THEORETICAL AND METHODOLOGICAL ASPECTS OF MANAGING THE IMAGE OF EDUCATIONAL INSTITUTION

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ABSTRACT : *In this article were studied the essence of the category "image" and "image of a general educational institution". The need to form the image of a general education institution, as well as elements of the structure of the image.*
Key words: *image, positive image, corporate image, customer loyalty, image of a general educational institution.*

1.INTRODUCTION

"School is a matter of life and death of our future. The state, government and khokims cannot resolve this issue alone. This should become the business and duty of the whole society ... Without material incentives for teachers, without improving the quality of their life, about reforms, any results there can be no question, - said the President of the Republic Shavkat Mirziyoyev at a video conference on the development of the public education system, advanced training of teachers and their authority in society, spiritual and moral education of the younger generation.

The substantiation and development of mechanisms for the formation and development of the image of educational institutions is of great interest for theoretical study and practical application, which determined the relevance of the topic of this article.

The relevance of the image of an educational organization is associated with the opinion of all interested parties. When interacting, new impressions emerge that strengthen or weaken confidence in the educational institution. According to Ivy J., the image of an educational organization is, first of all, the perception of target audiences [1]. This statement suggests that the image of a general education institution must be formed taking into account the opinions of all interested parties, and a client-oriented approach must be shown. Thus, the possibility of forming several variants of the image of one organization is explained. [2]

2.LITERATURE REVIEW

The theoretical and methodological significance for the study of the formation and development of the image of educational institutions were studied in the scientific works of K. Polani and K. Starkey, the concept of "image" and its formation were studied in the scientific works of Alikperov I., Karpov E., the use of marketing communications in the process of formation izuens in the scientific works of F. Kotler, V.L. Sidorova, N.K. Moiseeva. In preparing this article, the research of the above scientists was used.

Methodical Aspects of Establishing a Control System over Compliance with Principles of Decent Work and social Security in Textile Enterprises were researched by Gulnora Kalandarovna Abdurakhmanova and others [27;28;30] Innovative development of Uzbekistan agroindustrial complex were dedicated works of Yldashev, N., Nabokov, V. I., Nekrasov, K. V. [31;32]. Estimation methodology of efficiency of production capacity management at textile enterprises were investigated by Kirill K. and others [33]. Role of Managing Industrial Stocks in Increasing of Textile Enterprises Capacity were studied by Tursunov B. and others [34;35]. But these scientists have not studied theoretical and methodological aspects of managing the image of educational institution.

3.ANALYSIS AND RESULTS

Image is a term that causes great debate among scientists all over the world. Each author using this term gives it his own meaning.

Ballmer J. noted that the image has more in common with illusions and half-tones than with reality. This outdated approach assumed that companies could create their image out of nothing, and that their behavior and relationships with customers mattered little.

The image is directly dependent on the relationship of the educational organization with stakeholders, who can interpret the information received about the university in different ways:

- the expected value includes the usefulness, applicability, quality and social importance of the education received;

- the practical value relates to the prestige of the profession being acquired, to the possibility of entering a higher educational institution, well-known companies and abroad;

- opportunities, circumstances and needs, in accordance with which the choice of an educational organization is made (availability of time, geography and personal interests).

Competition between educational institutions located in the same microdistrict, city or village is increasing every year. It is known that not all parents pay attention only to the student's academic performance, many also focus on the comfortable conditions provided in educational institutions, the variety of leisure activities and the desire of children to study in this school.

In particular, T.N. Piskunov. She considers the image of an educational institution as "an emotionally colored image with purposefully set characteristics and designed to exert a psychological influence of a certain orientation on specific groups of the social environment of a general educational institution." This image, according to the researcher, is structured by seven ideas. [3]

First, it includes ideas about the image of a leader, which, in turn, imply a whole set of characteristics. These include such characteristics as: 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 of the functioning of the educational system), an idea of non-core activities (past, environment, personal interests and hobbies, family).

Secondly, the image of the educational institution, according to T.N. Piskunova, assumes the presence in its structure of ideas about the quality of education. The main characteristics of this structural element of the image of an educational institution are: compliance with the state standard; formation of abilities; cognitive processes; the formation of the student's personality; his good breeding; self-determination; self-realization; content of training; technological teaching aids; form of training.

