
15. Mazzoleni G. Towards a „Videocracy” / G. Mazzoleni // European journal of communication. – 1995. – Vol. 10. – № 3. – P. 291 – 319.

У статті розглянуто процес використання засобів масової інформації у виборчих кампаніях та необхідність розвитку двосторонніх комунікацій в електоральному процесі.

Ключові слова: електоральний вибір, комунікація, політична орієнтація.

В статье рассмотрен процесс использования средств массовой информации в избирательных кампаниях и необходимость развития двусторонних коммуникаций в электоральном процессе.

Ключевые слова: электоральный выбор, коммуникация, политическая ориентация.

UDC 32 (477): 316.46

ББК 66

Tetiana Madryha

APPLICATION TO STUDY OPPORTUNITIES OF PHYSIOGNOMY OF CURRENT POLITICAL LEADERS IN UKRAINE

This paper examines the role of nonverbal communication in the process of successful positioning in today's informational space and study the relationship between the qualities of human nature, its appearance and character of its decision-making on the example of modern political figures in Ukraine.

Keywords: physiognomy, visual characteristics, political leader.

Formation of self-image and ability to position itself has become highly topical in recent years. Verbal and non-verbal communication plays an important role in creating an attractive image that would cause a positive perception and sympathy in certain target audience. However, experience shows that the visual component, design of clothes and nonverbal interaction, which is realized through gestures, facial expressions, posture, body movements, comportment (kinetics) are the most effective form of communication. If any movements thanks to the efforts and the advice of qualified image-makers are able to work out to create the right image from the very beginning of contact with the audience, the correct analysis of facial features and its characteristics will allow to get a lot of information about the person. In such circumstances, there is increased interest in physiognomy, as a field of knowledge and interpretation of the relationship between different features, details of a person's appearance and its character, certain qualities and emotions. Thus, the subject of the study of physiognomy is a human face.

This paper aims to identify what is distinctive about physiognomic typing as the basis of natural features and facial features, as well as to identify opportunities of physiognomy for analysis and forecasting of activity of contemporary political leaders in Ukraine.

Interpretation of person's appearance have been the subject of study for many thinkers since ancient times (Pythagoras, Cicero, Pliny the Younger, Aristotle). Pythagoras, for example, selected for a study only those who, in his view, was able to scientific work and this information was reflected on his face. Hippocrates used physiognomy to diagnose and to treat diseases. In our days, for example, there is a term "Hippocratic mask", that means face expression with sunken eyes, sharp nose, pale skin, covered with sweat. All these are symptoms of peritonitis.

Aristotle is one of the founders of physiognomy. This science he used to determine the character of man and to identify its emotional qualities. He believed that a broad forehead was a sign of predisposition to madness, straight brows was a characteristic of people with gentle soul, as well as fused ones was a characteristic of jealous man.

According to the geometric shape of faces, objects of physiognomic typing are divided into three types:

dolichocephaly – individuals with elongated face, the ratio of the width of the head to its length is less than 75%;

brachycephaly – individuals with a rounded face, the ratio of the width of the head to its length is more than 80%;

mesocephaly – individuals with transitional type of face, the ratio of the width of the head to its length is 70-80%.

The term dolichocephaly represents individuals with primarily reduced psychological adaptability to the environment. But in this fact lies their strength. Indeed, instead of having to adapt themselves to the environment, these individuals try to adapt environment to himself. Such people subconsciously are resorted to impose their will. That is why the most prominent figures of world politics are individuals with a dolichocephalic head shape (Barack Obama, Bill Clinton, Nicolas Sarkozy, Hugo Chávez). They rarely change the chosen path. In addition, these individuals are more inclined to neurosis and usually rely on abstract thinking [6].

One of the main features of individuals with a dolichocephalic head shape is a good psychological adaptability and willingness to compromise for their own benefit. In such people, usually, the eyes, nose and mouth are close to each other, which, combined with a rounded face shape improve the perception of integrity. Mainly, individuals-brachycephaly are typical situationists, excellent operatives and also they have developed intuitive thinking. Modern international relations is difficult to imagine without such representatives of this type, like Silvio Berlusconi, Angela Merkel, Kim Jong-il and others. They are excellent communicators and masters of negotiations.

