A PROFESSIONAL IMAGE'S FORMATION PHILOSOPHY

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Annotation. The study relevance lies in the fact, that the prestige and success functioning of the high education national system depends on both the teacher and the high education institution. Such requirements make it necessary to purposefully prepare future high school teachers for creating their own effective professional and pedagogical image. Modern society perceives image as a political and socio-cultural category. Image acts as a link between the individual and the audience. At the same time, it serves as a reflection of both the audience interests and the professional interests, seeking to combine these interests, to move away from the unilateral pressure from above, typical of a totalitarian state. **A recent research's and publications' analysis.** In the study we consider the essence of a specialist's professional image and his effective self-presentation features, which are presented in the works of I. Alekhin, V. Bebik, M. Vudkoka, F. Genov, F. Kuzina, N. Skripachenko, E. Utkin, D. Francis. The scientific achievements in the pedagogical image formation and a high school teacher's "professional image" of such scholars as I. Volodarska, N. Guzy, A. Morozov, S. Panchuk, V. Khoroshikh, O. Chebikin, I. Chertikova deserve attention. **An unexplored parts of a common problem** s**election** - regularities in the development of the educational personnel pedagogical skills and a formation of professionally important qualities in future managers. **The study foundation** - the basic scheme for the individual image formation, is represent a novelty. The professional and pedagogical teacher image ensures a high social prestige and success of national system, which is simultaneously based on the strict requirements that the target audience puts forward. The study's aim is to analyze the influence of personality characteristics on a professional image formation. **The main material presentation.** The modern image perception analysis is carried out not only in economic, but also in political and socio-cultural categories; presents the "image" definition; it was found that the image can be divided into two types: the ideal (to which they aspire) and the real (present) analyzed sign systems, contribute to the image's creation; highlighted the main image management types, which has a positive effect on the leader image and the whole team work's result; selected elements in the individual with the personalization strategy of building a favorable image; it is established that the image has a very clear attachment to this time, reflecting even the nuances of changes in public opinion. **The research methodology** was made by methods of analysis and generalization. **Conclusions** - a concept has been formed in which a person must clearly maintain his image and the corresponding actions and actions.

Keywords: image, personality, leader, manager, professionalism.

The problem is presented in general terms and its connection with important scientific or practical tasks. The teacher's professional and pedagogical image begins to acquire the opportunities one of the main resources that provide a high social prestige and high

education national system's success in general and separately high education institution in particular. This, in turn, calls for the purposeful training by future school teachers to create their effective professional and pedagogical image.

Analysis of recent research and publications. A high school teacher's professional and pedagogical image is to some extent described by scientists such as: individuality psychology (B. Ananiev, V. Merlin, E. Rogov, S. Rubinstein, A. Spirkin); conceptual foundations and the imagology practical tools (P. Berd, L. Brown, F. Jefkins, I. Kriksunova, E. Solovyov, M. Spillane, E. Sampson, A. Panasyuk, G. Pocheptsov, V. Shepel, J. Yager); a specialist's professional image essence and its features' effective self-presentation (I. Alekhina, V. Bebik, M. Woodcock, F. Genov, F. Kuzin, N. Skripachenko, E. Utkin, D. Francis); a pedagogical image formation and higher school teacher's "myself professional image" (I. Volodarskaya, N. Guziy, A. Morozov, S. Panchuk, V. Horoshih, O. Chebykin, I. Chertikova); pedagogical skills regularities formation of educational staff and professionally important qualities' formation of future education managers (G. Zakorchena, I. Zyazyun, J. Kolomenskii, V. Kravets, N. Kuzmina, A. Makarenko, A. Semenova, V. Sukhomlinsky, R. Chmelyk, O. Tsokur, N. Shaposhnikov). As a result, each of the social and professional groups begins to protect their interests in the information space, in which various types of information weapons and, accordingly, information wars manifest themselves. Therefore, in this new world of information society should enter the armed, and it providesby a new science - imagology, which helps not only to build, but also to protect their personal professional image [1].

The part of the general problem which wasn't unsolved earlier. Formulation of the problem. Analysis of the influence of personality characteristics on the formation of a professional image.

This goal is realized in a number of tasks:

- analysis of contemporary image perception;
- identify types of image;
- analyze the system in creating an image;
- the main types of image management and its impact on the manager;
- elements of personality in creating a positive image.

