

ABSTRACTS

HORIZONS OF POLITICAL CULTURE

P. 5. *Samarkina I.V.* THE FIRST DECADE OF THE XXI-ST CENTURY: CONSTANTS AND INNOVATIONS IN A POLITICAL WORLD-VIEW OF RUSSIAN CHILDREN

In article constants and changes in a political picture of the world of Russian children – younger schoolboys are analyzed. Author's definition of concept of a political picture of the world as mobile system of the connected images and representations about the power and political system, its structure, mechanisms and a configuration in the surrounding validity is used. For the description of a political picture of the world of children the method of the content-analysis of children's drawings about the politician has been used. Empirical base have made more than 500 drawings collected by the author in 2000-2009 in Krasnodar and Krasnodar territory, and also in other subjects of the Russian Federation (Moscow, Perm, etc.).

It is proved that at a political picture of the world of children are present: basic conceptual and symbolical concepts political system, first of all, key for a policy concept "power" and its symbolical component; событийный a number; actual problems of sociopolitical sphere and a way of their decision; images of significant political actors: institutes and persons; geopolitical a component; an image "I" in the politician. It was not possible to fix cardinal structural changes of a political picture of the world, at the same time, have found the reflection in a picture of the world of children processes of vertical differentiation of an image of the power, narrowing of a party spectrum and all public sphere.

Key words: world-view, political world-view, political socialization.

P. 22. *Selezneva A.V.* PSYCHOLOGICAL ANALYSIS OF POLITICAL VALUES IN CONTEMPORARY RUSSIAN PUBLIC: GENERATIONAL ASPECT. Today the problem of values' content of political reality is actual and is discussed in scientific community. Research of political values of different generations of Russians is based on the concept of R. Inglehart. According to his theory the global shift of values system of humanity from materialism to postmaterialism has occurred. Thus change of values consciousness from materialism to postmaterialism goes from one generation to another. The researches which has been conducted in Russia in the beginning of the 1990s, confirm this notion.

However, the results of our research show, that the most actualized political values in all generations of Russians today are "values of safety", which are a part of materialistic values (in Inglehart's terminology).

As a result of verbalization these values are expressed in such concepts as "peace", "order", "legality", "sovereignty", "patriotism", "freedom", "justice". It is neither unusual nor typical for Russia only. This complex of values defines priorities of every democratic state. But there are specific interpretations of these concepts by Russians, caused by features of a life of our country in the last 15-20 years.

The necessity of peace, order, legality we fixed is a reaction to real living conditions of citizens in transformation's period characterizing by a randomness of public processes, instability of economy, corruption of officials.

Thus, we can conclude that in a modern Russian society the united system of group political values takes place. The requirement for safety (personal, economic, political), that finds the expression in the values conditionally and is designated by us as «values of safety», is characteristic for all groups of the Russian society without dependence on age. This notion is very important, because, on the one hand, It indicates that there is a deep economic and socio-political crisis in our country, but on the other hand «values of safety» create a content of the Russian political-cultural space.

Key words: political psychology, political values, political generations.

P. 34. *Malyshev A.Yu.* SYMBOLIC COMPONENTS OF POLITICAL REGIME OF RUSSIAN FEDERATION. To research the political regime is possible only under consideration of sociocultural factors: dominating ideology, traditions, moral values, identities.

Complex of Russian Federation's symbols is characterizing by cultural syncretism, interlacing of attributes of imperial and soviet past with some modern transit elements.

State symbols of Russian Federation are consist of imperial state emblem and banner and soviet national anthem at the same time. Christian four-point crosses and five-point communist stars make up eclectic system of government awards.

National holidays are eclectic too, because they quaint combine Christian, soviet and new memory dates.

Implicit connection of symbolic components with ideology of ruling regime become apparent in stylistic eclecticism, it carries mosaic, clipping character, badly adapted to Russian mentality.

Key words: political regime, political system, symbolism, ideology.

