

Alla Moskalenko, Candidate of Pedagogical Sciences, docent,
Taras Shevchenko Kiev National University, Associate Professor of Education

**THEORETICAL BASES of PROFESSIONAL ETHICS of MANAGERS of
EDUCATIONAL INSTITUTIONS**

The scientific approaches to ethics as the phenomenon of moral choice, which often sets before each specialist difficult problem are analyzed and substantiated in the article. A professional ethics is considered as part of general ethics. Differences in professional ethics (a kind of modification, specificity, which doesn't cover general ethics) are determined. Synthesis and comparative analysis of approaches to the categorization of researched problem made it possible to consider ethics as the theory of morality and professional ethics as a branch of the ethics. The ethics as the theory of morality examines patterns and principles of its development, the role and moral purpose in life of each person and society as a whole. The professional ethics as a branch of the ethics explores the specificity of particular profession, its patterns and consequences through the moral principles of society and practice deviation from the moral norms in certain social relations. And herewith professional ethics allows working out the deontological rules for members of a professional community that correspond the ethical requirements of society and state.

Keywords: morality, ethics, professional ethics, the specificity of professional ethics, ethical standards.

Formulation of the problem in general. Statement of the problem of the theoretical foundations of professional ethics in its general form is associated with important scientific and practical tasks, as nowadays it is keenly felt the growing interest of broad public to overcome the deficit of professional ethics of the managers of educational institutions. Because the confidence and the attitude of members of the public to the education system depend on managers of educational institutions.

In spite of numerous scientists' appeal to different aspects of professional ethics of the experts from different fields of science, education, culture, manufacturing, to our mind theoretical basis of professional ethics of the managers of educational institutions still remains studied insufficiently.

Analysis of studies and publications in which the solution of the problem is started. The analysis of scientists' scientific achievements made possible the statement of fact that throughout the historical development of public relations the appointment of morality as the basis of ethics in the life of the individual and society in general has always been important. However, more important place to ethics and ethical relations is given in theoretical heritage of ancient thinkers, in particular of Ancient Greece, Ancient Rome, Ancient China.

The roots of ethics as a form of human knowledge goes back to ancient Greece. The ancient Greek philosopher Socrates consider virtue as the highest manifestation of morality to be the condition of general welfare state, the formation of which he connected with the awareness of it's nature. He mentioned that to become an ethical person it was enough to master the concepts of good and boon, as the ignorance is a manifestation of evil [9, c. 39-53].

Aristotle, who coined the term "ethika" and plugged it to a class of human virtues is considered to be one of the founders of the theory of ethics by law [1]. Roman Cicero translated the word "ethica" from Greek into Latin as "moralis". Thus arose the concept that for millennia ahead identified the development of the doctrine of moral and morality that is now referred to as ethics. [5, 40]. "In its origin, the word "morality" is associated with the habits, because it is a Latin word meaning "moros", and also associated with orders, cause most of moral attitudes sounds exactly: "you should do this" or "do not you dare do that" ... ethics of free man has nothing in common with punishment or reward by any government - human or divine ... The one who only wants to avoid punishment and gain rewards from others by the rules they set, no better than the hapless slave. "Morality" - is a set of actions and regulations that ... used to be considered universally recognized."

Ethics” – is a justification of why we consider them universally recognized, and the attempt to compare them with the “morality” of other people” [12, 49-50].

Another representative of ancient Greece Democritus saw the purpose of forming the moral and ethical qualities of the individual in achieving the charity, the ability to feel shame. He stressed the fact that happiness is not in wealth, but in the veracity [10].

Ethics of the founder of ancient Chinese philosophy of Confucius is based on the victory of good over evil. He noticed that people will live happily following the principles of humanity, reciprocity, humaneness, knowledge of the golden mean [11].

Famous ancient Greek poet Hesiod also paid attention to ethics. He expressed the view that the difference between man and animal that the person is able to distinguish between good and evil. In Hesiod's call to comply with the measure of everything in life we can see his attempts to create ethical relationships between people [10].

Thus, ethics has an ancient history. Its main provisions and principles has been polished over the centuries.

Analysis of the latest sources or publications. In recent decades, various aspects of ethics in general and professional ethics specifically are studied in different scientific disciplines. This is evidenced by numerous studies of philosophers, political scientists, sociologists, linguists, teachers, psychologists. This demonstrates the interdisciplinary nature of the problems of professional ethics.

