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THE LANGUAGE OF ACCESSORIES IN THE MODERN DIPLOMACY

Introduction. Accessories take a prominent place in the modern diplomacy. They help politicians and diplomats not only create their own style, but also reflect their thoughts and feelings. That is why the diplomatic protocol is gradually moving away from the clear framework for using accessories in the image and allowing politicians to create their own style.

Review of recent publications. The origins of the research on the image of a political leader date back to the time of Antiquity and are associated with the names of Plato and Aristotle. Issues of an image have raised considerable scientific interest over the last decades in the Ukrainian political science. In the first half of the 90s of the twentieth century, it was manifested mainly in the form of translation and introduction into the scientific study of classical works of the Western imageology by J. Napolitana, M. Reza, J. Segel, G. Becher, E. Sampson, R. Fisher, T. Schwartz, R. Verslina, D. Gergen, D. Moris and others. Some post-Soviet and Ukrainian works devoted to theoretical and practical aspects of the image formation began to emerge at the end of the XX – the beginning of the XXI century. It is worth mentioning such

scholars as A. Veimarn [1], A. Vybyvanets [2], O. Kis [3], N. N. Lavrina [4], B. Fridan [6], M. B. Mednikova [5].

Objectives of the paper: to consider the language of “accessories” in the classical diplomatic etiquette and determine the place of this diplomatic language among other means of diplomatic communication.

Results of the research. Compliance with the rules of the etiquette reflects professionalism and a serious approach to the case. The etiquette is one of the integral parts of the business image. It is safe to say that we are unlikely to find any significant foreign-policy action that would have been realized without the use of norms and rules of the diplomatic protocol. The look of a political figure is an attempt to express all his outstanding personal qualities, at the same time aspiration and ideology, while not having spoken a single word. The manner of conversation, the ability to keep yourself, the hairdo and, of course, the choice of clothes and accessories can often say about a politician more than a thousand words [2].

The analysis of examples of jewelry usage in the political theater shows that jewelry and accessories contribute to theatricalization of communication in this area in several plans: to create a certain scenography and marker attributes of the system “your – the stranger” in the mass political processes; to create image of politicians; to transmit certain information messages from politics to the public, ensuring the transparency of these messages; to provoke scandals that are part of the toolkit of the modern political technologies [6].

All this suggests that costume jewelry and accessories are not always purely decorative elements in the political “theater”. Here they can be effectively used as “active elements”, especially in those cases when there is a need for additional ways of communication [1]. As objects of culture that have wide semantic capabilities, accessories are rather convenient means of prompt, transmission of information of any kind: from the aesthetic preferences of their carriers to loud political statements.

In the case when jewelry is used for the transmission of certain messages, attention should be paid to the interpretative nature of such information. The replacement of direct communication on a sign-symbol form is the invitation of the addressee to a peculiar game in the interpretation, meanings.

The use of the same jewelry and accessories of politicians as an occasion to provoke a scandal is a practice that is widespread in the modern political life. The etiquette is one of the components of a business image, and experienced business partners also pay attention to this aspect [3].

Conclusion. The framework of the diplomatic protocol and the established standards in clothing are constantly expanding. Bags, gloves, belts, glasses, umbrellas, costume jewelry and others act as not only additional details in the overall composition of the costume accessories, but also as participants in creating a common costume suit. In addition, accessories lead a special life in fashion. On the one hand, they are obliged to “adjust” to the style of clothing, on the other – they have their own “internal” mode, which does not always coincide with the ideas of costume designers.

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