the peculiarities of the formation of the communication strategy of European politicians (for example, French President E. Macron) during the last campaign before the elections (the general elections of heads of state are the most creative and technological, they clearly show the fierce rivalry of personalities, the struggle of images and the conditions of the subsequent government), as well as some historical examples. Voter confidence, creating a positive psychological attitude to the perception of any information related to the election campaign cycle in a favorable way for the candidate; neutralizing negative information about the candidate; helping to attract supporters to the team; strengthening confidence that the candidate is the best candidate for the chosen position among the candidates in the region; forming an active mood to vote for this candidate. This image is also broadcast to determine Macron's internal location, relative to the French population