Analysis of scientific research of the last decades, including such authors as G. Alony (Business Ethics: social and philosophical aspect, 2008), A. Boldova (Formation of professional ethics of the future staff of tax services in the educational process, 2009), T. Bondarenko (Environmental ethics of “The ecologist” journal in the context of globalization in social communication, 2008), V. Bushanskyy (Political ethics in philosophy of M. Berdyaev in pre migration period (1900-1922 pp., 2004), D. Verbivskyy (Formation of professional ethics of the personnel of the service center of mobile subscribers, 2010), O. Dubinina

(Works of William Styron. Ethics and Aesthetics, 2005), S. Kryvoruchko (Professional ethics of the journalist in the current development of democracy in Ukraine, 2003), I. Kucherenko (Political ethics in contemporary socio transformational processes: Ukrainian context, 2007), V. Larionova (Absolute Ethics of Russian philosophy of intuitionism (by M. Lossky and S. Franco), 1997), I. Maslikova (Economic ethics in modern process' of rationalization of the economy, 2005), O. Ryhlitska (Environmental Ethics: Traditions and Modern Trends, 2004), L. Ruban (Professional ethics in the process of self-actualization of the artist, 1997), U. Sergienko (Ethics of left radicalism in social and political life of Ukraine since the beginning of the twentieth century to the 60s, 1996), S. Slivka (Professional ethics of police officer: theoretical and legal analysis, 1994), G. Khlystun (Ethics of the mass media in modern political processes, 2005), O. Tsymbal (Christian Ethics in the Context of Traditional Moral Culture, 2008), J. Shyrchenko (Media Ethics: Issues and Concepts (National and international experience, 2008), showed that the problem of ethics is relevant and attracts many researchers. However, despite numerous appeals of researchers to different aspects of the outlined problem, now it feels the lack of research in the framework of which the problem of ethics be studied holistically and including all the factors which have the effect on it.

The formulation of the purposes of the article. The purpose of the publication – to analyze the theoretical foundations of the problem of professional ethics of the managers of educational institutions. To achieve the purpose we have put the following tasks:

- to follow the relationship between moral requirements and the division of social labor and the emergence of a profession;
- reveal peculiarities of the professional ethics.

The first task required the consideration of ethics as a philosophical theory about morality, the origin and nature of moral norms, the way of their functioning in society.

Returning to the history of the issue it should be noted that from an ethical point of view the most interesting are religious and philosophical systems of the ancient world, including: daoism (Lao-tzu, Jung-Ji), confucianism (Ancient China, Kung Fu-Ji), jainism, buddhism (Ancient India, Gautama Siddharthoy), judaism (Ancient Judea), philosophical views on morality of Ancient Greece and Ancient Rome. Medieval European ethics is directly related to the Christian religion. Central place in it was given to the topic of God and man. All ethical teachings of this period are directed primarily to show the ways that lead to the kingdom of heaven. The basis of any philosophical and moral reflection is the interpretation of texts of Holy Scripture - the Bible. Modern culture (XVII-XIX cc.) and therefore modern European ethical thought formed under the conditions of bourgeois production and means of rational type of consciousness. Twentieth century is the time of turbulent social and cultural events, the time of the rapid development of science and technology, qualitative changes in production, global problems. The general crisis of culture and the desire to harmonize and improve the world and soul of individuals reflected in ethical quests. Analysis of the ethical teachings of the New and latest time indicating that they have evolved depending on the stages of social evolution [6].

On the basis of analysis of research of the history of development and establishment of ethical thought we can notice that in Ukraine has developed its own system of ethics in the formation of personality, made on the basis of national traditions and the identity of the Ukrainian people. Ethical education of children in the family carried on the educational family traditions with the help of using accurate sayings, legends, retellings, experience of the ancestry, the history of native land etc. The very folk art was the basis of the first written works of folk pedagogy, which teaches that parents should properly evaluate the behavior of their children, endorsing positive behavior and actions and condemning negative.

The first stage of the history of Ukrainian ethical thought is considered the era of Kievan Rus. Native thinkers have paid attention to this problem, in particular Hilarion ("Sermon on Law and Grace"), Volodymyr Monomakh ("Instruction of

Vladimir Monomakh for children”). Grand Duchy of Lithuania was an organic continuation and development of forms of spirituality of Kievan Rus. At the time of Cossacks ethics have formed as an independent science, and it can be proved by the works of the professors of Kyiv-Mohyla Academy and its students (I. Gisel, F. Prokopovych, G. Konys'kyj, G. Skovoroda). Ethical and philosophical thought of Ukraine of modern times, did a lot for the study of the problem of morality. It is a period of active formation of identity of the Ukrainian nation. Person was the focus of the research and it was he who recognized the essential issues of morality (P. Yurkevych, S. Gogotskiy, P. Linytsky, O. Kozlov, O. Gilyarov, G. Chelpanov, D. Bohdashevskyy and others). Ethics of the twentieth century finally developed as a separate science and mostly such problems attracted its attention: general human moral responsibility, antagonism between development of the inner world of the individual and society, crisis of relations between people of different cultures, solving the problems of moral self-improvement [4].

