대통령의 리더십과 정부신뢰:
노무현 대통령 사례를 중심으로* 

조 기 숙** · 남 지 현***

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--- ABSTRACT ---

Presidential Leadership and Government Trust: The Case of President Roh Moo-hyun

The decline in government trust is now a worldwide phenomenon. Government trust is essential for the effective operation of democratic political systems, since democratic governments cannot successfully implement their policies without popular support. Government trust in the United States, which had steadily decreased since the 1960s, surged during the Reagan and Clinton administrations. It turns out that presidential image, and a president’s persona in particular, has contributed to the increase in government trust in America. This study attempts to analyze South Korean survey data in order to determine the relationship between presidential leadership and government trust and thereby generalize a theory in this field. In the result, it was found that...
there exists a relationship between presidential leadership and government trust among South Korean electorates as well. The differences between the United States and South Korea are also observed. In the case of President Roh of South Korea, presidential persona was not so important as in the cases of the American presidents. Rather, rational components, in the form of evaluations of presidential competency and policy on the bases of unification, diplomacy, and economy, were discovered to be much more important in raising government trust. It was also found that the results, seemingly, could be correlated with the stage of a presidency. The present survey was conducted during the early stage of President Roh’s term, and the same pattern of results also appeared for the early stage of President Clinton’s term. As President Clinton’s term passed, presidential persona, as compared with job evaluation, became much more influential on government trust. In fact, it is widely known that the decline of government trust is responsible for the short-term failure of the real estate policy of the current Roh administration, which implies that a president’s personal image might be related to government trust in South Korea as much as it is in the United States.

Key words: presidential leadership, government trust, President Reagan, President Clinton, President Roh, image, persona, charisma

I. 서론

선진은 사회적 자본(social capital)으로써 민주주의와 시장경제 발전의 원동력으로 간주되었다. 그러나 최근 선진가 전반적으로 하락하고 있으며 특히 정부에 대한 국민의 신뢰는 모든 나라에서 지속적으로 감소해왔다.

정부에 대한 국민의 신뢰가 하락한다는 연구결과는 어떤 특정한 나라에 해당되지 않는다. 지난 1950년대부터 정부신뢰를 측정해온 미국의 경우, 1964년 이