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## THE HIGHER EDUCATIONAL INSTITUTION IMAGE AS A PEDAGOGICAL PROBLEM

### ABSTRACT

**Formulation of the problem.** The educational sector reform, including higher education in Ukraine and its entry into the European space has changed the requirements not only for teachers. The universities image is changing, both on the part of the state and higher education institutions, and on the part of the public and students. Nowadays the educational institution success should be complemented by its individuality manifestation, an indicator of which is a certain level of image formation of the higher educational institution. The staff uniqueness of the educational institution is its component. Thus, there is no doubt about the relevance of this problem and its practical solution significance. It should be noted that the issue of the higher educational institution image creation needs to be studied. The scientific developments on the research topic are analyzed and the issue of formation of the higher educational institution image as a pedagogical problem, that requires detailed research, is clarified in this article.

**Materials and methods.** In the scientific process, dissertation research materials, pedagogical and scientific literature were used. To achieve the goal of the study theoretical and empirical methods: analysis and systematization; observation; written and oral interview; analysis, systematization, generalization were used.

**Results.** The following trends in the formation of the higher educational institution image should be proposed: - the management and teaching staff of the higher educational institution should consider the university image as a condition for ensuring its positioning in the market and increasing its competitiveness; - the presence of the higher educational institution image should be associated with an increase in the prestige, and, consequently, the authority and influence of the higher educational institution in the state; - the higher educational institution image influences the choice of an educational institution by students as a base for vocational training.

**Conclusions.** Thus, an effective strategy for the formation of the higher educational institution image is a tool for influencing the perception of a higher educational institution by various subjects and stakeholders' groups, which increases its competitiveness potential.

**KEY WORDS:** higher educational institution, image, higher educational institution image, effective image, image structure, formation stages.

### INTRODUCTION

**The problem formulation.** The priority relations market system has now significantly changed the educational services customer's psychology, the society values system and the influence on the definition of key approaches to the organization of the educational process at higher education. The existing number of higher educational institutions is far from being able to fully fill the existing licenses, let alone increase the license volume. And license requirements fulfillment can be provided only at systematic staff work in all directions. At the same time, the focus on formation the higher educational institution image raises its prestige in society and increases the interest in receiving education in it. The formation of the higher educational institution image is a rather multifaceted process, in which there are enough discussion points, which motivates to study in a separate study. In this regard, there is reason to believe that the problem of the higher educational institution image formation is timely and quite relevant.

**Research relevance.** Image is many scientists' scientific research subject. Among them: O. Hrytsan (formation of the educational institution positive image, 2016); T. Demchuk (directions of the high school teacher's image studying, 2013);

V. Zinchenko (teacher's image, or clothing psychology, 2008); L. Kaidanova (modern teacher's image, 2009); S. Fatalchuk and S. Yakushchenko (modern high school teacher's positive image, 2017); O. Tkachenko (the concept image essence, 2016);

I. Protsenko (university image as the education system component, 2015) and others. However, despite the scientists' significant contribution in solving the problem, the question of the the higher educational institution image formation has not been fully explored.

**The aim of the article** is studying, analyzing and summarizing the scientists' work on the higher educational institution image.

## RESEARCH METHODS

To achieve this goal, the methods of theoretical research were used: systematic and comparative analysis of scientific publications on the research topic, our own experience self-analysis, systematization and generalization.

## RESULTS

Today, the emerging educational services market obliges institutions to be more consumer-oriented, to take into account his requests. This is due, firstly, to the processes of formation and development of various types and kinds of educational institutions – state and non-state, with different activities; second, with a reduction in the number of students; third, the content and results of innovation processes, individual pedagogical. Innovations are not always clear to parents, but their expectations are formed based on the general idea of he educational institution of potential educational services consumers, do not always correspond to what they and their children actually receive. Institutions in practice are forced to think about what is their institution advantage compared to others. Today, in unfolding competition, educational institutions resort to various competition forms, among which a significant role is played image.

