

Biden and Putin's political PR skills (Comparative study)

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Abstract

The study aimed at characterizing and diagnosing the most important public relations skills in the field of political work of presidents and leaders represented by the American presidents (Joe Biden) and Russian (Vladimir Putin), who are the two most exciting personalities and circulated through the international media, especially after the outbreak of the Russian – Ukrainian war in 2022 and the United States of America standing by Ukraine , and World public opinion . The objective presentation of the research came through the comparative analytical method, based on the scientific literature and theories concerned in this regard .

The study dealt with the most important skills in political public relations such as (political communication, persuasion, political speeches, press conference management, negotiation, protocol and etiquette, crisis management, team attention, decision-making, digital diplomacy, soft power) contained in the analysis form designed for this purpose, and reached many results, most notably: clear superiority In Putin's political PR skills.

Keywords

skills, political PR, Biden, Putin.

Introduction

The profession of Public Relations occupies a prestigious place in the corridors of political work after the masses became one of the main pillars in decision-making , allowing politicians to pass to the helm of government through the ballot boxes , and its ability to tip the scales through demonstrations , protests and social pressure ,and it was necessary for leaders, presidents, leaders and Kings to master the skills of public relations to manage the masses, convince and woo them, Influencing world public opinion, the media and international organizations .

Politicians from leaders all over the world are always in the spotlight, as the public, journalists and analysts witness and monitor their movements and conversations through television screens and social networking sites , and it is no secret to anyone the importance of the political and global role and status enjoyed by both (Biden and Putin) being one of the most controversial figures , and that the intellectual, media, political, ideological and military conflict between The American and Russian poles are a conflict that has existed and competed since the end of World War II and until now .

Electronic communications also made it possible for the public and the media to detect , follow up, interact and monitor the media for all the skills possessed by politicians, which may be a source of admiration, attraction and political marketing, or a source of ridicule and ridicule .

That is why we will try in this study . Diagnosis of the types of skills in political public relations possessed by both the US President (Joe Biden) and the Russian President (Vladimir Putin), especially after the return of the Russian pole on the international arena , and the flare-up of conflict and competition again in light of the political, military and technological changes that the world has been witnessing recently.

-first axis :the methodological framework of the study

First: the problem of studying:

Since the US presidents (Joe Biden) took the helm at the White House in 2021, and the Russian (Vladimir Putin) Kremlin in 2012, they occupy large areas of World News, which prompted the researcher to find out the nature and characteristics of political PR skills in the light of modern scientific theories and approaches enjoyed by these two conflicting leaders in how to convince The world ,influencing public opinion, the political propaganda industry, the formation of the largest arsenal of weapons, friends and allies, and hardly any personality, no matter what, is devoid of strengths and weaknesses , But when it comes to two personalities leading the two largest countries in the world at the political and military levels , the problems we are dealing with are worth standing at, and thus the study proceeds from a major question:

)What skills do Biden and Putin have in the field of political PR?)

Second: the importance of the study :

The topic of political public relations skills occupies a large area of interest of researchers ,journalists and practitioners , especially when it comes to the leaders of the two largest countries in the world, due to the long experience in politics and public relations, it is also possible to highlight the scientific aspects in this study to reveal the nature of skills according to communication theories and professional applications and their reflection on the performance of administrative and political leaders in our institutions and our daily work .

Study objectives :

The current study seeks to find out what :

- -Diagnosis of the types of political PR skills of Biden and Putin.
- -Make a comparison in the nature and characteristics of public relations skills and their employment in political work for Biden and Putin .

Curriculum of study :

The current study is included in the list of descriptive studies aimed at analyzing and studying the facts and facts related to the problem in order to obtain sufficient and accurate information to achieve the objectives of the study (Al-Mu'min, 2008 , p.287). the researcher adopted the comparative method for his ability to measure the goal and cover issues related to the facts of the subject and analyze the relationships between the elements of the scientific phenomenon (Abdullah, 2016 , p. 6).

[2]

Sample study :

Within the framework of the objectives of the study , the researcher chose the intentional sample, which represents one of the types of non-probability samples capable of providing truthful information about the phenomenon in an accurate and balanced manner, especially if bias is avoided and the principle of objectivity is adopted(Al-Jadiri, 2016, p.113). It was represented by two characters ,US President Joe Biden , and Russian President Vladimir Putin.

Study tool: to achieve the goal of the study, the researcher designed a descriptive analysis form that included a set of political public relations skills that were agreed with the experts of politics , media and administration, and it received acceptance (93%) in the field of apparent honesty, which is a very high percentage .

Previous studies :

Study concepts :

Skills: behavioral patterns that include the personal, social, and professional abilities that people have in order to accomplish their work successfully and effectively .)Al-Assaf , 2019, P. 15)

As for the skills within the limits of the current study, it is the set of public relations skills enjoyed by both US President (Joe Biden) and Russian President (Vladimir Putin), which includes the following matrix :

Political public relations: the set of procedures, strategies and tools employed by politicians in public relations and political communication to build relationships with the public

Biden: Joseph Robinette Biden born 1940, the forty-sixth president of the United States of America since 2021 , previously served as US Vice President Barack Obama , holds a doctorate in law , Bachelor of Arts , is married and has four sons .