P. 41. *Scherbinina N.G.* AN IMAGE OF CITY AS A SYMBOLIC CONSTRUCT. In postmodern conditions of politics visualization and sign interchange marketization, a problem of city image representation seems to be topical. In this respect political constructivism serves as the basis for research that lets consider a city as a conceptual world, as a symbolically constituted phenomenon. Thereby, a city gains one more dimension – communicative one, when the constructs of political awareness act as the facts of this conceptualized “message”. An article consists of two parts. In the first purely theoretical part a model of “great city” is analyzed. From ancient times up to present days this model serves for the city construction as a symbolic world. A modeling principle underlies in the idea basis of any city constructive image formation, that is circumstantially proved in the article. Moreover, it is concluded that a city itself is a kind of model or symbolic world axis, a sacral fortype of world theory conception. The second part of the article is dedicated to the problems of outward city positioning, starting with conceptual framework elaboration and finishing with an applied aspect – typology working out of “positions” which are occupied by a city-product in the market-based political reality (in symbolic space of “cities’ market”). Furthermore, the typology is also developed on the basis of above-mentioned constructivist approach. In such a way articulated types of cities-constructs correlate with the methods of their construction.

Key words: sensitive world, central symbolic axis, spiritual, urban semiotics, political construction, shape, representation.

P. 53. *Sevostyanov A.V.* EXTERNAL POSITIONING AN INNOVATIVE CITY AS MUNICIPAL STRATEGY. The problem of external positioning of innovative cities is becoming one of the major factors of city competition in the field of investment attraction, resources optimization and intelligent long- and short-term strategy formation. The work of municipal and regional authorities in the sphere of policy virtualization includes not only inventory taking of the past, but also an intelligent policy of external positioning, a work aimed at brand construction; and, consequently, a scientific marketing approach together with competence in new possibilities of political communication science. The article deals with competitive advantages of Tomsk that made it possible to make a good position in the innovative strategy of Russia. At the same time the problems are raised that require scientific and practical solutions, mobilization of scientific and managerial potential of academic Tomsk, and adoption of Russian and foreign practices of problem-solving of such level.

Key words: image, a city of innovation, external positioning, strategy, municipal politics.

P. 59. *Scherbinin A.I.* POSTER STYLE OF POLITICAL THINKING: DISTINCTIVENESS AND WAYS OF FORMATION. A paradox of research subject emanates from the fact, that functional for its intended purpose and at the same time shortly living political poster has not only become one of the most interesting phenomenon of the native political culture, that can be proved by the presence of fundamental Russian and foreign researches diversity, but also has been a picture in political thinking formation, having turned to a peculiar style. Special notice is given to children age with its perceptivity to indoctrination influence. The article is devoted to this problem definition and deals with the sources that demonstrate image thinking having crossed the borders of the visual one. It permeated into children literature, songs etc. In this very case writers, text and music authors acted as constructors of political thinking poster style. They formed an image scheme, the place of which could be conditionally defined in coterminous layer of consciousness and unconsciousness. Resonating, poster style of political thinking itself addressed to innermost consciousness phenomena – archetypes (according to C. Jung definition). In his works Carl Jung paid significant attention to visual schemes of thinking. Causing archaic interpretation scheme, this resonance contributed to the building of stable attitude to such basic phenomena as native land, hero/enemy, feat etc. As it is illustrated in the article, a poster style of political thinking is not exhausted by the brought up in USSR generation, but also appears in modern youth. It brings a research subject from metaphorical supposition to the field of currently central researches and gives a new horizon for progressive study of this problem.

Key words: cognitive style of thinking, the matrix, an archetype, a poster, image, totalitarianism.

DEMOCRACY. PARTIES. IDEOLOGIES

P. 76. *Schubert K., Kochev I.A.* THE END OF PARTY DEMOCRACY IN GERMANY? Today, the most common form of democratic governing is representative democracy. Its distinction is that political declaration of will occurs indirectly, through at regular intervals elected representatives. One of its brand is so-called party democracy, in which political parties in fact have an exclusive right to nominate candidates for elective offices and dominate in representative bodies. It means that political parties play the leading role in the decision-making process. The rawest spot of this form of democratic governing is the great distance between the power and society, which appears in limitation of a citizen's legal capacity not only to influence party politics during the term of mandate (for example, by recalling of delegates), but also to choose their representatives directly, who (by proportional electoral systems) are determined by party tickets, i.e. inner-party procedures "closed" for electors. Along with the risk of non-fulfillment of election pledges it creates a favorable environment to lobbying and corruption and thereby threatens the power with the loss of legitimacy. On the other side, the growing differentiation of modern society and therefore the diversity of interests in need of accumulation lead to fragmentation of a party landscape, which can threaten the stability of a political system. Not only continuity of government policy is at hazard, but also formation of governments able to function in principle, especially in federated states.

