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Student's Sport as Indicator of Cultural Development of Society

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ABSTRACT

In this article the authors investigate and reveal the trend and the priorities of the modern students and the choice of an active life position. Sports-mass work with students of the University is seen as a developmental educational, patriotic and communicative functions of the student. The development of university and mass sport is a vital topic of extreme importance. Now, after several crises in our country, young people are gradually returning to the sport. Various sections which in the basis are urged to increase the level of sports preparation of youth are created. Introducing the all-Russian physical culture-sports complex ready for labor and defense that allows organizing sport achievements and scientific knowledge, gives students the opportunity to show a new side of them, to develop new skills. Millions of young people participating in student and public events, improve their physical qualities and motor capabilities, enhance health and prolong creative longevity, and thus resist unwanted influences on the organism of modern production and the conditions of daily life. University sport plays a very important role in the preparation of viable and socially active young generation, shaping the culture of youth. It acts as building block in the formation of the culture of the society. Since the young generation is a very important socio-structural component and in the future it will emerge as a society need at an early age stages to generate in people a culture of behavior, communication, social relationships.

Keywords: Student's Sport, Mass Sport, Health, Way of Life

JEL Classifications: Z200, Z280, I180

1. INTRODUCTION

It is well known that physical training retards the aging process, prevents the development of diseases, and maintains human capacity to work. Muscle strength means health and beauty, higher performance and self-control. The brain controls not only the operation of thinking, but also the work of the muscles. A study on working capacity of students and scientists showed that people with more developed muscles have a higher performance (Kosolapov, 2003).

University and popular sport development in modern Russian society is an extremely important issue. Nowadays after several crises in our country young people are gradually returning to sport

(Skriptunova and Morozov, 2002). All kinds of sections basically designed to increase the level of youth sports training are created (Korbukova and Kurtev, 2013) University and popular sport allows millions of young people to improve the quality of their physical and motor capabilities, promote health and prolong creative longevity, and thus resist undesirable effects of environment and daily life on the body (Ilyinich, 1995; Korbukova and Podkopaeva, 2014; Korbukova et al., 2014).

2. METHODS AND DISCUSSION

An integrated research on the role of sports in students' lives was carried out in some universities in order to reveal the effects of

sport on students' everyday life (Podkopaeva and Korbukova, 2014; Podkopaeva et al., 2014a; Podkopaeva et al., 2014b).

Physical education is a specific process and a result of human activities (Korbukova, 2014,; Korbukova, 2015). Physical education serves as a means and method of physical perfection of people to fulfill their social responsibilities (Korbukova, 2013a; Korbukova, 2013b; Korbukova et al., 2014).

3. MODERN TRENDS IN THE DEVELOPMENT OF UNIVERSITY SPORTS IN THE WORLD

1. An effective government control on sports development in the educational institutions.
2. Physical education and sport are an integral, and in some countries, a determining part of the national education system.
3. The high social status of the national University sports organizations and their close cooperation with the Ministry of Sports, Ministry of Education, the National Olympic Committee; a clear division of responsibilities and spheres of interests.
4. The regulatory framework for physical education and sports in educational institutions.
5. The modern facilities and resources for children and youth sports activities.
6. An efficient system for students' competitions organization in the country, training and participation of athletes in international competitions.
7. The use of modern information technologies to support the physical education and sport development in educational institutions.
8. Promotion of national and international achievements in the field of university sports.
9. The international activities aimed at strengthening the nation authority through the nomination of representatives to the governing bodies of the International University Sports Federation, the organization of international events of various kinds (competitions, conferences, festivals).

In many developed countries, the University sport is the basis of the national sports policy, a kind of Olympic sports "core." The most of national teams are made up of students-athletes. The role of university sports in forming world public opinion is great and undeniable. Up to 60% of national Olympic teams participants are students of higher education institutions (Korbukova and Podkopaeva, 2014).

Along with the physical development and health promotion the physical education permits to achieve a high level of strength, endurance, speed and fitness, it results in understanding the significance of physical activity and the importance of maintaining good physical condition, the development of sustainable habits of regular exercise and physical activity (Korbukova et al., 2015; Korbukova et al., 2015).

Nowadays the student sport is a generalized category of students' activities in the form of physical education classes or training

for a competition in order to achieve results in a particular sport. However, sport contributes to the formation of student's mental life, as it plays a significant role in the development of personality. It should be noted that some components of personality organization, like functional mechanisms of mentality, personal traits and experience, can flourish only in the course of individual physical education (Korbukova et al., 2014; Korbukova, 2014).

