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**PROFESSIONAL IMAGE OF A TEACHER AND A DOCTOR**

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*Abstract. The article will focus on the most popular and respected image of a teacher and doctor. The image for a teacher is no less important than for any other specialist, since the teacher is he, who influences the formation of ideas, attitudes, values of pupils and students. The image of employees of a pedagogical university has a positive impact on the formation of the image of future teachers. Contemplating of the general image of a doctor, it consists of a personal and professional image that has blurred boundaries and clear requirements, non-compliance with which leads to misunderstanding and neglect of the specialist. Formation of a professional image is the ability to create a positive image that will emphasize the best both personal and professional qualities of a specialist. Within the framework of his professional activity, the effectiveness of the doctor's actions is largely determined by the communicative image - the ability to communicate. First of all, this is necessary to coincide with the interests of patients, his relatives, a medical institution and personally a doctor. The definition of the image of teachers and doctors is the result of compilation of stereotypical ideas in the surrounding and in the mind of people related: learners, coworkers and patients. In the development of a personal-pedagogical or a medical image and an individual style of pedagogical or medical activity, the priority is the formation of a personal image, as a condition for the formation of a pedagogical or medical professional image.*

*Key words: professional image, teacher's image, doctor's image, image, quality*

*"We have only four methods of contact with people.  
They judge us based on what we do,  
how we look, what we utter and how we express it."  
D.Karnegi*

**Introduction**

Image (English- image, from Latin. Imado - imitate) does not only convey the meaning of an image, but a purposefully formed profile of someone or something containing some valuable characteristics and developed to have an emotional and psychological impact on the target audience in order to popularize, advertise, etc. In this modern sense, the term "image" was first introduced by Z.Freud, who published a magazine under the current title in the 1930s. Since the 1940s, the term "image" has

been widely utilized in advertising and public relations activities.

Image is a factor of communication that plays the role mediator in process of interaction between its holder and the perceiving person. Conscious image management is always designed to accomplish some of the holder's goals - the image that forms information. The image is always creative. The creator of the image attempts to evoke the reactions in which he is benefited. The image is an integral part of business communication and one of the factors of successful business. More often the concept of image is related to a specific person, but it can also apply to a certain organization, profession, etc.

The image of a pedagogue is an emotionally colored stereotype of the perception of the profile of a teacher in the minds of pupils, colleagues, the social environment, in the mass consciousness. When forming the image of a teacher, real qualities are closely intertwined with those attributed to him by the surrounding.

Image for the teacher as a vital component of their professionalism

To the specialists of different spheres, image is formed distinctively.

M. Shepel defines image as a visual image, A.A. Kalyuzhny interprets image as a representation, E.B. Perelygina considers image as a symbolic image of a person, A.Y. Panasyuk defines it as an opinion, and E.A. Petrova as a category that is universally applicable to any object. Summarizing the available definitions, it can be stated that the image is the impression that a person makes on others, it is a holistic view of the image that is formalized in the perceptions of people.

The image includes in itself both the external appearance of a person and the one's inner content. It is not sufficient to perceive the characteristics of the image in order to form an image. A certain attitude, opinion and a certain assessment are required to be developed concerning this image as well. Therefore, the image can be characterized as an attitude to the image and public opinion about this image. The image of any specialist, and especially of a teacher, must meet the requirements of the time and society. Shepel, one of the first to deal with the problems of image building, highlights the qualities that contribute to the successful formation of a positive professional image.

1. The first group, according to V.M. Shepel, consists of qualities distinguished as "the ability to please other people". These are the communicative characteristics of a person that determine one's ability to establish contacts with other people; the ability to empathize, to understand another person.

2. The second group comprises the qualities that characterize a person from the point of view of education and upbringing, i.e. moral values, psychological health, stress resistance, the ability not to create a conflict and skillfully resolve situations.