At present the role of ethics as a science is extremely high (there is a need to analyze the moral condition of society, the reasons that cause this condition, to offer solutions that can upgrade the moral guidelines of society etc.).

A retrospective look into the past of world culture shows important feature of its development. The bottom line is that prominent thinkers were always interested in the problems of moral existence of a human. Culture developed and also developed its ethical consciousness. No great philosopher of the past did not ignore the question of morality, analyzed not only real things, but also thought about the proper things. It shows their extreme importance for the fate of present and future generations.

The study of the historical development of morality that is at the center of ethics shows that in different historical periods society had differences in mindset, in perceptions about the world, in the systems of spiritual values. The specific content of systems of moral relations, motives, actions, feelings and consciousness (ethic norms, standards, regulations, requirements) depend on historical stage of

development of the society, how society in this historical period refers to the category of good and evil and how society treats the supreme good. The essence of the supreme good can be made of political, economic, social, religious and other concepts.

History of Ethics knows many ethical systems, each of which requires its own approach to the study of situations of moral choice and its explanation and justification of the phenomenon of morality. We may notice that every ethical system is a defined path to understanding and explanation of this phenomenon. The basis of ethics is the concept of freedom of choice that is inherent to man, not due to any natural or social laws. If a person acted (including the thoughts) in some way, influenced only by external factors, his actions would not be a subject of moral evaluation, and he will not be carrying any liability neither for his actions, nor for his opinions.

Studying the source base made it possible to claim that ethics is one of the oldest sciences. It originated as the first attempt of philosophical and theoretical understanding of the processes of moral life and their philosophical justification. Morale is at the center of ethics. However, ethics not only study it's – morale, but also designed to justify moral values, categories, principles, norms, to solve problems of moral perfection. It is a holistic, comprehensive scientific theory of morality, that explores it's subject with specific historical, philosophical and ideological positions, in close interrelation with social relationships. Ethics discovers the laws of the origin and historical development of morality, its modern position and functions, analyzes the social nature of morality, justifies its historical progressiveness. The subject of this science. The subject of this science has always felt the impact of practical queries of time and logic of internal development.

Ethics considers personality as a whole, in the continuity of all its components. Methodological importance of ethical cognition is that it has a heuristic aspect that is associated primarily with the achievement of new knowledge and evaluation, which involves the disclosure of valuable content of morality.

Ethics studies its subject in its social conditioning, mediated with the material being, with the whole social being, scientifically proves moral categories, principles, norms, gives philosophical and social analysis of them, proves intelligence, progressiveness of some objects and gives rational criticism of other. Ethics consists of several divisions: general theory of ethics, history of ethical teachings, normative ethics, axiological ethics, theory of moral education, professional ethics, etc. Certainly, the boundaries between these components are relative. They are strictly regulated only in the abstract, cause each division interpenetrates the other.

In this study we focus on professional ethics. Professional ethics is a branch of the theory of ethics that explores the specifics of a particular profession through the prism of moral principles of society, the practice of deviations from the norms of morality in certain areas of public relations, arising regularities and implications, and allows to develop deontological rules of conduct for the members of a professional community that meet the ethical requirements of the society and the state. Professional ethics emerged as a manifestation of everyday moral consciousness, developed on the basis of a generalized practice of behavior of each professional group. Professional ethics regulates the moral relations of people in the labor sphere.

The creation of scientific ethical teachings, theories about it preceded the appearance of professional ethics. Everyday experience, the need for regulation of relations between people of one or another profession led to the realization and formation of certain requirements of professional ethics. These generalizations contained in both written and unwritten codes of behavior. So, this indicates the transition from ordinary consciousness to the theoretical consciousness in the field of professional ethics.

Attempts to develop the codes of behaviour for people of different occupations took place in different historical periods. Rules of business relationships and mutual responsibilities that were not realized in the beginning, further processed in the set of rules by which lived and acted people of different professions.

Emergence of the first professional codes of ethics refers to the period of craft division of labor in the conditions of becoming of medieval guilds in the XI-XII centuries . It was the first time mentioned the presence of a number of moral demands on the profession, the nature of work in the guild charters. Though, it is interesting that, the first stirrings of Ethics appeared in the Hippocratic oath. The desire to facilitate and protect human life reflected in similar customs of the ancient Egyptians, Assyrians and other nations even earlier, they considered necessary in any circumstances to help the patient with action, advice, sympathy. Moral norms of flamens who performed judicial functions, known much earlier [4].

At the beginning statutes, codes reflected the desire of the ruling social layers to strengthen their privileges, and later this tendency has become a way of economic protection, social form of self-affirmation. In the Middle Ages corporate social differentiation, regulation of moral relations became deeper. These trends especially intensified under capitalism. The division of labor and social conflicts that accompanied it, led to the anarchy of production, enhancing of competition, social pessimism and individualism, which in its turn assisted the formation of clans, corporate groups and the formation of inherent moral atmosphere. The very this meets ethical concepts [7].