Based on the fact, that mesocephaly combine two previous types, their psychological characteristic is the combination of quality of dolichocephaly and brachycephaly and depends on the dominance of one of these two types of in personality. Usually, mesocephaly are individuals more constrained in the sense of perception, reproduction and reflection [7]. In modern politics example of individuals with a mesocephalic head shape are such personalities as Gordon Brown, Vladimir Putin, Alexander Lukashenko and others.

Important elements of physiognomic typing are face shape, eyes, forehead, eyebrows, chin, nose, mouth, cheekbones, ears.

Kind people who are ready to help, as a rule, have the round shape of face. Such people are peaceful and they usually avoid the conflicts. The square shape of the face belongs to straightforward, purposeful and strict people who do not tolerate any objections. People with a triangular shape of face are clever and talented, but often they are prone to egoism and egocentrism. Trapezoidal shape of the face belongs to intelligent people who seek career growth and quickly perceive new information.

Eyes like the windows to a person's soul reflect the peculiarities of human perception of the objective reality and the specificity of plans for the future. People with small eyes are very sensitive and withdrawn and people with big eyes are inclined to a leadership. Shifty eyes indicate a cunning people with bad thoughts.

In physiognomical science shape and height of the forehead is indicator of the life force of man, his intellectual abilities. However, determining a person's character using the form of forehead is possible only when a person take a rest. Wrinkles on the forehead

determine human temperament. Eyebrows of persons give information about their character, reputation, achievements and aspirations.

The shape of the nose give information about intelligence, peculiarities of work with information and cognitive capacity. Men with longer nose are more intelligent and men with wide nose are more enduring. Mouth, according to human physiology, is always responsible for the capture of food. According to this fact, individuals with a big mouth have a clear subconscious guidance for the capture and keeping. It is regarded absolutely to all things: power, fame, money, love and more. People with a small mouth are less ambitious, but proud.

The shape of the chin is an indicator of endurance, resistance and concentration. The form of the mandible indicates strength and volitional capabilities inherent from birth. This fact caused by the evolutionary development of mankind, when the lower jaw as the only bony and moving part of skull, is armed with teeth, played the role of main tool to capture a prey [2, p. 215].

The width of the jaw also defines mobility of the nervous system and is responsible for overall endurance, especially in the case of indirect collision. In genetic sense, width of jaw determines the overall ability of the nervous system to counteract the strong external irritants. In real life it is expressed in endurance and composure in terms of psychological stress. Another qualitative characteristic of jaw – its length, ie the distance between lower lip and the end of chin. On this basis is determined individual with purposeful, strong and solid character [6].

Cheekbones are responsible for human communication and rapport with others peoples and a willingness to information exchange. People with distinct cheekbones like to communicate, and people with weakly defined cheekbones are not communicative.

So, in this article we want to interpret experience and opportunities of physiognomy to characterize such political leaders as Petro Poroshenko, Vitali Klitschko, Arseniy Yatsenyuk, Oleg Lyashko and Semen Semenchenko.

Petro Poroshenko is Ukrainian politician, businessman, deputy of Ukraine of the 3rd, 4th, 5th and 7th convocations, Minister of Economic Development and Trade of Ukraine (from March to December, 2012), Minister of Foreign Affairs of Ukraine (October, 2009 – March, 2010), head of the Council of Ukraine's National Bank (2007-2014), fifth President of Ukraine (from June 7, 2014).

P. Poroshenko has a square shape of face, that indicate about courage, willpower, persistence and severity of the owner. Only leaders and fighters have such shape of face. These people are energetic, persistent, curious, strong, stable, steadfast and stubborn. They are courageous, hardworking and always seek for success and public recognition. These people are leaders both at home and at work.

The square form of a chin indicates that people are sensible orators that stand in their positions and try not to get involved in the conflict. They act from a position of defense [9].

Despite the nervous work, P. Poroshenko have a smooth forehead, which demonstrates good childhood, good health and good chances of career growth. P. Poroshenko is one of the richest politicians in Ukraine who openly and proudly increased his own capital (confectionary business "Roshen" auto concern "Bogdan", "Channel 5"). The same time he held various government positions. However, this was not obstacle to the consolidation of an image of a successful man, a successful organizer and manager.

He thinks practically, but creatively in tactical issues. He has developed intuition, which is manifested in solving short-term problems. This type of thinking can be described as practical, creative, structured. In implementing the project, showing rigidity and dedication he has a knack for bringing people around to his way of seeing things [9].

