

FEATURES, STAGES AND FEATURES OF FORMATION OF A POSITIVE IMAGE OF THE FUTURE TEACHERS OF INSTITUTIONS OF HIGHER EDUCATION



Olena Apostol

*researcher of the Department of Pedagogy,
Management and Administration of Educational
and research institute of management and psychology
of the Higher Educational Institution
«University of Educational Management», Kyiv, Ukraine*

UDK 378

Abstract. The article reveals the essence of the basic factors and features of formation of positive image of the future teachers of higher school, analyzed the phases and levels of development, certain components of readiness for vocational teaching of self improvement.

Keywords: *positive image, high school teacher, teaching imageology, components of readiness, vocational-pedagogical self-improvement.*

Introduction

The process of formation of the professional image of the lecturers of higher educational establishment is a multi-faceted creative achievement in his professional activity. As we already mentioned, it may not form spontaneously. Because each individual teacher characterized their way of formation, development and improvement of its own image.

Innovative creative thinking, in our opinion, this orientation teacher on self-development and self-education, combining logical and imaginative, the integration of conceptual and visual, finding new, original solutions to professional problems, forming intellectual imagery and sensory simulation. Today, when education is perceived by society as one of the high values of life, the growing importance of professional activity, and the image of the teacher.

The image can be formed on the basis of data of the appearance of man and his psychological characteristics as first submissions, and in the process of interaction. Its formation is the achievement of external qualities and expressiveness of the internal image of the teacher to another person. Formed an individual image of the teacher in the process of social communication where reflected basic psychological processes. All processes are external manifestations. The effectiveness of the individual image of a teacher affects the success of its activity and carries the imprint of the contents of the personality of the teacher. The success of personal image will evaluate various group of people who are expressing contradictory requirements, so the image must be flexible, independent, tolerant; It has individual characteristics in terms of specific characteristics; the image is formed under the influence of society and depends on the culture of the teacher and his views.

Analysis of recent research and publications.

Modern domestic researchers confirm the importance of personal image of the teacher. They feel the need to understanding teacher that his positive image plays an important role in the pedagogical process (L. Mitina, M. Kotlarova, V. Kan-Kalik, S. Romashina, etc.).

Professional or personal image of the modern educator is sparsely populated. Certain aspects of the problem of formation of professional pedagogical high school teacher's image were discussed by scientists, who examined the peculiarities of formation of "I-concept" personality (R. Burns, A. Maslow); conceptual foundations and practical toolkit imageology (P. Berd, L. Brown, F. Jefkins,

A.Panasyuk, V.Shepel); image as a component of personal culture: I.Kriksunova, E. Perelygina, V.Shepel; the essence of professional image specialist and his effective self-presentation (I. Alyokhina, F.Kuzin, D.Frensis); regularities of formation of the pedagogical skills of educational staff and professionally important qualities of future teachers (I.Zyazun, N.Kuzmina, A. Makarenko, V. Sukhomlynsky). Among scholars who studied the problem of the formation of the image of the institution, we should note, T.Zhivaeva, L. Karamushka, A.Omelchenko, N.Ostroverhova, G. Pochep-cova, M. Fadeyev.

Presenting the main material.

There are three groups of priority qualities that form a positive image of the teacher of the high school [2].

The *first group* includes such natural qualities as: communication (the ability to easily converge with people), empathic (capacity for empathy), reflexivity (the ability to understand another person), eloquence (the ability to influence the word). These qualities make up a matrix of natural talents that are characterized as "the art of love to the people". As confirms the practice of ownership data abilities and continuous improvement of their use is the basis of the successful process of creating a personal image.

The *second group* qualities belong to the characteristics of the individual, which is a consequence of its education and training. This is the moral values, mental health, the possession of a set of communication technologies. Such technologies are: interpersonal communication, business speech, preventing and overcoming conflict situations.

The *third group* qualities belong to those that related to life and professional experience. Special value is the experience that helps a person be more intuitive communication. It is of great importance in the formation of the image.

