

Шайбаков Д., Тютюнник О.,
здобувачі ступеня вищої освіти бакалавра
Національної академії внутрішніх справ
Консультант з мови: Скринник М.

MODERN METHODS OF POLICE OFFICER SELF- PRESENTATION AND PUBLIC PERCEPTION

In the 21st century, the role of the police is changing. Society expects not only safety and protection, but also respectful, open, and professional behavior from every officer. Because of this, self-presentation has become a key part of police work. Self-presentation is how a person shows their identity, values, and intentions to others. For police officers, it affects how people see them — as protectors, partners, or sometimes as threats. The way officers behave, speak, and even look can change public opinion, increase cooperation, or create conflict [1].

In both Ukraine and the United States, the public image of the police is under constant observation — especially during times of crisis, protests, or war. Citizens now receive information not only from personal experience but also through media and social networks. That is why modern police officers must understand how to manage their own self-presentation — in real life and online. This helps to build trust, reduce tension, and improve the overall effectiveness of policing in democratic societies [2].

1. Theoretical Background of Self-Presentation

The idea of self-presentation was studied by sociologist Erving Goffman. In his famous book “The Presentation of Self in Everyday Life” (1959), he compared social behavior to a theatrical performance. According to Goffman, each person plays a “role” in front of others, using expressions, speech, and actions to create a desired impression [2]. Police officers, like actors on a stage, must perform their role with discipline, confidence, and awareness of their audience — the public.

Self-presentation has two main goals: first, to show the right image; second, to control how others respond. In the case of police officers, they often want to show strength, authority, calmness, and fairness. This image helps citizens feel safe and protected. However, if officers appear too aggressive, cold, or careless, people may feel fear or

mistrust. That is why understanding the psychology of first impressions is so important in police training [3].

Modern theories of communication and social psychology also add that self-presentation is not only about behavior. It includes nonverbal elements (posture, eye contact, facial expressions), verbal skills (tone of voice, vocabulary), and visual symbols (uniform, badge, body language). A well-presented police officer can quickly calm a situation, gain cooperation, and reduce the risk of violence — while a poorly presented officer may create unnecessary conflict [4].

In the digital age, self-presentation becomes even more complex. Social media, videos from mobile phones, and body-worn cameras mean that almost every interaction can be recorded and shared. Because of this, officers must now think not only about how they act in the moment, but also how their behavior will appear on camera or online [4]. This creates a new level of responsibility — both individual and institutional — for the modern police force.

2. Appearance and Communication

Police officers usually wear a uniform. It shows they are part of the government and have authority. In both Ukraine and the U.S., the uniform is a symbol of order and law. But it can also cause fear or stress for some people. That is why police need to combine formal appearance with polite and friendly communication.

In the U.S., police also use body cameras. These cameras record their work and help show transparency. This builds trust between police and people (NIJ, 2017). In Ukraine, the police follow a model called *community policing*, which means working closely with the local community to solve problems and reduce crime [3].

3. Online Self-Presentation

Today, many police departments use social media. They post on Instagram, Facebook, and YouTube. They show videos of daily work, training, and helping people. For example, Austin Police Department in Texas uses Instagram to show real-life moments and connect with the public.

However, police officers must be careful online. In the U.S., there are rules that say officers cannot post confidential information or anything that damages the reputation of the police (OJP, 2017). In Ukraine, rules about online behavior are still developing.

4. Psychological and Ethical Side of Self-Presentation

Police officers face difficult and stressful situations. People can be angry, scared, or aggressive. Police must control their emotions and stay professional. If they show calm and respectful behavior, it improves their image.

In the U.S., police learn special communication techniques. One example is Verbal Judo — it helps officers manage conflict using calm and smart language [4]. In Ukraine, officers are also trained in conflict resolution and emotional control.

5. Gender and Cultural Aspects

Self-presentation also depends on culture and gender. Female police officers often must show that they are both professional and respected. In the U.S., there are many programs that support women in policing. They show that women can be strong and effective officers. Some people feel more comfortable when talking to female officers, especially in sensitive situations (SAGE, 2012).

6. Police Image During War or Crisis

Since 2022, Ukrainian police work in war conditions. They do more than usual patrol work — they help with evacuations, protect important places, and support the army. In this situation, the police image has changed. Now, police officers are often seen as heroes — brave and kind. Media stories about their work create a strong emotional connection between people and the police [5].

Modern self-presentation of police officers includes not just appearance, but also communication style, emotional control, social media behavior, and professional ethics. It is important for building trust and improving the relationship between police and the public.

Ukraine is moving towards European values and also learning from American experience. But at the same time, Ukrainian police are creating their own model — based on war realities, people’s needs, and the goal of building an open and fair police system.

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Шаль В.,

здобувач ступеня вищої освіти бакалавра
Національної академії внутрішніх справ
Консультант з мови: **Волик О.**

WAYS OF IMPLEMENTING THE LAW OF UKRAINE ON THE USE OF THE ENGLISH LANGUAGE

The adoption of the Law of Ukraine “On the Use of the English Language in Ukraine” is a significant milestone in the nation’s movement toward European integration and modernization. The law aims to strengthen the role of English as an international language in education, administration, business, and public communication. Its proper implementation requires large-scale coordination between state institutions, educators, private companies, and society [1].

One of the most important directions of the law’s implementation is the modernization of the national education system. Schools must not only increase the number of English lessons but also focus on the quality of teaching. Interactive methods, project-based learning, digital tools, and international educational platforms provide students with opportunities to immerse themselves in the English-speaking environment. Additionally, cooperation with foreign educational centers improves teacher training and supports the development of strong language competence.