



## DEVELOPING THE PROMOTIONAL TEACHER ATTRIBUTION MODEL FOR ENHANCING THE MORAL AND ETHICAL CHARACTERISTICS AS A TEACHER

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### Abstract:

To analyze, synthesis, and develop the guidelines of the promotional teacher attribution model to their moral and ethical characteristics as the main purpose of this research study. The scoping study into two phases, such as; analysis of concepts, theories and research related to the promotion attributes of the moral and ethics of characteristically teachers from the resources, including research papers, research articles related research, and interviews with luminaries of 9 members, using research instrument consisted of interviews and document analysis, data analysis, content analysis, and present an essay was the first phase. Development of promotional attributes a teacher, moral principles, concepts and theories involved, and guidance of a qualified that followed as the first phase, then the evaluation form and manual techniques to assess multiple attributes (MACR: Multiple-Attribute Consensus Reaching) from 12 educational experts who checked the suitability and feasibility of the model and the right, the possibility of the manual with the research instruments consisted of the promotion model attributes the moral and ethics teacher's characteristics, to guide the promotion attributes' model forms were assessed, the first edition of the manual data analysis, information obtained from the evaluation of the suitability and feasibility analysis model and guide for the average were administered was the second phase. Statistically significant with the standard deviation and means were analyzed. The results have found that; the promoting moral teacher attribute data to their moral and ethical characteristics was divided into two groups, priests and scholars. In both groups, the promotion attributes a teacher focus groups is moral in nature to modify the idea to a change of attitude within the organism. By the situation Students get down to

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the real experience, an analysis and synthesis face learning environments that cause cognitive skills to act as a self-realization possibly. The promotion model attributes a teacher, moral principles, including the importance of the activities, objectives and evaluation methods. These core concepts learning theory and social cognitive theory, integrated learning experience. To develop a way of promoting attributes a teacher moral comprising five stages four processes including, such as; exposure from, recognition in the third, the idea of the top learning and five realization include of four processes, namely; the intended, memory storage process, the actions, and the incentives of the motivation processes. The result forms have found that; the appropriateness and feasibility of the model scale indicated at high level ( $\bar{x}= 4.18$ , S.D. = 0.65), the appropriateness of the form scale evidence of a high level of the model found its proper form. The average in the ( $\bar{x}= 4.18$ , S.D. = 0.65) at a high level ( $\bar{x}= 4.12$ , S.D. = 0.61), the assessing guide on the appropriateness of the guide scale showed as at the high level ( $\bar{x}= 4.07$ , S.D. = 0.88), and the possibility of the manual guide responded of at a high level ( $\bar{x}= 4.02$ , S.D. = 0.84).

**Keywords:** promotion, model, attributes, teacher, morality, ethics, characteristics

## 1. Introduction

From the five last decades, the change of an era in the past to the present in Thailand was changing conditions over time. The country has a highly developed economy. Despite contributes to economic development and prosperity to the objects clearly. However, the prosperity and development, it is not sustainable that it is aiming to develop too much of the material only. Thus, enabling citizens to struggle against each other, the lack of public awareness of the value of life and forget the good things psychological, the generosity of sharing responsibilities, and etc. have been changed. These things are missing that it is a social problem too more and more, a problem as a result of which the country is a major focus of the object unbalance of its noted that educational institutions on today. Focus on the good people, excellent people; with the expectation that the country will have developed and flourished, need to develop that talent is the key. Dynasties have the resources in the social system that it was chosen to develop the nation. Regardless of the validity of the rules of discipline, integrity and ethics are good. Indeed, the theme of sustainable development so that the country can say that sustainable development, to begin developing good people first when the society as well. Profits will bring a great responsibility, patience, diligence, to pose as a man of knowledge. Capacity or as a person who excels itself that society must look back

and change ideas that focused on developing people. Common sense and minds of people is important, because of mind as a matter of mind and spirit, as a matter of morality not to be in any livelihood.

Teacher occupation is a profession that is required to develop a complete human body, mind, intellect, knowledge, morality and ethics, and to live together with others happily. It also requires a correct conscience. Teacher's ability to protect the interests of the majority and the country, so it is the duty of teachers is crucial. It is their duty to instill the knowledge, ideas and spirit to the youth. In order to grow up to be good citizens and effective in developing countries in the next two interim teachers is organized as a profession has an important role to inspire the creative future of the country.

In focus groups with teachers is particularly important to be able to help people as well. But the teachers are going to develop to be a good person. It is essential that the teacher will have a good foundation before so mentally unstable that the teacher was a great teacher. Processes and procedures need to be cultivated; promoting good enough to the foundation of a good mind that teacher can lead to undesirable behavior. The theory says that the ethical roots of a tree as a attribute of the human mind. This is fundamentally important to have resulted in a strong stems. The trunk is completely healthy now. The virtual nature of the mind with the availability of flowering fruit exquisite is compared, so when this happens then evidence to be a good teacher is assessed. Morality and Ethics process has to be satisfied, how to develop a proper and right way like a growing tree.

