Representation of Deputies in Regional Digital Media or Who We Elect to Power

Irina Maksimova [a], [*], Irina Skachkova [a]

[a] Volgograd Institute of Management: branch of the RANEPA, Volgograd, Russian Federation

Abstract

The first part of this article discusses the role of media information in the election campaigns of political parties. The section emphasizes that media information plays a major role in the election for voters. This effect is explained by the fact that voters in elections are guided only by ideas about political candidates formed by the media. It is noted that a literate politician uses the media to shape his image and promote the ideas of the political party he represents. The second part of the article reveals the concept of political image and the influence of the media on its formation. In particular, the importance of information in the digital media is noted as information that can be accessed countless times at a convenient time for the electorate. The study examines in some detail the criteria used by voters in elections and suggests that generally accepted criteria for the selection of political candidates may not be in conformity with the actual qualifications of candidates. The third part of the article contains the results of the research of digital media information presented on the website of the Volgograd Oblast Duma. The results of the study showed that the elected candidates did not fully meet the accepted electoral criteria. The study revealed the features of the politician's image, taking into account the regional specifics of voters. The results of the research presented also showed that elected deputies do not present themselves as representatives of individual parties in their statements in the digital media. In general, the research leads to the conclusion of the need to manage digital media information in the interests of developing competition among political parties in the regions of Russia and in the country. This requires each political party to develop a special program to promote its political goals in the regional media.

Keywords: media in politics, media education, political information, politician's image, political image making, media influence on voters.

1. Introduction

Media is an effective means of communication between politicians and their constituents, and the more this information, the greater the desired effect, as many researchers have drawn attention to, for example, L.P. Otto et al. (Otto et al., 2020: 1134-1154). This effect is explained by the fact that the majority of voters make their choice only on the basis of their ideas about the candidate. Media therefore plays a crucial role in elections. Research by V. García-Perdomo (García-Perdomo, 2020) shows that it is the media that shape the political views of the population. A.X. Meng and Y. Li (Meng, Li, 2021) indicate that the central and local media influence the population's confidence in the political authority and are part of the good governance of the

---

[*] Corresponding author
E-mail addresses: maximova-iv@vlgr.ranepa.ru (I.V. Maksimova),
skachkova-ii@vlgr.ranepa.ru (I.I. Skachkova)

country. K. Mcintyre, C. Gyldensted (Mcintyre, Gyldensted, 2018: 662-678) even introduce the special term "constructive journalism" in order to form political priorities in the country. However, according to research by J.D. Wolfgang (Wolfgang et al., 2021: 1339-1357), the influence of politics on journalists' views is not excluded, which affects the nature of information in media space.

Parliamentary debates before elections, broadcast by the media, are an effective means of communication with voters. A study by J.C. Bramlett (Bramlett, 2021: 280-300) shows that political debate gives candidates the opportunity to make their voices heard. But the role of the print media is no less important. This is confirmed, for example, by media research in Ghana conducted by M. Nartey (Nartey, 2021). Visual information, such as photos of candidates in the media, can provide a picture of the candidate. However, not all photojournalists identify with journalism, as suggested by P. Ferrucci, R. Taylor and K.I. Alaimo (Ferrucci et al., 2020: 367-385). This makes the publication of photos of politicians in the media another tool of the election struggle.

According to P. Ketelaars and P. Van Aelst (Ketelaars, Van Aelst, 2020), there is no doubt that politicians invested in media expertise and surrounded themselves with communications experts. This is mostly used at the government level, where influential political leaders have the financial means to invest in news management.

This is particularly confirmed by studies carried out in the United States following the election of the president in 1998 (Pfetch, 1998: 71-97) or in Europe using studies on the value of online media in European Union policy reporting (Pompl, 2019: 436-463; Trimithiotis, 2020: 404-421).

According to research by A.F. Altourah (Altourah et al., 2021: 1-18), World Value Survey data show that the choice of the media predicts the political preferences of the country's leadership by creating certain representations. The preference for democratic governance is closely linked to the use of the Internet, mobile phones and newspapers. Mobile phones are not correlated with dictatorial rule, but are correlated with the assumption of military rule. Newspapers are used in election campaigns of dictatorial regimes and military rule. The literature also contains studies on the response of different population groups to information about policies and political candidates. For example, there are studies of the division of the population into groups in terms of political participation (Tian et al., 2021) or gender and national characteristics that influence not only political preferences but also the choice of the media by the population (Ramasubramanian, Banjo, 2020: 379-400).