Research methods. An estimation has been carried out on the basis of analysis methods and generalization method, the process of establishing common properties and features.

Research results. In the modern dimension, the image is perceived not only economic, but also political and socio-cultural category. And if in the economy it helps to sell goods, in banking attracts customers, then in politics and in the professional activity field contributes to a positive attitude to a particular figure.

The image acts as a link between the individual and the audience. At the

same time, it serves as a reflection of both the audience interests and the professional interests, seeking to combine these interests, to get away from the unilateral pressure from above, which is a totalitarian state characteristic. A democratic society presupposes a more serious population role in making and carrying out certain decisions at the state level. That is, the population receives the informational and political (educational) product that best suits its interests [1].

"The image, - says J. Yager, - consists of your whole set's appearance features, manners and even the ability to communicate with people." [7; 14]. As far as the image created by the personality will be attractive or disgusting, it is important not only for herself, but especially for those who took her for the job. This is due to the fact that it is the image that can encourage someone to continue to do business with this person and the company he represents, or can force to give preference to another intermediary or specialist on the contrary.

We can say that the image can be divided into two types: an ideal image, the one that should be sought, and a real image, that actually presents. At the same time, the first and the second image may be incorrect in terms of the impact effectiveness, but the person practically does not notice that, that's why the view from the image-maker is important. The ideal image will correspond in the great extend to the goals that will be set. The image sets a behavior modification in the right direction. Because of this, as emphasized E.L. Dotsenko, M. Spillane and other authors, in the image there is nothing negative, although there are some people who see it as a sham. [3].

Because of a person lives in a symbolic world and uses a significant number of autonomous sign systems, the strongest of which is natural language, to help in creating an image, as G.G. Pocheptsov emphasizes, can such science as semiotics, which explores sign systems. The latter showed the most important feature of sign systems' existence: when you are familiar with the rules, any action or behavior is natural; it is possible to fix only a violation of sign laws, but not their implementation, which is perceived as the norm [11].

The image within semiotics is often interpreted as a variant of an abridged text because people are not able to process large texts' amounts, using their abbreviated versions, such symbols like "new russian". But any image as a variant of a small text can be expanded into a large text, if it's necessary. At the same time, from the usual purely verbal text understanding, the image as a text is built on all channels: visual, behavioral, etc. From this point of view, the image management consists in a number of cases in replacing non-existent visual or other characteristics with more important ones from this image point of view. Audiences seem to help expand the abridged text in the right direction, performing a certain part of the work for it.

As a result, the image construction

cannot ignore the action of the place atmosphere, where there is communication between people and the audience atmosphere, which can be neutral, positive or negative towards a particular person.

In general, the work on the image involves four factors:

- marketing, aimed at solving the problem of separating the object's differences;

- sociological, with the task of determining the audience preferences;

- situational, which sets the context influence;

- communicative, which consists in the messages generation [8].

And since the first two factors, as G. G. Pocheptsov notes, are set by certain technologies, introducing a strong normality and management degree in the process of creating an image, and the other two appear as an uncertainty sources, non-norms, noise, which reduces the possibility of the same type situation development, it dramatically increases the creative component in the work on creating the image. The image as if it standing at these factors intersection, setting each time as if a completely new result [10].

The image management is presented as an intensive information management with a predictable response to it. The latter means a sharp shift towards a purely communicative sphere in the direction of solving the problem: how it will sound. The main image management type - is the event reflection from the point of view of its improvement, and in some cases the events' creation, which as a result should lead to the

need to improve the image. There are two possibilities for the image formation. On the one hand, it is his "packaging", when a person wears a uniform created for him by an image creation consultant. At the same time, the stronger sides are strengthened; the weak and negative ones are weakened. On the other hand, it is a way of repelling from the personality itself. It consists in the fact that the personality itself has the opportunity to form an opinion about its strengths, that is, to some extent to instill them in him. In conjunction with the organization, that a person represents, it is portrayed as the best guard and the most effective organization program ideas' representative.

In general, M. Woodcock and D. Francis pay attention to the fact that only when the manager image has developed finally, has passed the time test, it can positively influence on the results of the whole team. In another case, when the manager is assigned to the glory of softness and weak-willed person, it cannot be a positive image: «Managers constantly need to influence those who are not directly subordinate to them. However, some managers are not able to receive support and the participation of others, as a result cannot provide the necessary resources for success. They tend to blame others that they do not listen to them and equal to them in status is not considered sufficient significant. A leader who is not persistent enough, who does not establish interaction with others and who does not have the ability to express himself and listen to others is limited by the inability to influence

those around him [15; 4]. Effective management is possible through good and creative thinking [9, p.153].

