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The image of pedagogical higher education institution as psycho-pedagogical problem

Sveta K. Berdibayeva^{a,*}, Sharban M. Maigeldiyeva^b, Saltanat G. Tazhbayeva^c,
Meiramkul A. Abirova^d, Saltanat K. Atakhanova^e

^a Kazakh National University of Oriental Studies, Al-Farabi ave., 71, Almaty, 050038, Kazakhstan

^b The Korkyt Ata-Kazakhstani State University, Tashkebi str., 293, Kyzylorda, 120014, Kazakhstan

^c Kazakh National Pedagogical University, Abai Doszaki ave. 13, Almaty, 050010, Kazakhstan

^d Kazakh National Medical University named after S.D. Iskenediyev, Tolebi str., 88, Almaty, 050012, Kazakhstan

Abstract

The system of pedagogical education pays enough attention to professional development of teachers in high school, their professional competence. But the formation of the image of a university is remains out of field of activity of educational institutions. Purpose of research is to define the psychological conditions of creation and formation of image of pedagogical higher education institution (PHI). Mechanisms of intra group unity or ethnocentrism was shown in self-image of two higher education institutions which all estimated themselves above 80% on an indicator "assessment".

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1. Introduction

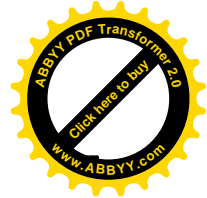
Because of the country's socio-economic and political conditions of Kazakhstan education system is in a difficult position. In the modern, has lost many of the old landmarks Kazakh society, the prestige of the pedagogical higher education institution lost former height and needs the rehabilitation. However, there are the highest requirements to the pedagogical higher education institutions' activity. The problem of image formation of pedagogical universities of Kazakhstan in the modernization of education remains essentially unsolved.

The system of pedagogical education pays enough attention to professional development of teachers in high school, their professional competence. But the formation of the image of a university is remains out of field of activity of educational institutions, while the image of the university is often a determinant of the development of a successful career.

It became clear that the use of new approaches and methods to increase the prestige of pedagogical higher education institutions due to the fact that the public attitude affects the conditions for the functioning of pedagogical higher education institutions and determine not only the level and quality of education, but also the development of the country in the national and in the global context.

*Corresponding Author: Sveta K. Berdibayeva, e-mail: 7-777-237-4977, fax: 7-727-377-33-44

E-mail address: sveta_berdibayeva@mail.ru



The current situation requires a change in the roles of the image of a pedagogical higher education institution in shaping competitiveness of university in the labor market, as the self-interest of all stakeholders of pedagogical process that defines the problem of our study, which is to identify the psychological conditions of image formation of a pedagogical higher education institution.

Creating a positive image of pedagogical higher education institutions and its maintenance is influenced not only to strengthen the competitiveness and prospects of pedagogical higher education institutions, but also in general indicative the level of education in the country, which greatly effects on the image of Kazakhstan education. Relevance of research problems of image formation of pedagogical higher education institutions caused by the fact that this very area of activity provides expansion of pedagogical higher education institutions' capabilities in the development of new market segments, strengthening their positions and increase their competitive advantage through improved organizational and psychological, educational, information and communication activities. Create the image of pedagogical higher education institutions should be seen as a prerequisite for the growth potential of modern pedagogical education, its ability to perspective and sustainable development. Purpose of research is to define the psychological conditions of creation and formation of image of pedagogical higher education institution.

2. Methods

We used next methods: Psycho-diagnostic methods (observation, interview, questionnaire, testing, content analysis), method of semantic differential (Charles Osgood), method of studying the competitor (M. Porter), methods "The need for communication" and "The need for achievement" (V.M. Orlov).

3. Results of research

Constitutive phase of research was called for the state of the problem of pedagogical higher education institutions' image. The content analysis of statements of respondents under the questionnaire is carried out. The purpose of this work was to analyze image of classical and pedagogical university as a whole, and to consider the images of the two universities (KazNU and KazNPU), based on the representation of students about the image of these institutions (N = 70). We used the questionnaire "Determination of the visual image of a pedagogical university", elaborated by us. Using of this questionnaire helped us to define common requirements of students and their parents to the prestige of the pedagogical university. Experimental program was designed, containing diagnostic, corrective and transformative elements.

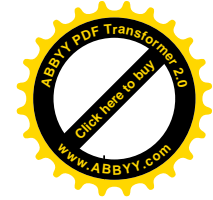
To meet the goal was conducted two interviews. In the first interview, respondents were asked to answer two open-ended questions (why not choose pedagogical university and perspectives of pedagogical specialty). In the second interview we used a semantic differential, where respondents had to evaluate two universities (classic and pedagogical university) for the six bipolar scales.

These two interviews were aimed in identifying patterns of pedagogical university's image formation, characteristics of its content and structural components, and peculiarities of perception and communication among the various groups of subjects. Also we made the program of special course – "Image-practical work" aimed at creating a positive image of the pedagogical university.