The authors of this article tally up an intermediate total of the 60-year-old history of party democracy in the FRG, concentrating on its evolution at three levels: federal, regional and local. In consideration of above-mentioned threats they put a question about the future of party democracy in Germany by analyzing four aspects: parties' role in the state, parties' role in society, parties and party system, mediator's role of parties. Stating the unshakeable formal role of parties and the lack of political expression of anti-party sentiments at the federal and regional level, the authors note the problem of recruitment of candidates at the local level. By analyzing the dynamics of: membership size and age structure of parties, participation of young people in party politics, voter turnout, percentage of constant electors, public opinion, - they come to conclusion that legitimacy of parties has been falling. Analyzing the dynamics of power concentration the authors state the evolution from a two-party system to a fluid five-party system. They note the crisis of mediator's role of parties and party system in whole. The authors see the solution in further democratization of parties themselves and society in general and bind the future of German democracy with direct civil participation.

Key words: Germany, party democracy, parties, legitimacy, democratization.

P. 93. *Truntyagin A.A.* DOMINATION PARTY BUILDING IN POST-SOVIET RUSSIA. In this article reviewed the backgrounds of uprising, dynamics of establishment and development of the dominating party in modern Russia, as well as conditions, under which the different projects of the party were formed, by the example of the study of the participation of political parties in elections for the State Duma of the Federal Assembly of the Russian Federation in the years 1993-2007. The electoral results of every elections foreshadowed political changes in the party system, though not only in terms of the configuration of political forces. The study of these elections and their results allows us to judge upon the quantitatively changing formal as well as factual status of political parties in the Russian political system, and also upon the formation and development of the "United Russia" domination in the party system on par with consequences of such party predominance.

A change in the status of political parties throughout the duration of all deputy elections in the Russian parliament stipulated, on the one hand, the inclusion of political parties in the political system as the key political players in election process. At the cost of being granted with a political status, the parties started to possess clear rights and responsibilities, and special political functions (applicable only to a given type of political organisations). On the other hand we see a decline in the level of factual influence of parties and changes in the degree of participation in the fight for power as a result of strengthening of a single party's domination.

The success in the processes of formation of the dominating type in this work can be favoured mainly with institutional factors, in the basis of which underlies such a political design of the system of the Russian authority, within which there exists an unconditional defining meaning of the head of the government in political processes.

Key words: political parties, party system, domination, election.

P. 102. *Shkurikhin I.A.* THE DEMOCRATIZATION OF PARLIAMENTARY INSTITUTIONS: COMMUNICATIVE AND PROCEDURAL APPROACHES. Democratic transformation can be conceptualized in two different ways: as a movement from authoritarian to democratic forms (transitol-

ogy), or as socio-philosophical models of transformation. In this paper we followed the second line, and identified two approaches to change: procedural and communicative. According to the first approach, procedures governing the forms of political interaction should be the object of change. Democratization is understood as the construction of democratic procedures, or as the process of changing the old ones, in accordance with democratic principles. For second approach the forms of interaction themselves should be transformed. Democracy is implemented in democratic models of communication. In modern western theory liberal and deliberative models of democracy are distinguished in the similar way. D. Dryzek and S. Benhabib argued that the first approach is more limited in the prospect of democratization.

The second part of this paper present a comparative analysis of selected approaches of the democratization of parliamentary institutions. According to the criteria of participant's orientation, the procedural approach focuses on compliance with external rules and doesn't mention the strategies of deputies. The communicative approach, on the contrary, puts a priority to relationship between individual strategies in the process of aggregation of the common will. According to the criteria of participant's orientation, the procedural approach focuses on compliance with external rules and doesn't mention the strategies of deputies, whereas the communicative approach puts a priority to relationship between individual strategies in the process of aggregation of the common will. In decision-making process, the procedural approach make an accent on the procedure of aggregation of votes, while the communicative approach emphasize on the integration of deputy's positions during the debate. The boundaries between the parliamentary groups in the procedural approach are considered more stringent than in the communicative approach. Transformation of the private opinions into the common will in a procedural approach is regarded as a mathematical problem, in the communicative approach – both, as mental and sociological processes. The subject of democratic action in a procedural approach is a group that controls the decision-making process in the legislature. In the communicative dimension, solutions are identified as the will of the entire community. And finally, in the procedural approach, the problem of including members in the activities of the representative assembly is solved by providing formal rights of participation. Concerning the communicative view, skills of including perspectives of others in the scope of discussion are required.

Thus, the differences between the approaches are so significant that they should be mentioned when we make strategies for democratization.

Key words: democracy, parliament, communication, procedure.