A perfectly straight nose is a sign of peace, humility and patience. And nasolabial wrinkles on P. Poroshenko's face show his communicative qualities.

Slightly rounded eyebrows, away from eyes that fall down on the edges, say about generosity, sincerity. The density of the eyebrows indicates that their owner has to solve many problems.

Properly defined lips that compress without any coercion, characterize firm, prudent and cautious person. Drooping lip corners emphasize the sensuality of a person's nature. Thin lips are a sign of a great internal tension that periodically pours wrath on close people. The neurotic: prone to experience events in themselves without putting them into a general discussion. "Extension" (deep folds of skin that go from the bottom corners of the mouth) indicate predatory qualities, capturing and holding skills. In the material sphere of life it is manifested as an ability to generate financial and industrial pool, defend and increase his territory [4].

Vitaliy Klitchko – Ukrainian boxer, politician, public figure, philanthropist, MP of Ukraine 7th convocation, head of the political party "UDAR" in the Parliament. From 5 June 2014 – Kyiv Mayor. From 25 June 2014 – Head of Kyiv City State Administration.

Vitaliy Klitschko's oblong face describes him as intelligent, balanced, sensitive person. His oblong head is a sign of advanced intellect and balance. Horizontal wrinkles on the forehead indicate that a person can achieve considerable success in life and Vitaliy Klitschko's achievements in sports and political sphere are undoubted. Being the world champion of boxing heavy weight category, he managed to succeed in politics. When at the beginning there was an activation of his public activity observed, then later V. Klichko becomes a politician in the literal sense of the word, leading the party "UDAR", which had received a significant commitment of the electorate in the parliamentary elections, and Kyiv Mayor in June 2014.

Big eyes characterize a prudent, patient and focused person. Contrasting color of eyebrows show his assertiveness and directness of view – his desire and dedication. Thick eyebrows, approaching the eyes, mean strong character, prudence and straightforwardness. A small lobe of the ear indicates farsightedness.

A little swelled up upper lip show reliable evidence of character and willingness to compromise. The shape of the mandible shows endurance of Vitaliy Klitschko and the lower part of cheekbones – the prevalence of volitional characteristics, stiffness of his character and hardness nature of the decisions [4].

Arseniy Yatseniuk is a Ukrainian politician and a Prime Minister of Ukraine in 2014-2016 years.

A. Yatsenyuk has a trapezoidal face with a slightly narrowed, but not sharp chin, indicating the sensitivity and intelligence. Such people can easily solve their tasks and usually focus on success. He has genetically a great need for universal recognition of his own person, the attraction for publicity and popularity, considerable ego requests. He loves to hear praise and compliments. Yatsenyuk has a remarkable ability to analyze long-term strategy and in his activities bets more not on the current situation, but on the months and years ahead [1].

The forehead is an indicator of the style of thinking and approach to problem solving. Yatsenyuk has a high forehead, which is a sign of developed areas of perception. Such people are not afraid of the intellectual work. The availability of the horizontal wrinkles that are close to the eyebrows is a sign of deep intelligence. Yatsenyuk has low eyebrows, which are a sign of the speed of mind, action, ability to quickly process information. These people are expressive, often interrupting his companion, they do not defer the job to be done now. Forked chin means capriciousness. He has a small mouth and full lips. It describes him as a gourmand, and at the same time it contains unwarranted arrogance, he just comes and takes what he wants [3].

Oleg Lyashko – Ukrainian politician, MP of Ukraine, leader of the "Oleg Lyashko's Radical Party".

O. Lyashko has round face with trapezoidal chin. The shape of the jaw tells of his stubbornness and resistance combined with dedication to achieve the goal. He shows perseverance in the pursuit of his ideological goals. He needs constantly to be in motion. For example, he always has a need to negotiate, conduct meetings, search and discuss different versions of the same.

He has a tall, broad, rounded, slightly sloping forehead. It's quite an impulsive person with methodical thinking. For him, it is very important to be able to communicate his ideas to the audience that would separate him from other political leaders. However, his ideas can be an end in itself, it means that he may not have a need for their implementation.

Hair line is wide, but turns into a semi-circle, which indicates that the person wastes breath, but he gets off with a whole skin from any situation. His creativity is large enough. O. Lyashko is able to look at the situation from different angles, and to see the situation in a whole.

