

## FEATURES OF THE PROFESSIONAL IMAGE OF THE SPECIALIST IN THE MODERN WORLD OF EDUCATION

### Summary.

*In the article the author reveals the essence of the concepts of the views of the professional activity of the teacher and his image. With the accelerated development of the impact on the learning environment through a comprehensive impact on students. Indeed, in connection with the rapid development of economic and social relations in our country, the requirements for the personality of a professional change. Profession teacher - special. Teachers are those people who are always in sight, parents, pupils, and colleagues are always with them.*

*Thus, a modern teacher should have a number of qualities, such as the presence of positive expectations in the field of professional activity, emotional stability, the ability for personal change, the ability to see your own achievements and professional difficulties and plan ways to eliminate them, creating your own individual style. This is definitely reflected in the professional image for those who want to be successful in their professional teaching activities.*

*We can assume the following socio-psychological definition of a teacher's image: an image is a symbolic image of a subject created in the process of subject-subject interaction of a teacher with participants in a holistic educational process.*

*Properly implement the teacher self-feed function in pedagogical communication is important, especially at the time of the formation of the first impression of yourself. The phenomenon of the first impression in many cases determines the further dynamics of the interaction process. The student's first impression of the teacher is essential. On the basis of the first impression, a fairly stable stereotype of the perception of the specialist is formed.*

**Key words:** *teacher, pedagogical skills, criteria for pedagogical skills reflected in professional image.*

The teacher (as a professional specialist) was at all times considered to be the main one in the cultural and educational upbringing of society. He is professionally entrusted to regenerate and transmit the culture. But what is culture? The Encyclopedic Dictionary gives such a definition of the concept "culture" – cultivation, education, education, development, worship) – a historically certain level of development of society, creative forces and abilities of a person, expressed in the types and forms of organization of human life, as well as the material and spiritual values created by them" [1; 2].

As we know, culture is not inherited by genetic means, but is acquired by teaching methods. Features of professional culture of a specialist (teacher) – is an integrated concept. Professional culture is a certain degree of a person's mastering the techniques and ways of solving professional tasks.

"Pedagogical culture" is a part of universal and moral culture, in which spiritual, material and moral values, as well as methods of pedagogical activity of people, necessary for humanity for con-

tinuity of generations and socialization of a person, are imprinted Pedagogical culture is the most important part of the specialist's all-round culture, manifested in the system of his personal and professional characteristics, as well as the specifics of his professional activity.

The features of the successful presentation of their professional and personal qualities also include the image, that is, the idea that a person, unconsciously or intentionally, creates about himself in the eyes of other people.

Image – (from the English. Image) image, appearance (Russian version) of the person, in which the most tangibly manifest those qualities, thanks to which the effect of personal attractiveness is achieved. Image is an impression made by a person on one or several groups of the public.

Image professional – the image of a person, reflecting his professional activities, an important condition for professional self-realization and achievement of professional success. The analysis of literary sources on the image problem has shown that in modern science there is still no common understanding of the “individual image” phenomenon. Various aspects of the image were studied, some of the researchers reduce it: to a mental image (A. Panasyuk, L. Mitina, V. Shepel, and others), to an external image (L. Brown, M. Spilchain, etc.), to a set of external and internal features (P. Berd, T. Klimova, I. Kriskunova and others), to the ability to manage the impression, opinion about yourself (I. Hoffmann, F. Kuzin, E. Petrova, I. Fedorov, etc.)

“Personal image” is considered as a combination of internal and external factors that define its components – self-image. Self-image derives from past experience and reflects the current state of self-assertion. If we want to be respected, we must first respect ourselves. Actually, all psychotherapy often works at this level of restoring self-confidence, which aspect of one's personality should be loved and cherished, not trampled.

The reference image meets three basic requirements:

First, it is based on the mental potential of a particular person, is focused on the continuous development of spiritual, moral, professional and personal qualities, and stimulates the positive personal growth of a person in the zone of proximal development.

