

THE ROLE OF PROFESSIONAL CONDUCT IN BUILDING A PEDAGOGICAL IMAGE

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ABSTRACT

The article considers the main idea of the role of professional behavior of a teacher in the formation of the pedagogical image. The article presents the analysis and modern concept of such definition as pedagogical and professional deontology. The aspect of professional image formation in the context of formation of high pedagogical culture is revealed. Pedagogical thinking and consciousness, as well as the creative potential of the teacher, which is a set of global cultural and historical experience, are considered.

Keywords: Image, professional image, image of the teacher, pedagogical and professional deontology, pedagogical culture, pedagogical thinking, pedagogical consciousness, pedagogical behavior, moral and humanistic orientation.