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### **USE OF ARCHETYPES OF HERO AND TRICKSTER CREATING THE IMAGE OF POLITICAL FIGURES**

Effectivemechanismforpoliticalstrategists is archetype – the method of communication of images, passing from generation to generation and allowing the individual to dig into a myth. Archetypes provide interconnection of eras and understanding of people in the political sphere, especially creation of images of hero and anti-hero, actively used by PR experts during election campaigns since 1991.

The purpose of the article is to clarify the application of the archetypes of hero and trickster in the process of creation of image of Russian politicians. Political mythologems have become an integral part of modern life, which is why, in order to adequately perceive and respond to them, “products of political strategies” should be studied more thoroughly.

The author concludes that by manipulating the mass consciousness Russian media and political strategists develop and transfer

political myths, in which the images of contemporary politicians at federal and regional level are replaced by heroes and tricksters of traditional myths. Binary opposition of archetypes “we – they” allows representing the modern political process at the national and regional levels as an arena of confrontation between good and evil. Modernization of the archaic matrix of hero savior of the local area or Russia can effectively identify modern reality with significant events of the past and strategic program of building the future.

Using the archetype of hero provides stable ratings of Russian President Vladimir Putin, and in Yakutia – head of the republic E.A. Borisov. Image of a modern leader of opposition is effectively implemented through the use of “eternal” archetype of trickster – the destroyer and critic of the old world.