Secondly, the reference image maximally harmonizes the appearance, inter- and intrapsychic space of a person, contributes to the authentic combination of appearance, inner attitude and human behavior in situations of communication.

Thirdly, the reference image develops the interval strategy of a person's attitude to life and himself, stimulates his activity, constant work on self-development and self-improvement, acts as a means of achieving success in life.

In Uzbekistan, as in many developed countries, the concept of image became the subject of public attention and scientific analysis only at the end of the 20<sup>th</sup> Century. In the mid-2000s, the first domestic developments in imaging (image creation) appeared, devoted to the psychological aspects of image formation.

The study of image problems involved in the science of imageology. The main purpose of imageology is to scientifically substantiate how to create an attractive image, how to build models of decent behavior that are adequate to the life situations in which we find ourselves.

Imageology is an impact technology. B. Pascal wrote that there are two ways to influence people: “a way to persuade” and “a way to please”. Of these, the latter is the most effective.

Teachers identify in a non-professional environment very quickly. Most teachers drive their individuality and originality into the Procrustean bed of obsolete and unconstructive traditions and rules” [3].

V. Shepel considers the importance of the image of his non-discrepancy with the teacher’s internal attitudes, consistent with his character and views. The teacher who is in love with children and enthusiastic about his professional activities intuitively and consciously selects those behaviors that are most adequate to the dignity of children and their actual needs. The image of such a specialist is flawless [4].

In pedagogy, the concept of “image” has received deserved recognition. The appearance of a teacher in the halo of a person who creates his own image, allowed to speak about the emergence of the branch of imageology - pedagogical imageology.

We can assume the following socio-psychological definition of the teacher’s image: the image is a symbolically objective image of the subject created in the process of the subject-subject interaction of the teacher with the participants of the whole educational process.

Properly implement a teacher self-feed in pedagogical communication is important, especially at the time of formation of the first impression of yourself. The phenomenon of the first impression in many cases determines the further dynamics of the interaction process. The student’s first impression of a teacher / teacher is essential. On the basis of the first impression, a fairly stable stereotype of the teacher’s perception is formed. The first impression about the teacher plays a big role in the emergence of pedagogical influence and influence on children.

Forming the strategy and tactics of self-feeding, the teacher must take into account that 85 % of people build the first impression on the basis of a person’s external appearance (according to N. Panferov). Image is a kind of human toolkit that helps build relationships with others. Image is always the unity of the inner and the outer [5; 6].

On this occasion, Berd P. in his book “Sell yourself! Effective tactics to improve your image“, says that “whatever image you try to show the world, it should be primarily a reflection of your inner essence and firmly based on it” [7].

In the light of the above, it is particularly relevant that the image of the new school will be determined by the image of the specialists working in it. The work on image formation can be represented as the following model (for image formation and management, well-known theorist and PR practitioner G. G. Pocheptsov proposed a four-stroke model of the image campaign [8, p. 297-299], reflecting the diverse requirements for the necessary operations.

1. Determine audience requirements. Each task needs to rely on a particular segment of the audience, each of which has its own ideas of what is good and what is bad. The starting point is precisely this moment, since it sets the effectiveness of any campaign. This moment is the first point of reference.

2. Determination of the strengths and weaknesses of the object. The object can be any participant in the holistic educational process. It is really necessary to present not only its positive, but no less important, knowledge of the negative, since it is there that the main blow can be directed. You should know exactly the positive and negative aspects of the object, since it is here that the main blow of the enemy will be directed.

3. Designing the image and behavioral characteristics of the object to the requirements of the audience. This is an important part of the process, since practitioners advise not so much to work on weaknesses in order to cover them, as to strengthen the existing positive aspects, since it is precisely such a strategy that has been recognized as more effective. Here it is necessary to work not so much on the weak sides in order to cover them, but rather on strengthening the existing positive aspects, since it is this strategy that is most effective.