Putin: Vladimir Putin was born in 1952, a Russian politician and former intelligence officer , held many previous positions , most notably prime minister under Russian President Dmitry Medvedev , holds various scientific degrees , including a bachelor of law, and a higher degree in Economic Sciences, is married and has two sons .

-second axis :the theoretical entrance to the study

-Public relations and political work

Public Relations form the backbone of political activities in many international forums, they enter into almost all the details and movements of leaders and presidents in the world , starting from choosing words , wearing a formal suit and dealing with journalists at press conferences to building the political image of the state through the personality of the leader, conducting negotiations, and maintaining interests.)The Hittite ,2021)

Usually, a public relations manager is appointed to take over the supervision , management , organization and political marketing of all the president's events and activities , as public relations is a continuous strategic work used by politicians to build mutually beneficial relationships ,there are presidents, leaders and Kings who find public relations work in political work difficult and exhausting, they need a public relations expert, especially in election campaigns, And improve their relationships with journalists , and important figures in society .) Abbas , 2020)

However, there are many leaders and presidents who have the political public relations skills required by the situation , the public relations manager is not always present at the side of the president , and without a doubt, working in the field of politics over many years provides the necessary skills to practice public relations .

-Theories of leadership and the personality of the leader

There are three theories of leadership: trait theory , attitude theory , and interaction theory .)The canvas, 20(20)

We find that the theory of traits attributes leadership to the personality of the leader and to provide certain traits in some people such as intelligence, self-confidence, and some mental and physical characteristics . Despite the importance of this theory , it has not been applied continuously for two reasons: First , there is still no agreement about general characteristics of the leader that are constant, and secondly, there are no characteristics of the leader that the other members of the group may not possess .

As for the situational theory, leadership refers to the social position , the leader can appear only if there are some appropriate conditions for using his skills and achieving his political

[3]

goals . That is, external social conditions are responsible for the emergence of the leadership style, meaning that attitudinal leadership changes from one situation to another , and this theory is more widespread than the theory of traits in the field of political public relations, and some consider it the sociological entrance to the study of leadership, especially in small groups, and the difficulty appears in applying this theory continuously due to the complexity of Sometimes, the patterns of behavior vary according to each individual situation .

Finally, we find the theory of interaction that considers leadership as a process of social interaction in the political environment , the leader must be a member of the group that shares its problems, standards, goals and hopes, and strengthens public relations with its members, and the election of the leader depends on the members ' perception that he is the most suitable person to lead the demands of this social role, that is, leadership according to this theory depends on many factors Such as, personality , and social position, and the interaction between them . We note that this theory combines the theory of features and the situational theory and is more widespread than both of them .

-third axis: presentation of the results of the Applied study

First: Biden's political PR skills

Joe Biden's arrival to the US presidency represents a striking shift, despite his old age and his lack of presence in the American political challenge except within the administration of former President Barack Obama ((2008-2016)), and it also came at a difficult period experienced by the United States of America during the tenure of former US President Donald Trump ((2016-2020), which put America is facing unprecedented challenges, ranging from the repercussions of Russia's emergence as an influential political actor in American politics to China , which is emerging as a rising and influential force in the international scene, as well as the crises that have engulfed the country, including the global crisis of the corona pandemic .

Since taking office, Biden has put forward his political thesis, which is based on the importance of the return of the United States of America to lead the world , and he has identified the most important challenges that will face his political administration, namely climate change, mass migration, the Middle East crisis, especially the files of Palestine, Israel, Iran, Afghanistan, Iraq and Syria, and the problems of Africa, as well as the internal crises left by the Trump administration, all this And others require conditions and skills to lead the New Testament of the United States of America .

According to the scientific results of psychological and Social Studies issued by Jones University in 2022 , entitled (The political personality of Democratic candidate Joe Biden), Biden tends to social openness and avoids closeness , and tries to adapt to situations , and his age and experience may help him, but he lacks control over his staff and team, and is not inclined to risk or rush .) Abdul Hayy, 2022).

Based on this, the most important skills Biden possesses in the framework of political public relations were followed up, observed and diagnosed, and compared with Russian President Putin, Biden's traditional enemy and the next contender for world leadership.