Some scholars believe that the concept of "image" comes from Latin word "imago", ie appearance, which is associated with another – "imitari", i.e. to imitate. Other researchers tend to interpret the term "image" from the English word "image", which literally means "picture". Extensive theoretical and practical material on the image problem has been developed mainly by Western scholars, such as (K. Bolding, P. Byrd, L. Brown, F. Davis, A. Mehrabian, etc.).

The "image" concept was first used in advertising practice in America in the 50's, then in the 60's expands this term use in the field of entrepreneurship: image is considered the main tool psychological impact on the consumer. The "image" concept was introduced into scientific use only in the early 60's of the XX century K. Balding, who: for the first time singles out this problem in a separate one industry, calling it image science. Somewhat later, the image became a major element of the theory and practice of "Public Relations", firmly entrenched in political and social life. The origins of modern performance about the image have a sociological basis and go back to the works of prominent thinkers J. Kelly, D. Mead, W. Thomas.

Foreign authors of socio-psychological concepts of image based on the ideas of behaviorism, psychoanalysis, cognition of L. Adler, E. Bern, W. James, J. Caprara, A. Maslow, K. Jung, and others.

Image is often seen in a general context with reputation or prestige. The "image" concept is a broader concept than prestige or reputation. Reputation in explanatory dictionaries means the general opinion about the advantages or disadvantages of someone or something, any public appraisal acquired by anyone a general opinion about the qualities, advantages and disadvantages of someone's something (Emmanuel Zenou & Manuel Samuelides, 2005; Wilkins, & Huisman, 2013).

In other words, reputation, like opinion, presupposes a verbal form expressions. Prestige is a relative assessment of social significance various objects, phenomena, shared by this society members, group on the basis of the accepted values system, the objective criterion for such an assessment, ultimately, is the ability of the object to satisfy some public need. It is assumed that prestige is the image component that provides a positive perception, based on the subject idea as a carrier of qualities, desirable to society or relevant social groups.

Also, it is unfounded to compare the image with the authority. The authority concept in explanatory dictionaries is defined as a generally accepted meaning, influence, authority – as a publicly recognized awareness, someone's competence in any matter, and authoritative means trustworthy. Image can also be a basis for trust and a factor in facilitating influence.

"With the market relations development in Ukraine, the public consciousness began to operate with concepts: individuality, the socio-economic relations subjects image. This allowed us to identify the most successful entities in the market space. The identification issue also affected the educational system" (Protsenko, 2015).

Among a number of reasons for paying attention to the educational institution image, including higher education (Hrytsan, 2016) "highlighted:

- increases citizens' knowledge about the institution, which contributes to the positive attitude growth towards it;
- forces the reputation to work better for the institution;
- expresses that this institution is best suited for education of the appropriate level and development of the child's abilities;
- positions the institution as one that moves forward;
- unites different divisions of the institution under one image;
- promotes the introduction of one social business responsibility;
- denies misconceptions, warnings and false stamps;
- has a positive effect on people's feelings, inspires trust;
- it is a tool for achieving the strategic team goals, which highlights its activities main aspects and is focused on the future;
- increases the educational institution competitiveness in the market;
- attracts educational services consumers of a certain level and partners;
- facilitates access of emergency services to various resources (financial, information, etc.) and the introduction of their own programs, educational initiatives, etc."

We agree with the scientist's opinion (Hrytsan, 2016) that speaking of authority, we can only state its presence or absence. As for reputation or prestige, we have to evaluate these categories. But the image can be described and it manifests

itself as a man's special consciousness state. Image is a picture (imaginary construction) of what a person sees. And man both sees and understands. Changing the image is often a change in human perception. The scientist considers situationality as a certain image property, because the rating of the object characteristics depends solely on the situation and will differ for different population groups. Partners will put competitiveness in the first place, institution employees – object manifestations as a robot provider, and so on. Investigating the problem of the Free Economic Zone image, the scientific publications author identifies the following image functions: meeting their own needs; creation of a certain estimation coordinates system; contrasting and comparing one object with another. It should be noted that the image applies to social objects, not just people.

