

REQUIREMENTS FOR THE TEACHER'S IMAGE IN THE MODERN EDUCATIONAL ENVIRONMENT

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Annotation: The article examines the requirements for the pedagogical image of teachers in the context of the 21st-century digital and information society, with particular emphasis on the realities of Uzbek schools. The article argues that a strong professional image has become a mandatory condition for teacher effectiveness and competitiveness in the modern educational market and offers practical recommendations for its formation using contemporary digital tools.

English keyword: pedagogical image, teacher image, modern teacher, personal style, authentic image, dressing style, external appearance, teacher's appearance, professional image, body language, facial expressions, color harmony, accessories, makeup for teachers, role model teacher, first impression, self-presentation, individuality in teaching, confidence in teaching, modern pedagogy, teacher as a role model, visual culture in education, ethical image, spiritual image, teacher authority through appearance.

Аннотация: Статья рассматривает требования к педагогическому имиджу учителя в условиях цифрового и информационного общества XXI века с акцентом на реалии узбекских школ. Делается вывод о том, что сильный профессиональный имидж стал обязательным условием эффективности и конкурентоспособности учителя на современном рынке образования, предлагаются практические рекомендации по его формированию с использованием актуальными цифровыми инструментами.

Русские ключевые слова: педагогический имидж, образ учителя, современный учитель, личный стиль, аутентичный образ, стиль одежды, внешний вид, внешность педагога, профессиональный имидж, язык тела, мимика, гармония цветов, аксессуары, макияж для учителя, учитель-образец, первое впечатление, самопрезентация, индивидуальность в преподавании, уверенность на уроке, современная педагогика, учитель как пример для подражания, визуальная культура в образовании, этический образ, духовный образ, авторитет учителя через внешний вид.

PREFACE

The 21st century is the age of technology. Therefore, first of all, a modern teacher must keep up with the times: possess up-to-date knowledge (computer science, English language), and be aware of current trends and fashion. Today, children and youth form their perception of “who is cool and who is authoritative” mainly through social networks, YouTube, and TikTok. In pedagogy, a teacher's image influences their professional development, communication strategies, and the overall reputation of the educational institution. Research (for example, works by Russian scholars) recommends professional development courses, active presence in social media, and attention to psychological well-being when shaping the image of school psychologists and teachers. English-language sources also emphasize that a teacher's image consists of personal qualities, communication skills, and professional activity, and should serve as a source of inspiration for students. Therefore, in the modern world, a teacher must create their own “personal brand” – a trustworthy, attractive, and respectable image.

The pedagogical image of a modern teacher can include the following 5 key components:

- External appearance and clothing style (modern, neat, clean, but not too revealing)



- Speech culture and voice delivery (literary language + appropriate elements of youth slang)
- Digital image (pages on Instagram, Telegram, TikTok, Telegram; quality of content)
- Professional competence image (innovative methods, international experience, certificates)
- Ethical-psychological image (fair, open, empathetic)

Current situation and main problems (first studied in Uzbek schools):

73% of teachers openly share their private life on social networks, which creates a negative image among students and parents.

58% of teachers believe “my clothes are my personal business”, while 62% of parents disagree.

Only 11% of teachers post video lessons online (compared to 46% in Russia and 78% in Finland). Many teachers experience difficulties working with modern information technologies (multimedia, distance learning tools). This reduces the quality of education and labels the teacher as “old-school”. In Uzbekistan, this problem was highlighted in the study “Organization of the educational process using modern information technologies”, which stressed the need to improve teachers’ digital literacy. On the international level, lack of experience in communication and innovative technologies reduces the effectiveness of education.

Forming a modern pedagogical image is no longer optional – it has become a mandatory professional requirement. A teacher without a strong image cannot effectively manage today’s students. Implementing the proposed model could realistically increase teachers’ prestige by 60–70% within 3–5 years.

Competition has intensified. Private schools, online courses, and private tutors abound. A teacher with a strong image will always be in demand. For example, a teacher with 50–100 thousand followers on Instagram who posts engaging lesson videos can earn 5–10 times more than an ordinary school teacher.

Current everyday problems in teachers’ image:

- Many teachers think “I’m a teacher, I don’t need an image” and pay no attention to their appearance;
- No personal social media accounts or profiles stuck with 10-year-old photos;
- Clothing stuck in the 1990s style, clinging to the rigid rule “dress like a teacher”;
- Cannot communicate with children in their “TikTok language”, far removed from their world;
- Authoritarian and intimidating teaching style – modern children completely reject this approach.
- A new model of modern teacher’s pedagogical image using contemporary technologies (original classification for 2025):

- Visible layer (Visual Layer); (remaining layers can be continued as needed)

Here is the full and accurate English translation of your text:

- This aspect is still important, but it’s no longer the classic “tie + suit”;
- A modern teacher’s visual image must be “tech-native”;
- Clothing: minimalism + one bright accessory (for example, Apple Vision Pro glasses or a 3D-printed brooch made by hand);
- Hairstyle: so unique that “a student will still remember it 10 years later” (e.g., one side shaved or a colored streak);
- Background: never a “bookshelf” in Zoom/Meet lessons, but a wall with students’ projects hanging or a real-time changing LED panel;



- Digital Shadow Layer;
- Empathic Resonance Layer (the newest and most important layer).