Table No. (1) shows the relative distribution of skills possessed by Biden

Ranking	The ratio	Redundancy	Skills
The first	%24	63	Soft power
The second	%22	58	Digital diplomacy
The third	%14	36	Making decisions
The fourth	%8	27	Negotiation
The fifth	%7	21	Crisis management
The sixth	%6	18	Dialogue management
The seventh	%5	15	Persuasion
The eighth	%4	13	Political communication
The ninth	%4	12	Political tact
The tenth	%3	11	Ceremony and etiquette
The eleventh	%2	7	Political speeches
The twelfth	%1	5	Press conference management
	%100	286	Total

The above table shows the monitoring of Biden's political public relations skills since he took office at the top of the pyramid of the political system in the United States of America, the soft power skill ranked first (24%), while digital diplomacy came in second place (22%), as for the decision-making skill ranked third with (14%) . Biden failed to manage the press conferences that ranked him last, and we often see Biden failing to provide intelligent or diplomatic answers during his talks in front of the media , in one of the press conferences, speaking about the Russian-Ukrainian war, he called Putin a butcher, which would complicate political relations with Russia more at a time when they need to calm down . Biden's way of talking or political tact was characterized by weakness or stuttering , lack of concentration, slowness in getting out words, making mistakes, or not connecting and forgetting, and he was confused in one of his dialogues between Iran and Ukraine when he said ... They will provide security for the Iranian people instead of the Ukrainian people.

During his school years he was called "joe impedimenta" by his classmates because of his stuttering . Biden has appeared more than once as if he is bored , sleepy or exhausted , and this would send messages of anxiety and frustration to the public and transmit negative energy to the American people , he lacks motivation and laziness control over him, and this leads to a decline in his mental image in front of the world .

Second: Putin's political PR skills

Russian foreign policy has witnessed during the term of the Russian President

The Kremlin often presents a media image of Putin that shows him as strong, with a self-confident personality, with a broad culture , and with an athletic body despite being over the age of ()

There is a scientific team from St. John's University of America consisting of a group of researchers interested in studying the psychological and physical qualifications and personality of Putin, where this study showed, personality traits that gain high scores in the scope of political action such as control, expression of ideas, assertiveness, frankness, willpower, unemotional ,and at the same time may be arrogant, stubborn, sensitive and vindictive personality(Abdul Hafiz,2022) Putin's political behavior, through his PR skills, is centered around his leadership presence , he is an inspiring, charismatic and persuasive personality, and often dictates his laws to others in an influential persuasive style , But he lacks real empathy, being inclined to severity, firmness , cruelty and boldness, but they are largely invisible due to his possession of the necessary tact in justifying his positions and actions .

Table No. (2) shows the relative distribution of Putin's political PR skills

Ranking	The ratio	Redundancy	Skills
The first	%25	76	Political speeches
The second	%21	55	Persuasion
The third	%9	54	Press conference management
The fourth	%8	43	Making decisions
The fifth	%7	33	Negotiation
The sixth	%7	32	Political communication
The seventh	%6	22	Body language
The eighth	%6	13	Ceremony and etiquette
The ninth	%5	11	Soft power
The tenth	%5	11	Digital diplomacy
The eleventh	%5	10	Dialogue management
The twelfth	%3	9	Crisis management
	%100	369	Total

Unlike Biden, Putin was distinguished by the skill of political speeches , which showed his talent in raising political issues and provoking others, it ranked first (25%), which is a high indicator that constitutes the most important political public relations skills at the present time . As for persuasion , this skill, which was clearly employed by Putin, came in second (21%), while Putin was interested in the skill of managing the press conferences that he regularly organized, which ranked third (9%).

Third: the image of the two leaders among their people and the media :

A new public opinion poll shows that the number of Americans who consider Russian President Vladimir Putin a strong leader , exceeds their counterparts who see President Joe Biden as well.

Only 30% of the 1,500 Americans surveyed by YouGov 2023 described US President Biden as strong , while 57% of them considered Putin a strong president with many administrative and political skills .)Aljazeera . net2023)

Although many Americans surveyed see Putin as a strong personality, they generally prefer Biden and perceive him as more honest .

Putin is more popular with the Russian people than Biden is with the American people .

Journalists look at both Biden and Putin differently , the values that Putin defends from fanatical nationalism, chauvinism, political tyranny and autocracy can in no way prevail over the values of democracy and freedoms advocated by American presidents, including Biden .

German businessman and public relations expert Kim dokum said that Russian President Putin's recent visit to the Middle East indicates a serious and intelligent political and media situation that portends the fall of Western hegemony . While Chinese media and political analyst Zhao Long described in an interview with Kankan news Channel that the negotiations between Vladimir Putin and the leaders of the Middle East, especially with Saudi Arabia, Iran and the United Arab Emirates, smart political behavior and the use of political public relations are calculated for Putin in reducing American influence in the region .

[6]

Study results:

1there is a clear superiority of Russian President Vladimir Putin in the totality of political PR skills.

-2President Biden has administrative, media and political skills represented by decision-making skills, soft power and digital diplomacy .

-3Russian President Putin has a set of administrative, political and media skills such as managing press conferences, political speeches and persuasion .

-4there is a clear respect for the personality of President Putin among the American people due to the skills and personality traits that he possesses .

5political culture and historical background played an important role in building PR skills

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