Content analysis of the answers let us know the attitudes to selected universities. As expected, it turned out that classical and pedagogical university disapprove to each other especially (there are authentic distinctions between number of positive and negative statements of students of these higher education institutions about each other (57.6 and 83.3, $R = 0.01$)).

Mechanisms of intra-group unity or ethnocentrism it was shown in self-image of two higher education institutions which all estimated themselves above 80% on an indicator "assessment". Students also were inclined to characterize the higher education institutions as "strong" (the assessment is higher than 80%). Intergroup discrimination was in the evaluation of the other two universities (score less than 50%). Thus, these interviews confirmed the first hypothesis, since there was considerable difference between the valuation of "us" and "them".

There is expressed positive correlation between motivation indicators on formation of image of higher education institutions and prestigiousness of higher education institutions – on Pearson's factor from 0.53 to 0.77.



In order to study the image of the ideal and the real pedagogical university, we conducted mini-essays "The ideal image of pedagogical university". Results of the constative phase of research indicated the predominance of low and medium levels of image formation of pedagogical universities. The statement that "the educational institution should always have a good reputation and favorable psychological environment" was on the first place. The statement that "the pedagogical university must be modern in the broad sense of the word, to educate modern teaching staff" was on the second place.

During the study, the "Image-practical work" program was realized. This program was developed in accordance with the model of the process of formation of the image of a pedagogical university, and consisted of the next steps: motivational-orientating stage ("The knowledge of their university"), cognitive-reflective stage ("Building a positive image of the pedagogical university") evaluation stage - "Self-estimation of their university", design and the performing stage ("Image-creation of their university").

The first phase of "The knowledge of their university" was devoted to cognition the specific characteristics of the university by the subjects. To identify the level of parameters of need-motivational sphere two methods "The need for communication" and "The need for achievement" were used. These data were used to elaborate a specific strategy to build the "Image-practical work".

The second phase of "Building a positive image of the pedagogical university" was aimed to recognizing the subjects of their institution, and the image of their institution in views of others in the system of professional activity and among other higher education institutions.

At this stage, the subjects were offered to make tasks of defining the problem field of image of pedagogical university. These data were the basis for the selection and conduct of training sessions, which formed the main content of the second phase of the program to create a positive image of the pedagogical university.

The third stage of "Self-image" was presented at all stages of the image forming. Self-evaluation was carried out using the "self-assessment circle" in which subjects noted their qualities and external characteristics of the image. The subjects were focused on the transformation of the image of their university on the basis of the knowledge obtained as a result of the university's image and the practical involvement of all stakeholders in the process of the program and its subsequent implementation.

The study of "Image-creation of their university" (in the broad sense) is seen as behavior modification. Modeling the image in the context of the idea of the prestige of the university involves the creation of a theoretical construction, which not only reproduces the structure of the image of the pedagogical university, but also reflects the interaction of possible trends in the positive development of the labor market. The use of these techniques revealed: socio-psychological and pedagogical aspects that contribute to the formation of the image of a pedagogical university; the stereotypes for different groups of subjects; role, location, functions and types of image of pedagogical university. There are distinctions on level of indicators of the need-motivational sphere between experimental and control groups.

$U_{empirical} = 54,5 < U_{critical}, U_{critical} 0,005 = 74, U_{critical} 0,001 = 62.$

Between the distributions of the need-motivational sphere in the control and experimental groups, there are differences that are statistically significant at the 0.01% level.

4. Conclusions

The mechanisms of functioning of pedagogical universities' image, the relationship of pedagogical universities' image and competitiveness of the university in the labor market and education are experimentally tested and defined.

It is revealed that during experiment examinees created positive concept of image of higher education institution (72,8 %). Also considerable part of examinees estimates level of their knowledge of image of their higher education institution as high (27,8 %). At the same time 10,2 % of examinees have even no general idea about image of their higher education institution (rather high negative indicator for students of pedagogical higher education institution). Difficulties of formation of image of higher education institution are connected with lack of image competency skills (53,5 % of cases), skills of self-presentation (27,8 % of cases), and fear of an individual responsibility (18,7 % of cases).



Our study allowed the state that formation of image of pedagogical higher education institution has unsystematic and fragmentary character; theoretical knowledge and psycho - pedagogical practical achievements are poorly used; the need for training of specialists on formation of image of higher education institution is obvious; ripened need for development of mechanisms of formation of image of pedagogical higher education institution.

The results of diagnostic studies have found that the level of preparedness of subjects to create the image of their university is rather small. Diagnostic studies have shown that psychological and educational mechanisms of image formation of pedagogical university can serve the scientific and methodological, organizational and psychological and pedagogical rationale for positioning the pedagogical institution based psycho-pedagogical conditions and real possibilities of a particular institution.

