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SIMULACRIZATION OF POLITICAL SUBJECTS

Introduction. The technological development of the world has led to the transformation of relations between politicians and voters. More and more candidates are using social networks, mobile applications and even video game advertising in their campaigns. Such features of communication, on the one hand, "separate" political leaders from their supporters, bringin the screen between (TV, mobile phone etc.) and on the other – political information is spread around the world in minutes and every potential political follower has access to it.

New technologies have a significant impact not only on communication between political leaders and their electorate, but also on the politics themselves. Because both technologies – Television and Didgital – can adjust images, make appropriate color and sound accents, apply filters, create the illusion of the presence of a political leader in every home through parasociality and so on. All these technological possibilities distort the image of the political candidate himself and he appears to the audience in an "improved form", selling himself as marketers sell expensive branded goods.

Objectives. The purpose of these materials is to present the author's model, designed to show the changes that have taken place with political actors with the development of new technologies.

Results. In this authorial model, I insist on the postulate that politics with the involvement of new technologies in their political campaigns are simulated and lose to some extent their human roots. This happens because voters do not have direct access to political candidates, and interact with them only through screens. In order to illustrate this main postulate, we are ready to present our model in the form of an axis of simularization of political subjects (See Fig. 1).

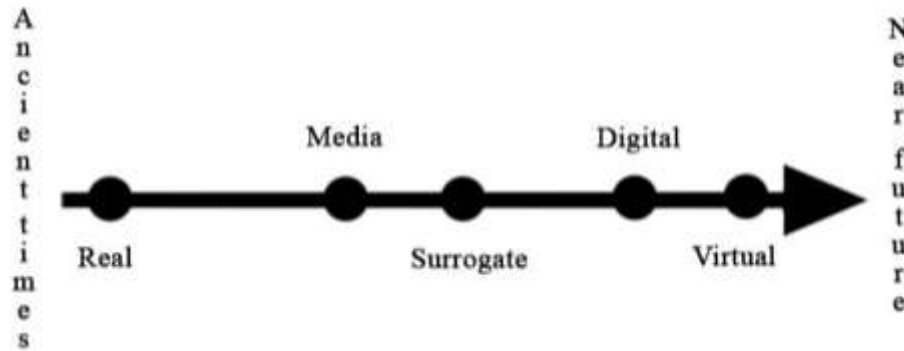


Fig. 1. Here are the simulations of political actors

As you can see on the picture, there are five types of simulated political actors. Let's look at each of them in detail.

Real. This political actor communicates with voters directly, face to face. This type of political interaction can be called the first. It originates from the primitive tribes and lasted until the beginning of the XVII century. A real political actor participated in open political discussions (Ancient Greece), delivered speeches (Ancient Rome), had specially trained people (heralds), official representatives who announced the people's will, new government decrees, etc. (Middle Ages).

Media. When the media appeared, the interaction between the people and political leaders was transformed. The press has become not only a tool for conveying political thought to the general population, but also an indirect, filter and independent source of creation and interpretation of political information.

After the invention of radio and television, it became possible to create certain illusions about the image of a politician. For example, the first ever televised debate between Vice President Richard Nixon and John F. Kennedy, which took place on September 26, 1960 in the United States. At the time, most American families had televisions, and the debate was watched by about 66 million Americans. In fact, this was the first time that so many voters saw both candidates so close. The example of this debate showed that "the picture" for the audience is as important as the words of the candidates. Nixon refused from the services of a studio make-up artist and during the live broadcast the audience saw drops of sweat running down the candidate's face and this was interpreted by voters as a manifestation of the candidate's nervousness and weakness. Later it lowered his rating. Or the story of the battle of Gerald Ford and Jimmy Carter for the presidency of the United States in 1976. Carter received 50% of the vote in the election, while Ford received only 48%. There is a version that the mood of the voters was influenced by the comedy show Saturday Night Live, in which comedian Chevy Chase parodied Ford, portraying him as a clumsy politician who constantly stumbles over something and always confuses everything.

