



THE ROLE OF EXEMPLARY PRACTITIONERS' SOCIAL REPRESENTATION IN THE ETHICAL SOCIALIZATION OF EMERGING PROFESSIONALS

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Abstract

A human being should possess moral qualities inherent to social relations. Throughout history, humanity has consistently strived to embody a humane image and to translate corresponding virtues into action. The norms of modern ethical conduct have been developed and refined over centuries. These qualities are manifested in both the inner and outer characteristics of an individual, in their behavior and interactions. Much can be said about the various conditions related to the formation of a person's spiritual world, yet it can be achieved primarily through moral education.

Keywords: Moral self-determination, moral ideals, ethical values, youth moral culture, professional image, social perception, career choice, moral needs, personal development, social relations.

Introduction

In modern society, moral self-determination is a phenomenon that encompasses moral values and ideals, ideas and strategies, needs and abilities, an individual's attitude toward themselves as a subject of moral relations, the ethical evaluation of the surrounding world, and other components. Its analysis makes it possible to move beyond the separate study of individual moral phenomena toward a comprehensive examination of the content and dynamics of moral consciousness at both the individual and group levels. In enhancing the moral culture of youth,



it represents an integrated system of views on proper social life, expressing particular conceptions of human essence and existence. It constitutes the value-based foundation of society and has universal significance in regulating human activity across all spheres of life. A number of studies conducted in recent years demonstrate the significant role of moral factors and phenomena in regulating social behavior and individual activity in general. The idea of a mature, harmoniously developed individual reflects a person's continuous aspiration to master both national and universal cultural heritage, and to achieve spiritual, moral, and physical perfection. This idea stimulates the continuous development of spirituality and enlightenment. A nation that does not strive for self-improvement and does not care for its younger generation has no future.

Today, despite the wide diversity of professions, when we hear about a particular field, the image that first comes to mind is often that of a dedicated individual working within it. Even a person who lacks sufficient knowledge about a profession can form a general impression based on the appearance, behavior, and interactions of its specialists. Representatives of every profession, through their activities in society, shape either a positive or negative public perception. Every nation aspires for its younger generation to choose professions that benefit humanity and contribute to the future. Parents guide their children at home, while educators provide career orientation in educational institutions. Depending on their abilities and aptitudes and sometimes driven by material considerations, they encourage young people to pursue certain professions.

When an individual chooses a profession aligned with their abilities and personal interests, they are more likely to achieve high results. For this to happen, young people need to develop a positive attitude toward their chosen field, and the specialists within that field should serve as ideals to aspire to. In other words, young individuals who have not yet fully understood the essence of professions often form their ideals by being influenced by the moral qualities of accomplished experts in a given domain. An ideal represents the synthesis of a person's desires and goals. A young person who has formed an ideal strives to emulate it, to repeat its patterns of behavior, and to follow it. The philosopher and scholar A. Samadov, who conducted research in this field, defines the concept of an ideal as follows: "Ideal is the image in human consciousness that reflects the perfection of objects, events, or ideas; it serves as a model, an example, and a standard; at the level of



activity, it functions as a goal and a dominant feature of action; within national, universal, religious, and socio-spiritual values, it possesses a constructive and motivational character; it is a model of perfection shaped in relation to an individual's abilities, needs, type of activity, age, and gender; and it embodies absolute truth, beauty, nobility, and purity".[1]

The concept of "morality" within a moral ideal belongs to the system of social standardization and is also part of the ideological sphere. Within the cognitive category, it concerns how individuals enact moral situations or how they ought to aspire toward morality. The "ideal" in a moral ideal represents an orientation toward the future. Although some may assume that it merely reflects an imagined perfect person, such an image should be grounded in practice and reality; that is, an ideal involves outlining and planning the future on a realistic basis. Therefore, it can be linked to rational understanding. A moral ideal operates through the process of "understanding + knowledge."

