## PEDAGOGY

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## Higher school teacher's personality

The paper considers the role and the meaning of the Higher School teacher's personality in the process of students' training and their professional education. Teacher's professional level is determined by his/her state of creative potential, which combines teaching activities, profound theoretical knowledge and practical skills. Besides, considerable attention is paid to the teacher's individuality which is constantly striving to enrich his/her moral, intellectual and professional potential, i.e., to the process of formation and continuous, ongoing development of ethic and cultural characteristics of a teacher as an active participant of a modern educational process. The teacher must constantly be in a state of ongoing self-development and self-education, so that to meet higher social requirements to his/her personality. These requirements are based on the fact that the teacher is the organizer and the driving force of the upbringing process and the process of professional training.

<u>Key words</u>: higher education, Higher School teacher, teaching activities, extensive theoretical knowledge, practical skills, business ethics, ethic rules.

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