

COMPARATIVE ANALYSIS OF FUTURE SPECIALISTS' IMAGE FORMATION IN MILITARY AND CIVILIAN INSTITUTIONS OF HIGHER EDUCATION

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INTRODUCTION

Modern Ukraine needs specialists of a new formation with a competitive European level of qualification. Formation of a harmoniously developed personality is the main goal of the modern education system. Therefore, special attention is paid to the reforms caused by changes in the socio-economic and state-political life of the country, as well as the constant increase in the amount of information, aimed at the formation of a highly qualified specialist with a high level of theoretical knowledge, practical skills, a system of value orientations, and a focus on progressive cultural development. We believe that the image component of professionalism should take its proper place in this list of competent specialists.

At the present stage of society's development, the role of the professional image of specialists has significantly increased. It is difficult to overestimate the importance of image in the professional activity of a specialist in the "person-to-person" profession. Having a psychotherapeutic effect, the image gives a person sociability, reflectivity, activity, diplomacy, responsibility, flexibility, non-standard thinking, general and professional culture, etc. (SOROKA, 2016). According to research by scientists (KOROLKO, 1997; SOROKA et al., 2019; SHEPEL, 2002; SHPALINSKY, 2001) the problem of image formation has been quite actively developed recently in relation to various types of human activity. The priority in solving it remains with politics, business, art, military sciences and other spheres. At the same time, modern psychological

and pedagogical science has accumulated a wide arsenal of technologies aimed at supporting and creating an image of specialists of various specialties.

In Ukraine in 2020, a State Standard has been developed in Specialty 281 "Public Management and Administration" for the second (Master's) level of higher education, according to which specialists can work in senior positions and specialist positions at enterprises, institutions and organizations of state and municipal ownership; in managerial and administrative positions in international organizations and their representative offices in Ukraine (ORDER OF THE MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE, 2020).

The need to develop the image of a specialist manager is substantiated by the following reasons: first, the difficult socio-economic situation increases competition among enterprises in the "struggle" of a labor market; second, a strong, stable positive image facilitates access of enterprises to the best resources – financial, information, human; third, having formed a positive image of a specialist, the organization under equal conditions becomes more attractive to employees and customers, because it can provide them with stability, socio-psychological comfort, satisfaction with work and professional development (BALENDR et al. 2019a; BALENDR et al., 2019b).

LITERATURE REVIEW

A historical review shows that the roots of the term "image" go back to ancient times. In ancient Slavic culture, the word "imago" was used as a designation of certain images, signs, and phenomena in magical rituals. Further, for thousands of years, the word "image" was associated with a certain prototype that does not reflect the essence of the phenomenon (object, person), but is its image, copy, symbol, image, that is, the meaning of the word was limited to the image of perception and the image of imagination. In the twentieth century, the word "image" began to be considered as a scientific term, extending its use to practical activities: economic, political, social. In addition, the image is associated with such concepts as "rating", "popularity", "reputation", "prestige", "authority". According to scientists (MESCON, et al., 1992; FILATOVA, 2011) the founder of image theory was K. Boulding, who in the middle of the twentieth century first applied the concept of "image", referring to the universal mechanism involved in managing social processes at the level of the concept of "impression" (BOULDING, 1956).

The guide to public relations states that the image comes from the Latin *imago* - "image" and has been known since ancient times. In modern English, the word "image" has many shades and meanings, for example, "image", "depiction", "reputation", "prestige", "representation" (about something), "symbol" (KOROLKO, 1997).