3. The third group of qualities is determined by professional and life experience and intuition of the individual.

The professional image of a teacher of a pedagogical university is an integral characteristic that includes a set of external and internal individual qualities, and professional features of a teacher, that contributes to the effectiveness of pedagogical activity. Using the method of descriptive statistics, it is possible to identify the most significant image characteristics of a "positively evaluated" and "negatively evaluated" university teacher.

The research was conducted students, in which they were surveyed on external and internal qualities of teachers are most in demand by the student audience and what image is formed in their view of the future profession.

The results of the study showed the significance of preferences:

- benevolence
- justice
- responsiveness
- poise



- responsibility
- reasonable demanding
- tactfulness
- attentiveness
- cheerfulness
- sense of humor.

In assessing the competence and professionalism of the teacher, students preferred to see teachers who are objective in assessing knowledge and people. Furthermore, they should be professionals who know their subject and are able to present the material clearly and interestingly, being purposeful, creative, as well as not indifferent to the events and to each student. The teacher should have a clear diction, well-delivered speech, a pleasant, not monotonous voice.

The appearance of a teacher is a business card of a teacher. Students identify as "positively evaluated" characteristics: neatness in clothes and makeup, neatness, rigor and business style in clothes, the presence of discreet jewelry, well-groomed hair and hands.

The characteristics of teachers as "negatively evaluated" by students: short temper, irritability, injustice, irresponsibility, bias, indifference, carelessness, greed, shyness.

Thus, image competence becomes a significant component of productive interaction, a condition which is effective for pedagogical activity. Each teacher should have a pronounced reflection, to be precise, be aware of what qualities he has, and what requirements are imposed on him by the student audience and colleagues, as well as make efforts to alter the image and improve it.

Image-making is a rather complex process, specially organized, which is developed according to certain laws and technologies. Summarizing the opinions of researchers on the problem of forming the image of a teacher of a pedagogical university, it can be concluded that this is a long process, the effectiveness of which is influenced by a number of conditions: 1) the development of teachers' life values and attitudes; 2) the teacher's awareness of the necessity to form a positive image; 3) the manifestation of their own activity when working on the image; 4) knowledge of the requirements of the student audience to the personality and professional activity of the teacher; 5) identification of the initial level of development of the qualities that make up the positive image of the teacher; 6) mastery of self-knowledge techniques by the teacher, as well as the skills of designing an individual image; 7) compliance with the principle of systematicity in the formation of the image; 8) compliance with the principle of diversity of forms and methods of work on the formation and correction of the image.

A significant proportion in the formation of the image of a teacher is given to his self-presentation and positioning. E.B. Perelygina defines self-presentation as an activity to create an image. Such an activity can be considered effective, as long as others perceive the image of a person as attractive. Positioning, according to G.G. Pocheptsov- is creating an image considering the knowledge of the interests, needs, expectations, requirements of a certain group of people; the ability to select and present those externally evaluated characteristics that contribute to the optimization of interaction processes; visual modeling, design and presentation of the results of activities in the external environment. No matter how competent a teacher is, he must constantly improve his personal and professional qualities, thus creating his own image, the image of a personal "I". The formation of the image of a teacher begins with the first impression created by the peculiarities of the style of clothing, facial expressions, gestures, speech. External characteristics should be supported by internal personal qualities: general erudition, life goals and attitudes, attitude to people around and events. Image determines the self-realization of the individual:

for the teacher, it serves as an indicator of recognition from society, evaluation and attitudes of others. The stages of managing the formation of the teacher's image include: studying public opinion about the profession, clarifying the preferences of consumers of educational services (administration, students, parents); broadcasting a positive image of the teacher, supporting positively colored, emotionally attractive components of the image.

Thus, professional image is an essential competence of every teacher, which is the result of self-consciousness and self-development. Professionally significant personal qualities of a teacher, characterizing the intellectual and emotional-volitional sphere of his personality, significantly affect the result of professional activity. Professional image is a tool of pedagogical influence and a condition for successful professional activity.

## 1. First impression.

The first impression should be understood as your unique image, which consists of clothes, voice, grooming and neatness, strength of handshake, eye contact and posture. A positive first impression simplifies communication with people, making it warmer and more comfortable. A negative first impression, on the contrary, can interrupt a relationship even before it begins.

