

Experience in teaching the discipline "image in profession" to future doctors

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Abstract. The article discusses the features of teaching the discipline "Image in profession" for students of the Medical Institute of Surgut State University (SurSU). The content of the discipline sections, the competencies formed, the evaluation tools used are indicated. The results of the questioning of students are presented.

Keywords: doctor's image, academic discipline, competencies, curriculum, questionnaires.

The relevance of the discipline "Image in profession" for medical students is due to the need of society for a competent, communicative specialist who has a positive image of a doctor as one of the main attributes of his professional activity. It consists, first of all, in a high level of professionalism, morality, social responsibility and the presence of empathy.

Taking into account the requirements of society as a whole, and individual patients, in particular, the doctor's profession should include certain image characteristics, such as the culture of speech and verbal communication, correct oral communication and written messages, control of one's own emotions, a neat appearance and courteous demeanor, and also high level professional competence.

Pasechnik I.P. gives the following definition of the image: "The professional image of a doctor is an image that fully corresponds to the specifics of the profession, it is the impression of a specialist that is created by his patients, colleagues, managers and subordinates. The general image of a doctor consists of a personal and professional image, which have blurred boundaries and clear requirements, non-observance of which leads to misunderstanding and neglect of the specialist. Formation of a professional image is the ability to create a positive image that will emphasize the best qualities of a specialist, both personal and business"[3].

Savunkina A.A. identifies such components of the image as: "moral reliability of a medical worker, professionalism and competence, humanitarian education of medical workers" [4].

Internal and external components are the components of a doctor's professional image. Zbronskaya M.A. points out that "The internal component is represented by the psychological

concept "I-concept", the formation of which occurs throughout life and includes the personality's ideas about oneself, ideas about what impression does it make on others and the person's reaction to "feedback" with others"[1]. Panasyuk A.Yu. defines that "The external component of the image consists of a habitual, kinetic, mental, communicative and environmental image" [2].

In accordance with the federal state educational standard of higher education 3+ (FSES HO 3+), the purpose of studying the discipline "Image in profession" is to form students' understanding of the systematization of the knowledge gained in the field of the professional image of a doctor, the formation of practical skills for self-development, self-realization, self-education, as well as the use of creative potential in educational activities to eliminate risk factors and the formation of healthy lifestyle skills for patients and their families, the formation of business communication skills for working in a team, the formation of tolerance for the perception of social, ethnic, confessional and cultural differences among members of society. The total amount of discipline is 108 hours, of which 48 hours are allocated for classroom work of a teacher with students in the form of lectures and practical classes and 60 hours for independent work.

The content of the discipline "Image in profession" is compiled taking into account the above components of the image and includes the following sections: "Basics of imageology", "Business communication", "Non-verbal means of communication", "Office etiquette", "Educational work of a doctor".

The purpose of the first section of the discipline "Image in profession" is the acquisition of knowledge about the formation of a professional image of a doctor, about the appearance of a business person, an idea of a professional image and the field of its application, which includes not only the level of theoretical training and professional skills, but also the neat appearance of a specialist, his ability to follow etiquette, courteous communication with patients, colleagues, the presence of empathy, tact, politeness, the ability to ensure confidentiality and inviolability of medical secrets.

The extent to which the doctor is able to win over the patient, professionally and competently conduct his business and receive patients will depend on the correctness of the selected and formed business image. The doctor should be able to present himself (self-presentation), be able to dress according to the situation, make a favorable impression, interact with colleagues and management to achieve the goal.

It is the components of appearance, such as clean and tidy clothes, cleanliness of the body, oral hygiene, the presence of a certain professional business style and demeanor of the medical worker, that should become decisive factors in the formation of the patient's and society's readiness to act in relation to the doctor with a positive attitude and predisposition. The appearance also determines the psychological attitude of the patient, his relatives, physicians themselves, heads of

diagnostic and treatment-and-prophylactic institutions and all participants in medical relationships to effectively strive for communication and overcoming obstacles.

The purpose of the second section of the discipline is to form the communication skills of future doctors. The section contains five topics: 1) "Culture of speech of a business person, public speaking"; 2) "Forms of business interaction (business conversation, business negotiations, the culture of business meetings, business protocol)"; 3) "The moral and psychological climate of the team, the informal structure of the group"; 4) "Psychological personality types, peculiarities of communication in a team"; 5) "Conflict situations, typology of conflicts, conflict resolution." The knowledge gained in the second section influences the formation of the doctor's communicative image, i.e. his ability to communicate with colleagues, nursing staff, patients and their relatives. Patient communication skills are basic for the doctor, which allows the doctor to avoid complaints from patients and increase the satisfaction of the doctor and patient with the results of personal conversation and patient reception. The doctor must be able to determine the type of patient's temperament, characterize the main psychological personality types, and master the techniques of establishing contact with patients. In the process of communication, the doctor must be able to listen, build a conversation, correctly and consistently formulate questions, show tolerance, control his behavior, maintain confidence and tact. A physician with communication skills will more quickly make an accurate diagnosis, can teach a patient to monitor his condition and treatment results, will face fewer complaints and have better patient outcomes.