Third, T.N. Piskunova points to a structural element, which she designates as ideas about the style of an educational institution. In the process of forming this structural element, the contacts of employees with external objects, employees (vocation, manners), visual identity of the educational institution, traditions, style of interaction between participants in the educational process, work style, corporate culture).

Finally, T.N. Piskunova identifies four more elements in the structure of the image of an educational institution: ideas about external attributes; ideas about personnel (qualifications, personal qualities, psychological climate, age and gender composition, appearance); ideas about the price of educational services (fees in the broad sense of the word); ideas about the level of psychological comfort of the educational environment.

Also of interest are the conceptual constructions of another notable researcher of image problems, E.B. Karpov. He points out that the image of an educational organization as a socio-psychological phenomenon has its own patterns of formation and functioning. The author examines the structure of the image of an educational organization through the prism of analyzing the issues of diagnostics and the formation of the image of an educational institution. He comes to the conclusion that the image of a university determines five key aspects of its activities: providing them with educational services, in which its quality and market demand are important; promotion of educational services (planning PR campaigns, competitiveness); the relationship between teachers, students and their parents; human and scientific potential of the teaching staff; the state of the educational, material and scientific base. [4]

Pupils are one of the most important consumer groups, as they mainly convey the image of a general education organization. A literature review has shown that there is a difference between reality and ideal ideas about what image school students can broadcast. The importance of corporate image influence on consumer loyalty and trust has been previously explored, but little research has focused on the relationship between school image and student and parental trust. F. Kotler combined legal, medical and educational services into a group of services based on the experience of interaction, noting that these services are sometimes difficult to evaluate even after receiving them. [5]

The need to form the image of an educational institution is determined by the following reasons:

- firstly, competition among educational institutions of one territory in the struggle for enrollment of students and preservation of the contingent;

- secondly, a strong positive image facilitates the access of an educational institution to the best resources possible: financial, informational, human, etc .;

- thirdly, having a formed positive image, an educational institution, other things being equal, becomes more attractive for teachers, as it appears to be able to provide greater stability and social protection, job satisfaction and professional development;

- fourthly, a stable positive image gives the effect of acquiring a certain strength by an educational institution - in the sense that it creates a reserve of trust in everything that happens within the walls of the institution, including innovative processes. [6]

Building an image is the first step in building a good school. And the initiative here should come exclusively from the educational institution itself. [7]

Formation of an image is a process during which a certain planned image is created based on available resources. But how to understand which image is the most preferable for the "needed" target audience? And how to determine the volume and specifics of your resources? It often happens that leaders do not even suspect how many opportunities there are in the school to create its positive image. Moreover, it is the solution of this problem that can significantly enrich the pedagogical process itself, the point is only in the correct distribution of common efforts.

Images are shared: [8]

1) by the degree of projectivity;

2) by object;

3) by coverage;

4) in accordance with the essence, the core identity of the object.

According to the degree of projectivity, the image can be current and desired. This division is a project one and makes it possible to comprehend the corporate image strategy. The description of the current image becomes the starting point of strategies.

The second division of images is by object. Here stand out: corporate image, first person image, product category image, brand image, consumer image, product image.

The first person image is essentially an animated image of an institution. This image supports the image of the institution, and can also act as a corporate image of the first plan.

The image of a product category is a set of associations of target audiences, centered on the most general ideas about the benefits, functions and typical manifestations of a group of objects, united by a number of characteristics.

Brand image is the emotional component of the consumer's attitude to the brand and the basis of his reaction to the brand.

The consumer image is a projection of the displaced consumer traits onto an advertising character. [8]

The following classification divides images by audience coverage. There are 2 types: mono-image and multi-image.

Monoimage is the creation of a stable image of an object, the same among a homogeneous group of the public or audience.

In the field of image creation, respectively, the result of image positioning for a certain set of social groups, in which different (but synchronized in meaning) aspects of the image can be actualized for different groups, is called multi-image.

And the last division is the division according to the correspondence of the essence, the core identity of the object into an adequate and inadequate image.