Media plays an equally important role in the election of political candidates in the regions. Local political elites agree that the media have considerable power to set the political agenda and that the media influence their political careers (Fawzi, 2018: 1134). As researchers have noted, appearing in the media helps politicians to be known to the public. Because citizens are unlikely to vote for candidates they know little about, and because most people get their knowledge of politics through news (Arnold, 2006). Thus, media coverage helps politicians get votes (Fridkin, Kenney, 2002: 381-394). In mediatized countries, political parties at least partially base their choice of representatives on media references (Sheafer, Tzionit, 2006: 179-197).

Digital media now play a special role in politics and the election of political candidates. As noted by researchers K. Chang and I. Park (Chang, Park, 2020: 2-18), this is because information on the Internet provides more direct communication with voters. And, according to U. Klinger and J. Svensson, digital media can bypass critical questions and journalists' frameworks (Klinger, Svensson, 2015: 1241). In this respect, the Internet and social media, in particular, remain an instrument of influence on traditional media, not a new environment per se (Harder et al, 2017: 275). According to A. Marland (Marland, 2012: 214-233), news organizations are becoming increasingly susceptible to reproducing packaged images of politicians, that image processors promote through e-mail and telegraph services and that they upload to institutional, party and commercial websites, including *Facebook, Flickr,* and *Twitter*. These managed visual effects can reflect serious cases and routine state affairs, such as meeting politicians with their colleagues or working in their offices, and can provide insights into personal moments. However, visual information does not always reflect reality and allows to obtain objective information, which is proven in G. Perreault studies (Perreault, 2020: 1142-1158). This causes some tension in the area of professional journalistic control of false information, as highlighted in the studies of A. Hermida and C. Mellado (Hermida, Mellado, 2020: 864-884), and also J.D. Wolfgang, T.P. Vos and S. Shin (Wolfgang et al., 2021: 1339-1357). Now online disinformation is a challenge to democratic societies (Saurwein, Spencer-Smith, 2020: 820-841) and has become an important issue on the

research and policy agenda (Dynel and Ross, 2021). At the same time, as noted by L. Edwards (Edwards, 2021), misinformation and false news are well-proven tools in PR work.

2. Materials and methods

The study used general scientific research methods: problem-chronological, historical and situational, systematic and comparative methods. The author's argument is based on a problem-chronological approach. The use of the historical situational method has made it possible to apply an evaluative approach to the problem of a politician image-building in media. The systematic method was applied in the analysis of the role of media information used in the competition of individual political parties for votes. The comparative method made it possible to distinguish between views on ideal politics and the actual elected deputies.

To test the hypothesis that the really selected politicians from among the deputies meet the criteria of an ideal politician, an empirical study of the information on the website of the Volgograd Oblast Duma was conducted. To test the hypothesis of the representation of deputies as delegates of a particular party, a comparative analysis of information on the websites of political parties, in particular, political party manifestos as declarations of goals and intentions of political activity, and information presented on the website of the Volgograd Oblast Duma, covering statements and activities of elected deputies was conducted. For this purpose, the method of complete semantic analysis, online seo-analysis (a program posted on the site miratext.ru) was also used. The density of the most common words was estimated as the square root of the total number of occurrences of a single word.

3. Discussion

Almost 100 % of voters are not personally acquainted with the candidate to be elected.

Research by K. Mattes and D.P. Redlawsk (Mattes, Redlawsk, 2020: 913-935) show evidence of a functioning process of motivated voter reasoning in political campaigns. It can therefore be said that in fact voters choose a future politician on the basis of his or her image, that is, the image of the candidate represented in the media.

As Trent and Friedenberg (Trent, Friedenberg, 2011: 73) point out, a politician's image is the public representation of a political leader, election candidate, political party, etc., the point of intersection between the messages that a political leader sends and the manner of his behavior, on the one hand, and the audience's expectations of a political leader, on the other.