P. 111. *Skochilova V.G.* DYNAMIC MODEL OF IDEOLOGY. Research of phenomenon of ideology in the modern scientific literature is interfaced, primarily, to questions of influence of ideological factors on political and social processes. Such dependence becomes clear and obvious in light of the role played by ideologies in modern societies. Ideology be issued during era of Modernity and defined itself as effective and practically unique mechanism of constructing political reality. With its advent people have been offered the systematized methods of orientation in politics and purposeful activity. All this period ideology were characterized by doctrinal and aspiration to utility. At the same time, researches were carried out some aspects of ideological processes when changes were considered as consecutive in time static conditions of ideological system. However, in modern terms it is not so effective and potential. The modern ideological system no longer has the rigidity of the form and often a fact (and necessity) of its existence is called by researchers into question (as, for example, in the concept deideologization). Complication and at the same time erosion of social reality has introduced the corrective amendments in existence sociocultural phenomena. Today we speak about transformation of ideological forms which come in the stead of dogmatic projects.

The focus of this article – model of ideology as a dynamic system. Ideological forms are considered as continuously transformed systems. The focus is on the process itself, a continuous stream of changes. The dynamic system is understood by author as sequence of conditions of the spatial structure possessing qualities and characteristics of system. Considered as dynamic system, ideology has the qualities and characteristics of the system as a stream of changing conditions

In dynamic model the ideology is considered as the environment of ideological attitudes and interactions. The author proposes to use the category of «ideological field», which most accurately reflects the procedural of this phenomenon. Analyzing dynamics of an ideological field, the author comes to conclusion, that levels and measurements of ideological field in aggregate form all context of changes in it. While actually changes in ideological field (as the sequence of events and conditions in time) lead to different conditions of ideological field and define ideological process.

Key words: political ideology, dynamic system, ideological field, ideological processes.

P. 120. *Karipov B.N.* CONCEPTUAL FOUNDATIONS OF THE POLITICAL DOCTRINE OF THE RUSSIAN CLASSICAL LIBERALISM. Formation of liberal ideology in Russia begins long before the performance at the historic arena of the country socio-political movement of liberalism. Consideration of the origins and milestones of Russian liberalism shows that he had had its own history and theory, substantial paradigmatic traits and characteristics. Some aspects of the Russian liberal classical doctrine is similar to Western Europe, some are completely original character. Last reflect the specifics of the historical and sociocultural development of post-Reform Russia XIX – early XX centuries. One of the specific features of Russian classical liberalism lies in its intellectual character. We can state that in determining Russian liberalism was the idea of the primacy of human freedom. Original understanding of freedom, to determine the understanding of civil liberty and liberals demand the creation of a legal government order in which the value of public institutions would be measured by the extent to which they protect the interests of the individual. Sense of entitlement could not be reduced to any arbitrary legislator, nor to the social contract. Its basis is the natural right to life and freedom.

With the understanding of freedom from a legal point of view was related to the political program of the liberals - the requirements of freedom of conscience, transparency and independence of the court and the presumption of innocence, unhindered private initiative in economic activities, the inviolability of private property, etc. All of these tenets, enshrined in a system of positive law, constitute what is called civil liberties. They form the basis of civilized society and are its ultimate value. In the context of the views contained one of the central question was the relationship between civil and political rights. It was believed that the civil rights guaranteed to all people equal opportunities to achieve the objectives of growth of material welfare, thus freeing intelligence for creativity and cultural creation. Political freedoms - the continuation of civil liberties, and in a sense, they complement and warranty. Russian liberalism, therefore, will never take his economics and politics from the right. However, Russian liberals have insisted on the primacy of law to political power. Being in the majority of lawyers are defending the rule of law rule as the highest value among the normal principles of government. Consistently upholding the priority of the right, Liberals tied it up with the idea of a strong state, able to undertake the necessary reforms to ensure order in the country. Hence their attention to the idea of statehood, efforts to develop the concept of legal statehood.

Key words: Priority of law, the idea of a strong state, the legal concept of statehood.

