

## FEATURES OF THE PROFESSIONAL IMAGE OF THE FUTURE SPECIALIST

It is widely known that neither professional competence, nor professional knowledge, skills or abilities as separate pedagogical characteristics guarantee the success of pedagogical activity. It is the personality of a teacher, his or her ability to maintain contact with the audience, colleagues, his/her uniqueness and individuality, leadership skills, commitment to the chosen profession, peculiarities of behavior and attitudes that form his/her professional image.

In modern conditions of market relations, creating the professional image has become one of the basic principles of success in any professional activity. In connection with the reorientation and reformation of the educational system, more and more attention in the society is paid to the representatives of pedagogical professions, their professionalism and competence. Thus, the formation of a positive image becomes a topical problem not only in the field of business communication, politics and show business, but also in the pedagogical activity of teachers of higher educational institutions, whose main task is to prepare competitive and highly skilled specialists.

The analysis of scientific literature showed that professional image is a complex formation, the basis of which is a personal image. As to its constituents, most scholars distinguish external and internal components of the professional image. The external component is understood as the appearance, facial expressions, gestures, verbal and nonverbal means of communication, style of behavior. The internal component includes emotional state, features of character, temperament, internal philosophy, system of values, general culture. Only a harmonious combination of all internal and external characteristics creates a positive integral representation and promotes the formation of an effective professional image. Consequently, when forming a personal professional image attention should be paid to the external image in the first place, which should emphasize individual merits and create a favorable impression. After all, the first impression is formed on the basis of a visual image, which, in turn, complements nonverbal means of communication (facial expressions, gestures, movements, mime). However, the main foundation for constructing a positive image is the personal component: internal philosophy (life settings, moral credo, individual world, which set up worldview self-determination) and the system of human values. Each person has their own values and life settings, which form their inner world, their spirituality, help to build and harmonize relationships with others. You cannot

separate the emotional component from the inner world. After all, emotions, feelings, experiences, mood also characterize the person and contribute to the formation of their professional image, affect the performance of professional activities. Consequently, the basis of forming the professional image of a specialist is the realization of their own potential possibilities, that is, the realization of the "I-concept" (the totality of the ideas of the individual about themselves) and their approach to "I'm perfect", which becomes the main stimulus that prompts personal and professional growth, constant movement forward, self-improvement and self-realization in a certain professional activity [5].

While affecting consciousness, emotions, activity of individuals and entire groups, the image is always active and dynamic. Its practical characteristics contribute to its efficiency and effectiveness. So, from the point of view of practical activity in shaping the image, most researchers identify the following main characteristics:

- symbolism – the ability of the image to be displayed by means of symbols and signs (voice, gestures, facial expressions, walking, clothes, accessories, etc.), reflect reality, contain information about status, age, activity, intentions and thus influence image formation;
- informativity – the ability of the image to provide information about the displayed subject;
- activity – the ability to influence the image of other people, their consciousness, emotions and behavior;
- dynamism – the ability to go through internal and external changes, development;
- plasticity – the ability of the image to change under the influence of circumstances, which makes it possible to change their behavior, appearance, to respond adequately to changes in the environment;
- adaptive image helps to adapt to changes in social and professional environments [3].

In clarifying the essence of the notion of image, we consider it necessary to outline its functional field. In our opinion, the following features are the most important and essential among them:

- self-presentation function – a function that in the course of interaction spontaneously or purposefully forms the impression of other people about a specific person;
- information function – a function that provides information about the image carrier, promotes the creation of mutual understanding in the process of information exchange and positions;
- communicative function – a function with the help of which, during communication, an effective exchange of information between participants in the communicative process is provided;
- axiological function – a function that focuses on moral, individual and professional values (relation to other people, to themselves, to the profession) and provides the possibility of exchange of values;
- the function of social training – in the process of fulfilling the social role, a person forms their individual image, adapts to social requirements and makes adjustments to their personal characteristics;
- psychological function – a function that provides psychological protection, creates psychologically comfortable conditions for communication (the formation of human attractiveness through increased self-esteem and self-assuredness);
- adaptive function – a function that provides the necessary socio-psychological adaptation and is of great importance when entering a new group or taking a new post;
- emotional function – a function that contributes to the formation of a positive attitude;
- cognitive function – in the process of communication the participants realize and interpret the meaning of information received in the form of characters and symbols;

- creative function – a function that provides the possibility of change and transformations during the communicative process. These are special mechanisms of mental activity: imitation, suggestion, persuasion;
- illusory and compensatory function – the image is formed on the base of the demands of society which are rethought by the person and superimposed on the existing mental form [3].

A person who commences activities in order to improve his own image, pursues specific goals and clearly understands the ultimate goal. The process of forming an image of the individual is aimed at highlighting and emphasizing its main features and qualities. A positive image makes a person more attractive, which increases his self-esteem and general emotional state, promotes communication, forms a positive attitude. Due to the well-formed image, it is possible to quickly enter the particular social environment, attract attention and establish interpersonal relationships. A positive image helps to highlight the most attractive personality traits and allows others to recognize these traits, which promotes sympathy and respect. "An attractive image involuntarily attracts people, and therefore it is psychologically easier for them to perceive what the person speaks or demonstrates. A successful selection of behavior patterns and the implementation of various social roles allows you to feel comfortable in communicating with people of different social and professional status, regardless of their own age" [1]. After all, the symbolic nature of the image itself influences the interpretation of the perceived image of the audience and the effective construction of the communicative process.

Thus, to sum up, it should be noted that the main means of forming a positive relationship are the following characteristics: external attractiveness, positive illusions to others, a manifestation of genuine interest in the audience, a positive mood, the creation of impeccable reputation, distancing from negative symbols [2]. The following factors are very important for forming a professional image: establishing contact with the audience, being confident in one's own professionalism, responsibility, and desire to develop. After all, the image is a dynamic entity, which is the result of constant work on oneself. The image provides the process of professional socialization through the image as a representation of oneself to a figurative concept to society; from understanding and self-knowledge of oneself to the essential self-identification, further through the process of self-improvement and development to self-presentation of society itself [4].

Consequently, the values and norms of modern society influence the basic mechanisms of formation of

both personal and professional image, its structure and specificity. Constantly comparing themselves with others, a person seeks to meet the expectations and aspirations of the society in which they live and work, which, of course, affects their self-perception, self-expression and self-realization. Therefore, the activities aimed at creating an effective image, first of all, are directed at the correction of personal qualities and properties. A positive and effective image of the individual is the key to success in the professional field.

Thus, it is those professions that belong to the category of subject-subject interaction, where a person becomes the main subject of activity in the process of which they affect other participants: politicians, managers, psychologists, doctors and, of course, educators, must first of all be interested in the problems of building a professional image. An effective professional image will help achieve self-respect and inner comfort, improve professional performance and climb the social ladder [2].

### References

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