

**ГУМАНІТАРНІ ТА СУСПІЛЬНІ НАУКИ  
HUMANITIES AND SOCIAL SCIENCES**

УДК 81'25:82-14:378.093:821(100)(045)

**PEDAGOGICAL CHARISMA AND IMAGE OF THE TEACHER**

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**ПЕДАГОГІЧНА ХАРИЗМА ТА ІМІДЖ ПЕДАГОГА**

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*The article considers the importance of personal qualities of the teacher, as charisma and sense of style, as well as individual image, as well as the influence of these factors on the development of pedagogical personality. The concepts of charisma and image, as well as other qualities that may affect the work of the teacher. The role of personal qualities and skills in pedagogical activity and perception of the teacher by students is noted.*

*The work and significance of the teacher's work are analysed. Character traits and peculiarities of behaviour that can be considered necessary and appropriate in pedagogical activities are studied. It was confirmed that the teacher's work does not end only with school or extracurricular lessons, but has a much broader significance, which has an impact on the development of the child's personality and the learning process as a whole. In particular, the appearance of the teacher is characterized, as well as the internal values and approach to teaching.*

**Key words:** teacher, individuality, image, charisma.

*У статті розглянуто значення особистих якостей педагога, як харизма та відчуття стилю, а також індивідуальний імідж, як і вплив цих факторів на розвиток педагогічної особистості. Виокремлені поняття харизми та іміджу, а також інших якостей, що можуть впливати на роботу педагога. Зауважено на роль особистих якостей та навичок на педагогічну діяльність та сприйняття педагога учнями.*

*Проаналізовано роботу та значення праці вчителя. Досліджено риси характеру та особливості поведінки, що можуть вважатися потрібними та доречними при педагогічній діяльності. Було підтверджено, що робота викладача не закінчується лише на проведенні шкільних або позашкільних уроків, але має набагато ширше значення, яке має вплив на розвиток особистості дитини та навчальний процес в цілому. Зокрема, характеризується і зовнішній вигляд педагога, як і внутрішні цінності та підхід до викладання.*

**Ключові слова:** педагог, індивідуальність, імідж, харизма.

The teacher's work does not end with the lessons that are prescribed in the school schedule, but directly affects the teacher as a person, his qualities as a teacher and other factors that may affect his perception of students. In today's world, learning is moving to a new level, and teachers, materials and platforms for learning anything in the world are becoming more and more, which significantly affects the position of the teacher. Online schools are becoming popular and full-time study is receding into the background; however, it is still needed. That is why an increasingly important topic for discussion is the study of the image position of such a teacher and what impact it has on students.

Now it is not enough just to be an informed and intelligent teacher, and due to competitiveness, every teacher tries to become better, so there is a need for self-development to be as interesting as possible for his or her students. This article is of no importance, as with the rapid development of new technologies it is becoming increasingly difficult to attract the attention of students. An important role in this process is played by the teacher's personality, in particular his charisma and image [4].

First, it is necessary to understand what is specifically meant by the words "teacher's image". Is it about appearance? Perhaps in the ability to find a way out of conflict situations between students?

On the other hand, does it still apply to his personal qualities? Of course, everyone invests something in this concept, which is why it is impossible to find an unambiguous answer. The same applies to the concept of charisma of the teacher. It is worth noting there are no specific character traits, appearance or skills that every teacher must have in order to be successful in their work. Nevertheless, sometimes it can be that a person who has the maximum number of different qualities and skills becomes more successful, which is why everything is individual.

As already mentioned, there are many opinions about the "ideal" image of the teacher, such as the opinion of P. Kaptarev. In his work he notes that teachers should not worry too much about personal appearance and how they look in the eyes of the student, but to give preference to the development of professional skills and success - it is enough to look modest, neat and decent [1].

There is no need to argue about this, because everyone has the right to remain with their own opinion about the pedagogical perfection, as it has a personal approach and prefers different views. However, the answer to the question "What should be the ideal image of a teacher?" It remains a riddle.

One of the same factors that describes the image of the ideal teacher may be the presence of individuality and uniqueness. After all, each teacher is an individual, with his own set of traits and skills, skills that must be able to emphasize. The ability to experiment will also be valuable, because not everything can be done from the first time - there must be an incentive and desire to learn something new, to develop and be able to show themselves from the best angle. In general, the concept of image, and especially the correct and ideal, is very broad and personal, because everyone puts something into it.