Forming pedagogical image is a system of social formation behavior means mental stereotypes and characters. In our opinion, utvorūčim system, and one of the regularities of formation of teaching image can be considered as aesthetic qualities of the personality of the teacher. The aesthetic potential of pedagogical culture allows the teacher to get rid of unitarosti in solving professional tasks, helps solve them by laws of beauty and perfection. Aesthetic culture

harmonizes the pedagogical intellect, emotionally strong-willed and motivational sphere of professional consciousness of teacher. Aesthetic maturity of the teacher stimulates the work of education of imagination and fantasy, enriches the imagery and the associativity of professional thinking, culture of feelings, emotional expressiveness of professional conduct and appearance, is brought up perseverance, patience and the ability to control yourself [5].

Of particular interest for the formation of the aesthetic component in the professional culture of teacher is the idea of the unity of beauty, goodness, truth, which causes endless heuristic search forms of pedagogical creativity. Feeling and understanding teacher beauty enhances the ability to cooperate, to the spiritual and intellectual richness of pedagogical activities.

The image is an important argument for the acceptance of a multitude of social solutions. Because ownership of the image is important, especially for people public professions: politicians, journalists, presenters, but mainly the teachers because the lessons (lecture, tutorial) is a source of information, the supplier of the cultural codes, as a teacher, and student.

In this connection, to develop the image of the individual expressiveness, V. Gorchakova, is the ultimate synthesis of the conscious and the unconscious, personal and collective, external and internal, that provides for the consolidation of the personality, the transition from Personas (masks) to the higher self, the emergence of creative personality name itself [4].

Very urgent to create the image of personality are the following characteristics:

- social, that meet the requirements of the society in which he lives. The perception of the image of the impact time, place, status, models his role behavior and etc.;
- signs detectable by traditional culture;
- personal, which express the individuality of the bearer of the image [7].

The perception of the image of the teacher of the institution of higher education (RE) always selective. Thanks to this, according to v. Baranov happens selection, filtering, grouping of information about an individual whose image is positioned. The process of perception is the image of the processes of *understanding and judgment*.

The process of understanding is determined by the peculiarities of the communicative system of relationships in a social group, presented in the form of a system of values, beliefs, attitudes, mechanisms of social ascription. *The process of judgment* is realized through the factors that characterize the motivational sphere of consumer perception of the image of the teacher and students. All factors of perception into the background, which depend on culture, society, socio-economic situation in the country, national characteristics are perceived, and situational, which include random phenomena, individual features the perception of the image of this or another person.

There are three levels of the image that is taken:

- biological, when significant role provides the sex, age, state of health, temperament, physical data;
- psychological, when making the image affect those qualities or traits that are attributed, or may be attributed to the holder image will, memory, thinking, character, ability. The importance of this perception is that it takes into account the objectives, values, interests, social groups, and a system of relations is in accordance with the stated requirements;
- social, which is a system of facts, rumors, gossip, legends that form the overall readiness for adoption or abandonment of the proposed image [1].

In modern terms, the pedagogical work of *self-improvement* teacher RE acts as an undeniable value as the primary way of reaching the top of the professional development and high quality professional activities. Readiness activities associated with the experience of future professional (combining their knowledge, skills and abilities) and revealed through the unity of the motivational, cognitive and operational components, as a reflection of emotional-volitional, intellectual and efficaciously practical sphere of the individual.

The main components of readiness for professional-pedagogical self-improvement: *motivation*, which causes the estimated and positive nature of action on the improvement of business skills; cognitive, which promotes their commitment and operational, which provides quality and imaginative professional self-improvement educator.

I. Kriksunova believes the characteristic components of the process of formation of a positive image of the teacher of the high school: target, cognitive, active and reflexive. The result of the efficiency of the process is the created image, or image.

Target component-includes a purpose, motive based on the desire to change themselves. Using a cognitive component is an educator looking for knowledge that will help in the improvement of your own, or create yourself a new image. *The activity component* is the use of knowledge in the immediate work on a manifestation that promotes creativity and implementation plan to create yourself. *Reflexive component* is the evaluation of the performed work and created pedagogical image is look at yourself from the others[1].