The purpose of practicing a wide range of popular sport is to improve health and physical development. This is due to the decision of a number of individual tasks: To increase the functionality of the individual systems of the body, adjust the physical development, improve the overall and professional performance, master vital skills and abilities, spend leisure time nicely, achieve physical perfection (Korbukova and Podkopaeva, 2013; Korbukova et al., 2014). Objectives of popular sport are similar to tasks of physical training, but they are realized through regular exercises and training aimed at sport skills development (Korbukova et al., 2015; Korbukova et al., 2015).

In recent years popularization of university sports has increased in Russia. However, the origin of university sport still remains unknown. University sport is much younger than Olympic one because higher education appeared much later than sport as such. The oldest best remembered interuniversity tournament was a rowing race between Oxford and Cambridge in 1829. But the competitions between the universities of one country and between universities of different countries are completely different.

Development of international university sport on a regular basis is associated with the activities of a Frenchman - Jean Petitjean. Due to his efforts in 1919 it was decided to hold the First World University Cup in several sports. Extended preparations and negotiations resulted in the First International University Games in Paris in 1923. These games were the prototype of the future Universiade, but that competition program included less than ten sports, moreover, women did not participate in competitions at all.

A year later Warsaw hosted the First World University Championship, however, except for the Europeans, there were no other participants. Second World Championship among students has justified its name: Students from the United States and Haiti took part in the competition.

In addition, the number of sports has increased many times: There were football, tennis, swimming and fencing. During this tournament, it was decided to hold such championships regularly. Already in 1935, the International Olympic Committee decided to monitor these competitions. But the Second World War destroyed this initiative.

Only after the war the country remembered about the competitions and organized the International Union of University Athletes. 2 years later at the sites of recovering Paris first post-war World University Games were held. 2 years later International University Sports Federation - A new organization responsible for the World University Competition - was established. In 1959 the formation of university sport completed. Competitions were

called "Universiade," and "Gaudeamus" - A student anthem - was performed in honor of the winners. Such competitions were held every 2 years, Winter Universiades appeared, the number of sports awarding medals increased.

With each new Universiade number of awards grew, and III Summer Universiade, held in Porto Alegre in 1963, went down in history as the first student competitions held outside Europe. VII Summer Universiade was in Moscow. 4,000 athletes attended the competition. At that time such number of participants was a record.

Russia and the Soviet Union excelled in the team event at the summer and Winter University Games 13 times. In the past 10 years at the World University Games Russian athletes held 570 different medals.

Again Russia hosted Universiade in Kazan in 2013. XXVII World Summer Universiade was a world student-youth sporting event. It was the most ambitious Summer Universiade holding 351 sets of medals for 27 sports including 11,759 representatives from 162 countries. And that was a record of all students' games and the first Universiade in post-Soviet Russia. Overwhelming number of medals and records at the Universiade was obtained by the Russian team. Currently Russia introduces All-Russia Unit of Sports and Physical Training "ready for labor and defense" for its citizens and establishes requirements for physical fitness taking care of individual physical health (Korbukova, 2013a; Korbukova, 2013b).

4. THE SIGNIFICANCE OF GTO

The new GTO programme (Ready to Labor and Defense in Russia) is an important stage in the development of physical education in the Russian Federation. It contributes to further introduction of physical training in everyday life. It creates the opportunities for the all-round physical development for work and defense of the motherland. Being a complement to the Unified Sports Classification System, it plays a fundamental role in the evaluation of younger generation physical development. Young people prepare to meet the requirements and standards set by GTO through systematic physical education lessons and elementary military training in schools, sports clubs, groups of general physical training and independently.

The most important goal of GTO is to increase life expectancy by means of systematic physical training. GTO most important task is its mass adoption and preparation of all age groups to reach the qualifying standards.

The GTO programme includes standards and levels, a test system, and recommendations on the special aspects of the motion activity modes for different age groups.

The revival of the evaluation *standards* and *requirements* for the *physical development* is an inerrable decision, as it has approved itself throughout decades. The older generation are still nostalgic about GTO programme. That was the GTO mechanism that started the transformation of the Soviet Union into a leading sports nation.

Hundreds of thousands of schoolchildren having successfully reached the GTO-standards then were taken into the sports schools selection system. It was a means of social mobility for the most talented of them. Many Soviet Olympic champions and world champions started their career with a small GTO badge proving the successful passing of physical fitness tests.

Therefore the university must promote the students' conscious choice of social values of a healthy lifestyle and build on their base stable, individual value orientation system, capable of providing self-identity, motivation, its behavior and activity. It is necessary to make an attractive physical education for each student personally interested in it culturally to your body. This means that the content of physical education should go the way of individualization, considering the interests of each person.