It can be seen that the current popular teacher and a dream job of many people. Some people have dreams to become a teacher in the first place. Some people want to have a career as a teacher because people take so well to review and consider a career as a teacher and a teacher's career, significantly different. It can be said that a teacher is a person with the intention originally to step into a role model, fully intend to be a teacher who is ready and steady to pass on knowledge. From experience, students have learned to others. The story is pretty good with the moral and ethic teacher, but could refer to those who do not intend to walk this route from the start of their career as a teacher, because people have only this faith or belief in the person who are also differentiated. These people are teachers still available online. As a result, people with professional teachers are aware of the lack of ethics and without attributes of a good teacher. Thus, the attributes of teachers of their ethics and morality characteristics are especially important for those whose are coming into these classes.

The roles of the Federation of Teachers and Educational Personnel in the Office of the Secretary General of the Teachers Council whereas Association Teacher in setting

professional standards; issuing and revocation of licenses, regulatory compliance standards, and professional ethics including professional development in education by the year 2006, when the Education Consultant set the standard by which teachers are nine standard profession of a teacher. As one of the professional standards that teachers must have (The Education Consultant. 2549: 291) and attributes a great teacher as teachers determine, such as; a good teacher must have compassion and a desire to learn, to have faith in their career, to have patience and responsibility, a person of learning academic leadership and who have a vision, and ethics of the teaching profession to conduct from teachers (The Education Consultant. 2013: 56).

Education Consultant has issued regulations on professional standards and ethics of the profession to provide professional education, higher standard compact compared with other civilized country. Especially ASEAN Secretariat Council by the Bureau of Professional Standards has been developing professional standards for education and Minister of Education has agreed to issue regulations governing teachers' professional standards A. D. 2013. (The Office of Secretary General of the Teachers; Council. 2014: 1), which makes the knowledge of the teaching profession has changed from nine standard is 11 standards include: A Be Professional Teacher, Educational Philosophy, Language and Culture, Psychology for Teacher, Curriculum, Learning and Classroom Management, Research to Develop Learning, Innovation and Technology Education, Assessment and Evaluation of Learning, Educational Quality Assurance, and Morality and Ethics. (Gazette. 2013: 67)

It can be seen that the Education Consultant determines that all teachers must have the knowledge of the characteristics of a teacher. But in practice, the lack of a clear process to make all teachers meet the standards of knowledge. As a result, teachers are simply knowledge, and the lack of a process to conduct the empirical behavior. According to the teachers' scheduled the lack of attributes makes the teacher is unsustainable and failure in practice, so if the system's entire processing time. Educational students are the end of the line and this profession, and have a group of people must be encouraged to be a attribute of the teacher repeatedly. The promotion will reinforce and recognizes the value of a teacher and a duty to be accountable to the nation. In addition to developing a system that is already in common situation.

For that reason, it would be necessary to change the concept that a great career as a teacher should be changed. So what are the elements that one can do it, therefore encouraging people to go to teachers? The ideal characteristics of a teacher should be had body and mind with love and faith in their career first. The change of a person within an organism, which can lead to behavioral change and a new concept in a

positive direction in their profession, is assessed. By focusing on the process and take action to make the most of learning in theory.

The importance as above, it is therefore urgent and should promote the attributes of a teacher and a concrete process, so clear, so the researchers are interested in studying and developing ways to promote the attributes of a moral teacher to come up with teachers. The teacher is a standard practice in the teacher before they would go into the teachers in the future.

## 2. Methodology

### 2.1 Research Objectives

1. To analysis of synthetic approaches to boosting attributes a moral and ethical teacher's characteristics.

2. To develop the promotional teacher attribute model for enhancing the moral and ethical characteristics of teacher

### 2.2 Research Limitation

This research study objectives were to develop a model for promoting moral and ethic characteristics of a teacher by a scoping study into two phases.

**Phase 1:** to synthesis approach to promotion attributes a teacher moral and ethic principles by analyzing the concepts and related research. In order to promote the attributes of a moral teacher, the details are as follows.

#### *Including Scope and Resources*

Scope and resources include of documents, articles and research-related activities that promote the moral and ethic teachers and other documents contain with Teachers and Educational Personnel Council Act, 2013, the Regulations Governing Education Consultant of the Professional Standards Act, 2013, and the National Qualifications Framework for Higher Education 2009 (Undergraduate qualification standards in Bachelor Education (5 years)). An interview luminary of 9 members was interviewed.