Research into the image of politics and its impact on election outcome has attracted much attention from scholars around the world. K. Sharlamanov and A. Jovanoski (Sharlamanov, Jovanoski, 2014: 2229-5518), among others, emphasize that image plays the most important role in the outcome of political elections. They note that it has been an inevitable part of a successful campaign since the beginning of sociological and communication studies in the 1950s.

Electronic media play a significant role in image-building as a source that can be revisited endlessly. According to many studies in the electronic media, viewers retain the impression that politicians leave behind in their speeches longer than the exact words they use in their speeches (de Geus et al., 2020). R.D. Waters and W. Weijia (Waters, Weijia, 2011: 138-149) point out that in the era of electronic marketing, press releases and media kits have tended to be electronically distributed, and digital cameras and Internet bandwidth extension have turned photos and videos into important direct marketing tools. Image bytes have become integrated into the marketing of leaders due to clarity, simplicity and sequence of visual messages.

Equally important for a positive image is the knowledge of the criteria used by voters to select a candidate.

In the course of conducting an extensive study K. Sharlamanov and A. Jovanoski (Sharlamanov, Jovanoski, 2014: 2229-5518) identified several criteria that voters use in the campaign process. They point out that an important feature of the image of each politician is the trust built on the basis of competence in the work they claim and honesty towards voters. Competence refers to knowledge of the work that a particular politician aspires to do, and honesty is recognized in the provision of complete and accurate information. These traits help to increase citizens' confidence in the candidates, which, on the other hand, helps politicians and candidates for public office to convince voters of the superiority of their own political proposal. Trust adds value to the information provided by political parties.

Research on the ideal policy in Latvia by M. Zakrizevska (Zakrizevska, 2018) showed that the ideal politician is a committed statesman, a patriot of his nation. He or she thinks about the future, wants to develop legislation and create a mobile government that can act. To improve society instead of gaining personal profit or power. The ideal politician has a morality that has a mental, human and moral dimension. The ideal politician must be between the ages of 40 and 50. The perfect politician has experience and diligence. The ideal politician must have a higher education. The higher the level of education, the more valuable the education. A perfect politician is honest and keeps promises. The gender of a perfect politician is irrelevant. However, men are considered more suitable for politics. Belonging to a political party is important because it influences the way of thinking and subsequent actions.

The studies of K. Sharlamanov, A. Jovanoski and M. Zakrizevska correlate with the research of Russian scholars, in particular A.A. Komarova (Komarova, 2021: 166-171), who, based on a survey of youth living in Moscow and the Moscow region, highlights the following main qualities of an ideal politician: charisma; publicity; openness of personal life; views; professional education; ability to empathize; loyal attitude to subcultures and minorities.

The conclusions drawn by scientists from their research on the image and personal qualities of the ideal politician are undoubtedly objective. It is also undeniable that the media play an important role in shaping political preferences. Still, questions arise: To what extent do actually elected politicians live up to the image of the ideal politician? And to what extent do politicians in Russia use the media to shape their image and promote their political goals?

4. Results

The assessment of the qualities of elected deputies on the basis of information from the website of the Volgograd Oblast Duma was carried out on the basis of five criteria: competence, leadership, energy, public recognition, political views. The criterion of competence was assessed on the basis of whether the deputy had a higher education. The criterion of leadership was assessed by the deputy's experience in executive positions. The criterion of vigor was assessed by the age and gender of the deputy. The optimal age was considered to be average, that is, between 35 and 50 years of age. The criterion of public recognition was assessed by the fact that the deputy possessed public awards – honorary titles, certificates of honour, medals, etc. The criterion of political views was assessed by affiliation/non-affiliation with the ruling party.