Studies of the academic environment demonstrate the connection of the components of the first impression with the further development of relationships, as an example, consider a handshake. The handshake should be balanced: not too firm, but also not too soft. An excessively strong handshake shows pressure and causes irritation, too soft can mean a lack of interest and apathy on your part. Neat appearance and stylish clothes are important factors in creating a good first impression. The right clothes create the image of a successful professional, causing a steady positive reaction.

## 2. Professional knowledge

Both students and colleagues expect that you are proficient in your subject, you can freely support discussion on professional issues and have expert knowledge in your field. It is assumed that working at a university is a highly paid intellectual work, and the teacher not only transmits his knowledge to the listeners, but is also engaged in constant self-improvement, that is, continuous updating of his knowledge.

## 3. Diversity of knowledge

In addition to knowledge in his field, a successful, from the point of view of imagology, a teacher has a broad outlook on related fields of scientific knowledge and other issues. Moreover, a successful teacher is not confined to the field of physicists or lyricists. He should be an expert, talk freely about phenomena that are very remotely related to professional activity, i.e. be a comprehensively developed expert.

## 4. Flexibility

Flexibility, or the ability to change behavior in order to maintain relationships with other people in the best possible way. A flexible teacher listens to the interlocutor and is able to adjust to the rhythm so that the other person does not feel uncomfortable in communication.

## 5. Enthusiasm

Enthusiasm in this case should be comprehended as the ability to accept new information and willingly take up any case. For example, during classes, students have a lot of questions, and an enthusiastic teacher will be happy to find answers. An employee deprived of this quality, practicing a formal approach to subject, will not explain, waste his time on deviations from the lesson plan. Formalism in higher education is often perceived by students as a sign of lack of enthusiasm and deteriorates the image of many teachers.

## 6. Sincerity



The main principle of sincerity can be formulated with the words "To be, not only to seem." A teacher who declares the values of science must follow them, observe the rules of academic ethics, for example, publish author's scientific research without violating copyright, be honest in actions and deeds. Unfortunately, some teachers forget that in the world of transport communications and social media, it is impossible to hide falsehood, fraud and impurity.

## 7. Technologies of image-making

Having knowing some patterns of the formation of the image of the teacher, one can start a story about the technologies of creating a successful image. The technology of creating an image can be divided into five stages. Introspection and assessment of your starting potential. Creating an external image (selection of clothes, hairstyles, cosmetics). Improving communication skills. Possession of a culture of behavior and knowledge of the rules of etiquette. Improving professionalism (self-education, participation in seminars, etc.) We will not dwell in detail on introspection and external image, but we will immediately move on to communication skills. Oratory is considered a key factor in influencing others. Not every teacher can be a speaker, but everyone needs to know and follow the rules of public speaking: follow facial expressions and gestures during a speech or lecture, and highlight the most important words (theses) with a voice; control the tone of speech, combining its height to create accents; change the themes of speech to make it more expressive; correctly pause, completing key statements and theses. Mastering the ways of business communication also ensures the greatest success. These include, first of all, the ability to create a favorable psychological climate, make a good impression on yourself and choose a line of behavior. The stages of the formation of the image of the teacher Experts identify several stages of image formation and are able to apply them to a specific person, taking into account his goals and character.

### Step 1. Identify the goal

The image contains a certain message, which will vary depending on the goal. The image of the teacher corresponds to the message: "I am smart and competent", "I am reliable".

### Step 2. Find the target audience

The target audience of a university teacher includes students and university staff, his fellow scientists and other representatives of the scientific community.

### Step 3. Create a public message

Create a list of qualities that you would like to demonstrate publicly. Perhaps this is not only competence, but also socially approved qualities: kindness, responsiveness, caring.