Speaking about the educational institution image (Hrytsan, 2016) states based on the results of his own research that the educational institution image is significantly influenced by both partners' and competitors' image. It is the positivity of the partners' image and the competitors' negative image that is a favorable factor in the university's own prestige formation.

The educational institution image has a special role (Tkachenko, 2016). Image acts as a tool to ensure its attractiveness and availability of resource potential. It seems to us absolutely correct the author's opinion that it is the socio-cultural situation, the founder's of the educational institution values providing the image content.

The education development is closely bordered by the education sector development. And the the higher educational institution image formation contributes to the university strategy implementation.

"The educational institution image is not only means, a management tool, but also management object, accompanied by purposeful information work focused on target public groups" (Prysyazhniuk, 2017).

In this case, the educational institution image is not formed for making a profit, and for mutual understanding and interaction in development education and society as a whole. Examining the image of I. Protsenko notes that "in the mid-90's of XX century, when it became clear that education is a service that should meet the society needs, along with many others" concept "university image" becomes the scientific research subject. The author notes that the effective university image is "an image in which a set of positive characteristics about the university as a whole contributes to the main university goals achievement, creates a stable associative connection between the holistic image and PR– object, forms symbolic and public capitals. Effective image enhances competitiveness in the educational services market. He attracts entrants and teaching staff, level of teaching increases and the level of graduates increases accordingly. It makes it easier organization access to various resources: financial, information, human, material. The image must be focused and appropriate consumers' expectations of educational services (Protsenko, 2015).

T. Prysyazhniuk defines the university image as "a set of certain people positive or negative perceptions about the educational institution, which are formed through publicity, propaganda or advertising" (Prysyazhniuk, 2017).

It seems to us that N. Moiseeva's opinion is absolutely correct, however, that the image structure of the higher educational institution is multicomponent. The scientist identifies as separate components the educational services image, the educational services consumers' image, the organization internal image, the university rector's image and the scientific council, the staff image, social image, visual image. The educational service image, according to the author, represents people's ideas about the characteristics uniqueness of the offered services, including additional ones. Regarding the educational services consumers' image, it is noted that it includes presentation material on lifestyle and social status, personal characteristics. The organization internal image covers the teachers' and students' ideas about the university, corporate culture and the team's psychological climate. The university rector image and the scientific council in the author's interpretation is abilities and psychological characteristics, attitudes and values, appearance. It is the generalized teaching staff image that is the staff image. And university social goals idea is a social image. The buildings interior and auditoriums, the symbols – all this is a visual image. Business image is also referred to the structural image components, and this is the organization idea as a business activity subject (Moiseeva, 1999).

T. Prysyazhnyuk, in the structure of the higher educational institution image, distinguishes:

- 1) education quality;
- 2) the rector's image;
- 3) the university style;
- 4) external attributes of the educational institution;
- 5) the price of educational services;
- 6) the level of participants' psychological and physical comfort in the educational process;
- 7) the staff image;
- 8) universities participation in public activities;
- 9) mention in the media.

As we can see, scholars differ on the structure of the higher educational institution image in the list of its components. However, after analyzing the scientists' views, it should be noted that in most cases, their views resonate.

Forming the the higher educational institution image is a long process, designing the result of the most effective on the basis of available university resources. Of course, this process is step by step:

- defining the image formation goals and the result projecting,
- target audience analysis for which it is planned to achieve the result,
- the choice of presentation means and methods of the university,
- implementation of the planned.

Formation of the higher educational institution image and its support affects not only the strengthening positions in the educational services local market, but also generally allows testify to the education development level in the region and in the country, which significantly affects the national education image (Prysyazhniuk, 2017).

Based on the existing research analysis and different authors' publications, the definition of the higher educational institution image was formulated – a stable image-idea of the educational institution, formed in the public consciousness and reflecting its reputation, prestige and quality of educational services offered.

Nowadays, the authors identify different components of the higher educational institution image. It should be noted that components of the higher educational institution image is difficult to rank, because depending on specific different groups' needs accessing the educational institution services, the importance of the same image institutions component of the will vary.

