

теоретического и практического мышления, а также созданию благоприятного психологического микроклимата на занятии. Данный прием организации учебной познавательной активности студентов позволяет максимально реализоваться как менее компетентным, так и наиболее компетентным студентам, так как последние включаются в дискуссию только после выступления менее подготовленных «коллег», и таким образом моделирует ситуацию последовательного и максимального «производства» и динамики решений учебно-профессиональной задачи.

Реализация описанных интерактивных методов обучения осуществляется авторами в рамках преподавания экономических и психолого-педагогических дисциплин для студентов вузов г. Гродно. Данные методы зарекомендовали себя как высокоэффективные, способствующие формированию у студентов интерпретативного подхода к анализу и пониманию содержания изучаемого материала; освоению стратегий эффективного профессионального взаимодействия. Отмеченные положительные аспекты позволяют, на наш взгляд, широко использовать интерактивных методов преподавания социально-гуманитарных дисциплин в высшей школе, обеспечивающих качественное профессиональное образование студентов.

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TEACHER AS A BASIS FOR ENSURING A POSITIVE IMAGE OF INSTITUTIONS OF HIGHER EDUCATION

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Modern educational environment (in the higher education market supply exceeds demand that's caused by a difficult demographic situation) leads universities to the need to ensure its competitiveness.

According to many researchers the most important element of competitiveness of Institutions of Higher Education is the image, which includes 8 main units: 1. the image of educational services; 2. student's image; 3. the image of teachers and staff; 4. social image; 5. the image of university rector or head; 6. university visual image; 7. graduate's image; 8. internal image [1, p. 122-123].

Using this approach, we have developed assessment criteria for each image unit of a modern university and for quantitative assessment methods, based on the use of the index method. Then we conducted the approbation.

It's hard to deny that the image of a teacher - his competence, appearance, means of communication with students determine an overall image of a university in the

eyes of consumers. In spite of the education informatization, manifested primarily in the use of distance learning (testing, online conferences, webinars, etc.), teacher keeps on playing a major role in ensuring the quality of education, educational process of personalities. That is why the study of a teacher as a major factor in ensuring the competitiveness of Institutions of Higher Education is actual.

To determine the image of university teachers and staff we have selected indicators for which basic education market participants noted their satisfaction with one or others factors (from 1 to 5 points): appearance; general mentality; ability to engage in the study; knowledge of the discipline; objectivity and fairness.

The evaluation results of the image of teachers and staff of Yanka Kupala State University of Grodno for 2013 and 2014 are presented below:

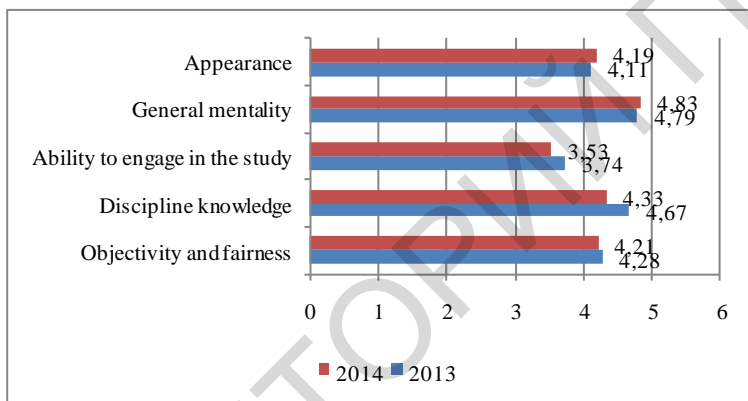


Figure 1. - The research results on the component "Teacher's image"

The dynamics of major indices of teacher's image, as can be seen from the chart, are negative. A slight increase of average is observed only in the indicator of "appearance" (+0.08) and "general mentality" (+0.04). A sharp decrease is observed in the indicator of "discipline knowledge" (-0.34). In our opinion, it may be associated with the fact that teachers often give lectures which they don't know perfectly. Expert's admission to lectures on a particular subject occurs on formal grounds, for example, the presence of a scientific degree. And it becomes unimportant that the degree is obtained in a completely different speciality.

University students say that a teacher of their university is an interesting, ambitious, intelligent, exacting to others and self-rigorous, but not always able to involve in the learning process personality. To solve the issues related to ensuring a positive image of university teachers, we offer:

1. The introduction of impersonal written exams. We consider that unfair assessment is one of the main factors causing the lack of motivation for learning among students. European experience will partially solve this problem. In Europe students write exams on letterheads with arms (for example, at the University of Helsinki), where the student indicates only their personal number in the WebOodi.

After checking an exam letterhead, teacher must enter the personal numbers of a student and the mark in electronic grading system. And only after the confirmation of the entered he gets to know the name and surname of an appreciated student.

2. We consider that a modern teacher in the style of his clothes and behavior doesn't always follow the rules of etiquette, which is confirmed by the data presented above. Much has been said about the appearance of the students, that many of them look inappropriately. We think that it can be explained by the behavior of teachers. That is why it would be rational to introduce internal rules, which would have established some standards of university employees' appearance.

3. In our opinion, dissemination the information about free online education platforms such as Coursera, Iversity would be the easiest and most effective way to solve the problem with the ability of teachers to engage students in the learning process and to acquaint them with leading edge researches in their discipline. The only disadvantage of this concept is a low teachers' participation in training because almost all courses on these resources are taught in English, French or German, and many employees of Yanka Kupala Grodno State University don't have sufficient knowledge in linguistics.

Using Fishburne's methodology and survey respondents we determined the effectiveness of proposed activities, as reflected in the table below:

Chart 1. –The main results of the effectiveness of the measures implementation in the activity of Yanka Kupala State University of Grodno on the component "Teacher's Image"

Measure	Rank	Effectiveness
Implementation of impersonal exams	2	+ 0,0902
Implementation of internal regulations	3	+ 0,0302
Increase teacher's professional capacity using international platforms of online education	1	+ 0,1202

The data mentioned above show that implementation of the practice of increase teacher's professional capacity using international platforms of online education would be more preferable from the viewpoint of improving the image of Yanka Kupala State University of Grodno (+ 0.1202 to the integral image of YKSUG).

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ВАРИАНТЫ ПРИВЛЕЧЕНИЯ СТУДЕНТОВ К НАУЧНО-ИССЛЕДОВАТЕЛЬСКОЙ РАБОТЕ

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Научно-исследовательская работа студентов (НИРС) - это эффективный способ и средство формирования самостоятельных навыков и развития у студентов мотивации к творчеству, ответственности, а также способ наиболее полно реализовать индивидуальный подход в обучении и воспитании будущих