### Step 4. Comparing the resulting image with the desired one

By comparing the desired image with the existing one, you will be able to understand what mistakes you made and what qualities you have to work on. For example, up to 70% of the information a person receives through non-verbal channels, based on posture, gestures, facial expressions. If these signals are at odds with the verbal message, our subconscious does not believe the words, and the person makes a negative impression. Therefore, while working on mistakes, it is not necessary to change the external components of the image, but to focus on intrapersonal qualities, character traits and behavior. It is important to achieve harmony between verbal and non-verbal components, while not destroying your character for the sake of creating a good image. Note that this task is not the easiest from the point of view of psychology, it is for its solution that professional image makers receive substantial fees. In 2009, Samara State University conducted a study of the image of teachers, during which students and graduate students of the university were interviewed. The survey revealed that the ideal image of a university



teacher is dominated by the pedagogical principle, competence, communicative, emotional-volitional, speech properties dominate. The core of the ideal image of a teacher is competence (96%) as an integrative characteristic, including education in the subject area and didactic culture. Among the professionally important qualities, the dominant position is occupied by the following: sociability (64%); influence as the ability to influence, encourage action (60%); empathy (56%); tolerance (52%); orientation to subject-subject relations (40%); benevolence (88%) and a sense of humor (60%) lead among major abilities. Tact stands out among the general cultural qualities (52%). Thus, the author of the study Elena Sysoeva concludes, the communicative component of the teacher's image is generalized, since it is in communication that the value and intellectual parameters of the teacher's personality are integrated. The data obtained should be kept in mind when creating your image, since stereotypes by students as a result of the diffusion of social processes penetrate into the teaching staff and take root in it. It means that the image of a teacher is a special concept, since the image of a teacher, his image and personal qualities have an impact on students. As it is expressed in the dictionary of pedagogy, the image of the teacher is emotionally colored, stereotypical perception of the community, students and other educators.

In the process of the construction of the teacher's image personal qualities of the educators play equal role together with professional skills and environment. To be more precise, it includes in itself several personal characteristics, such as initial impression, diversity of knowledge, to be flexible, enthusiastic and sincere during the process of interaction with learners and colleagues.

The significance of presentable image for the medical professionals

The specialty of a doctor belongs to the category of public professions, which are primarily associated with authority among the population, their professional success is determined by an attractive image. Blaise Pascal wrote that there are two ways to influence on people: "a way to convince" and "a way to please", while noting that the most effective is the latter. The effect of personal charm and the influence that a doctor exerts on people are important tools of his professional activity. The patient can trust the specialist in communication with whom he feels comfortable, predictable, in whose professional and human authority he is confident. Patients do not have access to information that allows them to objectively and fully assess the level of professionalism of the doctor, the depth of his knowledge and experience. However, an opinion about a doctor as a person is formed within a few minutes of communication based on external observations and the impression he makes on others. It should be borne in mind that at the moment of communication, others perceive and decipher not only signals that are conscious and controlled by a person, but also uncontrolled ones that are trusted more. It is the appearance and manner of behavior of the doctor that form the patient's willingness to act towards him in a certain way and determine the psychological attitude of all participants in the dialogue (the patient, his relatives, colleagues, supervisors, subordinates) to strive for contact and effective interaction or confrontation in all or the most important aspects of medical communication.

A professional image is a concretization of a professional image, which is an image of an individual as an employee, an impression of his job and professional qualities. A professional image is built on the basis of knowledge of the image of the ideal representative of a particular profession in the eyes of recipients .

The professional image of a doctor is an image that fully corresponds to the specifics of the profession, this is the impression of a specialist that is created by his patients, colleagues, managers and subordinates. Unfortunately, today the negative attitude towards doctors on the part of the population in most cases is due, among other things, to the



components of the professional image, which includes not only the level of professional training, but also the appearance of a specialist, the manner of his etiquette behavior, communication with patients, colleagues, the presence of empathy, tact, politeness, the ability to respect confidentiality. Professional image is a polymetric phenomenon with various functions, the main purpose of which is to achieve the effect of personal attraction. The primary care doctor is one of the first to contact the family, and the attitude of the population to medicine in general and the quality of medical care depends on his interpersonal adaptation, professional image.