Public relations and marketers of the twentieth century used the concept of image as a complex concept of attitude, cognition, perception and belief [9]. Studying the differences between image and corporate identity, they came to the conclusion that image is how consumers perceive the organization, corporate identity is what means the organization uses to form a certain perception. There was a long-standing opinion that the emergence of the concepts of corporate identity, image and reputation was a reaction to the increase in the general level of competition in the world and increased pressure on business. The pressures were the acceleration of the product life cycle; weakening of government control and regulation; globalization; shortage of highly qualified personnel; overestimated public expectations regarding corporate responsibility.

Some authors have put forward the idea that the image of an organization is a short-term phenomenon and refers to the specific perception of the organization at a given time [10; 11]. At the same time, many of them did not see the difference between the concept of image in the meaning of the message purposefully created by the company for its consumers, and the artistic and psychological concept. [12]

From the point of view of the social sciences, one of the most advanced theoretical approaches to image creation is impression management - the image is seen as the impression that an individual or organization makes on others. Many researchers define image as a synonym for reputation [13], but within the framework of this dissertation research, image will be considered as an independent concept [11]. It should be noted that when forming their image, most companies do not go beyond advertising and public relations, although this concept itself is much broader. Many factors in the formation of the image are not completely clear, others should be revised in the light of modern knowledge and experience. In the twentieth century, in the course of scientific research in the field of business, the concept of corporate image was formulated. Martino P. [15] and Boulding K. [16] had a significant impact on the growth of interest in the concept of image in the context of business. Boulding K. suggested the existence of a connection between the image of the organization and the attitude of people towards it. Martino P. proved that a favorable image gave stores a competitive advantage. His research showed that shoppers tended to associate themselves with certain stores. They felt more comfortable in those who coincided with their idea of their own social position. According to Martino P., non-price factors became the hallmarks of retail stores.

The complexity of the formation and management of corporate image Martino P. associated with the need to interact with different target audiences, each of which forms its own idea of the company. In this regard, he put forward the concept of a stereotyped image, the essence of which is that the perception of the company may differ from individual and group, and the stereotype must be the same for all stakeholders. Thus, the image of a company is a result of the perception of this company by various groups of the public under the influence of a number of factors and mutually influencing actions. The image is interconnected with such social categories as a person, a group of people, organizations and the results of their activities. In the minds of the public, the idea of the image as a value influencing the success of any activity is becoming stronger.

Different goals, interests, expectations in relation to the company contribute to the fact that these groups perceive it differently and form an idea of the image [17]. Thus, the organization will have one image for consumers, another for employees, and a third for partners and suppliers [18]. The largest group that influences the organization are actual and potential customers, who share opinions with each other about the quality of the products and the services offered by the company. For example,

they can file a complaint with a state body, which will then be widely covered in the media [14]. Thus, the content of the organization's image requires a definition in relation to each individual group of subjects of interaction, since the components of the image and the desired behavior of these groups in relation to the organization will differ. According to PA Dubov: "The formation of a positive image of the organization is one of the most important conditions for ensuring customer loyalty, and, consequently, increasing competitiveness and stability" [19]. Customer loyalty is also greatly influenced by the organization's customer-orientation, its desire to understand and satisfy the needs of the customer, to build long-term trusting relationships with them.

A review of numerous works by scientists and practitioners exploring various aspects of image formation has shown that image is a multi-faceted category. Image is an asset that is gaining great importance in the face of heightened competition for consumers of educational services.

The formation and promotion of the image of an educational organization is considered by many theorists within the framework of marketing. In the 1960s, the United States began to develop the ideas of non-profit marketing in relation to education and professional development. Zarges V. and Heberlin F. were the first to propose the concept of educational marketing, which consisted of directly marketing educational activities and using education as a marketing tool in order to attract and retain customers.

