

FORMATION OF A POSITIVE IMAGE OF THE FUTURE TEACHER OF HIGHER SCHOOL AS A COMPONENT OF THEIR PROFESSIONAL TRAINING

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The article is devoted to the issue of forming a positive image of the future teacher of higher education in the process of professional training. The role of a positive image in the formation of a professional teacher is determined, because the appearance of the teacher, their language, manners, culture of communication and behavior create an individual image of their personality, which in some way affects students; the teacher's personality creates a special aura in the audience, an atmosphere which, depending on the psychological composition and ethical and aesthetic attitudes of the individual, promotes or does not promote creative communication, active perception and understanding.

The state of research of the issue of professional image formation in foreign and domestic scientific achievements is clarified and the content of the concept of «professional image of a teacher» is specified. The structure of the teacher's professional image is highlighted, which reflects the basic requirements for it, and which consists of natural, personal, professional, behavioral components that are basic, as well as visual, auditory, olfactory and kinesthetic components that are the part of the symbolic block. The psychological and pedagogical conditions that will help increasing the effectiveness of the formation of a positive professional image of the future teachers are discussed: the use of elements of career-oriented development; updating the content of educational information on the psychological features of the manifestation of the signal complex in the perception and understanding of each other by participants in the process of pedagogical communication; the use of means of imageology for ethical and aesthetic design of appearance and self-presentation of personality. The stages of formation of the professional image of future teachers are highlighted: motivational, orientational, technological and presentational, their content and purpose are clarified. Examples of implementation of selected stages are given that envisage the introduction at the first stage: active forms and methods of teaching, different types of lectures, seminars-conferences, trainings, discussions, group solutions of creative problems, cases, game technologies; at the second stage: enrichment of the content of disciplines of the humanities cycle with special topics on image problems, application of innovative teaching methods; at the third stage: conducting a special seminar «Professional image of the teacher», the use of conversations, discussions, art techniques, image techniques, mini-conferences, analysis of literary sources, individual research tasks; at the final stage: self-presentation, compiling your psychological characteristics of the program of self-development, keeping a diary of professional image formation, writing a self-report.

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