TATIYANA'S DAY

P. 126. *Sentsov A.E.* THE IMAGE OF A STRONG STATE IN THE PROGRAMS OF MODERN RUSSIAN POLITICAL PARTIES. Almost every political and legal concept pays great attention to the state and the public authority strengthening, to the ratio of the state interests to the interests of personality. In modern Russian society there is a new wave of trust in the state, and the image of a strong state can be seen clearly in the programs of contemporary Russian political parties. Analyzing the mass perception of this wave in Russian society, the author notes that if the Soviet superstate had a strong justification for its paternalism: the state taught, fed, treated and protected you; the current state does not have such a trump. As a consequence, in political parties programs the greatest attention is paid to the theme and the concept of the future. The article deals with the image of a strong state through the analysis of the future concept introduction in the programs of modern Russian political parties (“United Russia”, the Communist Party of the Russian Federation, “Patriots of Russia”).

Conceptual analysis of the parties programs shows that through its programs, parties declare their socio-political priorities, they express their view of how to resolve urgent problems of the society and the state, of the economic, political and social reforms. The analysis of the obligations and objectives of parties allows speaking that these measures are mostly of reconstruction character. The necessity of these measures is based on a pathological socio-political structure of modern Russia that has arisen not through evolution but by revolution. Since 1991, the social organization of Russia has represented a hybrid of the URSS social organization, of the Western model and of the pre-revolutionary Russia. And it is a Soviet component that is dominating in the present. This fact probably says about the necessity of rebuilding the components of Russian social organization exactly on the Soviet model.

Key words: image of a strong state, future concept, program of a political party.

P. 131. *Kocheva E.E.* NEOFUNCTIONALISM AND MATERIAL LOGIC IN THE THEORY OF EUROPEAN INTEGRATION WALTER HALLSTEIN'S. Many scholars and the whole scientific schools, appeared after the Second World War, made the efforts to encapsulate the process of European integration and construct scenarios of it's developing. The theory of neofunctionalism was the dominant in the end of 1950's. It focused on supranational traits of institutional structure, where politi-

cal elites and organized groups of interests participated in designing of significant political decisions had the most important role. One can find the link between the representatives of the early neofunctionalism, such as Ernst Haas, Leon Lindberg, Stuart Scheingold and Walter Hallstein, the first President of the Commission of the European Economic Community, named the “Architect” and “Founding Father” of modern European Community. This link can be traced with purely textual analysis of European Commission documents, the hand-written version of Hallstein’s lectures, his published works, especially a work under the title “Der unvollendete Bundesstaat, translated into English as “Europe in the making” (it was followed by translations into Spanish, Swedish and Italian) as well as early neofunctionalists’ works. As a rule, political scientists and academics simply ignore Hallstein’s contribution to the debate on integration theory. It is unjust on the author’s point of view. In this connection author raises the question about the interdependence of neofunctionalists’ and W. Hallstein’s ideas in the developing of European integration theory.

This article focuses on sources’ analyzing and revealing areas of overlapping ideas of the neofunctionalists and the President of the Commission in the understanding of the logic of European integration. For example, the idea that integration could be explained almost entirely with reference to the material interests of the parties involved. Moreover, this article deals with cases of similar contextual using the key phrases of neofunctionalists and Hallstein, such as “spill-over” and “expansive logic of sector integration”. The author comes to the conclusion that the significance of the theory of Sachlogik (approx. trans. “material logic”) to political science was substantiated less by Hallstein’s works than by similar statements of neofunctionalists.

Neofunctionalists and Walter Hallstein’s principles and thinking are therefore part of a development which led us from an economically integrated Europe to the political and democratic concept of a European Union.

Key words: Hallstein, European integration, neofunctionalism, Sachlogik, spill-over.

P. 138. *Kochev I.A.* COMMON SECURITY AND DEFENCE POLICY OF THE EUROPEAN UNION IN MODERN POLITICAL THEORY. Sustainable development of integration process in the postwar Europe promoted emergence of a new scientific discipline known as “European studies”, which pools social sciences and humanities for investigation of different aspects of European integration. One of the most dynamical developing schools of European studies is studying Common Foreign and Security Policy of the European Union (EU), affected by consistent development of integration in this sphere in the 1990-2000s.

As author notes, the phenomenon of the Common Security and Defense Policy (CSDP) of the EU is difficult to explain for political science and that’s why the majority of its scientific/pseudoscientific studies has a descriptive character. According to that, author puts a question: How and to which degree can existing integration theories and international relations and foreign policy theories explain the CSDP and thereby become a theoretical basis for its scientific analysis?

