



Obama and Putin present otherwise.

World leaders are very often presented in the world media. The question is if they can use their popularity on the internet to enhance their political support?

Barack Obama on the internet is like a rock star, he is everywhere and everywhere also arouses interest. The official website where you can get news about the activities of U. S President is the White House site. Here are given basic information including his work, online speeches and plans for the future. Another website related to Barack Obama is www.barackobama.com. Here you can get not only information about the current president's policy, but also news about the social work carried out under the auspices of the President. Widely available current information about President you can also track on website like facebook, myspace or twitter, comments, photo galleries are updated almost daily what contributes to increase the popularity of the President in the network.

It seems that the second most popular leader in the world is the Russian Prime Minister Vladimir Putin. Information about the Putin's work may be obtained from the Russian Federation website. Here is his biography, photo gallery and news about his coming plans. Prime Minister Putin has also built his image by Internet portals. myspace, twitter and facebook are the basic and most popular website where you can find current information about the Prime Minister. Although both gentlemen are famous in the international arena there is noticeable difference in the online popularity of both leaders.

Actually, these are two different styles of image - Obama wants to be perceived as available, open - partner and Putin seems to keep a slight distance. Barack Obama in a typical American-style smiles on every photo making impression of being friendly and creative and on the other hand we have Premier Putin who presents a strong attitude without blinking an eye to the audience. In fact their image in the network accurately reflects their style of governance. Therefore, also their attitudes and policies are highly predictable, their images on the web which they created are true and consistent.

