

Scientific Views of Scientists on the Term "Image of a Higher Education Institution"

Mukumova Nargis Nuriddinovna

Senior Lecturer, Samarkand State University of Architecture and Construction

Olimova Lola Erkinovna

Teacher, Samarkand State University of Architecture and Construction

Abstract: With the development of market relations and the intensification of competition between universities, special attention is paid to image as one of the key instruments of competitiveness. Increased competition in the educational services market is associated with a demographic decline in the population, a decrease in demand for some areas of study. The views of scientists on the issues of the image of educational institutions are considered.

Key words: image of a higher education institution, applicants, image of educational services, image of teachers, social image, visual image, formation of the image of a university.



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Introduction. At the present stage, the formation of a positive image of an educational institution is becoming an integral part of its development. A positive image has a positive effect on the competitiveness of an educational institution. After all, several educational organizations can be located on one compact educational site of the city, and they will in any case compete with each other for the consumer of educational services. Before talking about the image of an educational institution and the features of its formation, it is necessary to understand what "image" is from a scientific point of view and when it arose.

A modern dictionary interprets the concept of "image" (from Latin imago - "image, form") as a purposefully formed image designed to have an emotional and psychological impact on someone for the purpose of popularization, advertising, etc.. It is generally accepted that the starting point for the official recognition of the importance of image in the activities of companies was 1927, when the position of vice president of AT&T responsible for public relations (PR) was first introduced. And the concept of "image" itself was introduced into circulation by Sigmund Freud in the 30s of the twentieth century and Kenneth Baldwing in the 60s of the twentieth century. Sigmund Frey published a magazine with the same name, and as a result, the concept of image ceased to be only a psychological term, but it did not enter into wide circulation. Only in the 60s of the twentieth century, the American economist Kenneth Baldwing introduced the term "image" into business circulation [1].

Main part. Nowadays, image has become a hot commodity for everyone involved in entrepreneurship, show business and especially political activity. Research on image is conducted within the framework of management, marketing, pedagogy, political science, psychology, and sociology.

Academician, professor A. Yu. Panasyuk writes in his encyclopedic dictionary that the image of a company is the opinion of a group of people about a given organization based on the image of this company that they have formed, which arose as a result of either direct contact with this company, or as a result of information received about this company from other people; in essence, the image of a company is how it looks in the eyes of people, or - which is the same thing - what people think of it.

M. V. Gundarin defines image as a "superficial", easily achieved and also easily destroyed image of an organization in the eyes of the public .

I. A. Sinyaeva defines the image of an organization as follows: "Corporate or organizational image is the image of an organization in the minds of public groups. The long-term commercial success of any enterprise is determined by the stable receipt of profit through the sale of manufactured products (services) to consumers and consists in the ability to ensure that buyers give preference to these products in a competitive environment. To a large extent, the stable commercial success of an enterprise is facilitated by its positive image" [2]. The disadvantage of this definition is the lack of an addition that the image of an organization can be formed artificially, or it is formed spontaneously.

The most complete definition of image is given by M. Medvedev. The author writes that in the content of this concept, it is necessary to see two facets:

- image as a purposefully formed informational and figurative construct that holistically characterizes the subject of marketing communication and is addressed to the audience for the purpose of emotional and psychological impact on it;
- image as an image subjectively perceived by the audience, containing the essential characteristics of the subject of marketing communication (person, organization) and expressed in assessments, judgments, forms of consumer behavior [3].

The issue of forming the image of an educational organization was directly studied by specialists in two scientific fields: in psychology Piskunova T.N., in economics Izmailova E.A. [4].

Piskunova T.N. considers the image of a general education institution as "an emotionally charged image with purposefully defined characteristics and designed to exert a psychological influence of a certain direction on specific groups of the social environment of the general education institution" [4].

The image, in her opinion, consists of seven ideas:

1. About the image of the leader: personal physical characteristics (character, charm, culture), social characteristics (education, biography, lifestyle, status, role behavior, values), professional characteristics (knowledge of the strategy for the development of education, teaching technologies, upbringing, economic and legal foundations for the functioning of the school), an idea of non-core activities, family, past, environment.
2. About the quality of education: indicator of knowledge, skills, abilities, compliance with the State Standard, development of abilities, cognitive processes, development of personality, good manners, self-determination, self-realization, content of training, technical means of training, form of training (developmental).

3. About the style of the educational institution: contacts of employees with external objects, employees (vocation, manners), visual identity of the school, traditions, style of interaction between participants in the educational process, work style (systemic, storming), corporate culture.
4. About external attributes.
5. About the image of the personnel: qualifications, personal qualities, psychological climate, gender and age composition, appearance.
6. About the price of educational services: fee for educational and additional services, intellectual efforts, competitive admission, submission to rules of conduct, location, terms of training.
7. About the level of psychological comfort: idea of the level of comfort of the school environment - components: respect teacher - student; conflict-free, spiritually enriching communication of adolescents.

The main subjects of image formation are the head, teachers and staff of the school, and also, due to feedback, various social groups interested in the provision of educational services. These groups include students and their parents; employees of educational institutions providing educational services in parallel with the school; employees of enterprises, organizations, institutions accepting school graduates; employees of education authorities and municipal authorities; local residents [20].

M.S. Piskunov in his work "Image of an educational institution: structure and mechanisms of formation" gives the following definition of the image of a school: "this is an emotionally charged image, often consciously formed, possessing purposefully set characteristics and designed to exert a psychological influence of a certain direction on specific groups of society" [3].

According to the research of M.S. Piskunov, the leading components of the image of an educational institution are:

- ✓ for primary school students and their parents - the image of the class teacher; - for high school students - the image of the subject teacher and the image of the principal;
- ✓ for parents with higher education - an idea of the quality of education and the style of the school;
- ✓ for parents of children with poor health - the comfort of the school environment.

Candidate of Psychological Sciences Danilenko L.V. defines the image of an educational institution as "an emotionally charged image of an educational institution, often consciously formed, possessing purposefully set characteristics and designed to exert a psychological influence of a certain orientation on specific groups of society". Lazarenko I.R. believes that the image of an educational institution is not "a set of random components, but a coherent system of interrelated qualities, an integrative set of characteristics".

Shcherbakov A.V. considers two approaches to forming the image of an educational institution: from the needs of the educational institution or from the demands of consumers. Formation of an image from consumer demands may include the following stages of the school's activities:

1. Conducting a marketing research to determine priority areas of educational and upbringing activities that are preferable for parents and students.
2. Evaluation of the educational institution's resources.
3. Formation of a development program (or a long-term plan with benchmark indicators).
4. Implementation of the activity plan.

5. Intermediate control and regulation of activities.
6. Evaluation of the results of activities [5].

Conclusion. The concept of image has been in the process of constant reformulation, clarification and supplementation for more than fifty years. Almost all researchers in their works devoted to image issues face the problem of revealing the essence of this mysterious concept and its definition. Currently, in domestic scientific, reference literature and in everyday practice like the term image is interpreted quite broadly and sometimes contradictorily.

Thus, a large number of scientific and scientific-journalistic works does not yet indicate that the topic has been studied and well developed. Rather, on the contrary, the topic of the image of educational organizations is at the initial stage of study.

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