This may include teaching style, personal approach of the teacher, his professionalism, intelligence, ability to adapt to changes in the format or conditions of learning, to be unique, the presence of their own "I", and the factor of appearance, including teacher's appearance, taste, sophistication and a sense of style. This concerns how a teacher should look in order to meet the standards and established norms, but at the same time not to lose his individuality, to be able to look beautiful and appropriate. It is important to emphasize the fact that the decisive tool of the teacher is his authority and presentation to a group of people, i.e. class or audience, so such seemingly insignificant moments as a sincere smile, openness, kindness, attention to the listener, the ability not only to listen, but also heard will be very appropriate.

Undoubtedly, the ability to learn throughout life remains an integral part of the professionalism and development of the teacher's personality, because we should never stop there, especially during such a rapid development of events that we have today. Creativity, the ability to think and go "beyond", to be able to adapt to conditions and develop communication skills are also valued. It is also worth paying attention to the assertiveness in achieving the goal, whether it is their own development or the development of a student or group of students. It is also important to have the ability to make independent and correct conclusions in unusual situations, such as resolving conflicts between pupils, students or the team. As for modern "measures", it is worth paying attention to the ability to learn, filter information in the field of computer science and advanced information technology, the possibility of using a variety of Internet resources, use interactive methods for a variety of lessons.

As for charisma, it is probably worth noting the fact of defining charisma and then compare it with the qualities of a teacher. First, charisma is "endowing a person with qualities that evoke high respect for him and unconditional faith in his ability; high talent, special attractiveness" [5].

A charismatic educator must have leadership qualities to be able to persuade, interest, inspire trust and interest. Undoubtedly, the role and ability to make a good impression, to be remembered by the student so much that he wants to apply again, plays a role here. Of course, this is not an easy task. Here, first, it is important to remain confident and sufficiently aware of the topic of conversation. That is why teachers who have a low self-esteem will find it difficult to gain

popularity among students. However, we can assume that the teacher, who manages to interest the student in his personality and personality, has a great chance of success and love of the child [3].

It is also worth noting that one of the aspects of teaching to the audience is the spiritual and moral health of the teacher. We should not forget that every teacher is a human being, not a robot. That is why mental and physical health play an important role. Undoubtedly, students will be much better able to communicate with a teacher who is "in the resource", who is ready to work, submit material, remain positive and patient, which is very important in his profession.

Undoubtedly, everyone will cope with the task and achieve the goal in a good mood, positive, which in the meantime affects students, who can sometimes "take over" the mood of the teacher or even recharge with positive energy from him, thereby stimulating themselves to learn and obtain the desired results. However, we should not forget the fact that the teacher, in turn, can also draw life energy from students. Therefore, no matter how professionally trained the teacher is, in any case he must continuously improve his own inner qualities and work on appearance, have a sense of style and, in particular, be able to "keep up with the times", to remain himself, thus creating his unique image.

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УДК 37.015.31:37.011.3-057.87:159.9(045)

### PSYCHOLOGICAL ASPECT OF UPBRINGING STUDENT

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### ПСИХОЛОГІЧНИЙ АСПЕКТ ВИХОВАННЯ СТУДЕНТА

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*The article is intended for theoretical substantiation of the psychological attitude of the educator while teaching the students. It has been analyzed that the educational work carried out in ZVO outside the classroom provides actualization of students' theoretical knowledge, directs them to the practical plane, draws young people's attention to the most acute social problems of today, forms their social maturity.*

*The problem of professional training of teachers for application of various technologies in psychological and pedagogical theory and practice has been discussed. It has been concluded that different hikes affect the education and development of the student.*

*The article raises the issue of different types of education. It is in the psychological and pedagogical aspect of student education. They relied on the work of prominent personalities and drew certain conclusions. The main directions of education of students in ZVO have been singled out, namely: educational-professional, patriotic, legal, ecological, economic education; artistic and aesthetic formation of personality, affirmation of universal moral values, labor activity, physical perfection and the formation of a healthy lifestyle, the development of individual abilities of students, providing appropriate conditions for self-realization.*



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