The formation of the professional image of the teacher is done using different components. But the engine of the forming pedagogical image future educator is the motivation which resulted in professional activity takes on personal meaning, creates the resistance of his interests and converts the external goal of its activity in the internal needs of the person [5].

The different motives of the activity of the individual speakers sponukalnoū force in achieving the goal. The motive and goal, according to B.Lomov, form a kind of vector activity, determine its direction, and the amount of effort that develops a personality of performing it. This vector is sistem making factor, which organizes the entire system of mental processes and conditions, which are formed and are in the process of image activity. The main function of motivation, by s. Mark Rubenstein is the self-regulation of the human activity on specific phases of activity, especially before and after the execution of the action. Among the reasons that contribute to the increase of professional qualification of the teacher of the high school, there are motives for changing its image. The difference between those who excelled and those who could not make it, lies not in the talent and perseverance, which is manifested through motivation. Internal motivation leads to action, supports a person in minutes to overcome the difficulties and failures, this dream is self-realization, idea creation, self-assertion is confidence, usefulness is personal growth, the need for communication and health [6].

If you can't support yourself, you do not need to wait for a positive outcome from the others, says the proverb. So the teacher need to create motif. Self motivation stems from the word "myself" and "motivation" and defines the State of the person, which stimulates it to successful teaching.

By A.Maslou there are two types of motivation:

- 1) the psychological – the image is focused on the self-image, based on his lies personal intuition;
- 2) pragmatic – the image is focused on the perception – for more effective social impact and achieve foreign objectives in its basis lie knowledge and experience.

With regard to the motivation of creating image, classification is based on human needs (J. Rotterom):

- recognition (need to feel competent);
- protection (protection and assistance in the implementation of objectives);
- domination (need to affect other people);
- independence (making independent decisions);
- love and attachment (need to be understood and loved);
- physical comfort (the need for good health and security).

Thus, an important characteristic of the motivational component readiness for professional-pedagogical project, which offers attaining exceptionally positive personality changes in the process of future teacher over itself, it is developed humanistic orientation, main indicators which advocate compliance with their own perception of the position commonly humanism values formation of high standards of professional work and personality, presence of high pedagogical the

ideals that become priorities in its development. Developed the motivation of vocational pedagogical self-improvement directs and governs the process of professional development of the future specialist determines its purposefulness and activity to achieve the heights of professionalism and is expressed in the presence of sustainable motivations to self-improvement, deep personal beliefs on the importance of continual professional growth.

After the occurrence of the motives of the activities necessary to acquire knowledge that is carried out by a person through self-education. That is a turn on the activity of the cognitive component. An important prerequisite for a personal self improvement the future teacher, which is the basis of cognitive component is maturity of his professional readiness and self-awareness that is fixed in the availability of knowledge about the nature and specificity of teacher profession in the unity of their diālnisnih and personal characteristics, the ability to detect the pedagogical problems.

At this point during the training of future teachers there is already a professional image development and change motivation [10].

It is advisable to specify that the personal image of the teacher of the institution of higher education is a form of the professional life of the individual, which are positioned potent student-business characteristics of the individual. Of course, not all the pedagogical employees these traits are inherent, their need to "create", forming a positive personal image. In the process of changing yourself to the desired image of D. Scott set three main stages and offers technology for their implementation (рис.1):

