

Секция «Политические науки»

The image of the psychological meaning of political power through the prism of crosscultural peculiarities

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To analyze the whole variety of factors and circumstances that influence the formation of national and foreign policy of the state the development of some objective assessment of the complex processes taking place in contemporary international relations. One of the most basic factor in this attitude is the image of political power, that is about to be formed as a result of its perception by citizens.

The image of political leaders, who commit political action on behalf of the whole state, is the national identification's important sign. It is about to represent and express the national idea, which, in turn, ensures the nation unity.

People's attitudes to policy and the political process in general, political participation are identified more due not only to objective characteristics of the situation, but, first of all, to specific psychological traits. Obviously, different people differ in their attitude to the same social phenomena. It depends on different political beliefs, attitudes in the sphere of policy, preferences for specific political parties, relations in the political process, etc. Conversely, personal evaluation of social reality depends on its choice. In the era of information society it's important not only to behave correctly in the political process, but to be perceived appropriately by citizens.

It's hard to disagree with S. Jason's opinion, who'd offered to consider the perception of political power through the prism of political and psychological analysis, which involves both - the institutional manifestations and personal side of this phenomenon. As a result it's very important to be based on the same behavioral approach, on the one hand, and on the information and communicational interpretations of political power, on the other one [2].

According to H. Lasswell, the perception of political power as a special kind of social perception is based on some specific images of power, which are established in mass and individual consciousness. It highlights some rational and unconscious components. The image of political power perception necessarily involves the whole complex of the ideas about its uprising, nature, mechanisms, functions and a type of its objects and political actors, etc. [3].

According to H. Tajfel, one of the most important factors that affect the way of generation of personal image of the Government is the psychological formation mechanism of the field of power. H. Tajfel called it political perception. For an adequate understanding of the problem it's necessary to pay attention to such psychological mechanisms of political perception related to intergroup interaction as identification, stereotyping and social attribution [4].

T. Adorno accurately notes, that the personal component of the political power perception may act as a form of ethnocentric crisis transformation of ethnic identity on the one hand, and as a part of an authoritarian personality structure, on the other hand [1].

In the first case the ethnocentrism's main sense is defensive psychological reaction to enhance the "own" ethnic group status, because of psychological merger. According to this, every individual tries to find a sense of its own existence and meaning. Thus, there are determinants of the political identity generation that is built on the principles of opposition between "own" and "alien" communities [1]. As a part of this process the updating of the "shadow government" image occurs that is exactly associated with the "alien" ethnic group.

T. Adorno offers to consider ethnocentrism in the context of the concept of authoritarianism. In connection with this point the author had focused on ethnocentrism as the manifestation of some kind of authoritarian personality syndrome in the structure of personality. An authoritarian syndrome produces negative features of perception of political power. It has been expressed in high levels of mismatch images of power, the need for submission to charismatic, strong and even authoritarian leaders and paternalistic expectations from the Government [1].

In this attitude, the leitmotif empirical research point is the problem of the essence and characteristics of the perception of political power in Ukraine as a country with transition type of political socialization from hegemonic to pluralistic one, and Great Britain as a typical representative of harmonious type of political socialization.

I managed to find out that British people have specific ethnocentric stereotypes of the image of political power that actually perform the function of reproduction and are based on the sense of images of the authoritarian Government and moral and ethical positions. These stereotypes are typical for British people. In my opinion, it's about to spread the authoritarian-paternalistic attitudes among British people, which appear as an interpretation of the main functions of the Government as "solicitous" and "tutelary" in its relation to the citizens.

As for Ukrainians, the most typical characteristics of the political power perception can be described in terms of its functionality. Ukrainians consider the political power as an instrument of political system and politicians as its function.

Analysis of the emotional component of the image of political power shows that it has been perceived negatively by citizens of both states. It has been expressed in low levels of trust to the Government and political institutions, as well as the perception of the Government in general as "closed" "alienated" system. In addition, it is typical characteristic sense of the political situation as "crisis" "hopeless" for both groups. However, negative emotions of anxiety, fear and depression are the most dominant for Ukrainians in their attitude to the political power in their state, but an attitude to the English Government is characterized by less emotional intensity rate, which is neutral in most cases.

Analyzing some peculiarities of ethnic self-identification, the dominance of such qualities in the perception of political power can be understood. The British autostereotype has archetypical character traditionally, which indicates the dominance in the form of "British" moral, ethical, personal and "power" traits. Analysis of heterostereotypes means their formation is based on some opposition between "own" and "alien" within the social and ethnocultural differences, which are often concentrated in the moral and ethical concepts.

Understanding the perception of political leaders is possible after careful consideration of the position attributed to psychological and moral qualities either. However, politicians' psychological features are rated by respondents in different ways in both groups. Strong-willed sort of the politicians are perceived the best by British people. The actors of policy

are perceived according to the moral and ethical qualities, indicating spread understanding of the policy as "loving and solicitous father". People expect this type of the Government patronage and protection. That is why the perception of politicians and the Government is quite personified and political leaders are perceived as an actors and policy makers.

The most important feature, which Ukrainians prize the most, is intelligence. It's important to be directly related to the political effectiveness. In the case, when the policy isn't acceptable for Ukrainians, they motivate their opposition to the Government with a rational sense.

In this attitude the point of differential study of the image of political power for different age groups and research the priority requests, which each age group impose to the political power are in the first priority at the moment and about to be investigated in the first place.

Thus, the images of political power in Ukraine and the UK differ much. The image of the Government in the UK is based on the existence of centuries-old traditions and unchanging type of the government. It had been based on some moral, ethical and cultural background. Ukraine as an independent state exists a little bit more than 20 years. Obviously, political cultural traditions which are about to be formed over the centuries, can not possibly exist there. As a consequence - political power is being perceived only as an instrument of political system and politicians as its function.

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