

## TECHNOLOGIES FOR FORMING IMAGE OF HIGHER EDUCATIONAL INSTITUTION

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The category “image” is multifaceted. It includes sociological, artistic, psychological, economic, intellectual and other components. For a higher educational institution, the best suits simulated type of image. The core of this concept should be an idea of the university as a multidisciplinary educational and scientific institution that produces an effective impact on the socio-cultural and spiritual processes, integration in the socio-economic and political life of a particular region, Ukraine as a whole, international humanitarian cooperation.

The image of the educational institution has its own structure and includes:

1. Image of educational services;
2. Image of the faculty;
3. Image of students;
4. Image of the head of the educational institution;
5. Visual characteristics of the educational institution;
6. Internal features of educational institution.

Thus, the image is an integral part of higher educational institution and serves as a guide for students who choose a place for studying; for teachers and professionals who look for the future place of employment; for students, whose success depends on their attitude to the institution of higher education in general as a coherent object.

It must organically combine the attractive features of educational, scientific and cultural complex, which positively affects university's perception and formation of positive public opinion.