A moral ideal emerges from people's moral needs. A need serves as the motivational basis for human cognition and behavior. Alongside need, there exists both a conceptual reflection of the objective world and the actions of a subject stimulated by thought. Needs can be divided into natural and social types: the former are rooted in nature and physiology, while the latter arise from social and cultural functions. Moral needs undoubtedly belong to the category of social needs and are the product of differentiation within the sphere of social relations at the moral level of institutional culture. Hierarchical stratification in the moral domain is reflected in the moral distinctions of individuals and groups, as well as in differences in social identity. From this perspective, it can be argued that, in order to increase young people's interest in a particular profession, it is necessary to elevate representatives of that field to the level of ideals; accordingly, enhancing the professional image and social standing of specialists becomes essential.

Image is a purposefully constructed representation and a generalized form of emotional and psychological influence on the public.[2] It is usually understood not only as the successful development and application of techniques by image-makers, but also as the effective selection of means that influence the consciousness of young people. This underscores the seriousness of the issue, as youth are a group inclined to listen, observe, and draw corresponding



conclusions. In essence, image is a complex social phenomenon: it reflects the environment, its patterns, prominent personalities, and socio-economic issues, while aiming to enhance the reputation of an individual, group, or commercial organization.

Young people's choice of socially significant professions largely depends on the competence, personal qualities, and social standing, of exemplary representatives in those fields. The higher their image, the more talented and capable youth are likely to dedicate themselves to that profession and make it their career. Conversely, if the image of professionals is insufficiently developed, intellectually strong young people tend to avoid such professions.

Thus, the image of exemplary professionals can be regarded as one of the key factors determining a country's economic and social development. Today, for various reasons, there is a growing need to elevate the image of modern professionals to an adequate level, as the moral culture of some specialists does not meet required standards. In our view, during transitional periods, it is possible to witness significant transformations in the image of professionals, including educators. Therefore, the image of an exemplary professional is a stable, multifaceted positive representation of a specialist in a given field that influences the behavior of students and those around them. Image, as a system of external characteristics, defines an individual's uniqueness and distinctiveness, and is consistently reflected in their interactions with others. The elements of image form an integral part of a person's character and individuality, shaping how they are perceived by society. The image of a professional also implies a certain level of recognition and acceptance by others.

Image serves as a kind of personal working tool that helps an individual establish relationships with others. It can also be understood as the formation of a person's representation in the minds of others. Image enables one, through various signs, to convey, their social status, profession, behavior, and even financial standing to those around them.[3]

In today's labor relations, distinguishing exemplary individuals through the concept of "image" should not be seen as mere imitation of fashion. Every employee, through personal growth and progression toward leadership, reflects their effectiveness and virtues within their professional creativity. Image typically manifests as a formed representation, through which positive qualities and



characteristics influence others. It is shaped as a set of perceptions and opinions expressed about an individual within the framework of social relations.

As noted by T. U. Eshbekov, the concept of “image” occupies a special place in the process of public relations.[4] According to various sources, the need to create an image first emerged in the activities of economists engaged in entrepreneurial practice, and in the 1960s the American economist Kenneth E. Boulding introduced the term “image” into academic and business discourse, demonstrating its usefulness in achieving success.[5] The O‘zbekiston Milliy entsiklopediyasi defines image (from the English *image*, and Latin *imago*—figure, appearance) as a representation of a person, phenomenon, or object deliberately formed to exert emotional and psychological influence on people for purposes such as promotion or advertising; it is regarded as one of the tools of persuasion and dissemination.[6]

Later, representatives of the newly emerging field of political science began to treat “image” as an exceptional phenomenon, recognizing it as an important direction of their professional activity. According to specialists, in the present era, creating and maintaining an image has become a necessity for individuals engaged in business and political spheres. Experts widely acknowledge that it is appropriate for every organization in society to deliberately cultivate its image. Image forms within the deeper layers of human psychology, which makes it both accessible for perception and capable of occupying a significant place in people’s consciousness. When considered as a distinct psychological construct, image appears as a social guideline or a culturally established representation. It may simultaneously manifest across various spheres of the human psyche, encompassing perception, cognition, and emotional response.

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