Today, researchers in the field of management and psychology do not have a single clearly established opinion about the category of "image". Thus, in the understanding of V. Shepel, an "image is an individual form or halo created by the mass media, a social group or a person's own efforts in order to attract attention to themselves" (SHEPEL, 2002). V. Shpalinsky (2001) emphasizes that the image is "what and who a person seems to be in his environment, the way he is seen and perceived by "them" (SHPALINSKY, 2001). According to O. Soroka, an image is a system of external characteristics of a person that are designed to emphasize or create its uniqueness, originality and inimitability of the image of a specialist (SOROKA, 2016). M. Spilein (1996) describes image as an influence that means subordinating the will of one person to the will of another, when one person forces another to do something in accordance with their intentions and goals. This influence, according to M. Spilein, is based on power (SPILEIN, 1996). Accordingly, the influence of image is based on the significance of social status, the power that a particular person can possess. So, we can state about the versatility, multitasking and applicability of this concept, both in theoretical and practical terms.

In our understanding, an image is an integral vision of a person containing a set of external (verbal, kinetic, environmental) and internal (knowledge, skills, abilities, attitudes, values, self-esteem) factors, personal qualities and means of self-presentation. At the moment, there are various scientific approaches to the interpretation of "image". Let's present the most common views of scientists on this term (table 1).

Table 1. Scientific approaches to defining the essence of the term "image"

Approaches (author)	Content of the concept of "image"
Anthropological (G. Pocheptsov, J. Scott, V. Shepel)	Image as an expression of a person's personal vision, a kind of mask to have an attractive appearance for their fans. Image is associated with various personalized categories, such as "self-presentation", "self-imagination", "impression management", etc. Special attention is paid to the appearance (SHEPEL, 2002)
Contextual (C. Sandidge)	Image as a result of professional activity; as the art of convincing people, influencing their thoughts, maintaining readiness for necessary changes; as a scientifically based and proven technology
Ontological (V. Bebig, S. Goldman, V. Korolko)	The image must contain attributes that identify a particular object and, accordingly, differ from similar ones (KOROLKO, 1997)
Psychoanalytic (Z. Freud, E. Fromm)	Image as a socio-psychological phenomenon that reproduces the influence of the conscious and unconscious components of the psyche of various social groups. Image as a symbolic, indirect and relatively stable image of the subject, which can be improved.
Semiotic (M. Woodcock, B. G., D. Francis)	Image as a socio-psychological influence of the manager's personality on subordinates. The main categories of image are the ability to like and make an emotional and volitional influence. Image is considered in the context of individual behavior and social influence.
Technological (L. Brown, D. James, A. Pease, J. Jaeger)	Image as an appearance of a person (clothing for women, clothing for men, makeup, hair, glasses, etc.), which requires practical techniques and techniques to create it. "The image should truthfully reproduce our best qualities and be simple, sincere, and not fake and well-rehearsed (JAMES, 1998)
Phenomenological (P. Bird)	Image as such, as other people perceive you: "this is the overall picture of your personality in the eyes of others. It is made up of how you look, speak, dress, and act; it reflects your abilities and moral qualities, body postures and movements, accessories, and surroundings..." (BIRD, 2004)
Functional (E. Sampson)	Image as a combination of external and internal factors that determine self-image.
Value-Based (I. Terletskaya, O. Feofanov)	Image as an integrated phenomenon that creates a holistic social image of an object, its address affiliation. Attention is focused on the symbolic essence of the image.

Source: Search data.

So, different interpretations of the concept of "image" in different scientific approaches can be explained by the fact that, firstly, this phenomenon is studied by different sciences, and secondly, by the fact that the patterns of its formation, structural features, factors and conditions of functioning have not yet been fully studied. Due to the different understanding of the nature of the image, we are convinced that it can be purposefully formed.

There is a sample (model) of the image of a businessperson according to international standards (LYTVYN, 2002). Its basis is a demonstration of confidence, satisfaction with yourself, life and the environment; behavior of a winner and a successful person; the face is not narrowed, not frozen, but victorious; the landing of the head is beautiful and confident; speech is expressive, literary and, of course, without parasitic words; the look is not burning or frozen, and the smile is heartfelt and sincere; the voice and laughter are euphonious, moderately loud, pleasant, not sharp, correspond to the place and situation. Gait - silent, graceful, without unnecessary movements, not fast, confident. Posture – straight and harmonious; hairstyle – modest and neat; posture and movements – calm, not frozen, not tense.