The purpose of the third section of the discipline is to form ideas about various systems of non-verbal communication. The optical-kinetic system represents expressive movements of the face and body - hand gestures, facial expressions, pantomime, eye contact. The acoustic system includes prosody - the vocal properties of the voice, the timbre and range of its frequencies, the tonality of sound and extralinguistics - the speed of speech, the inclusion of pauses in speech, and other speech instruments such as coughing, crying, laughter. The takeic system is handshaking, kissing, touching. The prosemic system is the spatial arrangement of the interlocutors. The olfactory system is responsible for recognizing odors. Non-verbal means of communication complement the content of speech, report on the attitude towards the interlocutor, as they express the feelings of the speaker, allow one to judge the person himself, about his condition, about his psychological qualities, and can also indicate especially important points in the communication process.

The purpose of the fourth section of the discipline is the formation of norms and rules of business etiquette. This section includes topics such as telephone etiquette, business writing culture, formal receptions, email writing guidelines, conference organization and conduct, resume writing guidelines, and job interviews. Official etiquette is the norms of official communication. Etiquette is a set of unspoken rules and regulations that govern relationships between people. The doctor

must observe the principles of business etiquette, such as parity, punctuality, confidentiality, benevolence and friendliness, attention to others, image, literacy and professionalism. It is also important for a doctor to adhere to the norms of etiquette such as politeness, tact, respect, modesty, delicacy. The doctor needs to know the culture of business correspondence, to know the peculiarities of the language, style and requirements of modern correspondence. Therefore, in practical classes, students learn to draw up the main types of documents (order, order, memo, business letter) in the context of their future profession. Compliance with etiquette is the most important component of the process of forming a doctor's image.

The purpose of the fifth section of the discipline is to form the foundations of a doctor's medical and educational activities. The doctor must be proficient in the various methods used in educational work. Methods are understood as the main ways of carrying out activities that form a conscious and correct attitude of patients to their lifestyle, health, and interaction with a doctor. The use of the oral method is most often used when conducting lectures, episodic or cycle. Patients are informed about the signs of the disease, the dangers of self-diagnosis and self-medication are explained, and about measures to prevent the disease. An oral method such as conversation requires a better and more laborious training from the doctor. The use of the visual method of preventive work allows the doctor to present graphic computer tools, natural objects, dummies, models, models that form the patient's attentive attitude to personal health and timely seeking medical help and advice. Also, when carrying out medical and educational work, a doctor can use a combined method, including holding exhibitions dedicated to the preservation and strengthening of health, combined with lectures, conversations, and consultation.

To prepare for practical training and to complete tasks in the discipline "Image in profession" on the electronic platform Moodle posted material. It contains methodological recommendations for self-preparation of students for practical exercises, hyperlinks to textbooks and teaching aids, lecture materials, essay topics, a list of questions for the lesson, tests, assignments (to complete an assignment to assess the level of one's own image, diagnose and assess personal qualities, prepare scheme "Non-verbal means of communication", make recommendations for conducting a telephone conversation or negotiations, write a business letter, issue an order, form an order, prepare a memo, draw up an e-mail structure, write a resume, draw up a plan for a training and educational lesson).

According to the curriculum, drawn up on the basis of the FSES HE 3+, students of the specialty 31.05.01 "General Medicine, 31.05.02 "Pediatrics" as a result of studying the discipline "Image in profession" should have the following competencies: OK-1 - the ability to abstract thinking, analysis, synthesis; OK-5 - readiness for self-development, self-realization, self-education, use of creative potential; OK-8 - readiness to work in a team, tolerantly perceive social, ethnic,

confessional and cultural differences; PC-16 - readiness for educational activities to eliminate risk factors and develop healthy lifestyle skills.

The learning outcomes were assessed using such assessment tools as testing by sections and topics of the discipline, the defense of the abstract, and the performance of assignments in the discipline.

After studying the discipline, medical students were asked to take a questionnaire to assess their own image. 72 students of the II course of the 2018-2019 academic year and 68 students of the II course of the 2020-2021 academic year took part in the survey. The results are shown in Table 1.

Table 1.

Image level of 2nd year students

Year of study	Number of students	Image level		
		low	medium	high
2018-2019	72	8,3 %	51,4 %	40,3 %
2020-2021	68	4,4 %	55,9 %	39,7 %

The image was assessed according to 60 qualities (accuracy, sincerity, sociability, responsibility, self-control, tact, decisiveness, patience, self-confidence, erudition and others) and image components (memorable appearance, culture, charm, costume, hairstyle, shoes, gait, pleasant timbre of voice, individual style, originality of thinking, developed intellect, professionalism, competence and others). The task of the students was the need to pay attention to the qualities and components of the image, which are of the greatest importance for their professional activities, and, if there is a need for this, to begin to develop and correct them.

According to the results of the study, only 40.3% of students in the 2018-2019 academic year and 39.7% of students in the 2020-2021 academic year assess the image level as high, while 59.7% and 60.3% assess their image as low and medium. Consequently, the work on the formation of a professional image should be carried out throughout all the years of study at the university and in subsequent practical activities.

The survey was carried out at the time of the completion of the second year of study by the students, which means that they still have to form their image throughout the entire professional path based on the knowledge gained in the discipline "Image in profession" in accordance with the stages of image formation, as well as taking into account all of its components.

Taking into account the importance of the timely formation of the doctor's image, starting in the 2021-2022 academic year, in accordance with the FSES HE 3 ++ curriculum, the discipline "Image in profession "is taught to students of the Medical Institute of SurSU in the 1st year.

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