#### *Scope of the study variables*

Scope of the study variables was composed of the promotion attributes and activities to promote a moral and ethic characteristically teacher.

**Phase 2:** development model encourages teacher's attributes a moral theory by analyzing the synthesis of information from experts in the first phase.

#### *Scope-Source*

The data was assessed with an expert of 12 members divided into four groups, who taught at the university for at least 10 years; comprising Professional Courses and

Teaching, Professional Psychology, expert teacher activities, and expert assessment and evaluation.

#### *Scope of Variables*

Researchers studied variables in this process was a form guide and promote the attributes of a teacher with moral and ethical suitability and feasibility of the model.

### **2.3 Research Procedures**

This research study has been carried out the research.

1. The researcher analyzed synthetic material and notes from the documents and related research based on the guidelines for creating structured interviews.
2. Interviewed experts involved with the promotion attributes a teacher moral and ethical framework based on the characteristics of a teacher of the Education Consultant as of 9 members to obtain guidance on the promotion attributes a moral and ethical teacher.
3. Analysis of interviews with experts on the synthetic approach to boosting attributes a teacher moral and ethical framework to maximize the attributes of a teacher of the Education Consultant.
4. Drafting promotion model attributes a teacher, moral principles, theories and practices of professionals. In accordance with the Framework for Education Consultant.
5. Promote the development of the manual attributes of teacher moral and ethical principles of promotion model attributes to enhance the moral and ethical teacher's characteristics.
6. Check the suitability and feasibility of the model and guide to promote the attributes of a teacher moral and ethical technique to assess multiple attributes (MACR: Multiple-Attribute Consensus Reaching) with the expert of 12 experts divided into four groups: Professional curriculum and instruction, Professional activities as a teacher, Professional psychology, and expert evaluation.
7. Revised forms and manual attributes to promote a teacher of moral and ethical guidance and feedback from experts.

### **2.4 Research Instruments**

#### **A. Using the First Recording Data, Interview Format, and the Assessing Pattern**

The research instruments consisted of recording the first interview and the first assessment of pattern of the first edition steps: recordable data used to compile

information about the promotion, the attribute is a way to create moral and ethic teacher's characteristics that followed as educational text books and research about creating a record, to study provides a comprehensive set objectives, creating a recording a form that can be put to use for comprehensive information on the study and to gather information systematically to bring a record created and offer advisor check the coverage and accuracy of this model, to bring a recording review by advisor and revised recommendations, and printing data as a tool to collect data.

### **B. Interview Questionnaire**

The questionnaire used to gather information about the promotion, the attribute is a way to create moral ethical teacher's characteristic that it was followed as: educational textbooks and research papers about creating unstructured interview, terminology defining attribute of the study, to build an extensive definitions specific attributes to study, to bring interviews created to offer advisor check on the coverage and accuracy of the model, to bring the interview to review by the advisor and revised recommendations, and to publish the interview as a tool to collect data.

### **C. Assessment and Evaluation Forms**

Assessment and evaluation forms were to create: to determine the evaluation models attribute a teacher to promote moral structure of the model includes the important principle and objective measurement and evaluation activities, creating a comprehensive assessment of the terminology on the desired attributes, to bring assessment created to offer advisor check clearly for comprehensive and accurate, to bring evaluation review by the advisor to be revised recommendations, and type evaluation as a tool to collect data.

## **2.5 Data Collection**

To determine the issues to gather information with the promotion attributes a moral and ethic teacher's characteristics. The selection of books, articles and research papers that are relevant (relevance) and reliability (credibility) of data were selected. To analysis and synthesis of information contained in the documents and research related to the promotion of moral and ethical characteristics of teachers from various sources. The researchers recorded data from the analysis, synthetic papers and related research to record and classify information as a sideline and the data collected was analyzed.

## 2.6 Data Analysis

Analysis of data obtained from the analysis and synthetic papers related research and information from experts.

Phase 1: To be used to analyze the content (Content Analysis)

Phase 2: To build on evaluation forms to promote the attributes of a teacher moral analysis of the model using a range McCall tile and manual analysis for averaging mean score and standard deviation.

## 3. Results

Analysis of synthetic approaches to boosting attributes for enhancing teacher moral and ethical characteristics that promote moral and ethical teacher should focus on stimulating students' feelings deep inside. In the modified opinion for a change of attitude within the organism; through the situation of the educational students have to face the fact that analysis, synthesis and learning from the real issues to their environment that contributes to cognitive skills, and to act on their own of their incentives to make the educational students awareness.