4. Translation of the required characteristics of the object in the verbal, visual and event forms.

Image formation also has psychological aspects, which is important in the activities of the teacher:

– personally elevating aspect (due to the creation of attractiveness around the personality of the aura, the image becomes socially relevant, relaxed in displaying its best qualities);

– comforting interpersonal relations (the essence of this aspect is that the charm of people objectively brings sympathy and goodwill to their communication, and therefore a moral measure of tolerance and tact);

– psychotherapeutic aspect (the essence is that a person, thanks to the awareness of his individual uncommonness and increased sociability, acquires a steady major mood and self-confidence);

– interpersonal adaptation;

– highlighting the best personal and business qualities;

– shadowing negative personal characteristics;

– organization of attention (an attractive image unwittingly attracts people, it appeals to them, and therefore they are psychologically easier to settle down to what it demonstrates);

– overcoming of age lines (skillfully owning the technology of self-presentation, which specifically manifests itself in the successful choice of behavior models and the performance of various roles, you can feel comfortable in communication with people of different social status and professional status without restricting yourself with the “complex” of your own age.)

To be charming is a kind of courage, because it requires continuous work on yourself. This requires knowledge and skills on imaging - self-presentation. Self-presentation is the essence of imaging.

In self-presentation is not enough to use their own talents and knowledge. Special training is needed, and, above all, the ability to navigate the main components of this process. The basic model of the imaging technology consists of the following self-presentation positions:

1) “i-concept” – moral and psychological preparation. Contributes to the achievement of internal coherence of the individual; determines the interpretation of experience; is a source of expectations;

2) Facebook – the creation of a person, taking into account the attendant factors;

3) kinesika – body information. This is a silent body language with which you can say a lot and understand a lot if you are able to see;

4) clothing design – the selection and wearing of clothing, the use of accessories;

5) possession of the word – rhetorical equipment;

6) fluid radiation – the creation of a personal “bioenergy field”;

7) communicative mechanics – communication skills. To be able to prevent conflicts means to have a culture of communication, to show respect for the personality of another person, to skillfully use psychological methods of influence.

Verbal communication is an important part of the image [9; 10].

There are additional techniques that contribute to the formation of a personal pedagogical image.

The art of speech. At all times, the beauty of speech was determined by its logic, conciseness, freshness and nobility. Excessive verbal piling up, as well as excessively bright colors and emotionality, quickly tire, become sated and do not give pleasure to the listener. Cicero believed that in order to make a good impression of the performance, it was necessary:

- find what to say;
- arrange found in order;
- give it a verbal form;
- to approve all this in memory;
- produce the desired effect.

In order for the lessons and presentations of the teacher to be interesting and produce the desired effect on the listeners, you need to remember the requirements for speech composition and the various techniques for attracting the attention of listeners (“hooking hooks”), such as:

- the use of unexpected (provocative) issues;
- the message of some (paradoxical) information (including personal character), which at first glance has nothing to do with the topic of the conversation;
- appeal to the personal experience of listeners

Memo to the teacher to prepare for the presentation.

1. Mark the topic of the speech (word or phrase).
2. Think about who this speech will be intended for.
3. Determine its purpose (tell, entertain, compare, convince, etc.).
4. Make a rough outline of the speech. To do this, remember everything that you already know or want to mention.
5. Gather the necessary information.
6. Formulate the main idea of your presentation in the form of a complete sentence.
7. Refine it with additional or related ideas.
8. Write down these ideas with complete sentences.
9. Logically arrange them in order and draw up a final performance plan. To do this, determine the method of presentation of thought. It can be built on induction, deduction, analogy, etc.
10. Complete each paragraph of the plan with keywords that reflect the main idea.
11. If desired, write the full text of the speech.
12. Rehearse a performance in front of a mirror.

Test “Image Evaluation.”

To assess your own image can be offered the following test. In the proposed test, each component of the image is estimated at one of the proposed levels of satisfaction.