As classic European integration theories federalism and neofunctionalism are reviewed: the first considers the CSDP to be an end of European integration in itself but doesn’t explain its institutional development and failures while remaining an influential political philosophy; the second explains the endogenous logic of integration, focusing on supranational institutions, and therefore doesn’t examine the CSDP. Neorealism is skeptical about the future of the CSDP, but interprets its emergence via the change of the system of international relations and serves as ideological basis for intergovernmentalism, upon which the majority of CSDP studies is rested. Neoliberal theories don’t consider the military aspects of the CSDP, but explain its civil dimension as well as only little progress in the CSDP in relation to economic spheres and coexistence of different security institutions. Liberal intergovernmentalism, equally with neofunctionalism, is focused on delegation of authority and doesn’t account for the CSDP, but helps to understand the change of positions at intergovernmental negotiations. Historical institutionalism interprets the CSDP as a result of historical development of the European security institutions as well as causes of European foreign policy change, but doesn’t take procedural and system factors into account. Social constructivism explains the CSDP via Europeanization of the foreign policies of member states, as well as its failures via multiplicity of national identities.

Author comes to a conclusion that no one of the reviewed theories can completely explain the phenomenon of the CSDP, however everyone can be used to explain some aspects of the CSDP and partly its logic. Therefore a convincing CSDP study needs an approach integrating their strong points into an analytical model corresponding to its subject matter.

Key words: theory, integration, the European Union, security and defence policy.

P. 145. *Saraykina D.U.* POLITICAL FESTIVAL AS A MECHANISM OF INTERPRETATION OF POLITICAL REALITY. Political festival – is a phenomenon of political culture. Political culture is considered as a subjective element of the system, directed mainly on the interpretation of the objective sphere, - on the giving a significance to the phenomena. By values, ideals and norms (which are the cognitive units) political culture constructs the screen of the world in the sense of the individual and society and accordingly organizes the cognitive process in this society. In this aspect cognitive mechanisms of culture are explained by the category of the meaning. Culture organizes the process of cognition by giving a meaning to the objects of cognition.

Political festival is represented as a cognitive scheme, constructed in the cultural context and declaring to it. By the cognitive instruments this phenomenon interpreters the world through the value – marking context, which is useful for the power representatives. The organization of the special world with territorial and temporal characteristics, replete with cultural and cognitive content is always accompanied with appearance of predictable and mono-variable cognition. Therefore political festival is effective mechanism of the work with the meaning, so of the interpretation of the reality.

Key words: culture, festival, cognition, meaning.

P. 150. *Kulesh E.A.* THE IMAGE OF A REGIONAL POLITICAL LEADER OF MODERN RUSSIA: SPECIFIC DESIGN. When considering a political system of modern Russia, a political leader image is one of the key notions.

In political science an image is commonly understood as an objective reality reflection. It kindles researchers' interest in surveying an influence of objective reality on population's perception of one or another leader. A subjectivistic approach is opposed to objectivistic one. Its main principle implicates that any reality (including political one) is socially constructed and it does not correspond to objective reality. Authorities, political leaders using mass-communication tools create their own reality imposing it upon population, nationals. In such a world a communication between two subjects gains a form of a performance. In post modernist epoch an artificially created politics world is maintained by constant political leaders' presence on TV screens. Nowadays, a leader is a person who successfully promotes himself in mass-media. Politics virtual reality conduces to interaction of authorities and nation, a leader and his followers, a country president and regional authorities.

A regional leader of modern Russia is less and less put under institutional obligations with regional community, and more and more – with the federal center. Primarily, it is a result of regional authorities direct elections cancellation. More attention is paid to the beadedness to a president in connection with a new "setting" model. Moreover, such beadedness should be effective, bring bonuses both to a regional leader and a region. Such type of leadership (called organizational) becomes a distinctive feature of political leadership in modern Russia.

A political leader image is composed using two main techniques. The first technique: mass-communication tools create a required background to one or another leader at the instigation of the center authority. This very fact is the cause why some regional managers become leaders, but other – outsiders. The second technique: regional leaders themselves do their best in order to meet the intentions and requirements of the president by means of the virtual reality establishment in their own regions. First technique substantiation was reached by analyzing information agencies, funds and printed sources ratings. Such ratings contribute to a leader image of regional managers. In such case an image should be consistent with the president and region population expectations. Regional leader's high positions coincidence in as a minimum two ratings tells about successful leader image building. The second technique was envisaged as an illustration to the first mentioned. A website and a live journal are taking second billing in image building. It approves a decline in regional leader to his nation relation significance. On a first-priority basis a regional manager leader's image is created for the federal authority by the same federal authority. A leader's image of regional manager is the result of focused building by means of mass-media.

Key words: image, leader, designing, rating, center, region.