Promotion of teacher attribute model for enhancing the moral and ethical characteristics of teacher, a teacher of ethics that promote attributes of a teacher moral consists of five steps and four processes, such as; exposure of the subject, recognition in modeling, idea of the summit, learning, and awareness. The four processes are: the intended, memory storage process, the actions, and the motivation processes by the principles learning theory and social cognitive theory, experiential learning cycle. Using as a framework to promote the attributes of a teacher.

Evaluation form of the promotion teacher attribute model for enhancing the moral and ethical characteristics of teacher from the 12-educational expert of the suitability and feasibility of this model, boosting attributes a teacher moral and ethical evaluation based on the model developed in the field of developing model. It has found that; the appropriateness and feasibility of the model scale indicated at high level ( $\bar{x}$  = 4.18, S.D. = 0.65), the appropriateness of the form scale evidence of a high level of the model found its proper form. The average in the ( $\bar{x}$  = 4.18, S.D. = 0.65) at a high level ( $\bar{x}$  = 4.12, S.D. = 0.61), the assessing guide on the appropriateness of the guide scale showed as at the high level ( $\bar{x}$  = 4.07, S.D. = 0.88), and the possibility of the manual guide responded of at a high level ( $\bar{x}$  = 4.02, S.D. = 0.84).



#### 4. Conclusion and Discussion

Analysis of synthetic approaches to boosting attributes a being teacher for enhancing the moral and ethical teacher's characteristics scale, it has found that; the promotion attributes a moral and ethical teacher must take into account the goal for measuring the main indicators and should be encouraged to each step in each year level of educational students, to provide opportunities for educational students to learn in a matter of morality, and should have experience in learning to give them as a sense of responsibility and believe in themselves. By the conditions in the career of the educational students as much as possible is given. As is the fact, focus on the real space to real action, to experience and learn from the problems, to see the problem and process solutions, to cause a mass experience with an ideology rooted in a passive person. Perhaps the experts believe that the concept of multiple intelligences of learning from the experience to real interaction with the environment. To contribute to the development of the intellect with the intellectual development and the idea of starting an ongoing interaction between the individual and the environment are managed. To contribute on their development of talent and potential in areas such as; knowledge, skills and attitudes which individuals with different genetic and environmental for developing intellectually different are developed.

Promotion model attributes a teacher's characteristics on moral and ethical principles, concepts and theories are involved and guidance of experts has found that the development model attributes a teacher moral comprising five stages, namely; the exposure of the models (Touch), recognition in modeling (Apprehension), the idea of the peak (Conception), learning (Study), and realization (Awareness).

Steps will occur will be composed of four processes are Attention Processes, Reduction Processes, Production Processes, and Motivation Processes. This is because, the experts have provided consistent with the theory that one's intellectual, social learning theory, that said, the development attributes either. Psychologists have a fundamental belief that the popular wisdom. Humans are animals with brains Able to learn to adjust to life and the balance in the environment. The adjustment will take place gradually phased manner by the maturity that a person will not attribute either. There are two components, for example; caused by the deliberate intellectual, and caused by the accumulation of learning in an environment with socialization process based on the theory that the behavior of the organism. In particular, people's behavior is not going to change just because of environmental factors alone. If it has to be personal factors such as intelligence, biological and other internal joint together. Personal factors must be combined with each other in the manner prescribed factors, behaviors and

environments of the two theories, theories of learning from experience, said that learning from experience. As a learning opportunity for the students to build their knowledge, skills, attitudes, values, ideas, own self, and seek answers on their own whether participating in learning activities. The act is actually done in the actual situation or scenarios criticism or criticism, discussion and contemplation, consideration, review and reflect their ideas out are reflected. Learning from experience, it is an attempt to link between theory and practice. The integration of new knowledge or experience with prior knowledge or the experience to lead the party is transferred.

Assessing form of the promotion teacher attribute model for enhancing the moral and ethical characteristics of a teacher from the 12-educational expert of the suitability and feasibility of this model, boosting attributes a teacher moral and ethical evaluation based on the model developed in the field of developing model. The appropriateness and feasibility of the model scale, the appropriateness of the form scale, the assessing guide on the appropriateness of the guide scale, and the possibility of the manual guide responded scale indicated that evidence of at the high level all on each scale, similarly.

## **7. Suggestions**

1. The promotion teacher attribute model for enhancing the moral and ethical characteristics of teacher standards must be matched by any standard one and to meet the needs of today's society.

2. The approach processes should be taken to promote the attributes of a teacher as a moral and ethic attribute information to promote a moral and ethical teacher quality.

3. To plan or policy of the agency responsible for promoting teachers attributes a teacher with moral and ethical characteristics of teacher, in addition to the professional development of teachers is today.

4. Should be formed to promote the attributes of a teacher to use in the promotion of the morality and ethics to educational students in other fields following programs.

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