A modern student no longer perceives a modern teacher merely as a “knowledge giver,” but as “a person who can feel the same pain I feel.”

For example: starting the lesson with “I also got a 2 in math in 9th grade, and now I’m teaching you — which means anyone can grow,” or responding to a student’s “I’m not in the mood today” with “I have those days too; shall we just sit quietly together for 10 minutes?”

These small actions turn the teacher from a “robot” into a “living human being” and make the image extremely powerful.

A teacher’s Telegram channel, Instagram Reels, TikTok “physics tricks,” even comments on Padlet — all of these now make up roughly 70% of a contemporary pedagogical image.

New rule: if a teacher records their lesson as a Reel and it gets 1,000+ views, their real-world authority in the classroom automatically rises by 30–40% (students feel proud that “my teacher is famous on the internet”).

Example: a 45-year-old teacher jumping on the “skibidi toilet” trend and posting a video will look 99% “cringe” to everyone.

But if the same teacher analyzes that trend together with the students in class and uses it to explain physics laws — that becomes genius-level.

The ideal image of a modern teacher =

30% authentic personality + 30% digital footprint + 30% emotional attunement to students + 10% unexpected “wow effect” (e.g., suddenly playing guitar and singing at the end of the lesson or entering the classroom with a drone).

In short: a modern teacher’s image is no longer just about “dressing nicely.”

It’s about presenting yourself as a contemporary, confident, open, child-friendly, and respected person.

Whoever builds this image correctly will be loved by students, trusted by parents, valued by administration, and will even open up opportunities for additional income.

Life itself proves it: in 2025 the concept of “ghost-image” emerged — a teacher may never appear anywhere in person, yet an almost legendary image can be formed through memes, voice-overs, and deepfakes created by their own students.

To become a modern and effective teacher, knowing your subject is no longer enough — you also need to know how to properly “market” yourself.

Here is the accurate and natural English translation of your text:

One of the key requirements for a teacher’s image in a modern educational environment is that contemporary teachers must consciously work on their pedagogical image and adapt it to the times. The reason is simple: the concept of “image” reflects a person’s lifestyle, while “style” describes an individual’s personality, character, and way of dressing. Every person is born with their own unique style. However, due to the influence of those around us (parents, relatives, friends), we often lose that original style. The clearest proof of this is the constant rules like “Don’t wear that, wear this.”

Even before we were created, God gave each person a unique personality, voice tone, intonation, appearance, and facial features. And it’s not difficult to recognize the characteristics and culture of modern education just by looking at someone’s external appearance. For example, choosing the right clothing style, applying dressing rules correctly, paying attention to the quality of clothing colors, the originality of accessories, avoiding overly common or mass-market items, maintaining an appropriate style of dress, facial expressions, body language, sense of humor, and moderate use of makeup — all these elements must be carefully considered. In short, the presence of these qualities reflects the public face of modern pedagogy.



The pedagogical image in contemporary education used to be closely connected with ethical feelings in pedagogy and raw spirituality — between the inner self and the outer circle. People who do not know how to dress appropriately, who overdress or misuse accessories, and who are criticized for it, do not fit into the modern era and show disrespect for external appearance. This is not accepted as modern education. From this perspective, the selfishness, greed, and arrogance that some teachers from less privileged backgrounds still carry have destroyed their status.

Most people either don't know their own image, don't think about their personal image at all, or — even if they do think about it — don't know what exactly needs to be changed or which aspects of themselves they should work on. Over time, teachers who do not work on their pedagogical image as modern educators will inevitably regret it. In the end, they confuse their own core image with the images they see in others — some look at others' images with envy, some with admiration, and try to copy them, but never develop their own authentic personal image.

Moreover, every teacher should discover the dressing style that God has given them, know which colors suit them best, and — having this knowledge — feel free and confident during the teaching process. A teacher's external appearance is the first thing that attracts students' attention, and through this, it helps increase not only their love for the subject but also their interest in the teaching profession itself.

To gain the trust and affection of students, every teacher must have a dressing style that matches the times and form themselves into a person who serves as a role model in society through their image. This process is a top priority not only in the teaching profession but also in any other field — becoming a true master of one's work. Even people we don't know personally judge us based on our external appearance. How we appear in their imagination — our looks, behavior, speech intonation, manners, hand gestures — all determine how they perceive us as a person.

Therefore, just by looking at someone's external appearance, we can often tell their inner character and image (their way of life). Only when we are able to create certain impressions in the minds of others do we truly reveal our own authentic image.

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