

## **POLITICAL LEADERSHIP**

### **Abstract**

The authors research the phenomenon of political leadership as one of the segments of the broader concept of social leadership. It is pointed to several definitions, confirming the fact that leadership is defined differently in contemporary literature today. For a deeper understanding of the topic, the basic elements and activities (work) of leadership are outlined. Understanding political leadership also means understanding the impact of political culture. The key difference between leadership and management, as well as the specifics of presidential leadership, is pointed out. In a narrow context, political leadership is always analysed through sources of authority and power, and ethics of leadership. This paper provides the basis for a theoretical approach to the study of political leadership.

**Keywords:** leadership, leader, politics, management, media, president, power, ethics, influence, followers.