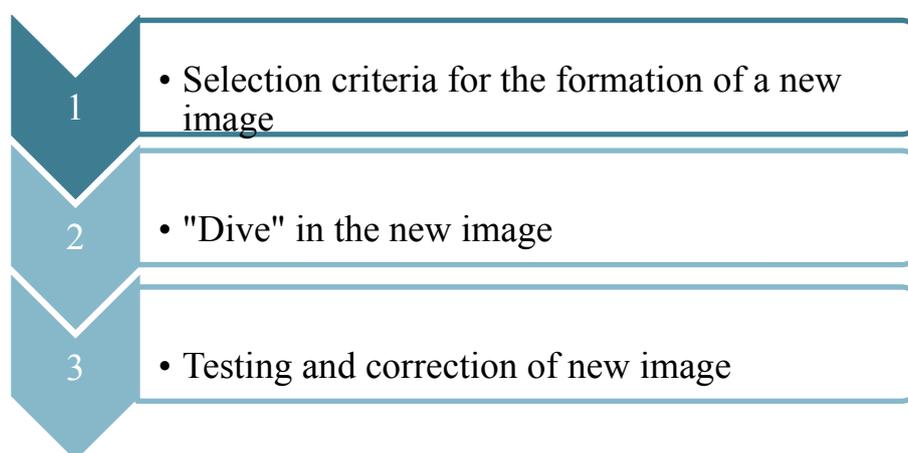


Fig. 1. the scheme of forming an attractive image of the personality

Note that a number of scientists who studied the problem of formation of teaching image in teachers of higher school and line their teacher behaviors noted several stages that can present as follows:

- *The first stage* involves the perception of the image will form a positive image of the teacher.
- *The second phase* includes analysis of information and an image sprijnätogo correction according to the ideal.
- *The third stage forecasts* (playing) of individual elements of the desired image: style of communication, technology fluency gestures, clothes, etc..
- *The fourth stage* allows to carry out the "use" of the image.
- *The fifth stage* has positioned the individualization of the image.

A. Markova defines the following stages of professional growth:

Stage of adaptation to the profession – which includes the process of adapting to the new social paradigms regarding the professional development teacher;

Phase self-actuliaziation in the profession – during which the analysis of teacher capabilities, self-development by means of professional activity, awareness of its positive and negative qualities, and then securing the individual style, self-realization in professional activity and self improvement. This stage, in our opinion, can be divided into two stages: the initial and main.

At the initial stage, according to research by o. Vlasova, along with the influence of the educational environment on personality, emerges and the influence of personality on the pedagogical environment. The force of the impact of educational environment on the formation of the personality of the teacher is dominated by the force of the impact of activities on the subject of pedagogical process. At this time, self-esteem and concept development to stabilize on the basis of the formation of value orientations, convictions in connection with adequate knowledge of their own personality, by increasing the range of persons in the process of communication. This stage can be called a stage of individualization of development on the basis of the knowledge gained, individually painted professionally meaningful qualities and abilities of the individual, professional skills [9].

He aims to complete the disclosure of the identity of its development, the imple-

mentation of a wide range of pedagogical knowledge, formation of philosophical positions, mastering the basic professional skills and skills to pedagogical skill. Future educators learn computerized behavior: play off a few steps forward, foreseeing the possible actions of another person and, depending on this, plan their behavior, to think what will be the result, to be able to influence it.

On the main stage of the formation of professional image in future teachers the self-esteem appears to him as a teacher is the degree to which they value themselves, as a specialist, and which is often referred to as self-esteem. Under *self-assessment*, we understand the human ability to recognise their values and their importance. From self-worth dependent relationship educator, with others, of their criticality, exacting to themselves. Thus it affects the effectiveness of the activities and the further development of the personality of the future teacher.

Stage of readiness to the profession – the third stage characterized by expression of mastery, harmonisation of the professional qualities of the teacher. Going on mastering professional standards, playing at a high level guidelines. This stage according to G.Belenkaja, called integration into pedagogical society and social environment. It creates the conditions for the strengthening of the unity of the development of cognitive and activity component of professional training and fulfillment of all potential teacher in the chosen field of professional activity. At this point comes the development of analytical-synthetic abilities, the choice of methodological orientation activities, improvement of professional skills and the acquisition and implementation of pedagogical skill, on the basis of acquired knowledge [8].

Thus, the formation and development of the image of the teacher RE occurs in stages and each stage reflects a process in life, professional teacher and predicted success. In turn based on the self-esteem teacher makes conclusions about the traits of his character that you'd like to remove and which to develop.