The results of the assessment of deputies by selected criteria (Figure 1) show that 99 % of elected deputies had higher education.
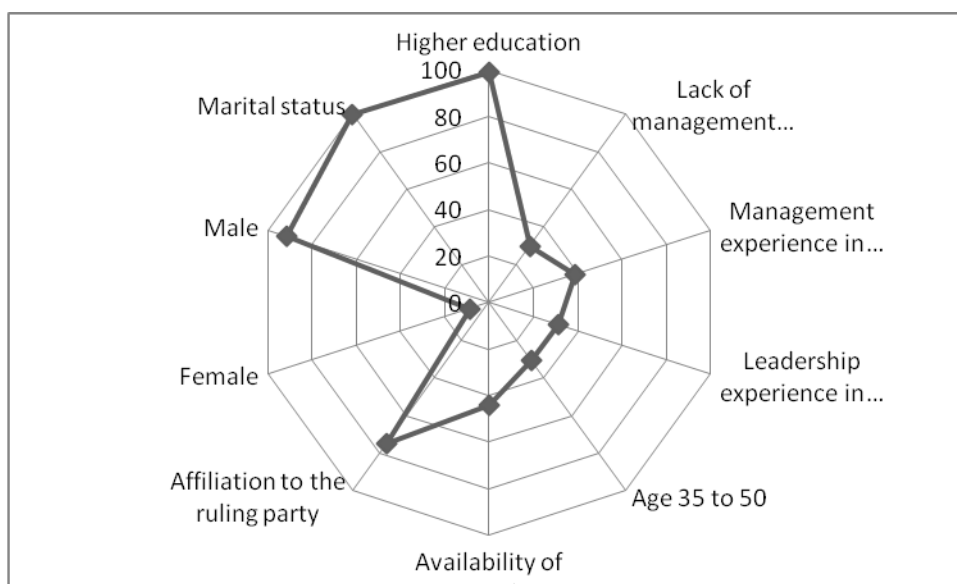

Fig. 1 Assessment of elected deputies by criteria

Three deputies had academic degrees. 31 % of elected deputies had leadership experience in government and 39 % in business structures. Only 31 % of the elected deputies were in the

35-50 age group. Public and state awards had 44 % of the elected deputies. 75 % of the elected deputies were members of the ruling party. Only 8.5 % of the total number of deputies were women.

The analysis concluded that, apart from the representation of parties in the elected authorities, such qualities as leadership, professionalism and competence may be valid criteria for voters. Perhaps the gender of the candidate is important. Age and social acceptance play a lesser role. The average statistical image of a deputy of the Volgograd Oblast Duma can be characterized as an older man with a higher education and experience in management.

The semantic analysis of the manifestos of the political parties showed the following results.

The United Russia party manifesto had the highest density of words: Russia – 2.01 %, country – 11.4 %, party – 0.11 %, success – 0.82 %, person – 0.6 %, united – 0.58 %, Russian – 0.56 %, national – 0.51 % and social – 0.51 %. Thus, most obviously, the party positions itself as a unifying party, leading to success, defending the interests of the nation and social justice. The manifesto of the Just Russia party had the highest density of words: Russia – 1.73 %, people – 1.21 %, justice – 1.13 %, country – 1.04 % , truth – 0.87 %, life – 0.78 %, state – 0.69 %, citizen – 0.69 %, patriot – 0.61 %.

The party most likely positions itself as a party of people's justice, patriots of Russia, fighting for justice, truth, a decent life for all citizens. In the manifesto of the LDPR (the Liberal Democratic Party of Russia), the highest density was in words: Russia – 1.81 %, state – 1.03 %, country – 0.95 %, high – 0.52 %, development – 0.52 %, citizen – 0.52 %. The party appears to be positioning itself as a party defending the interests of the state, the high development of the country and individual citizens. In the manifesto of the CPRF (the Communist Party of the Russian Federation) the highest density was in words: bourgeoisie – 0.98 %, class – 0.83 %, society – 0.76 %, proletariat – 0.72 %, bourgeois – 0.71 %, worker – 0.61 %, property – 0.55 %. This is obviously due to the fact that the party positions itself mainly as a fighter against the bourgeoisie, defending the interests of the proletariat.