In Russia there is underestimation of the role of sport in creating a healthy lifestyle. So, while in the developed world the transition to daily mandatory physical education classes has been made, the vast majority of countries have already introduced 6-8 h a week of mandatory physical training. In our country the issue of increasing the extent of mandatory physical education in high schools hasn't even been raised yet (Korbukova, 2015b).

5. PROBLEMS PREVENTING UNIVERSITY SPORT FROM BECOMING THE KEYSTONE FOR THE FORMATION OF YOUNG PEOPLE HEALTHY LIFESTYLE AND RUSSIAN SPORTS DEVELOPMENT

- Different student organizations have different conceptions of sport movement development. The subject of university sports is not specifically defined.
- At the major international competitions Russia is represented by professional sportsmen who prioritize sport, not learning. Student's amateurs who win the All-Russian competitions do not have the opportunity to go further. They opt for the result to the detriment of motivation. The above is also true for the World University Games and championships, where only professional students-athletes are engaged.
- University sport movement lacks qualified managers who would capture the initiative and explain to sponsors and partners the benefits of university sports thus promoting it.
- Lack of long-term competitions: The students are not constantly in touch with the University sport. League competitions and Championships must be regular and last not only 3-4 days, but 3-4 months. The athlete should feel the system and understand that now he is a participant of his region competitions, then he will go to the federal level competitions, and the strongest sportsmen will play for all-Russian championship.
- Formalist approach to the organization of student competitions. Tournaments are organized for judges and participants. They do not attract large mass of spectators, and the mass media show no interest. The long-term strategy of promoting university sport as a brand is still not elaborated. The work is

- based on the “sportsmen played and were awarded” principle.
- Low availability of inventory and equipment for physical education classes and sports in higher education institutions.
- One of the criteria of effective work in university sport is a number of national teams members, who are studying at universities, and this has nothing to do with the mass university sport.

Student sports with its rich value-potential have a direct influence on the culture of society. This is done by means of socialization of a student. The physical and mental perfecting of the young person, their full and active life, healthy lifestyle, the spirit of sportsmanship, respect and empathy, are the human values which form the basis of physical education and student sports (Korbukova, 2014).

In our university, along with physical exercise, gymnastics and sports load, the theory of sport and its components, their impact on the human body are actively promoted. Through self-observations and research, such as anthropometry and self-control the students of our university can witness their body's development during the course of the whole training in high school; make appropriate personal conclusions concerning the necessity of sport in their lives, and apply the recommendations in practice.

6. RESULTS

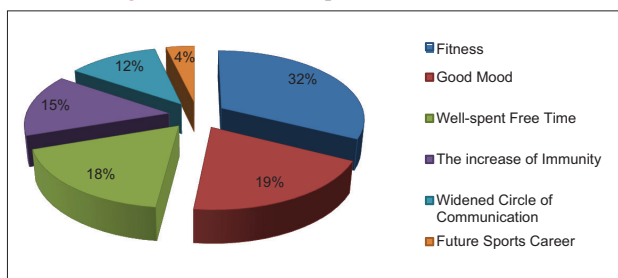
The majority of respondents believe that sport plays a role in keeping fit (32%), cheerful mood (19%), 18% of students think to use their time profitably, and 15% suppose to increase their immunity. 12% of respondents suppose to expand their circle of contacts, and 4% think about a sport career in the future (Figure 1).

As a part of the social environment, physical education contributes greatly to the identity formation and has a good influence on human health.

7. CONCLUSION

All in all, the student sport plays a very important role in the preparation of viable and socially active young people. By establishing a culture of youth it turns to be the building element in shaping the culture of the society. As far as the younger generation is a very important socio-structural component that will develop the society, it is necessary to give people in the early stages of age the culture of behavior, communication, social relationships. It is sport that contributes to this.

Figure 1: The role of sports for the students



Physical activity is one of the most important factors that have a positive influence on human growth and development; it is an essential component of a healthy lifestyle. The need for physical activity and movement is one of the physical needs, such as, for example, the need for food, water, and heat. Regular 45-60 min exercises twice a week (in addition to daily morning exercises) are considered as an optimum. Physical activity works only to the benefits of our body.

Nowadays, the education is considered as the base for innovative development of economy and society, a means of country's transition to innovation-based growth.

Preserving and improving the young people health, training activities in order to prepare younger generation for their future professional life should be a priority in the work of institutions of higher education.

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