**Psychosemantic analysis of the image**

**of the ideal political leader**

***Olga Mitina*** 1, 2, 3

***VictorPetrenko*** 1, 3

1. Lomonosov Moscow State University
2. Moscow State University of Psychology and Education
3. Belgorod State University

***Key words***: values, obedience to authority, comparative study, psychosemantics, social representations, image of political leaders.

***Abstract***

An important aspect in studies of problems obedience of legitimate authority is analyzing whom the society (or certain social groups in it) is seeking as such authority, to whom is ready to obey, to delegate authority. If we are talking about the authority in the socio-political context, the problem of studying the image of the ideal political leader arises.

This work allows visualizing and assessing the dynamics in the perception by the public consciousness the most well-known political leaders of the Russian Federation in quantitative and qualitative forms, comparing the results of studies conducted in the 2011 - 2013 period. Psychosemantic approach was used in the study for analyzing the image of political leaders (Petrenko, Mitina 1997; Petrenko, Mitina 2008). Using psychosemantic techniques allows us to analyze the different levels of social representations of the real and ideal political leaders. Some of these representations are realized by the respondents (belong to explicit level), but there are deep, difficult for reflection (implicit level), and therefore, requiring special methods of detection (a la projective). In such a situation psychosemantic methods that operate with the deep layers of consciousness are the most effective, reliable and valid (Petrenko, 2012, 2013; Petrenko, Mitina 2008, 2014).

The study was conducted in three stages in Moscow (2012) and Kirov (2011, 2013). The total sample size of more than 400 persons of both sexes and different age groups. Respondents were asked to fill in a matrix, where 65-scales descriptors characterizing business and personal traits associated with professional political activity, images of 15 contemporary political leaders of the federal level were estimated. It was necessary to assess on a seven point Likert scale (from -3 to +3), in what the degree from the respondent point of view, each feature corresponds to the image of this or that political leader. Additionally, each participant of the study was asked to rate using the same rules the image of ideal political leader whom the subject would like to see as a president. Among the most important qualities of the ideal image personal traits were shown all three times. Ideally, the president should be bright and strong personality, witty, charming. Also, it should be a person with high competence, having the knowledge that can effectively address national problems and conflict, considering the fight against corruption a priority policy.

A comparison of the estimates obtained for the three years allow us to analyze the dynamics of the image of the ideal president. In 2012-2013 as one of the most basic and important assessed characteristics: his political activity focuses on the primacy of the state, he is in favor of a unified Russian state. The greatest changes in the estimates in the decreasing way were observed in the perception of qualities that can be described as "humanistic style of government" (a supporter of democratic reforms, his political activity for the benefit of all mankind, gives society the goals and ideals, pursuing a peaceful policy), "independence of thought and actions ", while evaluation of feature: supporter of strong hand policy changed a sign from minus to plus.