The density of the most common words from all the information from the website of the Volgograd Oblast Duma (Fig. 2) shows that the most frequent words found in speeches of almost all deputies and information about their activities are: Volgograd – 1.87 %, Duma – 0.97 %, new – 0.9 %, project – 0.73 %, region – 0.55 %.
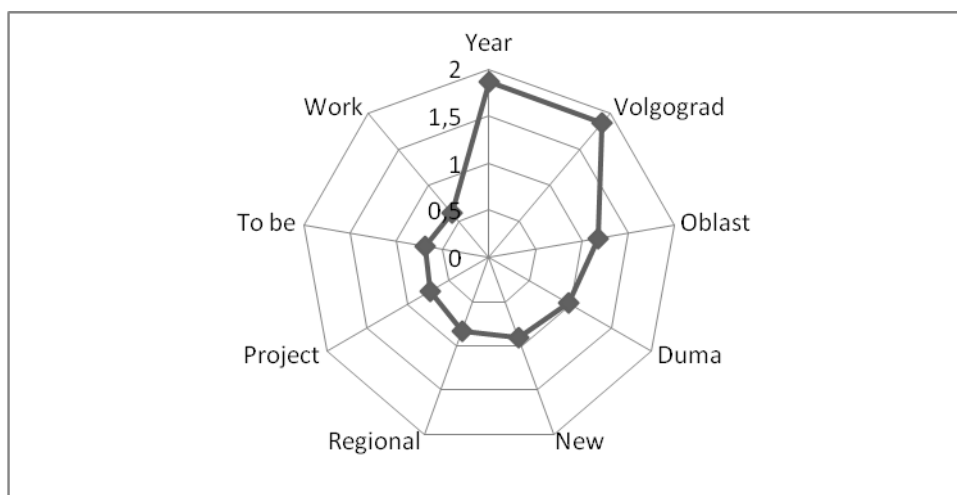

Fig. 2. Density of the most common words on the information site of the Volgograd Oblast Duma

This analysis shows that the statements of deputies and the information on the activities of the Duma provided on the official website do not contain information on the activities of individual party representatives, but rather information related to the implementation of current tasks in the social and economic development of the region.

5. Conclusion

The research conducted on the nature of information in digital media reflects the general situation of lack of competition among political currents in Russia, which is partly related to the apolitism of the population. This is demonstrated, inter alia, by the participation of the population in the voting. According to the Central Election Commission of the Russian Federation, only about

64% of the population took part in the 2018 Russian presidential election. At the local level, competition among parties and the participation of citizens in elections are also weak.

In general, the main findings of the study can be summarized as follows:

1. In Russia, as in other countries, there is undoubtedly an image of an ideal politician, which is linked to the candidate's qualities, education, competence and energy.

2. All criteria for voters' choice of candidates can be divided into primary (most important) and secondary (less important). Primary criteria include education, management experience and gender. Secondary criteria, for example, include age. And, oddly enough, the candidate's party affiliation.

3. The test of the ideal policy's eligibility hypothesis has not been confirmed. The average political figure at the regional level in Volgograd oblast is an older man with a higher education and experience in management in state and commercial structures, that is, an image that does not meet all the criteria of a ideal politician.

3. Many party declarations in digital media are more similar than different. This does not identify the parties themselves or the candidates representing those parties. An exception is the CPRF, which postulates itself as opposing the ruling party.

4. In the speeches presented on the official website of the Volgograd Oblast Duma, the elected candidates do not position their activities with a particular party. Statements and information about the activities of politicians do not highlight the goals and objectives of political currents and are related to the solution of current problems of economic and social development of the region.

These findings lead to the conclusion that it is necessary to improve the management of media information in the regions of Russia to promote political parties, the development of competition among political parties for votes, which will contribute to the development of democracy in the regions and the country as a whole. This necessitates the development of special projects to promote political parties at the regional level, taking into account regional specifics.

References

Altourah et al., 2021 – *Altourah, A.F., Chen, Kh.W., Al-Kandari, A.A.* (2021). The relationship between media use, perceptions and regime preference in post-Arab Spring countries. *Global Media and Communication*. 17(3): 1-18. [Electronic resource]. URL: https://www.researchgate.net/publication/350977621_The_relationship_between_

Arnold, 2006 – *Arnold, R.D.* (2006). Congress, the press, and political accountability. Princeton: Princeton University Press. [Electronic resource]. URL: https://scholar. princeton.edu/arnold/publications/congress-press-and-political-accountability

Bramlett, 2021 – *Bramlett, J.C.* (2021). Battles for branding: a political marketing approach to studying televised candidate debates. *Communication Quarterly*. 69(3): 280-300.

