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## THE FORMATION FEATURES OF THE PEDAGOGICAL CHARACTER AND THE PROFESSIONAL CULTURE OF A TEACHER IN A HIGHER MEDICAL EDUCATIONAL ESTABLISHMENT

*The professional and pedagogical character of a teacher in a higher medical educational establishment is characterized as a purposefully formed integral dynamic character. It is constructed by the teacher himself and is conditioned by the correspondence and interpenetration of his internal and external personal and individual qualities, designed to reveal the emotional and psychological action. the interaction of the subject with applicants for higher education, patients, colleagues, administration, society, and himself. The high pedagogical culture of a teacher is one of the factors which determine the quality of his professional activity.*

**Keywords:** *pedagogical character, pedagogical culture, teacher, an institution of higher medical education.*

*Професійно-педагогічний імідж викладача закладу вищої медичної освіти характеризується як цілеспрямовано сформований цілісний динамічний образ, який конструюється самим викладачем та зумовлений відповідністю та взаємопроникненням його внутрішніх і зовнішніх особистісних та індивідуальних якостей, покликаний виявити емоційно-психологічну дію з метою вироблення певної думки, що забезпечує гармонійну взаємодію суб'єкта зі здобувачами вищої освіти, пацієнтами, колегами, адміністрацією, суспільством і самим собою. Висока педагогічна культура викладача є одним із багатьох факторів, що визначають якість його професійної діяльності.*

**Ключові слова:** *педагогічний імідж, педагогічна культура, викладач, заклад вищої медичної освіти.*

The criteria for the professionalism of scientific and pedagogical personnel are being updated in connection with modern changes in educational policy related to the rapid development of the educational services market at the international level in general and in Ukraine the reform of the higher education system. A significant place is occupied by innovative thinking; communicative competence; the ability to resolve professional situations creatively, form a positive emotional impression of oneself, influence the educational process and its participants effectively; the ability to create psychological comfort around oneself and inspire confidence. Accordingly, the professional and pedagogical character and pedagogical culture of a teacher today are becoming effective resources, which makes it possible to ensure the effectiveness of the functioning of higher medical education, its attractiveness, and improve the quality of the provision of educational services [3].

The formation of a professional and pedagogical character of scientists is a long process and can take place both in the process of obtaining the degree of "Doctor of Philosophy" and at the stage of professional development in the conditions of postgraduate education.

A lot of definitions of the concept of "character" are found in modern scientific literature. Character is a general mechanism of personality, focused on activity, it is a fundamental morpheme of psychological activity. It contains a purposeful character, designed to have a certain psychological and pedagogical impact on a person. If we talk about the pedagogical character, then such a character is created under the ideas of the teacher about the ideal manner of professional activity, communication, and appearance and

actively influences the formation of professional and pedagogical culture. It requires the teacher to select an individual style of work and master special technologies of self-presentation. The created character highlights the most striking personality traits of the teacher, his inner world [9].

So, the character is a kind of program of human social behavior fixed in images, symbols, and norms. The character of a person of a certain profession (in our case, pedagogical) concentrates all the most important professional characteristics, which are represented by appearance and professional qualities. The character, or "image" of a teacher, as a role model for applicants for higher education. It is formed gradually, covering both the internal and external qualities of a person. Character is a kind of method of influencing the personality, a way of self-regulation and self-hypnosis, the most important element of preparation for professional activity, and a necessary attribute of various achievements. All further human activity largely depends on it [1].

Real qualities are closely intertwined with those attributed to him by the environment during the forming of the character of a teacher in the higher medical educational establishment. Character covers appearance, manner of dressing, style of communication, behavior, and thinking. In other words, it is the art of "managing impressions" [4].

It has been known that applicants for higher education primarily pay attention to the appearance of the teacher, that is, his image. Its components are conformity to the position it occupies; teaching skills; communication skills (written and oral language); gait, and posture; general level of culture; self-confidence; the ability to communicate with people; good manners; high spiritual and moral qualities; ability to present yourself with the voice; cleanliness, grooming, etc [6].

The teacher's ability to manage his character consciously and purposefully, to be aware of the impression he makes on the participants in the communicative process, is directly related to his reflective ability to analyze his psychological characteristics and, if necessary, correct them. The level of development of such reflective competencies is an important criterion that determines the professionalism of a teacher. Being a teacher means acting in any communicative situation in such a way that your partner receives a certain impetus to develop in it [10].

A high level of moral competencies and developed communication skills testify to the pedagogical culture, the skill of a teacher who is constantly tuned to look at himself "through the eyes of higher education applicants" because he feels the internal motivation to improve his character [2].

Pedagogical culture is special education. It is a dialectical integrated unity of pedagogical values, between which certain connections and relationships are formed, implemented, and improved in various types of professional and pedagogical activities and communication. The formation of a teacher's pedagogical culture implies awareness of one's uniqueness, uniqueness in comparison with other individuals; clear aims and motives for their self-development; self-affirmation and awareness of the level of formation of one's competence, which is provided by the system of knowledge and skills, beliefs, self-realization in certain types of activity. And the value and harmonious unity of individual properties, including creative ones; dynamism and continuity of self-development, constant work on oneself to increase the level of one's own culture, including pedagogical; awareness of one's importance in personal, professional, and social aspects to assert oneself in society. The individuality of the teacher is manifested in his spirituality, spiritual culture, and humanistic orientation of professional and pedagogical activity [8].

The pedagogical culture of a modern teacher of higher medical educational establishment requires a harmonious combination of a high level of general human culture, professionalism, the ability to communicate with patients, developed pedagogical skills,

expressive methodological positions, worldview, a clear vision of the defining trends in the development of one's professional [5].

The components of the teacher's pedagogical culture are solid psychological and pedagogical knowledge, strong beliefs in the need for psychological and pedagogical training of future specialists, as well as behavior corresponding to this knowledge and beliefs. It is necessary to pay attention to the selection and education of scientific and pedagogical workers on the way to the formation of the pedagogical culture of the teacher. The improvement of educational and methodological support, the introduction of innovative educational technologies, the development of the material and technical base, the quality control of education, and the stimulation of the success of applicants for higher education are important [7].

**Conclusion.** A positive character of a teacher of higher educational establishment opens the way to the creative self-realization of a specialist, helps to emphasize the high status of the profession, and increases the authority among applicants for higher education, to productively influence the motivation to master academic disciplines.

The effectiveness of his activities, professional level, and degree of self-realization of the individual will depend on the level of formation of the pedagogical culture of the teacher. A teacher's awareness of the features of each stage of professional development, skillful problem solving, problem definition, and their solution is the basis for achieving maximum results during professional pedagogical activity.

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