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SUMMARY

Yushina N. OBJECTIVE FACTORS SHAPING POLITICAL IMAGE

Image is a set of representations, estimates, beliefs about political entity or object, it is not a rational set of judgments, it is mostly irrational display the same representations, estimates, beliefs, judgments. This combination of real political characteristics of the ideal object existing in human consciousness and influence its perception. The article investigates objective factors shaping political image. The effect of these factors on the perception of political image.