The analysis of understanding of the concept of "image" allows us to say that this is a rather complex phenomenon that contains various characteristics that may contradict each other. So, from a psychological and pedagogical point of view, the image is understood as: practical techniques; a symbol of standards; a set of qualities associated with individuality; an artificially created information carrier; self-promotion.

The goal is to diagnose the level of image of future management specialists- students of the Pedagogical University and cadets studying under the educational program 281 "Public Management and Administration".

Research objectives: to reveal the essence of the concept of "image"; to diagnose professional image of future managers.

MATERIALS AND METHODS

Psychological and pedagogical tools for conducting diagnostic support were used for comparative diagnostics of the image of students and cadets (managers). In particular, as a result of the analysis of specialized scientific literature, two methods were chosen for diagnosing the image of future officers and future managers of "civilian" enterprises (the "image assessment" test (SHEPEL, 2002); the "Evaluate your image" test (JAEGER, 1994) to determine the level of professional image). When choosing the "image assessment" test, we took into account the fact that, firstly, it was used in the dissertation research of Yu. Frolova (2011), S. Ananieva (1996), who studied pedagogical technologies for training specialists in image science in the system of additional professional education. M. Kiselev (2011) analyzed the features of forming the image of a manager in the civil service and studied the technology of forming the image of a manager of students of a tourist institution of higher education. Secondly, V. Shepel (2002) is the founder of the league of image makers, who in the late 90s introduced a new branch of management and psychology development in Russia - Image Science, which he interprets as the science of personal charm technology (SHEPEL, 2002).

Choosing the test of an American researcher, sociologist, specialist in the study of business ethics, propagandist of the rules of politeness in business communication, J. Jaeger (1994) is due to the fact that in her book "Business Etiquette" she describes six basic rules of business etiquette known all over the world, which implies mandatory compliance with the rules of cultural behavior and respect for other people. The researcher considers the image in the context of etiquette (behavior at the table, during telephone conversations, business etiquette rules). She was one of the first to develop recommendations on relationships between men and women at work, friendship at work, etc. The empirical study was conducted in three stages:

- 1) ascertaining stage - provided for the participation of students and cadets in the diagnostic procedure using the "image assessment" test to identify the level of satisfaction of image components; the "Evaluate your image" test (according to J. Jaeger) to determine the level of professional image;
- 2) forming stage - it included the training program "Image of a specialist" with students and cadets, aimed at forming and developing an image;
- 3) control stage was conducted to re-diagnose students and cadets using the "Evaluate your image" test.

The organized study of the image of students and cadets was conducted on the basis of two higher educational institutions: Ternopil Volodymyr Hnatiuk National Pedagogical University (TNPU) and the Bohdan Khmelnytsky National Academy of the State Border Guard Service of Ukraine (NASBGSU). The experimental study involved 97 Master's students of I-II courses of Specialty 281 "Public Management and Administration" (group MU1 - 21 people, group MU2 - 24 people. TNPU), cadets-masters of the specialty 281 "Public Management and Administration" (52 persons from NASBGSU). The chosen specialty is classified as a "man-to-man" profession. The main purpose of the study was to diagnose the image of students and cadets of the specialty "Public Management and Administration".

RESULTS OF RESEARCH

We checked the presence of the formed level of image of future managers using the "Image assessment" test⁴. The researcher identified a complex of components that reveal the image of a person. Each of the selected image components is rated for one of three levels of satisfaction: low, medium, and high. The results of self-assessment of the image are presented in Table. 2.