It is significant that scientists have identified four elements in the individual, which can be based on the personalization strategy, in the construction of its favorable image:

- style in work, which means the ability to communicate with people, to organize the joint decisions development and to achieve their opinions in discussions;

- his principled view, characterized by the fact that, without seeking new views, he simply identifies with existing ideas and concepts;

- his own character, which should be inherent in self-confidence, clarity in his point of view presentation, artistry as the ability to capture and hold the public attention, to convince his audience;

- a way of approaching the spirit of time [10].

Since the mass consciousness functions in a state of a definite "rupture", and it should be helped in creating the world picture in a way that will not cause additional difficulties, this function is performed by the image. It relates the audience interests (characteristics), a specific person (a leader or a professional) and communication channel. As a result, the image from this point of view is these three components' optimal combination.

The image communication does not transmit, but rather restores what is already recorded in the mass consciousness. The image messages, in this context, are not new to it: this is what is already known. Under this known information a new object is "substituted", declared the carrier of exactly the signs that are already recognized by the audience as positive or negative.

It is obvious that the image should design the task that is set at this moment. Having formulated clearly the task, you can see the messages that need to be built in order to achieve the desired image. But it should be remembered that the task is based on the audience requirements. As a result, as G.G. Pocheptsov emphasizes, the image construction goes this way:

- the audience requirements' definition (the audience segments);

- characteristics' formulation that together form the image;

- the selected characteristics' conversion into different contexts (visual, verbal, event, context, family, etc.) [12].

Since one or another audience's segment puts forward different requirements for the image, therefore, the main framework should be maintained, to which additional characteristics are added. Sometimes the main list of characteristics has a negative orientation. In this case, it clearly notes what should be done, from which characteristics should be avoided consciously.

The image has a very clear attachment to this time, reflecting even the nuances of changes in public opinion. Therefore, within the image framework, at least three aspects can be identified:

- the portrait aspect containing such characteristics as: honesty,

decency, education, kindness, humanity, dedication, determination, intelligence, selflessness, energy, cruelty, youth, perseverance, the ability to lead people, adherence to principles, openness;

- the professional aspect containing characteristics that reflecting competence, efficiency, employability;

- the social aspect, which includes characteristics indicating the care of people, the people problems' affinity, etc. [16].

The image can pushed off from the image of the main opponent in order to gain the trust and the audience adherence. That is, the image can be built on the contrast with the image of the one you want to win, which is possible only if you thoroughly examine the pluses and your opponent's minuses. And in this case, manifests itself a psychological pattern, according to which we can see and isolate the characteristics only on the same objects' type. However, you can use this analysis if a person is able to reincarnate, to play along and to help their image creators, so that everything looks as natural as possible. At the same time, a person artistic gift is a very important part that necessary to create a successful image.

Due to the fact that the image corresponds to a certain world model what is peculiar to human, the message must build a certain virtual reality, in accordance with the laws of this world model. The image in this case acts as a certain "button", including the necessary moments of the scheme: sender – communication channel – message – virtual reality – recipient. At the same time, virtual reality forms the mass consciousness to which the information consumer "obeys". In other words, the actual message is sent to the mass consciousness, which affects the individual consciousness: sender – message – mass consciousness – recipient. Because of this, it is obvious that the image is not an individual product but it is a mass consciousness product.

In this regard, from the point of view of the image semiotic model, its construction consists in the generation of three messages types, each of which uses its own signs types:

- verbal, in the speeches' form, articles, etc.;

- event-related, because the trust to the event or situation in the audience is higher than just words;

- visual, since 55% of the information is read visually by direct contact (69% from the TV screen) and only the remaining part are perceiving verbally [2, 85-91].

