

DOI 10.54596/2309-6977-2021-3-41-45

UDC 796.011.3

SCSTI 77.03.09

**FORMATION OF POSITIVE MOTIVES OF A HEALTHY LIFESTYLE AMONG
UNIVERSITY STUDENTS BY MEANS OF PHYSICAL CULTURE AND
HEALTH-IMPROVING ACTIVITIES**

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Annotation

Currently, there is a very acute problem of deterioration in health, as well as insufficient physical fitness of student youth. Along with the general problems of the deterioration of the ecological state of the environment, the predominance of a sedentary lifestyle, a great passion for computer games and other problems, the underestimation of physical activity comes to the fore. This, in turn, has a negative impact on the development of young people's personal qualities, such as confidence, the desire for a healthy lifestyle, and high motivational ability. This work is aimed at studying and researching the main pedagogical means of physical activity, which can be used to cultivate a healthy interest in physical activity, and, accordingly, in a healthy lifestyle.

A positive motivation to maintain a healthy lifestyle contributes to an increase in self-esteem and self-organization, which has a positive effect on the educational process. In the course of the study, a program was developed to form positive motives for maintaining a healthy lifestyle. This program is implemented for students of 1-2 courses. In the course of the study, data were obtained on an increase in positive motivation for physical education, which allows us to conclude that it is necessary and expedient to introduce the "Be Healthy!" program into the educational process.

Key words: healthy lifestyle, student, health-improving activity, motivation, motive, educational process.

**ДЕНЕ ШЫНЫҚТЫРУ-САУЫҚТЫРУ ШАРАЛАРЫ АРҚЫЛЫ ЖОО
СТУДЕНТТЕРІ АРАСЫНДА САЛАУАТТЫ ӨМІР САЛТЫНЫҢ ЖАҒЫМДЫ
МОТИВТЕРІН ҚАЛЫПТАСТЫРУ**

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Аңдатпа

Қазіргі уақытта денсаулықтың нашарлауы, сондай-ақ студент жастардың дене даярлығының жеткіліксіздігі өте өткір проблема байқалады. Қоршаған ортаның экологиялық жағдайының нашарлауының жалпы проблемаларымен қатар, отырықшы өмір салтының басым болуы, компьютерлік ойындарға деген үлкен қызығушылық және басқа да проблемалар физикалық белсенділікті бағаламайды. Бұл, өз кезегінде, сенім, салауатты өмір салтына деген ұмтылыс, жоғары мотивациялық қабілет сияқты жастардың жеке қасиеттерінің дамуына теріс әсер етеді. Бұл жұмыс дене шынықтыру іс-әрекетінің негізгі педагогикалық құралдарын зерттеуге және зерттеуге бағытталған, оларды дене белсенділігіне, сәйкесінше салауатты өмір салтына деген қызығушылықты тәрбиелеу үшін қолдануға болады.

Салауатты өмір салтын жүргізуге оң ынталандыру өзін-өзі бағалау мен өзін-өзі ұйымдастыруды арттыруға ықпал етеді, бұл оқу процесіне оң әсер етеді. Зерттеу барысында салауатты өмір салтын ұстанудың оң себептерін қалыптастыру бағдарламасы жасалды. Бұл бағдарлама 1-2 курс студенттері үшін жүзеге асырылады. Зерттеу барысында дене шынықтырумен айналысуға оң уәждеменің артуы туралы деректер алынды, бұл "сау бол!" білім беру процесіне.

Түйінді сөздер: салауатты өмір салты, студент, сауықтыру қызметі, мотивация, мотив, білім беру процесі.

**ФОРМИРОВАНИЕ ПОЛОЖИТЕЛЬНЫХ МОТИВОВ
ЗДОРОВОГО ОБРАЗА ЖИЗНИ У СТУДЕНТОВ ВУЗА
СРЕДСТВАМИ ФИЗКУЛЬТУРНО-ОЗДОРОВИТЕЛЬНОЙ ДЕЯТЕЛЬНОСТИ**

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Аннотация

В настоящее время наблюдается очень острая проблема ухудшения здоровья, а также недостаточная физическая подготовленность студенческой молодежи. Наряду с общими проблемами ухудшения экологического состояния окружающей среды, преобладания сидячего образа жизни, большого увлечения компьютерными играми и другими проблемами, на первый план выходит недооценка физической нагрузки. Это, в свою очередь, негативно отражается и на развитии личностных качеств молодежи, таких, как уверенность, стремление к здоровому образу жизни, высокая мотивационная способность. Данная работа направлена на изучение и исследование основных педагогических средств физкультурной деятельности, которые можно использовать для воспитания здорового интереса к физической деятельности, а соответственно, и к здоровому образу жизни.