Table 2. Results of the "Image assessment" test (according to V. Shepel)

Components image	Low degree of satisfaction Abs. / %		Average degree of satisfaction Abs. / %		High degree of satisfaction Abs. / %	
	TNPU	NADPSU	TNPU	NADPSU	TNPU	NADPSU
	Voice data	10 / 22,2	16 / 30,7	14 / 31,1	16 / 30,7	21 / 46,7
Sociability (written and oral)	8 / 17,8	21 / 40,4	18 / 40	17 / 32,7	19 / 42,2	14 / 26,9
Self-presentation	14 / 31,1	26 / 50	16 / 35,5	15 / 28,8	15 / 33,4	11 / 21,2
Norms of General Civil etiquette (refined manners)	19 / 42,2	29 / 55,8	14 / 31,1	14 / 26,9	12 / 26,7	9 / 17,3
The art of visual contact	11 / 24,4	25 / 48,1	19 / 42,2	14 / 26,9	15 / 33,4	13 / 25
Posture	13 / 28,9	11 / 21,2	23 / 51,1	22 / 42,3	9 / 20	19 / 36,5
Physical data	6 / 13,3	18 / 34,6	18 / 40	18 / 34,6	21 / 46,7	16 / 30,8
Grooming (hair, skin, hands)	8 / 17,8	21 / 40,4	17 / 37,8	17 / 32,7	20 / 44,4	14 / 26,9
Ability to dress-up (individual style)	21 / 46,7	25 / 48,1	13 / 28,9	18 / 34,6	11 / 24,4	9 / 17,3
Hairstyle	19 / 42,2	25 / 48,1	18 / 40	17 / 32,7	8 / 17,8	10 / 19,2
Color type of appearance	19 / 42,2	30 / 57,7	14 / 31,1	14 / 26,9	12 / 26,7	8 / 15,4
Footwear	16 / 35,6	29 / 55,8	18 / 40	14 / 26,9	11 / 24,4	9 / 17,3
Aromatic means	19 / 42,2	30 / 57,7	15 / 33,4	12 / 23,1	11 / 24,4	10 / 19,2
Accessories	19 / 42,2	28 / 53,9	14 / 31,1	16 / 30,7	12 / 26,7	8 / 15,4

Source: Search data.

The test results prove that cadets show a rather low degree of satisfaction with the components "self-presentation", "refined manners", "color type of appearance", "footwear", "aromatic means" and "accessories". We explain this that these components are quite difficult to develop in a military institution of higher education. Instead, students had a low degree of satisfaction determined by the "individual style" component, which may indicate self-doubt and the search for their own style. We observed the average degree of satisfaction of both cadets and students with the "posture" component. In turn, a high degree of satisfaction with one's own image was determined by the component "physical data" for students and "voice data" for cadets. In our opinion, self-assessment of image components cannot fully illuminate the objective picture. Therefore, to get more reliable results, we checked the level of image formation using the J. Jaeger "Evaluate your image" test, which was conducted twice, before the start of the training program and immediately after it finished (JAEGER, 1994).

The J. Jaeger test contains 10 questions, each of which has 3 possible answers. The questions relate to such aspects of the image as the way you dress and the ability to monitor your appearance, handwriting features, punctuality, assessment and attitude to your own image on the part of the person and other people. The chosen method of J. Jaeger reveals the attitude to the image of future managers, which significantly expands the idea of personality and the degree of criticality with which students and cadets evaluate their own image. Comparative test results are presented in Table. 3.

Table 3. Comparative results of the test "Evaluate your image" (according to J. Jaeger)

Image level	Prior to the training Abs. / %		After the training Abs. / %	
	TNPU	NASBGSU	TNPU	NASBGSU
High	14 / 31,1	12 / 23,1	17 / 37,8	13 / 25
Average	17 / 37,8	16 / 30,7	20 / 44,4	23 / 44,2
Low	14 / 31,1	24 / 46,2	8 / 17,8	16 / 30,8
In general	45 / 100	52 / 100	45 / 100	52 / 100

Source: Search data.

The test results showed that a third of students (31.1 %) and almost half of cadets (46.2 %) had a low level of image at the beginning of the experiment, which may indicate a lack of actions to form it. The respondents explained this by the fact that they are overloaded with training and have almost no time to engage in the formation of their own image. In their opinion, this

will not affect their future professional activities in any way. It is pleasant to note that 37.8% of students and 30.7% of cadets at the beginning of the experiment had an average level of image formation, and a third of the surveyed (31.1 %) students and 23.1% of cadets had a high level of formation of all components of the image.

