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Abstract. The purpose of this study is to form recommendations for the development of the professional image of a foreign language teacher in higher educational institutions. The methodology includes an analysis of three levels, namely low, medium, and high pedagogical image of a foreign language teacher, a survey, and foreign experience, namely in countries such as China, Finland, and Singapore. As a result of a study conducted among foreign language teachers in Ukraine, the medium level of pedagogical image is determined. The survey covered teachers from three leading universities, namely: V.N. Karazin Kharkiv National University, H.S. Skovoroda Kharkiv National Pedagogical University, and Simon Kuznets Kharkiv National University of Economics, which allows assessing various aspects of the pedagogical image, such as behavioural culture, communication skills, emotional expressiveness, and foreign language competence. According to the results obtained, the average level of pedagogical image is at a fairly moderate level, which indicates the presence of potential for further development and improvement in a number of aspects. This means that although teachers have certain pedagogical skills and experience, there is considerable scope for improving communication skills, cross-cultural competence, and speech culture. The medium level also shows the need to borrow foreign experience to improve the quality of the pedagogical process. Foreign experience in the field of education can provide more effective teaching methods and improve the professional image of teachers. International approaches to education focused on the development of intercultural communication and interactive teaching methods can be useful for Ukrainian teachers, especially given the globalisation and increasing role of foreign languages in the professional development of students. It is also important to introduce the latest technologies in teaching, adapting them to the specifics of Ukrainian education to ensure higher efficiency and attract students.

Keywords: educational activities, skills improvement, self-education, academic reputation, cross-cultural compete.