O. Lyashko has sparse eyebrows at the end, which indicates that he often doesn't finish his affairs. However, he is able to adapt to the emotions and state of another person, can act according to the circumstances. Quickly switch between tasks. Prone to theatrics, posturing, demonstrative and defiant behavior. Thus his emotional charisma is rather weak, but precisely because of it he manages to convince the audience.

Convex eyes reflect the rapid response to the external stimuli and a capacity of prompt decisions based on his own experience and understanding of the situation. He can ignore the emotions of another person, but everything concerning his personality perceives distressingly. The nose shows the manipulator. He calculates relationships, thinks how people may behave in certain situations [8].

The wavy line of mouth is a sign of the rapid change in the tempo while speaking. He picks up the words, plays with them. He is characterized by mood swings, frequent emotional differences. A "tick" on the upper lip states that a person can enter into a deep depression. Shifted to the right the lower lip indicates an increased control of his actions connected with the capturing and consumption. O. Lyashko often compresses his lips up, showing arrogance and claim attention to his own person. This happens when being a child, a man had a lack of attention, his merits were not recognized, personal development was not stimulated. In such cases, the child begins to create information occasions, attracts attention through mischief, conflicts, fights, demonstrating blatant behavior.

A small lobe of the ear indicates that a person can not wait, do first, and then think and often regrets. He is short-sighted and lives today. He likes to promise and postpone, loves to inspire, is able to adapt to the new environment and people.

Semen Semenchenko, MP in Verkhovna Rada of Ukraine 8 convocation, the commander of the battalion "Donbass". He owns an asymmetrical face, indicating that the right hemisphere of the brain, and therefore the emotions and imagination, obviously dominates the logic and organization. Raised corner of the right eye is a sign that the person is quite optimistic in relationships and personal affairs. Nevertheless, he sees his future in the workplace and in the public sphere with pessimism and caution. The wide upper zone of the head may indicate that he is a fan of logic and reasoning, or a congenital / hereditary diseases.

A convex forehead indicates a developed imagination and a desire for originality. The height of the eyebrows over the eyes shows us his memory availability features, based on the emotional perception. And also it says that he does not have much practice to assess the situation immediately.

The angle of the eye may indicate that Semen Semenchenko always lives in anticipation and expectation of difficulties and problems. Therefore he behaves gently and carefully. The asymmetry of the eye also shows his stressful thoughts that are associated with

professional problems. A skin hanging on the eyelids indicates an excessive focus on the external world. Because of this, he often forgets about the rest and a healthy diet.

The shape of the nose also says about his emotionality. In addition, he has such a character trait as vanity. He likes being praised for his work. He gives quite a lot of time and efforts to his work. Also his nose says that he doesn't like to work alone. He has a sense of discomfort from loneliness.

Semen Semenchenko has small ears. To succeed these people have to work hard and a lot, and this often causes the constant information overload.

The size and location of the mouth may indicate that we face introvert (closed, vulnerable, which has difficulties in establishing contacts). Closed lips define him as someone who is trying for any opportunity to keep distance, and chin shape characterizes his attempts to avoid conflicts and open oppositions [5].

So physiognomy allows to get a wide range of information about a person. Knowing the signs and detection of physiognomical analysis certain patterns open a new ground in the study of human personality characteristics, determining its traits and characteristics of the interpersonal interaction. Currently, the opportunities of physiognomy are increasing as they are widely used by image-makers, political technologists for psychological analysis and for forecasting of the political figures activity, to build an effective strategy for the campaign and more.

1. A. Yatsenyuk. Physiognomic analysis [electronic resource]. – Access: <http://vysnovky.com/detector/physiognomy/2322-arsenii-yacenyuk-phizio>

2. Boryh N.I Fundamentals of physiognomy / N.I Boryh. – Moscow: AST, 1999. – 310 p.

3. Compiled psychological portrait of Yatsenyuk and Tymoshenko [electronic resource]. – Access: <http://lifenews.ru/news/131372>