At the formative stage of the experimental study, we conducted the training "Image of a specialist", aimed at forming, developing and improving the image of specialists (table. 4). The training was developed in the form of an intensive course, which provided for classes for three days (3 hours a day). Groups of students and cadets were distributed in such a way that the number of participants in the training group did not exceed 15 people. Accordingly, three groups of students of 15 people and four groups of cadets of 13 people were created. The specifics of the developed training is that it does not form an image, but only provides a certain set of theoretical knowledge that can be used in future work of students and cadets as a basis for creating their own image.

Table 4. Training program "Image formation"

Lesson / Topic	Content
1 day	
1. Image and its impact on the individual. The concept of "Style"	<i>Informational messages:</i> "What is image and style. Difference in concepts and implementation. What does the idea of a person consist of? Elements that make up a person's style". <i>Exercise:</i> determining by appearance what a person does? <i>Exercise</i> "Compliment". <i>Exercise</i> "Legend of the name»
2. Psychological type and style choice. Self-presentation	<i>Informational messages:</i> "Dramatic. Romantic. Classic. Natural - distinctive features, advantages, disadvantages". <i>Exercise:</i> determining your psychotype. Self-representation. <i>Exercise</i> "I will say"
2 day	
3. Posture and style. Face building	<i>Informational messages:</i> "Types of figures and choice of clothing that emphasizes the advantages of the figure. Straight shape type. Semi-straight shape type. Rounded shape type. How to identify it. How to dress. Face building as a visual presentation technology. Facial areas". <i>Exercise:</i> determining your body type and selecting models. <i>Exercise</i> "Gift". <i>Exercise</i> "Do I need empathy?"
4. Dress code. Typical mistakes when forming a corporate identity.	<i>Informational messages:</i> "What is a dress code? Main types of dress codes. Casual clothing in the office. Friday style. Analysis of typical mistakes of the appearance of office workers. How to use your business image to make a career?" <i>Exercise:</i> My growth zones. <i>Exercise</i> "Conflict behavior and resolution"
3 day	
5. Using accessories and combining them	<i>Informational messages:</i> "How to use shawls and ties. How to choose correctly. Selection of bags, watches, and jewelry. Acceptable number of accessories in the image of a businessperson. What accessories "sell" us as professionals". <i>Exercise:</i> More than 10 ways to tie shawls. <i>Exercise</i> "Solidarity or Amoeba"
6. Appearance care and basics of business etiquette	<i>Informational messages:</i> "Recommendations for face, body and clothing care. How to look stylish and inexpensive. How to maintain a Corporate Communication Culture. What should be the image?" <i>Exercise:</i> greeting, getting to know each other, and making connections. <i>Exercise</i> "Who I like and who I don't like". <i>Exercise</i> "Echo"

Source: Search data.

CONCLUSION

We believe that intensive training is a powerful means of influencing and changing your personality. It contributed to a more detailed study of the essence of the concepts of "image", "style", "self-presentation" and faster assimilation of skills and abilities to dress and take care of yourself. In general, during intensive training, we spent less time immersing participants in group interaction, their resistance decreased, and their perception of "new material" increased.

Evaluation of the effectiveness of the developed training during its testing was carried out based on the results of comparing data before and after the formative stage of the experiment, which were analyzed for differences in image levels using the "Evaluate your image" test (JAEGER, 1994). After the training program, the percentage of students (37.8 %) and cadets (25 %) with a high level of image formation increased; 44.4% and 44.2% had an average level of image formation; 17.8% and 30.8 % - a low level of image formation. Overall, the results improved for both students and cadets. The respondents realized the importance of image formation and expressed a desire to work independently to improve it, which indicates the effectiveness of the developed training program. Among the prospects for further research in this area, the development of specific image formation technologies for various types of social and military institutions should be identified.