But, since the work is carried out with the mass consciousness, an important semiotic process component is a constant and rhythmic information generation. In return, the rhythm becomes the influence law, and in the case of the generation of positive, and in the case of negative information issuance. The image-maker acts as a "translator", designed to translate the text into a number of other languages. Thus, the central translations are:

- on the audience language, so the image makers are very clearly isolate certain audience types, because to the each of them should be created

their own texts;

- on the own language, because words not so much convincing, as events;

- on visual language, because visual information is always seen as more reliable and unfiltered. The two divisions within the above-mentioned communication channels are more clearly separated;

- considering paralinguistic characteristics, because the person is much weaker controls voice features;

- considering non-verbal characteristics that carry a greater amount of information through poses, gestures, etc. [6].

Appearance, as O.O. Bodalev emphasizes, is a very important parameter for a person, because it greatly affects the formation of the audience's reaction to it. At the same time, the "first impression" is very important, as well as critical points (the speech beginning, the first meeting), which should be paid close attention and make more efforts to win or hold attention [5].

The impact should always be multi-channel. The same message should be delivered to the audience through a possible channels' number, the leaders of which are verbal and visual channels. In this case, the texts affect the person in a rational way, and often they fall under the distrust filters on the message's recipient. And conversely, the audience perceives the information transmitted by the visual channel as more reliable, because visualization acts beyond the consciousness' threshold. Comparing the various factors' effectiveness, scientists have recorded that the

content gives 7% of the all information, voice characteristics – 38 %. Person's appearance gives the maximum number of information - 55%. Hence, attention is drawn to the appearance, posture, hairstyle, clothing, which is primarily taken into account when creating the image [6].

Psychologists have found that contrasting color combinations carry the authority value. The official clothing form improves a person's appearance, undoubtedly, increasing his status. Sometimes the appearance neutralization, when it does not act as a distraction, serves to increase the impact effectiveness. In the case when the main influence essence is concentrated on the external factor, the person with his extraordinary appearance includes an additional visual channel. With a limited set of poses and the number of images which the audience must fill with an emotional attitude, the main influence essence does work only on the internal factor, not external. In general, the image visualization allows you to make a certain theoretical construct "translation" into the practical industry, that available to everyone.

An important role in building the image is played by who exactly generates those messages that are designed to change the audience's attitudes. This is one of the main points in the communication origin. The one of the regularities of constructing the image, which was fixed by K. Lazarsfeld: image characteristics grow, if the distribution conditions (communicator and channel) also have a positive image,

or fall if their image is negative [11]. In this regard, the special role in the images' distribution are played by the leaders' opinions, which in many respects form estimates for mass consciousness. This is due to the fact that:

- firstly, it has been proven that people are not affected by the media directly, however, this concerns them when discussing messages with other opinion leaders who are better informed, have a status slightly higher than the surrounding people, are more interested in this topic and have clearer ideas about it;

- secondly, the opinion leaders are the image generators that support and enhance existing public scores, or reject those or other leaders. They are "legislators" within small groups of citizens, because their messages more closely correspond to the audience context, in a sufficient degree taking into account the individual perception conditions [11].

The struggle for the image – is a struggle for information dominance, as it is carried out in a competitive environment. Therefore, the dominance of one of the images involves the loss of another. A well-chosen image is the most effective way to work with the mass consciousness. The image reflects the key positions to which mass consciousness reacts unmistakably. This is an attempt to transfer the mass consciousness to automatic reactions. The image is really intended to save time. It specifies the approved object identification paths. As a result, the object becomes recognizable and safe. In this regard, it is easy to predict the actions of an object through the function of identification.

Another important image function is the idealization function, because the image is what we aspire to. In this case, idealization tries to give out the desired image as a valid one. However, it shouldn't be interpreted as aimed at deceiving the population, since idealization contributes to the personality restructuring under the influence of her own desires. Similar adaptation can only have a positive character, because the personality begins to think about his client [14]. In both cases, the image has the function of opposition, based on the already existing other images, often lining up on the contrast [11].

Since the target audience is quite multifaceted, the image should be versatile. Because of this, the image is constructed systematically, allowing you to show personality from different sides. This allows you to overcome the narrowness of the one frozen mask, to which the audience is already indifferent. The achieved perception automation is immediately removed by de-automatization, which is one of the most essential imagology tools.

As we can see, an image is a rather free formation, which at the same time is based on the strict requirements that put forward by the target audience. The image is a science combination, which sets strict requirements, and art, which provides creative opportunities, that should make it unique. Working with the image makes the subject a true actor, because the actors most effectively influence on the public. In this regard, the acting technique is naturally transferred to another

activity type. This happens in a situation where true feedback will be involved, which is not available today, and there will be two more components: the real opposition and the real press (advertising).