As we see, the images of politicians presented in the media can both help candidates win a political campaign and lose it. Most voters have never seen

politicians in live, only on television screens, which is why political PR now has a clear media focus. The images of the candidates are balanced and exhausted. Their media images are created in such a way that the candidates are liked by the voters, so that people believe their word.

Surrogate. After the undeniable advantages of the media were mastered, a new category of people in politics appeared in the world. In my opinion, these new people, surrogate politicians, can present to the public in different embodiments. The first one are called "political actors" and this definition is not a collective concept of a politician, it is a definition of people who build their rating, turning politics into a show. They know how to dress to look good on camera, they know what to say in order for voters to like their words, they often use populist slogans and do not necessarily keep their word. So surrogate politicians raise acute issues to win supporters, they use expressive vocabulary, shock the public with statements and actively participate in the socio-political life of the country. But for them, politics is not a way to improve the lives of millions of people, but a way to make a profit. Just like real actors play roles in cinema, political actors play their own roles in the political arena. The second is public people (actors, singers, show men ect.) who have decided to change their activities and try themselves at politics. Such people already have their target audience and supporters, often not only within their country but also around the world. Such media personalities have parasocial relations with their followers. People perceive such media personalities as someone they know closely and when such a media personality goes into politics, voters do not vote for a specific political program, but simply for a public figure they like. As an example, this may be Vitali Klitschko, former boxer and now mayor of the capital of Ukraine.

Digital. These subjects of the political sphere are inherent in our present. Digitalization, which became the basis for the formation of digital political images, is the process of implementing digital technologies in all spheres of life. The transition of activities from the real world to the virtual world (online). In my opinion, the digital technologies that provide this process are the Internet of Things, robotics and cybersystems, artificial intelligence, additive technologies (3D printing), biometric, technologies identification etc. These technologies make it possible to "digitize" the individual, to create its digital counterpart in the virtual world.

Parasociality, as a phenomenon, appears at the stage of media political subjects. But with the development of information technology, we can already talk about the creation of a "virtual" political subject that is different from the media embodiment. Because people no longer see the "clear picture". In digital format, they see a flat image and fantasize about everything else. The digital political subject is fundamentally "detached" (separated) from the real prototype. It is no longer just a simulacrum, the "separation effect" creates a kind of reality where the digital parasocial subject can form an attractive context around himself, create an entourage, influence people's emotional state and actions, determine

their motivation, and so on. As an example, the official page of a politician in a certain social network is not always maintained by him, it can be done by specially trained people (account managers etc.), and voters understand this and subconsciously doubt, asking "Am I really following the person to whom my message is directed?". In this regard, it is possible to trace the global trend, when the electorate rather forms parasocial relations and votes for political candidates who demonstrate their "humanity" in social networks. For example, the pages in social networks of Justin Trudeau, Emmanuel Macron or Donald Trump, they use a specific style of publication, revealing the personal side of life, creating a feeling of "liveliness" and uniqueness in followers.

Virtual. The next type of political subjects, according to my forecast, is in the near future. When I describe the virtual subjects of political communication, I mean a new evolutionary round of technological development, when virtual simulacra will no longer have real analogues. And a striking example of this is the project "Neon" presented by Samsung in 2020, in which artificial intelligence produces avatars – human simulacra, without a primary analogue. That is, artificial intelligence can develop a "digital person" who does not exist in the real world, choose the color of her hair, eyes, skin, make her interesting and attractive to other people. Samsung has said it plans to sell such avatars to the film industry in the future, where they will act as actors. But we can easily imagine how such digital beings will be involved in the media industry, and take the place of host of programs or news, and in education – in distance learning of children and in politics, where they will lobby someone's interests, act as real political leaders.

Conclusions. As we can see political actors are changing over time and the development of new technologies. It is easy to imagine a virtual politician that will become a president of some country and will govern society in terms of logic and law, without variation on corruption schemes and the "human factor".

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