The profession of a doctor requires certain imagery characteristics that must meet the requirements of society and the place of work: a high level of professional competence, the ability to control one's emotions, a culture of speech, oral and written communication, appropriate appearance and demeanor.

The components of the medical image are internal and external components. The internal component is represented by the psychological concept of "I am a concept", the formation of which occurs throughout life and includes a person's ideas about himself, ideas about what impression he makes on others, and a person's reaction to feedback from others. Correction and management of the internal component require quite serious approaches and a longer period of time. The external component of the image consists of a dimensional, kinetic, mental, communicative and environmental image, which significantly affects professional success.

The components of a habitarian image are appearance and physical constitution. The status of the place (medical institution) and the social role performed by the individual require compliance with a certain professional dress code. Medical clothing is quite conservative and has been traditional for many centuries. In the subconscious of most people, a white coat is associated with the idea of respectability, trust in the professionalism and qualifications of a doctor.

The history of the origin of the white coat has several versions. According to one of them, the English hygienist Joseph Lister introduced overalls into the doctor's wardrobe for the first time in 1860, seeking to reduce the mortality of women in labor and newborns from sepsis. He insisted on the necessity of mandatory boiling of the white coat before and after use, which really led to a decrease in the mortality of mothers and children. The requirements for a medical gown, which remains the most popular type of medical clothing, provide for its mandatory cleanliness, neatness in wearing, a certain length that adjusts to the working environment and the degree of transparency of the robe. The physical constitution as a component of the image is determined by benevolence, healthy and well-groomed appearance. The doctor must be such or at least make such an impression. Grooming is not expensive, requires little effort and at the same time shows that a person respects himself, and those with whom he works, and those to whom he is called to help.

The kinetic image of a doctor is determined by the quality of nonverbal communication. Nonverbal manifestations are expressive movements (mimicry and pantomime), position in space (gait, posture), gestures (bow, turn to or from the interlocutor, etc.), the use of a system of special signs (giving a woman a bouquet of flowers, bringing a cigarette to her mouth, etc.). The nonverbal component of communication carries more than 90% of information. A person perceives intonation, facial expressions, gestures to a greater extent than the words themselves. During communication, in addition to uttering phrases, a person makes a lot of noticeable or barely noticeable gestures expressing his point of view. The totality of external signs - from facial expression and gaze direction to the adopted posture - is perceived on a subconscious level and helps to guess the feelings and intentions of the interlocutor. It is quite difficult to fake nonverbal language, since in

most cases it is not a conscious tactic of behavior, but subconscious impulses. During the period of professional development, a person masters a certain system of verbal and nonverbal communication necessary in the performance of professional duties. Gestures, facial expressions and movements are part of a professional image, and from the point of view of the effectiveness of medical communication, they should be restrained, open, friendly and trustworthy. To achieve a certain goal in the course of communication, you should be attentive to the patient and be able to use gestures and movements during the conversation yourself, which will help to win the patient over, cause the patient to have a frank conversation, leave a favorable impression. Incorrectly chosen pace of speech, voice quality, intonation can distort the whole meaning of the statement. The ancient commandment "Remember what to say, to whom to say and how you will be understood" clearly demonstrates the need to comply with all norms and rules of verbal and non-verbal communication.

A specialist who is determined to help other people in the framework of his professional activity should be able to adapt his behavior in order to establish the most optimal relations with participants of communication. To demonstrate respect, it is necessary to communicate with the patient as a person, and not only as a carrier of a certain pathology. Tact, flexibility and empathy are necessary for a doctor whenever he should make an effort to listen to the patient's personal history, claims of relatives, comments of colleagues and management.