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Comparative analysis of future specialists' image formation in military and civilian institutions of higher education

Análise comparativa da formação da imagem de futuros especialistas em instituições militares e civis de ensino superior

Análisis comparativo de la formación de imágenes de futuros especialistas en instituciones militares y civiles de educación superior.

Resumo

O artigo analisa a essência da definição científica de "imagem" do ponto de vista de diferentes abordagens científicas. A imagem foi considerada como uma reflexão holística de um indivíduo, contendo um conjunto de fatores externos (verbais, cinéticos, ambientais) e internos (conhecimentos, habilidades, habilidades, atitudes, valores, autoestima), qualidades pessoais e meios de auto - apresentação. Para estudar o nível de formação da imagem dos futuros especialistas-gestores, foi realizado um estudo diagnóstico com base na Universidade Nacional Pedagógica de Ternopil Volodymyr Hnatiuk e na Academia Nacional Bohdan Khmelnytsky do Serviço Estadual de Guarda de Fronteiras da Ucrânia. 97 Alunos de mestrado dos cursos I-II da Especialidade "Gestão e Administração Pública"; o método "Avaliação da imagem" (segundo V. Shepel) foi utilizado para identificar o nível de satisfação dos componentes da imagem e o método "Avalie sua imagem" (segundo J. Jaeger). O programa de formação "Imagem de um especialista" voltado à formação e desenvolvimento da imagem foi desenvolvido e testado com a participação de alunos e cadetes.

Palavras-chave: Imagem. Formação. Diagnóstico. Futuros gerentes de especialistas. Instituições de ensino superior.

Abstract

The article analyses the essence of the scientific definition of "image" from the standpoint of different scientific approaches. The image has been considered as a holistic reflection of an individual, containing a set of external (verbal, kinetic, environmental) and internal (knowledge, skills, abilities, attitudes, values, self-esteem) factors, personal qualities and means of self-presentation. In order to study the level of image formation of future specialists-managers, a diagnostic study was conducted on the basis of Ternopil Volodymyr Hnatiuk National Pedagogical University and Bohdan Khmelnytsky National Academy of the State Border Guard Service of Ukraine. The object of the study were 97 Master's students of I-II courses of Specialty "Public Management and Administration"; the method "Evaluation of the image" (according to V. Shepel) was used to identify the level of satisfaction of the components of image and the method "Evaluate your image" (according to J. Jaeger). The training program "Image of a specialist" aimed at the formation and development of image was developed and tested with participation of students and cadets.

Keywords: Image. Formation. Diagnostics. Future Specialists-managers. Institutions of higher education.

Resumen

El artículo analiza la esencia de la definición científica de "imagen" desde el punto de vista de diferentes enfoques científicos. La imagen ha sido considerada como un reflejo holístico de un individuo, que contiene un conjunto de factores externos (verbales, cinéticos, ambientales) e internos (conocimientos, habilidades, habilidades, actitudes, valores, autoestima), cualidades personales y medios de uno mismo. - presentación. Para estudiar el nivel de formación de la imagen de los futuros especialistas-gerentes, se realizó un estudio de diagnóstico sobre la base de la Universidad Pedagógica Nacional Ternopil Volodymyr Hnatiuk y la Academia Nacional Bohdan Khmelnytsky del Servicio Estatal de Guardia de Fronteras de Ucrania. 97 alumnos de maestría de los cursos I-II de la especialidad "Gestión y Administración Pública"; Se utilizó el método "Evaluación de la imagen" (según V. Shepel) para identificar el nivel de satisfacción de los componentes de la imagen y el método "Evalúa tu imagen" (según J. Jaeger). El programa de formación "Imagen de un especialista" dirigido a la formación y desarrollo de la imagen fue desarrollado y probado con la participación de alumnos y cadetes.

Palabras-clave: Imagen. Formación. Diagnósticos. Futuros Gerentes-Especialistas. Instituciones de educación superior.