

PHYSICAL EDUCATION AND SPORTS AS THE BASIS FOR A HEALTHY LIFESTYLE

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Nəşr tarixi

Qəbul edilib: 12 yanvar 2022

Dərc olunub: 9 mart 2022

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Annotation. Human health is one of the most important values in life, and it cannot be bought with any money. That is why it should be preserved and protected, developed and improved, refined and strengthened. Increase in the level of physical culture becomes relevant again and acquires special social significance in new information and communication environments. This stems from the objective role of physical culture and health-improving activities in the fulfilment of a life strategy aimed at finding one's own certainty of the qualitative parameters of life activity that are so necessary for a person to achieve both personal and social success.

Keywords: *health, motivation, emotional stress, physical education, healthy life style, physical activity.*

Good health is one of the most important element in any life. If you have to skip classes or lectures for health reasons – this is reflected in the level of your knowledge. If you have to skip work – it affects your salary. Therefore, in order to bring maximum benefit to society, to produce healthy offspring – hence, to enjoy the benefits of life and to educate the younger generation correctly, it is necessary, of course, to have sound health and only good habits. To do this, all people need to exercise, take care of their bodies and lead a healthy life style.

Health - as defined by the World Health Organization - is a state of complete physical,

spiritual and social well-being; and not only the absence of diseases and physical defects.

Health depends on many factors. Nowadays, the prevailing opinion is that the health of the people is 50% determined by their life style, 20% by environmental factors, 20% by biological (hereditary) factors and 10% by medicine.

The nature of work has been changing dramatically lately. The proportion of physical labor decreases, whereas mental labor increases. Workers that are engaged in mental labor during their work generally do not receive the necessary physical activity. But without proper physical activity, a person will inevitably face problems of hypokinesia, hypodynamia, adynamia, etc. All this means that objective circumstances will continue to force modern man to refer more, more often and more thoroughly to physical culture and sports [4,9].

Physical culture and sports have always been considered and valued quite highly in our society.

The sociotechnical environment increases interest in the problems of the human factor in social production. "The intensity of work, significant emotional stress are inevitably associated with a huge strain on the physical and mental forces of workers who need constant development" [1].

In this regard, an important theoretical and conceptual direction of research in the conditions of technological progress and fluctuations in the density of social ties is the study of the factors of the health-preserving

system within the framework of the physical culture model.

The level of health and physical activity of the individual are rightfully considered as important prerequisites for the realisation of human capital as the central resource of all social changes and the criterion of social progress. The ability to use independently the means of physical culture and sports for psychophysical and social preparation for life and professional activity is a promising task of self-education of a person. The scale and speed of technical and technological changes emphasizes the search for adaptive reserves that allow the subject of innovation to remain active, thinking, spiritually enriched and significant in the long term. According to a number of authors, the criterion of successful social adaptation of a person can be considered a balanced ratio between the needs and characteristics of a person and the requirements, norms, values of the social environment. "Its meaning is the formation of the necessary skills that allow choosing the optimal way of life that would meet both the interests of the individual and the level of development of society" [3,4]. The state of social health and physical potential of a person, the extent of utilisation of psychophysical and spiritual potential "reserves" affect the direction of modernisation of society spheres, resilience, state security and geopolitical prospects of a nation.

Physical activity, doing sport in free time, individual fitness classes can contribute to the emergence of motivation and sustainable interest for the realisation of natural needs in movements of different orientations. The movements contribute to the maintenance of health as well as the acquisition of communication and organisational skills used in professional and civic activities. They are also used for body recovery and active leisure. The sphere of physical culture is a type of creative activity that contributes to the skilful mobilisation of functional and physical potential of a person.

The educational space in the field of physical culture is a complex multifunctional

phenomenon: it affects the motor activity sphere of a person, mental (a wide range of emotions, speed of thinking, volitional qualities), social (readiness to perform work functions, professional skills and communication competence), spiritual (morality, self-esteem, communication) and other spheres. In sports culture, people's achievements are embodied in the transformation of not only motor, but also intellectual, psychological and moral qualities [6; 7]. It is known that positive changes occur in the body only with systematic and regular physical exercises. For example, mental performance increases, which has a positive effect on overall labour productivity. Physical exercises performed rhythmically, with moderate intensity, are able to maintain the brain tone and performance for a long time. During this period, physical activity becomes the most important way of body hardening and biological basis for effective process of cognitive activity; trained muscles help the nervous system cope with mental workload [5].

Researches show the increasing social role of motor activity in the full realisation of human capital. The complex, latent nature of the personality values formation, the need to acquire the spiritual and intellectual wealth of physical culture as well as the controversial nature of the educational process itself in mastering not only the technological parameters of physical exercises, but also their spiritual and value wealth, emphasize the search for directions of creating conditions for the productive use of achievements of physical culture and sports in the personality development, taking into account the parameters of the new technogenic environment. These problems are solved by educational institutions, which act as an important link in the socialisation of the younger generation and should involve them in the process of forming motivation for the development of values and meanings of the socio-cultural sphere within the framework of the project educational paradigm. This requires a re-orientation of the educational process from physical training to physical education, which has a strategic goal of forming a health-preser-

ving culture, fostering healthy life style habits by means and methods of physical culture [8]. On the other hand, another model is also effective, when physical culture is enriched with a health-improving component and the whole range of possibilities of modern scientific developments is used in the functioning, strengthening and preservation of health.