Chang, Park, 2020 – *Chang, K., Park, I.* (2020). Social media use and participation in dueling protests: the case of the 2016-2017 presidential corruption scandal in south Korea. *International Journal of Press/Politics*. 26(40): 2-18. [Electronic resource]. URL: https://www.researchgate.net/publication/342998808_Social_Media_

de Geus et al., 2020 – *de Geus, R., McAndrews, J., Loewen, P. M.* (2020). A do voters judge the performance of female and male politicians differently? Experimental evidence from the United States and Australia. *Political Research Quarterly*. 26 February. [Electronic resource]. URL: https://journals. sagepub.com/doi/10.1177/1065912920906193

Dynel, Ross, 2021 – *Dynel, M., Ross, A.S.* (2021). You don't fool me: on scams, scambaiting, deception, and epistemological ambiguity at R/scambait on reddit. *Social Media and Society*. 7(3). [Electronic resource]. URL: https://www.researchgate.net/publication/353736868_You_Don't_Fool_Me_On_Sca

Edwards, 2021 – *Edwards, L.* (2021). Organised lying and professional legitimacy: Public relations' accountability in the disinformation debate. *European Journal of Communication*. 36(2): 168-182. [Electronic resource]. URL: https://journals.sagepub.com/doi/pdf/10.1177/0267323 120966851

Fawzi, 2018 – *Fawzi, N.* (2018). Beyond policy agenda-setting: political actors' and journalists' perceptions of news media influence across all stages of the political process. *Information, Communication & Society*. 21(8): 1134-50.

Ferrucci et al., 2020 – *Ferrucci, P., Taylor, R. and Alaimo, K.I.* (2020). On the Boundaries: Professional Photojournalists Navigating Identity in an Age of Technological Democratization. *Digital Journalism*. 8. (3): 367-385.

Fridkin and Kenney, 2002: 381-394 – *Fridkin, K.K., Kenney, P.J.* (2002). The Slant of the News: How Editorial Endorsements Influence Campaign Coverage and Citizens' Views of Candidates. *American Political Science Review*. 96(2): 381-394.

García-Perdomo, 2020 – *García-Perdomo, V.* (2020). Re-Digitizing Television News: The Relationship between TV, Online Media and Audiences. *Digital Journalism*. 9(2): 1-19.

Harder et al., 2017 – *Harder R.A., Sevenans J., Van Aelst, P.* (2017). Intermedia agenda setting in the social media *age:* how traditional players dominate the news agenda in election times. *The International Journal of Press/Politics*. 22(3): 275-93

Hermida, Mellado, 2020 – *Hermida, A. Mellado ,C.* (2020). Dimensions of social media logics: mapping forms of journalistic norms and practices on Twitter and Instagram. *Digital Journalism*. 8(7): 864-884.

Ketelaars, Van Aelst, 2020 – *Ketelaars, P., Van Aelst, P.* (2020). An Actor approach to mediatization. *Politics of the Low Countries, Online First, Politics of the Low Countries*. June. [Electronic resource]. URL: https://www.researchgate.net/publication/341842303_An_Actor_Approach_to_Mediatization_Linking_Politicians'_Media_Perceptions_Communication_Behaviour_and_Appearances_in_the_News.

Klinger, Svensson, 2015 – *Klinger, U., Svensson, J.* (2015). The Emergence of network media logic in political communication: a theoretical approach. *New Media & Society*. 17(8): 1241-57.

Komarova, 2021 – *Komarova, A.A.* (2021). Obraz ideal`nogo politika v soznanii rossijskoj molodezhi [The image of the ideal politician in the minds of Russian youth]. *Vestnik universiteta*. 6: 166-171. [in Russian]

Marland, 2012 – *Marland, A.* (2012). Political photography, journalism and framing in the digital age: The management of visual media by the prime minister of Canada. *The International Journal of Press/Politics*. 17(2): 214-233.

Mattes, Redlawsk, 2020 – *Mattes, K., Redlawsk, D.P.* (2020). Voluntary exposure to political fast checks. *Journalism and Mass Communication Quarterly*. 97(4): 913-935.

Mcintyre, Gyldensted, 2018 – *Mcintyre, K., Gyldensted, C.* (2018). Positive Psychology as a Theoretical Foundation for instructive Journalism. *Journalism Practice*. 12(6): 662-678.