In professional communication, it is necessary to know certain rules of verbal communication generally adopted in society, as well as in the context of professional communication in particular. Speech is a universal means of communication and system of signs for transmitting information. The main task of speech etiquette in communication between a doctor and a patient is to establish contact and maintain officially polite relations. Among the professional qualities that characterize the verbal behavior of a doctor, the most significant are: knowledge of the literary language, general erudition, outlook, the ability to clearly formulate one's thoughts. To create a positive atmosphere of communication within the framework of professional activity, benevolence, patience, attentiveness, respect for the interlocutor are necessary. The natural and only respectful form of addressing the patient, regardless of gender, age, social status, is to address "you". Etiquette rules reflect the moral and ethical norms essential for this environment, related to the status and role characteristics of the participants in the dialogue and their socially significant biological characteristics (man - woman, old - young, sick - healthy, boss - subordinate). During the period of communication with the patient, the personal interests and needs of the doctor should take a back seat, and preference is given to the interests and needs of the interlocutor. It must be remembered that speech is understandable to listeners only if a person speaks at a speed not exceeding 2.5 words per second, a person stops listening to a phrase pronounced without pause for longer than 6 seconds, it is forbidden to damage the interlocutor with the content or form of the statement. Professional competence depends on the doctor's ability to master the word, on the level of his speech culture.

The mental image of a doctor is mainly determined by moral and ethical attitudes and values, worldview, volume of interests, attitude to work. Mental image is the inner world of a person, manifested when interacting with other people. A person behaves in a certain way not because he is law-abiding and is afraid of punishment, but because he cannot do otherwise because of his inner beliefs and accumulated moral values. The moral impression made by the doctor depends on the attitude towards him as a person, the possibility and effectiveness of cooperation to achieve results. The external and internal components of the image are interrelated and dependent, which must be taken



into account when creating a professional and personal image and style.

Creating a communicative surrounding is one of the components of the environmental image and determines the degree of comfort in the adaptation of the patient and his relatives in contact with the doctor. This is especially true in the situation of communication with children patients and the elderly. The environmental image (professional and personal attributes, workplace, surrounding objects) should demonstrate the qualities that society expects from representatives of this profession, carry a semantic load and meet sanitary and hygienic and aesthetic requirements.

Society dictates its requirements to medicine and its representatives, but the healing process is an interconnected process due to the efforts of both sides. The image and manner of the patient's behavior are quite important in the format of modern medical communication. Unfortunately, some patients of different ages and social groups allow themselves rudeness, familiarity, unreasonable claims to receive this or that type of medical care, which complicates the process of adequate cooperation in the interests of the patient himself.

#### Conclusion

Summarizing the data of scientific publications on ethics, deontology and image in medicine, personal experience of a doctor, a supervisor and a teacher allow us to identify the main stages of the formation of a professional image of a doctor.

The first stage should be the identification and analysis of the initial conditions for the formation of the image of a specialist, primarily personal. For a representative of the medical elite, good manners, tact, goodwill, correctness in relations with colleagues, possession of management and social etiquette skills, effective communication are necessary.

The second stage is the reflection of the inner world of the individual in the external image, taking into account professional requirements by improving all components of the habitual, kinetic, mental, communicative and environmental image of the future doctor.

The third stage is to bring the developed general image of a person in line with the social and professional environment by working out a stereotype of behavior in the conditions of professional activity in order to harmonize the interests of the medical care system, employees and patients.

Subsequently, the image of a specialist is one of the main attributes of his professional activity. The task of creating a professional image of a doctor should be a conscious choice and be focused on the general canons formed as a result of historical medical practice. This is primarily a high level of professionalism, morality and the presence of empathy. It must be remembered that creating a decent image requires considerable effort, time and material investments, and the loss of reputation can happen instantly.

We have considered with you two specialties that are very close to each other, which in their activities mainly communicate with people around them. So the image is a tool that helps to build relationships with people. It is also the basis of effective communication, the basis of effective work not only of the chief, but also of any specialist whose work is related to communication.

There should be a very precise idea of how much you correspond to the image of a successful manager, teacher or doctor who loves his job and does it masterfully. Having received such an idea, you should think about the ways and means of realizing a dream in your personality. And remember: the image must be convincing. Your charm and attractiveness should naturally stem from following some simple rules.

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