Положительная мотивация к ведению здорового образа жизни способствует повышению самооценки и самоорганизации, что положительно сказывается на учебном процессе. В ходе исследования была разработана программа по формированию положительных мотивов к ведению здорового образа жизни. Данная программа реализуется для студентов 1-2 курсов. В ходе исследования были получены данные об увеличении положительной мотивации к занятиям физической культурой, это позволяет сделать вывод о необходимости и целесообразности внедрения программы «Будь здоров!» в образовательный процесс.

Ключевые слова: здоровый образ жизни, студент, физкультурно-оздоровительная деятельность, мотивация, мотив, учебный процесс.

Introduction

The President of the Republic of Kazakhstan Kassym - Jomart Tokayev, on the fifteenth of January at a meeting of the parliament of the seventh convocation, said: "A healthy lifestyle of citizens is a basic condition for the formation of a healthy nation. Therefore, special attention should be paid to mass and children's sports, which I already mentioned in my message. I want to repeat that this is a priority task of strategic importance".

The need of modern society to educate a healthy, harmoniously developed personality is very urgent for now. In this process, the formation of a healthy lifestyle for children and youth plays an important role.

The coronavirus pandemic has significantly affected the healthy lifestyle of students, and most importantly, we are seeing a decrease in the level of physical activity. Closed freedom, restriction of movement, primarily in the matter of motor activity, minor physical exertion on the young growing body of students, as a result of which we observe a decrease in the body's resistance, deterioration of general health, both physical and psychological.

The main task of the teaching staff of the Department of "Physical Culture" of M. Kozybayev SKU is to strengthen and develop the physical qualities, functional state of students during the period of restrictive measures. In our teaching work, we try to pay as much attention as possible to the conditions of a little mobile lifestyle of students, thereby gradually dosing physical activity throughout the school year.

Numerous studies and social practice show that a significant part of today's youth chooses a lifestyle that does not correspond to the tasks of preserving and strengthening health, which reduces the effectiveness of education in higher education and further limits the professional

success of specialists. In this regard, the most important task of higher education is to form students' readiness to implement a healthy lifestyle [1, с.8-9].

The need for systematic work for improving the lifestyle and health of students has not yet been satisfied, which is largely due to the contradictions in the theory and practice of higher education. The leading one is the **contradiction** between the ideas of building a personality-oriented pedagogical process, the need to educate students taking into account health-preserving principles and the lack of a system of pedagogical conditions for the formation of students' readiness to implement healthy lifestyle [2, с. 18].

Thus, we have a **problem** that requires a solution: which pedagogical means of physical culture and health-improving activity contribute to the formation of positive motives of students for a healthy lifestyle.

Method of research

The main purpose of the research is to develop and substantiate a set of pedagogical means of physical culture and health-improving activity, contributing to the formation of positive motives of students for a healthy lifestyle.

Research hypothesis: Pedagogical means of physical culture and health-improving activity, contributing to the formation of positive motives of students for a healthy lifestyle are:

1. The availability with young generation the ideological views on a healthy lifestyle in combination with practical experience of self-improvement, self-knowledge.
2. The developed program of physical culture and recreation activities, introducing students to a healthy lifestyle.
3. Monitoring of the development of positive motivation of students for a healthy lifestyle in the conditions of physical culture and health-improving activity.

Research result

As part of the study, the following tasks were solved:

Based on the theoretical analysis of the literature, **the content of the concepts** "motive", "healthy lifestyle", "motives of a healthy lifestyle" was revealed, methods and means of physical culture and health-improving activities were determined, criteria and levels of development of motives for a healthy lifestyle among students were identified.