Assess by satisfaction (low, medium, high) the following components of your image: voice data; sociability; self-presentation; norms of civil etiquette (refined manners); the art of eye contact; posture; physical data; grooming (hair, skin, hands, etc.); hairstyle; aromatic agents; accessories.

Based on the data obtained, one can draw conclusions and begin to build a strategy for the formation of a personal pedagogical image. On this basis, we can derive a formula for the success of a modern specialist:

### SUCCESS FORMULA

**Success** = decency + efficiency + creativity + purposefulness + kindness + initiative + tolerance + active life position

To help form these qualities a specialist of the New School is called upon to be a timely emergent science – imagelogy.

Thus, a modern teacher should have such qualities as:

- presence of positive expectations in the field of professional activity;
- emotional stability;
- the ability to personal changes;
- the ability to see their own achievements and professional difficulties and to outline ways to eliminate them;
- creation of individual style.

This is definitely reflected in the professional image for those who want to be successful in their professional teaching activities.

The creation of a professional image of a specialist is promoted by such important components as self-presentation, public activity, participation in various professional and creative competitions, and internal installations.

Business success comes to those who can not only develop, but also convey to others their best personal qualities. The creative abilities of the teacher are an indicator of the integrity of his personality, health in the widest sense of the word. And, on the contrary, if a teacher identifies his personality only with teaching, then this situation can lead to a halt in personal development.

Thus, the New School is spontaneity and freedom, charm, emotionality, associative vision, unexpected bright moves in the lesson scenario, an inner mood for creativity, self-control in the conditions of publicity, the ability and the desire to improve, move forward.

### Использованные литературные источники

1. Большой энциклопедический словарь [Электронный ресурс]. – 2012. – Режим доступа: <https://slovar.cc/enc/bolshoy/2095275.html/>. – Загл. с экрана.

2. Профессиональный имидж современного педагога [Электронный ресурс]. – Режим доступа: <https://nsportal.ru/nachalnaya-shkola/raznoe/2012/06/12/professionalnyy-imidzh-sovremennogo-pedagoga-statya-i/>. – Загл. с экрана.

3. Митина Л. М. Психология профессионального развития учителя / Л. М. Митина. – М. : Флинта, 1998. – 276 с.

4. *Шепель В. М.* Имиджология: секреты личного обаяния / В. М. Шепель. – Ростов н/Д : Феникс, 2005. – 480 с.
5. *Шепель В. М.* Имиджология: как нравиться людям / В. М. Шепель. – М. : Народное образование, 2002. – 576 с.
6. *Ефимова В. Н.* Влияние имиджа учителя на формирование имиджа современной школы [Электронный ресурс] / В. Н. Ефимова. – Режим доступа: <http://profobr.info/opyt-i-problemy/1132-vlijanie-imidzha-uchitelja-na-formirovanie-im>. – Загл. с экрана.
7. *Берд П.* Продай себя! Эффективная тактика улучшения вашего имиджа : пер. с англ. / П. Берд. – Мн. : Амалфея, 1997. – 208 с.
8. *Почепцов Г. Г.* Паблик рилейшнз или Как успешно управлять общественным мнением / Г. Г. Почепцов. – М. : Центр, 2014. – С. 297–299.
9. *Шепель В. М.* Имиджология: как нравиться людям / В. М. Шепель. – М. : Народное образование, 2002. – 576 с.
10. Технология имиджирования: позиционное представление самопрезентации. [Электронный ресурс] – Режим доступа: <https://psylist.net/reklam/00046.htm><https://psylist.net/reklam/00046.htm>. – Загл. с экрана.

