

REPRESENTATION ABOUT POLITICAL LEADERSHIP IN THE PUBLIC CONSCIOUSNESS

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In actual circumstances of development of society, the role and place of leaders involved in socio-political transformations is significantly increased. The study of the role and content of the activities of political leaders, as well as the representation of citizens about their characteristics, is of particular relevance and is becoming increasingly necessary in terms of understanding the potential of the country and the formulation of national priorities to overcome the consequences of the crisis. The presentation will reflect the results of many years of research (from 2012 to present) about the representation of the concepts of "political leadership" and "political leader" in the public consciousness of representatives of different generations. Empirical data refer to the functional purpose of political leaders, from the point of view of respondents, the range of tasks expected from the leaders of the citizens of the country, as well as to the desired results of political activity in

modern conditions. Universal psychological characteristics that politicians of different levels should have are: responsibility, organization, purposefulness, sociability, balance, courage, etc. The respondents' ideas about the characteristics, political views and results of the activities of political leaders are analyzed on the example of specific political figures of different periods of Russia's history (Stalin, Khrushchev, Brezhnev, Gorbachev, Yeltsin, Putin, etc.). Multiple correlations of the above-mentioned parameters of assessment of political leaders with the image of the country and the States that arise in response to political incentives are established. The more pronounced the characteristics of a political leader, the more positive the image of the country in the minds of its citizens. Respondents associate socio-political moods in the country and abroad with the activities and specific characteristics of political leaders.