The study allowed to identify a number of contradictions between the objective need of society in the prestige of pedagogical university and the inactive dynamics of competitiveness of the subjects of educational process; between elevated requirements of modern education to pedagogical higher education institutions and the lack of conformity of the image of the university to these expectations; between the inactive dynamics of competitiveness of the subjects of educational process and professional position of teachers who underestimate the role of the image in matters of positive image of their institution; between the available capacity of image of the pedagogical university and willingness of modern subjects of education to implement it in their professional activities.

Branding professional competence of the subjects of educational activities is developed. Psychological and pedagogical methods to provide training to build the image of institutions that significantly affect the quality of teaching of individual elements of the educational process are offered. Indicators of successful formation of a positive image of pedagogical higher education institutions are developed, they are: adequacy, variety, resources, focus, activity, integration, which, when combined with rational and emotional aspects, give us the holistic image of pedagogical higher education institutions.

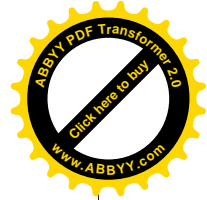
"Image-practical work" is a psychological condition for the analysis of the experience of knowledge, its own system of interaction allowing establishing a balance of image characteristics and derived from this strategy of correction and forming of positive image of pedagogical higher education institution.

An indicator of the image of pedagogical higher education institution is the reputation of the university. It is not only moral, psychological, but quite material category, able to bring in large revenues and improve the competitiveness of the university. Thus the image of pedagogical higher education institution has successfully formed and corrected it considered a number of psychological conditions which promotes the synthesis of professional, image competence of university and knowledge, self-determination and image-creation of university.

Image of pedagogical universities is a system of social and psychological programming the behavior of objects, motivated for success; communication interaction between university and the world; striving to meet the known samples and conduct assessments; semantic binding rules of conduct orientation of pedagogical universities in achieving the desired impression. Pedagogical higher education institutions as scientific, educational centers have a strong potential for development, impact on the cultural and economic life of the region and the country and ensure the industry by teaching staff.

The image of pedagogical higher education institution as a dynamic characteristic is in constant interaction with the society, culture, and reflects the level of balanced relations of different social formations. In the study we have presented the structure of the image of pedagogical higher education institution in the form of a dynamic model consisting of three levels: the core (natural component) - a relatively static component; the second level - a relatively moving component of image, consists of personal, behavioral and professional components; the external variable of image includes visual, auditory, olfactory, and kinesthetic components, which varies depending on the environmental conditions.

Image creation is regarded as specially organized process whose goal is the interaction of the participants for the formation of a positive image and a favorable psychological attitude of society to pedagogical higher education institutions. This study is the basis for the further development of the areas of image formation of pedagogical universities, the identification of new laws and principles relating to the modernization of our education system, the development of psychological and educational foundations of training, retraining and advanced training in the field of image formation of pedagogical higher education institutions considering the dynamics of modern society.



5. Recommendations

The formation of positive and professional image of the university and future teachers in the whole system of the educational process of the university was carried out. Ensure the effectiveness of the training of graduates for professional careers and enhance their competitiveness through integration into the content of psycho-pedagogical training of students the experimental program of forming of positive professional image of pedagogical higher education institution. To establish an effective system of psychological counseling students on self-presentation in the period of teaching practice.

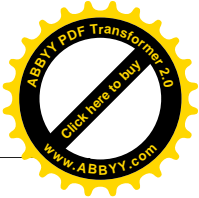
Currently, the problem of image formation of pedagogical higher education institution is very important. Reserve for future research may be issues that reveal the specifics of the image of different universities - technical and human; issues, revealing the essence of the image of the university; questions that reveal the essence of teaching imageology as a new branch of science.

Should explore and develop new areas of research, such as analysis of the laws of integration of the structural components of the image of pedagogical higher education institution; development of psychological techniques of image formation of educational institutions; and to identify specific stereotypes and archetypes in social groups interested in providing educational services; diagnostics of implementation and operation efficiency the image of the university; analysis of experience of foreign countries in the construction of algorithms to create the image of the university; creating conditions for the system analysis of needs of the social environment of the university in providing educational services.

Formation of image of pedagogical higher education institution has unsystematic and fragmentary character; psycho - pedagogical practical achievements are poorly used; the need for training of specialists on formation of image of higher education institution is obvious; ripened need for development of mechanisms of formation of image of pedagogical higher education institution.

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By: Berdiyeva, SH. (Berdiyeva, Sveta K.)¹; Margeldiyeva, SA. (Margeldiyeva, Sharzan M.);
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Author Information

Addresses:

¹ - Kazakh Nat. Univ Al Farabi, Alma Ata 050038, Kazakhstan

Email Addresses: suzda_berdiyeva@yandex.ru

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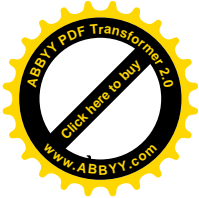
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