## DISCUSSION

In modern research, the problem of personality readiness formation to professional activity is solved using a certain set of approaches. The analysis of the scientific and pedagogical literature showed that to solve the problem of the future teachers' readiness to formation. the most effective is the application of systemic, integrative interdisciplinary, contextual and object-oriented approaches. Since these approaches' essence is quite thoroughly presented in the scientific and pedagogical literature, we will not dwell on this, but only note their use features in our study.

The system approach allows to consider readiness of the future teacher for the higher educational institution image formation image and this process as a system and design this model process.

An integrative approach provides systematization, generalization and knowledge deepening on the basis of interdisciplinary connections that contributes to raising the future teacher's scientific level, the development of dialectical thinking and the ability to use knowledge from different scientific areas in solving specific problems and problems in the formation of the higher educational institution image.

The contextual approach allows to organize readiness of future teacher "in the subject atmosphere" by including them in the practical problems' solution, setting professional, procedural and their future activities social context of formation of the higher educational institution image, thus ensuring the consciousness reorientation of the future teacher from depersonalized theoretical knowledge to a strictly personal, value-significant.

The object-oriented approach is the idea of modular learning development. In accordance with this approach, the training material is divided into parts. In practice, this means that the learning object is actually the learning material content to obtain some knowledge and or skills. It should be presented in the theoretical material form (with different levels of immersion detail and depth) for the formation of relevant knowledge or in the educational practical task form (different difficulty levels) to form a practical skill.

**CONCLUSIONS AND PROSPECTS OF FURTHER RESEARCH.** Thus, an effective strategy for the formation of the higher educational institution image is a tool for influencing the perception of a higher educational institution by various subjects and stakeholders' groups, which increases its competitiveness potential. The further scientific research subject will be related to the development of the higher educational institution image formation model and its organizational and methodological support.

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## ІМІДЖ ЗАКЛАДУ ВИЩОЇ ОСВІТИ ЯК ПЕДАГОГІЧНА ПРОБЛЕМА

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**Анотація.** У даній статті автором проаналізовано наукові напрацювання за темою дослідження та з'ясовано, що питання формування іміджу закладу вищої освіти є педагогічною проблемою, яка потребує детального дослідження.

**Формулювання проблеми.** Реформування освітньої галузі, в тому числі вищої освіти, в Україні та входження її до Європейського простору змінили вимоги не лише до педагогічних працівників. Змінюється імідж самих вишів як з боку держави та закладів вищої освіти, так і зі сторони громадськості та здобувачів освіти. Успішність закладу освіти наразі має доповнюватись також проявом його індивідуальності, показником якої є певний рівень сформованості іміджу закладу вищої освіти. Неповторність обличчя колективу закладу освіти виступає його складовою. Отже, не викликає сумніву актуальність даної проблеми та практична значимість її вирішення. Наголосимо, що питання створення іміджу закладу вищої освіти потребує вивчення.

**Матеріали і методи.** У процесі написання статті застосовувались матеріали дисертаційних досліджень, педагогічної та наукової літератури. Для досягнення поставленої мети дослідження використовувалися теоретичні й емпіричні методи: аналіз і систематизація; спостереження; письмове та усне опитування; аналіз, систематизація, узагальнення.

**Результати.** Слід запропонувати наступні тенденції формування іміджу закладу вищої освіти: - керівний та професорсько-викладацький склад ЗВО повинен розглядати імідж закладу вищої освіти як умову, що забезпечує його позиціонування на ринку і підвищення конкурентоспроможності; - наявність іміджу ЗВО має зв'язуватися з підвищенням престижу, а, отже, авторитету і впливу закладу вищої освіти в країні; - імідж ЗВО впливає на вибір студентами закладу вищої освіти в якості бази професійного навчання.

**Висновки.** Таким чином, ефективна стратегія формування іміджу закладу вищої освіти є інструментом впливу на сприйняття ЗВО різними суб'єктами і групами зацікавлених осіб, що підвищує потенціал його конкурентоспроможності.

**Ключові слова:** заклад вищої освіти, імідж, імідж закладу освіти, ефективний імідж, імідж закладу вищої освіти, структура іміджу, етапи формування.

