INTERINFLUENCE OF TEACHER'S PERSONAL QUALIITIES AND THE EFFICIENCY OF MASTERING LEARNING MATERIAL BY STUDENTS

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This article focuses on the teachers' required professional and personal qualities which are important for training highly qualified and competitive professionals. University professors greatly influence the formation of future specialist's personality not only by knowledge, habits, attitudes towards others. It should be noted that teacher's emotional orientation is an important factor of cooperation in educational process. Much attention is paid to positive worldview of the person, optimism which helps to increase desire to achieve success avoiding concentration on failures. The author explains the influence of positive and negative mood on learning the material by students. An interesting fact is that sometimes high spirits distract students from learning the material, especially when it is not interesting and not important. Negative emotions direct a student at searching the ways of problem solving, distract thoughts from the material in a class. The author indicates that the content of learning materials should bear some emotional potential. Information should physiologically activate and emotionally touch the student in order to be accepted and well memorised. Different examples of emotional strategies which could be used in practice teaching different disciplines are given in the article. The research represents an example of the lecture structure at Harvard Business School. The author mentions that when assessing pedagogical mastership, attention should be paid to: a) informational and logical characteristics of the lecture; b) activation of students' mental activity in class; c) emotional character of the lecture; d) visualization. It specifies which tasks are better to be set, which questions to discuss, how to better finish the lecture, etc. It should be noted, that university teacher's successful professional activity can be characterised by four main blocks of skills: 1) the methods of thinking (creativity, problem solving, critical thinking, lifelong learning); 2) the means of work (informational culture, understanding and active usage of digital technologies); 3) the methods of work (creativity, collaboration); 4) the skills necessary for successful life-activity (civic position, personal and social responsibility). The author represents the examples of the American universities questionaries "Students course assessment" and "Defining teaching ranking".

It is worth emphasizing that these results of course evaluation and pedagogical activity assessment are available to general public. It will be useful for students when selecting a course and a teacher as well as for teachers themselves. From these questionnaires teachers can learn students' attitude to their course and to their personality as a teacher.

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