Meng, Li, 2021 – *Meng, X., Li, Y.* (2021). Parsing the relationship between political news consumption and hierarchical political trust in China. *Journalism Practice*. [Electronic resource]. URL: https://www.tandfonline.com/doi/abs/10.1080/17512786.2020.1867623

Nartey, 2021 – *Nartey, M.* (2021).Yvonne Nelson and the heroic myth of Yaa Asantewaa: a discourse-mythological case study of a Ghanaian celebrity. *Critical Studies in Media Communication*. 38(3): 255-268. [Electronic resource]. URL: https://www.tandfonline.com/doi/abs/10.1080/15295036.2021.1907429

Otto et al., 2020 – *Otto, L.P., Thomas, F., Maier, M., Ottenstein, C.* (2021). Only one moment in time? Investigating the dynamic relationship of emotions and attention toward political information with mobile experience sampling. *Communication research*. 47(8): 1131-1134.

Perreault, 2020 – *Perreault, G.* (2020). Why the h**l is there a White house correspondents' dinner? Boundary work in political journalism. *Journalism Practice*. 14(9): 1142-1158.

Pfetch, 1998 – *Pfetch, B.* (1998). When the press fails. Political power and the news media from Iraq to Katrina. Chicago: University of Chicago Press Pfetch, Barbara. Government News Management: 71-97.

Pompl, 2019 – *Pompl, S.* (2019). Messages and familiar faces: crowdfunding in the 2017 U.K. electoral campaign. *Politics and Policy*. 47(3): 436-463.

Ramasubramanian, Banjo, 2020 – *Ramasubramanian, S., Banjo, O.O.* (2020). Critical media effects framework: Bridging critical cultural communication and media effects through power, intersectionality, context, and agency. *Journal of Communication*. 70(3): 379-400.

Saurwein, Spencer-Smith, 2020 – *Saurwein, F., Spencer-Smith, C.* (2020). Combating disinformation on social media: multilevel governance and distributed accountability in Europe. *Digital Journalism*. 8(6): 820-841.

Sharlamanov, Jovanoski, 2014 – *Sharlamanov, K., Jovanoski, A.* (2014). The Role of image in the political campaigns. *International Journal of Scientific & Engineering Research*. 5(6): 2229-5518.

Sheafer, Tzionit, 2006 – *Sheafer, T., Tzionit, S.* (2006). Media-political skills, candidate selection methods and electoral success. *The Journal of Legislative Studies*. 12(2): 179-197.

Tian et al., 2021 – *Tian, Y., Yang, J., Chuenterawong, P.* (2021). Share or not? Effects of stereotypes on social media engagement using the stereotype content model. *Journalism Practice*. [Electronic resource]. URL: https://www.tandfonline.com/doi/full/10.1080/ 17512786.2021.19278 04?scroll=top&needAccess=true

Trent, Friedenberg, 2011 – *Trent, J.S., Friedenberg, R.V.* (2011). Political campaign communication: principles and practices westport. Conn: Praeger Publishers: 73. [Electronic resource]. URL: https://ecsocman.hse.ru/text/19180981/

Trimithiotis, 2020 – *Trimithiotis, D.* (2020). The Persistence of Ethnocentric framing in online news coverage of european politics. *Digital Journalism*. 8(3): 404-421.

Waters, Weijia, 2011 – *Waters, R.D., Weijia, W.* (2011). Painting a picture of America's nonprofit foundations: a content analysis of public relations photographs distributed through online wire services. *International Journal of Nonprofit and Voluntary Sector Marketing*. 16(2): 138-149.

Wolfgang et al., 2021 – *Wolfgang, J.D., Vos, T.P., Shin, S., Kelling, K.* (2021). Political journalism and democracy: how journalists reflect political viewpoint diversity in their reporting. *Journalism Studies*. 22(10): 1339-1357.

Wolfgang et al., 2021 – *Wolfgang, J.D., Vos, T.P., Shin, S.* (2021). Political journalism and democracy: how journalists reflect political viewpoint diversity in their reporting. *Journalism Studies*. 22(10): 1339-1357.

Zakrizevska, 2018 – *Zakrizevska, M.* (2018). The components of an ideal politician's image: the views of politicians. *Conference Paper*. October. [Electronic resource]. URL: https:// www.researchgate.net/publication/330152111