There are many definitions of the concept of "image", but one can single out their common part - the image of educational institutions, which is understood as an emotionally colored image of an educational institution, often consciously formed, having purposefully set characteristics and designed to exert a psychological influence of a certain orientation on specific groups of society. The purpose of creating a favorable image is to gain competitiveness, increase the efficiency of activities, the fullest implementation of the institution's mission, the establishment and expansion of partnerships. [20]

The positive image of the institution consists of the following areas: [21]

1. The image of the leader (his abilities, attitudes, values, social and psychological characteristics, appearance);

2. The image of the staff of the educational institution (social data, culture, professional competence, personal characteristics, etc.); 3. The quality of education, the style of the center, the level of comfort of the school environment, the price of educational services and external attributes;

4. Cooperation with various public organizations, cultural institutions, sponsors.

According to I. Alikperov, the heads of educational organizations are forced today to increase the material well-being of the school at the expense of the strategic goals of the organization's development. As a result of the clearly planned, comprehensive, purposeful work of the administration to create a positive and sustainable image of the educational organization, it is not being conducted, although this is an important tool for increasing its competitiveness, taking a worthy place in the ranking of the best educational institutions. [22]

The author I. Zuevskaya believes that the need to form the image of an educational organization is determined by a number of reasons:

- a difficult demographic situation (especially in small settlements) intensifies competition between educational organizations of the same territory in the struggle to preserve the contingent and recruit students;

- the existing positive image facilitates the educational organization's ability to access the best resources available: human, financial, informational, etc.;

- having a well-formed positive image, all other things being equal, the educational organization becomes more attractive for teachers, as it appears to be able to provide more social protection and stability, professional development and job satisfaction;

- a stable positive image gives the effect of acquiring a certain power by an educational organization - a reserve of trust is created in everything that happens within the walls of the organization, including in innovative processes. This makes the work of the school leadership in the field of applied (educational) imageology relevant. [23]

Based on the studied practices of forming a successful image, it can be concluded that the image of any organization, including an educational institution, is structured. The main elements of the image structure that require constant attention and development: [24]

- The image of the head (professionalism of the head of the organization, the reputation of the administration).

- The quality of educational services, popularity in professional circles and among the public; opinion of service consumers about the organization of the educational process, the level of teaching.

- The level of psychological comfort.

- The image of the staff (professionalism of teachers, their fame and exactingness, the attitude of teachers to students).

- Location of the educational institution.

- External attributes (external and internal decoration of the building).

- Social media presence.

- Information openness, interaction with the media (effective work of the administration with the media in promoting their educational services).

- History of the educational institution (work experience and seniority in the industry).

- Social partnership.

It is considered expedient to distinguish three stages of formation and confirmation of the image of a general educational institution.

Table 1. Stages of formation and confirmation of the image of a general educational institution [23]

Stage I. The beginning of purposeful work to form the image of a general educational institution. The internal image of the school at this stage is only being formed (or adjusted). The main tasks that need to be solved at this time inside the school (in the aspect of creating an image, of course):	● development of a joint vision of the future by the teaching staff, definition and formulation of the school's mission, its urgent and long-term goals, drawing up plans of activities; ● analysis of the existing school culture with its system of values, customs, traditions, styles of behavior, with established ceremonies; ● identifying the expectations of the main "clients" of the school - students and their parents; development of a common style (external attributes of an educational institution and ethics of pedagogical interaction). External image, at the same time, requires the following actions: ● development (or adjustment) of visual elements of external attributes to demonstrate the spirit of community, corporatism, unity, to form an image recognizable in the educational services market; ● advertising products produced by the school, which emphasize the uniqueness of the services offered by the school, emphasizing their quality.
Stage II. Active formation of the image of a general educational institution The internal educational institution at this time includes the following	● work on the introduction and strengthening of the school's traditions among employees to create a corporate spirit. Creative modernization and development of "brand names", a flexible system of material and moral rewards, attention to personal holidays (birthday), joint celebration, highlighting special school holidays (foundation day, etc.) - all this allows the employee to feel needed in team and, for our part, strive to correspond to this team. Respectful attitude towards each guest of the school may well be one of the welcome traditions; ● formation of a system of incentives for creating a favorable image, which involves the development of psychological, social and economic mechanisms to stimulate the interest of team members in the formation of a favorable image of a general educational institution; [25] ● creation of a general style of school premises - in accordance with its traditions, with the peculiarities of its activities and financial capabilities.
Stage III. Support, adjustment and renewal of the formed image of a general educational institution Managing the process of supporting, adjusting and updating the internal IS at this stage involves:	In fact, at this stage, a system of formation and management of a general education institution is being created and tested. ● stimulation of innovation activity, for which personnel are actively involved in various advanced training courses, re-profiling, project competitions, etc.; ● creation of new directions of activity, both fit into the general style of the school (and actively serving in this vein), and absolutely innovative (here two ways are possible: presentation of the new as a well-forgotten old, connection with traditions, etc., or advertising it is innovations that no one has ever done, offered, we are the first); ● constant maintenance of direct and feedback with consumers of educational services. Management of the external image of a general education institution at this stage is aimed at the following: ● start of an advertising campaign for innovative projects; ● expansion of various types of advertising (use of available types of outdoor advertising and advertising on transport; use of photographs together with information; production of advertising items (pens, pencils, etc.), on which the school emblem flaunts, etc.), widespread promotion of achievements, demonstration of awards, etc.