To solve the following problem, an experimental work was carried out on the formation of motives for a healthy lifestyle among university students, which included: questioning students according to the methods of Milton Rokeach and M. Borisov, observation and analysis of students' ideas about a healthy lifestyle (65 people) [3, с. 25-26].

The results of diagnostics using the method of M. Rokeach showed that health in the hierarchy of values among students ranks 4-6 after such as "love", "family happiness", "material security", "having friends", "freedom", which characterizes a rather low level of development of motives for a healthy lifestyle and vigorous activity. And such values as self-development, including work on oneself, constant physical and spiritual improvement, are allocated 9-11 places.

According to the results of a survey according to the method of M. Borisov, it was revealed that the most common and highest priority goals identified by students in the first place include: improving mood, relieving fatigue (middle position - 2), strengthening health, increasing attractiveness (middle position - 3) and inner comfort (middle position - 4).

For a more accurate diagnosis of the integral properties of the motives of a healthy lifestyle, we analyzed the ideas of students about a healthy lifestyle, which they are guided by when interpreting their lifestyle. As a result of the analysis of literary and scientific sources on the topic under study, a set of generalized ideas about a healthy lifestyle was developed as

statements. The statements were ranked according to the proposed scales - "I know it and do it", "I know it, but I don't do it", "I don't know it and I don't do it", being estimated at 3.2 or 1 point, respectively.

The analysis of the results obtained showed that students' ideas about healthy lifestyles are formed on the basis of stereotyped statements and students do not associate the ability to withstand life's troubles, the ability to rise to a higher level of the social ladder and strengthening of moral health with the concept of healthy lifestyle. This position indicates the low competence and activity of young people in healthy lifestyle issues.

In this regard, the need arose for additional training of students on the formation of positive motives for a healthy lifestyle.

Based on this, we have developed a program of assistance in the formation of positive motives for healthy lifestyle among students of 1-2 courses "Be healthy!"

In the process of implementing the program in the classroom, depending on the topic, students were offered exercises for health (preventive, relaxation, mobilization). A wide range of proposed actions allowed students to dwell on subjectively significant ones that were personally necessary for them, depending on the perceived problems.

Further, at the control and evaluation stage, an assessment of the level of development of motivation for a healthy lifestyle achieved by students was carried out. In order to obtain information about changes in the motivation of a healthy lifestyle among students, the methods of M. Rokeach and M.M. Borisov, as well as methods of observation and analysis of students' ideas about a healthy lifestyle.

When analyzing the results obtained in the course of the survey according to the method of M. Rokeach, it was revealed that great changes have occurred in the assessment of such values as cognition, productive life and self-development. Thus, the average position of the value "cognition" has risen by 3 positions (from 11 to 8), the position of the value "productive life" - by 7 (from 14 to 7), and the position of the value "self-development" - by 6 (from 13 to 7) ... This indicates the growing role of the values of professional self-realization and active values. And these values are in mutual influence with the positive motivation for a healthy lifestyle.

As for the survey data according to the method of M. Borisov, the figure shows that the most visible changes can be attributed to changes in the assessment of such goals as: "internal comfort" (increase by 2 positions, from 4 to 2), "personality development" (promotion by 3 positions, from 6 to 3), "broadening one's horizons" (raising by 2 positions, from 8 to 6), "personality education" (raising by 3 positions, from 10 to 7) and "self-organization" (increasing by 3 positions, from 9 to 6).

Based on the analysis of students' ideas about a healthy lifestyle at the control and evaluation stage, it was noted that statements No. 2, 7 and 8 are in the lead in the presented list, which speak of the possibility of using a healthy lifestyle as a tool with which a person carries out personal development as a way achieving a high level of well-being and success. This differs significantly from the results of the survey at the ascertaining stage and speaks of an increase in the level of competence and activity of young people in matters of healthy lifestyle.

Conclusion

In general, the data obtained during the control and evaluation stage of the experimental work reflect the trend of predominantly positive changes in the process of forming motives for a healthy lifestyle. This, in our opinion, convincingly testifies to the effectiveness of the program of assistance in the formation of positive motives for a healthy lifestyle among students of 1-2 courses "Be healthy!"

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