Getting acquainted with the scientific development and domestic and foreign scholars on image activity, it should be noted that the content of basic concepts, forms and methods of research only in recent years have made the basis of a single scientific field is

imigeology. Familiar with the peculiarities of pedagogical imigeology has the opportunity to realize that the image of the person, in turn, has a number of different functions: *professional, personal, adaptacional, communication, psihotherapical*. *Professional function* allows the trainer to come true the WAY in specific industries: management, business, production, politics, banking, science, education, etc.

Adaptive function requires future study the WAY for quick and comfortable to a certain environment, situation, specific business partners or form of communication (talks, a press conference, public speech, lecture, debate, etc.).

The function of the personal realization of the future teacher to reveal individual features and the makings of a with respect to a particular activity, self-realization and development.

Axiology function directs the future teacher of the WAY the individual professional values, goals, personal motivation, meaning of life, which is the basis for activity and behavior in sub'ektivnomu and objective, real, and ilusional world.

Communicative function allows the future teacher positively organize constructive, affiliate communication at all levels of interaction, effectively communicate, to reach mutual understanding, to beneficial effect on others in the the right for themselves.

Heuristic function focuses on the future WAY of teacher implementation of your creative potential in the professional, scientific, commercial activity, to create unique offerings in the area of educational services.

Psychotherapeutic function consists in the knowledge of their significance, psychological and emotional stability, confidence in his appointment, optimism (programming your subconscious mind for success).

The image of a person determines its place in the structure of social, professional and interpersonal relationships. The image of a modern teacher, as a business person is how looks, eager that he can almost do, how has teaching skill and techniques of pedagogical influence, komunikativnimi and organizational skills as he enlightened, raised, competent, innovative, or enjoys a reputation among colleagues, students, etc. Among the important components that form the image of the future teacher, distinguishing his professional competence and erudition, educational histories, pedagogical thinking and improvisation, pedagogical communication, pedagogical techniques, etc. In turn, we note that the formation of the image of the teacher of the WAY each individually adapted educational institution is a process that has its own specifics and peculiarities.

Conclusions

Therefore, the creation of a positive image of the teacher RE, one of the components of the modernization of higher education is at present a very important and necessary. On the one hand is the teacher's competitiveness on the market of educational services, on the other hand reforming the old methods of training and education of students, to a greater extent already exhausted and does not meet the requirements of the present, and even more so in the future. New, improved methods of teaching and education of students in the professional activities of a teacher with a high level of development of a positive image must be based not only on the latest achievements in social sciences and management, but also take into account the the human factor. In further research, we plan to carry out the analysis of the formation of a positive image of the future teachers of RE in the process of training.

References

1. Barinov V. A., Kharchenko V. Strategic management / V. Barinov, V. Kharchenko. Tutorial. - M. : INFRA-m, 2006. – P. 142.
2. Gajvoronska O. M. On image and its formation / Gajvoronska O. M. // Science and education. – 2004. - № 3. – P. 29-30.
3. Gorbushina O. Image educator / A. Gorbushina // School psychologist. – 2011. - № 8. - P. 13-15.

4. Gorchakova V. Applied imageology: textbook. Guide / G. Gorchakova. – K. : Academic project, 2007. - 400 p.
5. Maskalanova S. A. Image of professional socialного Formirovanie future teacher: DIS. Kanda. EDR. Sciences / S. A. Maskalanova. - Elec, 2005. - 165 p.
6. Maslow A. Self-actualization / A. Maslow // Psychology personalities. Teksty. – M., 1982.
7. Moreva N. A. Basics of pedagogical Mastery / N. A. Moreva: enlightenment, 2006. - 320 p.
8. Higher education: the law of Ukraine // Supreme Council of Ukraine – 2014. № 37-38. – 134 p.
9. Skripnik M. Image teacher: technology management / M. Skripnik // Management education. – 2002. No. 15-16. – S. 3-6.
10. Fursova A. Image of the teacher / A. Fursova // Director of the school. – 2011. - № 34. - P. 8-10.
11. Cherepanova V. N. lectures with imageology: study guide. 1 / V. N. Cherepanova – Tyumen : TumGNGU, 2002. -186 p.
12. Shepel V. M. Īmidželogiã. How to like people / V. Shepel // Public education, 2002. - 576 p.