## References

1. *Bolshoj jenciklopedicheskij slovar [Great encyclopedic dictionary]*. (2012). Retrieved from: <https://slovar.cc/enc/bolshoy/2095275.html/> [in Russian].
2. *Professionalnyj imidzh sovremennogo pedagoga [Professional image of a modern teacher]*. Retrieved from: <https://nsportal.ru/nachalnaya-shkola/raznoe/2012/06/12/professionalnyy-imidzh-sovremennogo-pedagoga-statya-i/> [in Russian].
3. Mitina, L. M. (1998). *Psihologija professionalnogo razvitija uchitelja [Psychology of teacher's professional development]*. Moscow [in Russian].
4. Shepel, V. M. (2005). *Imidzhologija: sekrety lichnogo obajanija [Imageology: the secrets of personal charm]*. Rostov on Don [in Russian].
5. Shepel, V. M. (2002). *Imidzhologija: kak nraivit'sja ljudjam [Imageology: how people like]*. Moscow [in Russian].
6. Efimova, V. N. *Vlijanie imidzha uchitelja na formirovanie imidzha sovremennoj shkoly [The influence of the image of the teacher on the formation of the image of the modern school]*. Retrieved from: <http://profobr.info/opyt-i-problemy/1132-vlijanie-imidzha-uchitelja-na-formirovanie-im> [in Russian].
7. Berd, P. (1997). *Prodaj sebja! Jeffektivnaja taktika uluchshenija vashego imidzha [Sell yourself! Effective tactics to improve your image]*. Minsk [in Russian].
8. Pochepcov, G. G. (2014). *Pablik rileyshnz ili Kak uspeshno upravljat' obshhestvennym mneniem [Public relations or How to successfully manage public opinion]*. Moscow [in Russian].
9. Shepel, V. M. (2002). *Imidzhologija: kak nraivitsja ljudjam [Imageology: how people like]*. Moscow [in Russian].
10. *Tehnologija imidzhirovanija: pozicionnoe predstavlenie samoprezentacii [Image technology: positional presentation of self-presentation]*. Retrieved from: <https://psylist.net/reklam/00046.htm><https://psylist.net/reklam/00046.htm>.

### Курбанов І. Особливості професійного іміджу спеціаліста у сучасному світі освіти.

Анотація.

У статті автор розкриває сутність понять «професійна діяльність» та «імідж» учителя у зв'язку зі швидким розвитком впливу на освітнє середовище, шляхом всебічного впливу на тих, хто отримує освіту. З розвитком економічних і соціальних відносин у країні змінюються і вимоги до особистості вчителя. Специальність учитель – особлива. Учителі – це особистості, які завжди у полі зору, поруч з ними мають знаходитися батьки, учні, колеги. Таким чином, сучасний учитель повинен володіти такими якостями, як наявність позитивних очікувань у професійній діяльності, емоційна стійкість, здібність до особистісних змін, уміння бачити власні досягнення та професійні труднощі, планувати шляхи їх долання, створення індивідуального стилю. Це знайшло відображення в професійному іміджі для тих, хто бажає бути успішним у власній професійній педагогічній діяльності.

**Ключові слова:** учитель; педагогічна майстерність; критерії майстерності; професійний імідж.

### Курбанов І. Особенности профессионального имиджа специалиста в современном мире образования.

Аннотация.

В статье автор раскрывает особенности профессионального имиджа специалиста в современном мире образования, сущность понятий «имидж» педагога, «профессиональная имиджелогия». В условиях социального и экономического развития в нашей стране (Узбекистане) изменяются требования к личности специалиста-профессионала. Современный педагог должен овладеть профессионально важными качествами: наличие уверенности, эмоциональной устойчивостью, способностью к личностным изменениям, умение создания своего индивидуального стиля. Это определено нашло отражение в профессиональном имидже.

Критерием педагогического мастерства является успешная презентация своих профессиональных и личностных качеств, это способствует профессиональному имиджу специалиста. Имидж (образ, облик) это неосознанное или сознательное представление, благодаря которому человек, создает о себе в глазах других людей определенное впечатление, благодаря которому достигается эффект персональной привлекательности. Профессиональный имидж является важным условием профессиональной самореализации и достижения профессиональных успехов.

**Ключевые слова:** специалист, педагог, педагогическое мастерство, критерии педагогического мастерства, профессиональный имидж.

Стаття надійшла до редакції 23 листопада 2018 року