The image is in many ways a rather fuzzy construct. On the one hand, the standard image definition as the external "I" of a person fixes a static image's view. At the same time, in the conditions of constantly changing social situations, the image acquires some dynamic features. In this regard, the format concept is sometimes used to define it more clearly. The format is the most adequate (to channel and the audience expectations) communicative leader's behavior type, that is, the element of the model, the communicative behavior quantum.

In the world of competition, which in the conditions of society development, market economy, has absorbed all its spheres, the actors are interested in looking much better. Since most people are quite invisible, the first requirement of imagelogy is to make the subject sympathetic.

One of the stages in the image creation is the fundamental personality individualization as its allocation among other subjects. The object must be recognizable and clearly separated from the others. The basis of individualization should be a well-chosen strategy that develops the selected type. At the same time the behavior must continue the symbolic subject's type. If the behavior symbolism is exist, then it is easier to decode a person with predictable behavior through it, and the latter can

be realized in a models' variety. In this case, both the subject's type (model) and its behavior type become individual, although such individualization is typical. This is, in any case, a reference to a certain symbolic model [17; 18].

Following the individualization there is accentuation stage, aimed at emphasizing the distinctive characteristics that necessary for a positive image. It is implied that into the image, as into particular hero image, certain content characteristics should be introduced. And those or other of them that are potentially present, should be especially emphasizes, in other words take hypertrophied sizes and pushing others into the background.

Emphasizing the idea that in order to be effective, the image should be constantly implemented, E. Sampson notes that the image of the daily affects not only the personality itself, but also all the others with whom she meets. In this regard, the author considers professionalism as the one of the most important characteristics of a person, which is emphasized when creating his image. The latter is divided into five components:

- a competence, that assumes that any specialist in the course of creating his own image must clearly know how he prevails over his competitors in relation to a particular case;
- confidence, which must be expressed in voice, in facial expression and in appearance (the person that stands straight, breathes easily, looks into eyes, etc.);
- trust, which manifests itself in its wide awareness and readiness, the

A professional image's formation philosophy

ability to generate texts that are full of positive emotions;

- constancy, which implies daily observance the rules of its own image;

- control, which means the ability to control others, the taken decisions implementation and oneself possession, its own emotional state [15].

The third stage in creating the image is the promotion, which involves a series of special events in order to advertise the accented content characteristics of the subject. It is about the contexts' creation, where the crossed out characteristics can be the best way to demonstrate yourself, so that others not only know about this person as a special "product", but also understand its characteristics and features. The promotion that follows after individualization and actualization must take into account all the various object's characteristics components, features and benefits, including a strong reliance on the audience.

Conclusions. Consequently, a person must clearly maintain his image, the actions and deeds that are relevant to him. The image facilitates the individual life, setting for him the most effective roles' types, because it begins to behave in accordance with them. However, the person must be clear enough for other people, otherwise, it will have problems.