The conducted survey of students of Russian universities showed that for most of them (82% of respondents) health is a basic value. However, there is not enough time and knowledge to purposefully engage in its preservation and strengthening. But the student period in a person's life is a real opportunity to gain knowledge, skills and attitudes in the system of state educational standards. At the same time, there is a high conviction of students in the positive impact of sports activities on the quality of health and restoration of mental performance. The leading motives for the involvement of students in physical culture of a health-improving orientation should be: the creation of a positive emotional state of those involved by getting pleasure and joy from movements; getting rid of bad habits; acquiring a system of theoretical knowledge and practical skills in the culture of health-preserving; preservation of their own health by themselves [2,7].

A number of authors see the solution to the problem within the framework of the curriculum of universities in the following: literally every training session on physical culture and sports should be aimed at reinforcing the standards and rules of an optimal life style; the widespread development of "mass student amateur physical culture and sports movement"; involvement in student competitions - university sport contests, Olympiads, etc. When studying the time budget of students, it was revealed: a significant decrease in motor activity, lack of sleep, non-compliance with the diet, disregard for the rules of personal hygiene, hardening reduction of time spent outdoors and others. The proportion of people who regularly do morning gymnastics is extremely low (from 10% to 28% in different re-

gions of the country), from 20 to 30% do not adhere to the established routine. The personal participation of young people in maintaining and strengthening health today is practically minimised. The real volume of motor activity of students does not ensure the full maintenance and strengthening of the health of the younger generation. Lack of movement is one of the main causes of youth health disorders. The rhythm of life, the constant need to update knowledge, skills, emotional and psychological stress and the expansion of social network contacts requires adequate readiness for large-scale changes. In this regard, the structure of the innovative educational concept of physical culture should include simultaneously focusing on the formation of physical fitness and obtaining scientific knowledge about your body, the means of preserving its maximum functional capabilities and maintaining health. This will serve as the foundation to form the willing to improve physical condition and the interest in the quality life style [5]. The initiators of the innovative concept of a "sportised" approach to the renewal of physical culture distinguish the culture of movement (motor culture), the culture of physique and the culture of physical health. The central place is occupied by a block of socially formed physical qualities included in the processes of socialisation. The effective vector of transformation of the educational process in educational institutions will lead to the fact that the dominant beginning will be the physical self-education and self-improvement of young people, their care for their health and self-education throughout life. The use of scientific and technological achievements of sports in physical culture seems to be the most promising way to update the educational process. New models of obtaining knowledge in the field of physical culture are possible through the development of electronic and distance education.

Conclusion

With the increasing role and importance of physical culture in the life of people, espe-

cially young, the study of its value aspect and potential in creating and implementing a health-preserving environment is becoming extremely relevant. In recent years, physical culture has been discussed not only as a social phenomenon, but also as a stable personality trait. Physical culture, being one of the facets of general culture, largely determines a person's behavior in school, at work, in everyday life, in communication and contributes to the solution of spiritual and moral problems.

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BƏDƏN TƏRBIYƏSİ VƏ İDMAN SAĞLAM HƏYAT TƏRZİNİN ƏSASINDA

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Annötasiya. İnsanların, xüsusən gənclərin həyatında bədən tərbiyəsinin rolu və əhəmiyyətinin artması ilə sağlam mühitin formalaşdırılması, onun dəyər aspektinin və potensialının öyrənilməsi son dərəcə aktuallaşır. Son illərdə bədən tərbiyəsi təkcə sosial hadisə kimi deyil, həm də şəxsiyyətin formalaşmasında əsas xüsusiyyəti kimi araşdırılır. Bədən tərbi-

yəsi həm də mədəniyyətin bir hissəsi kimi hər fərdin məktəbdə, işdə, gündəlik həyatda, ünsiyyətdə davranışını müəyyən edir, mənəvi-əxlaqi məsələlərin həllinə töhfə verir.

Açar sözlər: *sağlamlıq, motivasiya, emosional stress, bədən tərbiyəsi, sağlam həyat tərz, fiziki fəaliyyət.*

ФИЗИЧЕСКАЯ КУЛЬТУРА И СПОРТ КАК ОСНОВА ЗДОРОВОГО ОБРАЗА ЖИЗНИ

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Аннотация. Здоровье человека – одна из важнейших ценностей в жизни, и его нельзя купить ни за какие деньги. Именно поэтому его следует сохранять и оберегать, заниматься его развитием и улучшением, совершенствованием и укреплением. Повышение уровня физической культуры вновь становится актуальным и приобретает особую социальную значимость в новых информационных и коммуникационных средах. Это вытекает из объективной роли физической культуры и оздоровительных ме-

роприятий в реализации жизненной стратегии, направленной на обретение собственной уверенности в качественных параметрах жизнедеятельности, которые так необходимы человеку для достижения как личного, так и социального успеха.

Ключевые слова: *здоровье, мотивация, эмоциональный стресс, физическая культура, здоровый образ жизни, физическая активность.*