At the first stage of creating the image of a general education institution, it is important to strictly monitor compliance with promises and their implementation. It is better to promise modest services, but worthily implement them, than to designate a wide range, but ensure that only some of the promised is fulfilled. In accordance with the positive attitude, the behavior of the personnel should also be formed, since first impressions of communication with employees are difficult (and expensive) to fix.

The style of the premises should correspond to the functions and be consistent with the general style (for example, be designed in a harmonious color scheme, have functional signs on the doors made in the same style). At the same time, the presence of style does not exclude, but presupposes the existence of a large number of competent pointers. Professor Shepel V.M. emphasized: "As the absence of a business card is non-observance of business etiquette in communication, so the primitive, and even more slovenly, the appearance of the office and office rooms causes hard-to-repair damage to the corporate reputation. [26]

The external image of a general education institution at the same time is aimed at the following:

● production of various kinds of advertising means to update the desired IS: advertising information materials (leaflets, brochures, bulletins), souvenirs;

● using the possibilities of radio, television to promote the achievements of the school;

● active use of external attributes of the school in all types of image activities;

● the beginning of public relations, holding PR events: organizing open days, presentations, participation in specialized exhibitions, education fairs, etc .;

● organizing events (meetings, seminars, conferences) for audiences in which the educational institution is interested, supervising educational and educational institutions that educate and train future students, etc .;

● creation of your own website on the Internet as a project, during which an advertising platform can be created, where a favorable image of the institution on the Internet will be formed;

● active social advertising, which demonstrates care for the new generation through the presence and functioning of children's and youth organizations, through specific activities to preserve and improve the health of students, through the school's links with various social institutions, higher educational institutions, etc., through the creation of conditions for creative development;

● emphasizing in advertising the stability of the school's activities, ensuring sufficiently regular and productive connections with graduates of different years;

● organization of constant feedback to analyze the effectiveness of the activities (for this - the creation of temporary creative groups of teachers and students in order to conduct marketing predictive research.

4.CONCLUSIONS

Thus, in order for this or that school to be attractive, to have its own unique already formed or emerging image, most likely, it should have:

● clearly defined priorities, one's own philosophy, one's own vision of the future, formulated in the school's mission;

● a unique, inimitable, special system of values, customs, traditions, styles of behavior, called school culture;

● varied and high quality educational services;

● an original system of educational work, including the presence and functioning of children's and youth organizations, the development of creative abilities, the improvement of mental functions and the level of education of students, the formation of a healthy lifestyle;

● relations with institutions of additional education, higher educational institutions, various social institutions, etc .;

● bright, recognizable, timely updated information materials intended for external presentation;

● a system of targeted delivery of information to consumers about their potential, success and educational services offered.

The main methods of forming the image of a general education institution are: effective PR-events (open days, presentations and exhibitions of educational services, publications in the media, etc.); improvement of the school building and territory; improving the pedagogical culture of the teaching staff and all school staff. [23]

The formed positive image of the school will allow solving a number of tasks:

1) increase the attractiveness of the school, primarily for parents, students and staff,

2) increase the efficiency of measures to inform the population about new educational services,

3) facilitate the process of introducing new educational services,

4) improve the level of organizational culture of the school,

5) contribute to the improvement of the socio-psychological microclimate in the school team.

As a result, the developed favorable image of an educational institution can become a kind of measure of the degree of development of the entire institution, the assessment of the prospects of its undertakings, the maturity and professionalism of the entire team, the degree of timeliness of the methodological product and the creativity of methodological work at school.

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