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ФІЛОСОФІЯ СТАНОВЛЕННЯ ПРОФЕСІЙНОГО ІМІДЖУ

Анотація. Актуальність дослідження полягає в тому, що престиж і успішність функціонування національної системи вищої освіти залежить як від викладача так і від вищого навчального закладу. Такі вимоги викликають необхідність цілеспрямованої підготовки майбутніх викладачів вищої школи до створення свого ефективного професійно-педагогічного іміджу. Сучасне суспільство сприймає імідж як політичну та соціокультурну категорією. Імідж виступає в ролі зв'язуючої ланки між особистістю та аудиторією. При цьому він служить віддзеркаленням як інтересів аудиторії, так і інтересів професіонала, прагнучи поєднати ці інтереси, відійти від однобічного тиску зверху, властивого тоталітарній державі. **Аналіз останніх досліджень і публікацій.** В дослідженні ми розглядаємо сутність професійного іміджу фахівця та особливості його ефективної само презентації, що представлені в роботах І.Альохіна, В.Бебика, М.Вудкока, Ф.Генова, Ф.Кузіна, Н.Скрипаченко, Е.Уткін, Д.Френсіс. На увагу заслуговують наукові надбання в дослідженнях формування педагогічного іміджу та „професійного образу Я" викладача вищої школи таких науковців, як І.Володарська, Н.Гузій, А.Морозов, С.Панчук, В.Хороших, О.Чебикін, І.Чертикова. **Виділення недосліджених частин загальної проблеми** - закономірності становлення педагогічної майстерності освітянських кадрів та формування професійно важливих якостей майбутніх менеджерів. **В основі дослідження** – базові схеми щодо становлення іміджу особистості, що представляє собою новизну. Професійно-педагогічний образ педагога забезпечує високий соціальний престиж та успіх національної системи вищої освіти, який водночас базується на жорстких вимогах, що висуває цільова аудиторія. Метою дослідження є аналіз впливу характеристик особистості на формування професійного іміджу. **Виклад основного матеріалу.** Здійснено аналіз сучасного сприйняття іміджу не тільки економічною, але й політичною і соціокультурною категорією; представлено визначення «іміджу»; виявлено, що імідж може поділятися на два типи: ідеальний (до якого прагнуть) та реальний (присутній); проаналізовано знакові системи, що сприяють у створенні іміджу; виокремлено основні види управління іміджем, що позитивно впливає на імідж керівника та результат роботи всього колективу; виділено елементи в особистості при стратегії персоналізації побудови сприятливого іміджу; встановлено, що імідж має дуже чітку прив'язаність до цього часу, віддзеркалюючи навіть нюанси змін громадської думки. Методологією дослідження виступили методи аналізу та узагальнення. **Висновки** – сформовано концепцію, при якій особистість повинна чітко витримувати свій імідж і відповідні йому дії та вчинки.
Ключові слова: імідж, особистість, керівник, менеджер, професіоналізм.

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ФИЛОСОФИЯ СТАНОВЛЕНИЯ ПРОФЕССИОНАЛЬНОГО ИМИДЖА

A professional image's formation philosophy

Аннотация. Актуальность исследования заключается в том, что престиж и успешность функционирования национальной системы высшего образования зависит как от преподавателя так и от высшего учебного заведения. Такие требования вызывают необходимость целенаправленной подготовки будущих преподавателей высшей школы к созданию своего эффективного профессионально-педагогического имиджа. Современное общество воспринимает имидж как политическую и социокультурную категории. Имидж выступает в роли связующего звена между личностью и аудиторией. При этом он служит отражением как интересов аудитории, так и интересов профессионала, стремясь совместить эти интересы, отойти от одностороннего давления сверху, свойственного тоталитарном государстве. **Анализ последних исследований и публикаций.** В исследовании мы рассматриваем сущность профессионального имиджа специалиста и особенности его эффективной самопрезентации, представленных в работах И.Алехин, В.Бебика, М.Вудкока, Ф.Генова, Ф.Кузина, Н.Скрипаченко, Е.Уткин, Д.Френсис. Внимания заслуживают научные достижения в исследованиях формирования педагогического имиджа и "профессионального образа Я" преподавателя высшей школы таких ученых, как И.Володарська, Н.Гузий, А.Морозов, С.Панчук, В.Хороших, О.Чебикин, И.Чертикова. Выделение неисследованных частей общей проблемы - закономерности становления педагогического мастерства образовательных кадров и формирования профессионально важных качеств будущих менеджеров. **В основе исследования** - базовые схемы по становлению имиджа личности, представляет собой новизну. Профессионально-педагогический образ педагога обеспечивает высокий социальный престиж и успех национальной системы высшего образования, который одновременно базируется на жестких требованиях, которые выдвигает целевая аудитория. **Целью исследования** является анализ влияния характеристик личности на формирование профессионального имиджа. **Изложение основного материала.** Осуществлен анализ современного восприятия имиджа не только экономической, но и политической и социокультурной категорией; представлены определения «имиджа»; обнаружено, что имидж может делиться на два типа: идеальный (к которому стремятся) и реальный (присутствует) проанализированы знаковые системы, способствуют в создании имиджа; выделены основные виды управления имиджем, что положительно влияет на имидж руководителя и результат работы всего коллектива; выделены элементы в личности при стратегии персонализации построения благоприятного имиджа; установлено, что имидж имеет очень четкую привязанность к этому времени, отражая даже нюансы изменений общественного мнения. **Методологей** исследования выступили методы анализа и обобщения. **Выводы** - сформирована концепция, при которой личность должна четко выдерживать свой имидж и соответствующие ему действия и поступки.

Ключевые слова: имидж, личность, руководитель, менеджер, профессионализм.