4. Physiognomy tells about Poroshenko and Klitschko's nature [electronic resource]. – Access:

http://news.siteua.org/%D0%A3%D0%BA%D1%80%D0%B0%D0%B8%D0%BD%D0%B0/541415/%D0%A4%D0%B8%D0%B7%D0%B8%D0%BE%D0%B3%D0%BD%D0%BE_%D0%BC%D0%B8%D0%BA%D0%B0_%D0%BF%D0%BE%D0%B2%D0%B5%D0%B4%D0%B0%D0%BB%D0%B0_%D0%BE_%D1%85%D0%B0%D1%80%D0%B0%D0%BA%D1%82%D0%B5%D1%80%D0%B5_%D0%9F%D0%BE%D1%80%D0%BE%D1%88%D0%B5%D0%BD%D0%BA%D0%BE_%D0%B8_%D0%9A%D0%BB%D0%B8%D1%87%D0%BA%D0%BE__%D0%A4%D0%9E%D0%A2%D0%9E_

5. Prozorova M. Fiziohnomist of Semen Semenchenko: afraid to be alone and waits for the fate's catch [electronic resource] /Prozorova M. // Komsomolskaya Pravda. – 2014. – 18 September. – Access: <http://kp.ua/politics/470660-fyzyohnomyst-o-semene-semenchenko-boytsia-ostavatsia-odyn-y-zhdet-ot-sudby-podvokhov>

6. Romanenko Y.V Practical application of physiognomic analysis to the political leaders in international relations [electronic resource] / Romanenko Y.V, Chizhik K. G Panorama of the political studios. – 2012. – Vol. 8. – P. 23-30. – Access: http://nbuv.gov.ua/j-pdf/Pps_2012_8_5.pdf

7. Signs neurosis [electronic resource] / "Psychology". – Access to the material: <http://psychology.at.ua/index/psikhoterapija/0-9>

8. What Lyashko's face tells the physiohnomist [electronic resource]. – Access: <http://www.depo.ua/ukr/life/pro-shcho-rozpovilo-oblichchya-lyashka-fiziohnomistu-0711201510000>

9. What Poroshenko's face tells physiohnomist [electronic resource]. – Access: <http://www.depo.ua/ukr/life/pro-shcho-rozpovilo-oblichchya-poroshenka-fiziohnomistu-31102015105700>

У статті досліджується роль невербальної комунікації у процесі вдалого позиціонування у сучасному інформаційному просторі, а також вивчається взаємозв'язок між якостями характеру людини, її зовнішністю та характером прийняття нею рішень на прикладі сучасних політичних діячів в Україні.

Ключові слова: фізіогноміка, візуальна характеристика, політичний лідер.

В статье исследуется роль невербальной коммуникации в процессе удачного позиционирования в современном информационном пространстве, а также изучается взаимосвязь между качествами характера человека и его внешностью на примере современных политических деятелей в Украине.

Ключевые слова: физиогномика, визуальная характеристика, политический лидер.

UDC 336.221

ВБК 316

Julia Makovey

ASPECTS OF IMPROVEMENT OF THE TAXATION SYSTEM IN UKRAINE

The article deals with the problems of introduction of adequate tax mechanisms in Ukraine. The dynamics of tax revenues formation and conditions of taxation of corporate profits and personal incomes are analyzed.

The mayor changes in taxation introduced by the new Tax Code of Ukraine and other legal acts are investigated. Shortcomings of the current taxation system in Ukraine are identified and the ways of their elimination are proposed. Conclusions are formulated with the focus on the regulatory function of taxes, incentives for investment activity.

Keywords: *taxation system, tax revenues, Tax Code of Ukraine, direct and indirect taxes, economic growth.*

Problem definition in general and its connection with important scientific and practical tasks. Under radical **transformations** of the global **economic** landscape, the Ukrainian state faces a keen problem of introduction of adequate tax mechanisms focused on the development of a competitive economy.

Analysis of different scientific publications shows that in recent years, taking into consideration that Ukraine has to fulfill its new legislative project implementation, the problem of usage of foreign taxation system experience and its influence on the development of the national taxation system are paid considerable attention by a great number of famous scientists and professionals.

Analysis of recent researches and publications. In particular, M. Karlin [7] considers the main tax mechanisms and the procedure of their execution in the United States. The structure and peculiarities of the US tax authorities' activity are analyzed by L. Popova [13] and N. Tkachenko [17]. Investigation of foreign countries experience in the sphere of tax systems development is being performed by V. Andruschenko and A. Danilov [1].

Some questions of political and legal foundations of formation of the tax system in Ukraine, its essence, functions, structure, main directions and ways of reforming are explored by O. Puhkal, M. Bohodilova, A. Sokolovska [12, p. 125-129]. Scientific papers of H.