Development and changes in the rules of professional ethics are accompanied by changes in economic, social, political and spiritual spheres. These changes determine the nature of industrial relations, forms of organization of social labor, level of scientific and technological progress, etc.

So, professional ethics is a brunch of ethics, the object of which is the definition and justification of certain regulatory systems, set of moral standards that characterize human behavior in the professional sphere and defines the attitude of man to his professional duties, object of which is one of the components of motivation to work. Professional ethics has a great importance in the professional activity of the person. A person morally prepared to the real professional work, easier adapts to the new conditions.

The second task required to clarify the characteristics of professional ethics.

To make the work of a specialist to be effective he must have a number of professional and ethical qualities. The justification of them refer to the appropriate sections of ethics that have the status of independent scientific disciplines (ethics of a teacher, ethics of a doctor, ethics of a diplomat, ethic of a lawyer etc.). Any profession connected with its working conditions, that impose certain effect on the moral character of the individual.

The peculiarity of professional ethics is not in the contradistinction to general moral requirements, but in realization of the general moral requirements taking into account the specifics of a particular labor activity. As far as general morality performs a certain role of professional ethics, than a professional ethics is only a field of activity, specification of general morality. But it doesn't mean that professional ethics only a simple detailed elaboration of general moral principles. It would lead to the negation of its specific. Professional ethics has its own subject, its own characteristics. Key indicators for each occupation group and related disciplines can be considered such as: social significance of morality for performance of professional duties; moral requirements that have a particular importance for a concrete profession; concrete fulfillment of moral demands and the existence of special rules, traditions and customs. Customs are fixing in in the consciousness of one or another profession, reproducing and passing on from generation to generation. It is manifested both in relation to colleagues, to oneself, the objects of labor activity, and also in the relation to the socio-professional groups and society in general.

Specific features do not relieve the members of a professional team, employees of a particular speciality from following the established principles of morality in society. General is personified in professional ethics, it changes in every concrete type of labor activity, refelects in professional. Although in the base of concrete duties of the representatives of one or another profession lay one and the same moral requirments, still there exist specific requirements of professional ethics. For example, main thing for the doctor is sensitive, attentive relation to the patient,

sincere concern for the health and lives; main thing for the teacher is love for children, awareness of his responsibility for their education, preparation for independent activities. Primary role for a lawyer plays responsibility and fairness. Specificity of morality takes place in the work of the engineer, scientist, diplomat, and representatives of other socially significant professions.

It is evidently that, not all requirements are strictly specific. For example, competence, fairness, respect for the individual must be inherent to every human being. All people will benefit if they are responsive and attentive to each other, honest, mutually demanding etc.

The task of the professional ethics is not only revealing the objective causes of origin, patterns and trends in the development of the professional ethics, not only concretization of general ethical categories, principles and norms according to different types of labor activities, but in disclosure of the nature of the impact of these principles and standards on the practice of professional relationships. Professional ethics reflects the way these relationships are applied in human consciousness and embodied in his actions and deeds. Assignment of professional ethics is in the study of various aspects of professional relationships reflected in the moral consciousness, in relevant concepts and norms; in delimiting the phenomena (professional and ethical phenomena, effects of labor skills and others that are not directly related to the profession); in defining the tasks, purposes of profession and their significance in social progress.

There are several types of professional ethics, including: educational ethics, medical ethics, judicial ethics, diplomatic ethics, theatrical ethics, military ethics, journalistic ethics, ethics of a scholar, ethics of a politician. There are official business ethics, ethics of social work, business ethics, ethics of management, computer ethics. Each of these components of professional ethics justifies regulations for employees in the corresponding activity spheres [2; 3; 5].

Public opinion plays a significant role in establishing and mastering the norms of professional ethics. The rules of professional ethics are not generally recognized at once, that is associated with the struggle of ideas. Interrelation of professional

ethics and social consciousness exists also in the form of tradition. Different types of professional ethics have their own traditions, which indicate the continuity of basic ethical standards developed by representatives of one or another profession for centuries.

An analysis of the literature revealed the features of professional ethics. Such features are: implementation of common moral requirements taking into account the specificity of a particular work; personification of the general requirements in each particular kind of work; existence of rules, customs and traditions inherent in a particular profession, that pass down from generation to generation.

Conclusion. Studying the literature make it possible to analyse the theoretical bases of professional ethics of managers of educational institutions, finding out the fact that professional ethics brings studied by ethics abstract moral categories on a practical basis, proposes ways to implement them in real life, promotes the moralization of professional activity, gives it a moral content. Ethics is a practical philosophy, professional ethics is an applied ethics, spiritual tool of a professional that provides effective, morally justified performance of everyday professional duties.

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