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PHYSICAL ACTIVITY IN THE YOUTH ENVIRONMENT

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The authors analyze physical activity among young people, note which sports are in great demand among students. The main motive of physical activity of young people is the desire to have a beautiful figure, to be physically developed. Young people are interested in healthy lifestyle issues.

Keywords: *physical activity, sport, physical culture, healthy lifestyle.*

Topicality. Physical activity is considered one of the main qualities of a healthy lifestyle. It makes a person not only physically more attractive, but also greatly improves his health, positively affects life expectancy. It is worth noting the importance of physical activity in the life of young people, including students. Students are expected to engage in physical activity, as they have to lead mostly sedentary lives, attending pairs and doing homework. Therefore, it is necessary to analyze the level of activity of youth in sports and physical culture, to learn in which sports young people are most interested.

Problem. Level of physical activity of young people, measures to attract young people to sports and popular sports of this age group.

Purpose, objectives. The purpose of the work is to review scientific publications on this topic.

Materials and research methods. The materials of this research were scientific sources published in the electronic library (Elibrary: https://elibrary.ru). Research methods: study of scientific literature sources, review of publications, analysis of collected information.

It is perhaps impossible to underestimate the importance of healthy lifestyles as an important component of human health. Physical activity also plays an important role in shaping healthy lifestyles. Special attention of R. V. Kalashnikov and V. P. Kalustyuk is directed to the younger generation, people aged from 18 to 29 years. It is up to the age of 29 that physical and psychological health is formed, accumulation of functional reserves of physiological systems, which are required for its normal functioning. Therefore, physical activity is very important in this period of life, because sport is one of the basic principles of a healthy lifestyle [1. C. 376].

In today's world, young people are much less interested in sports, as daily activities take up a lot of time, for example, study, work, etc. More and more people choose sitting jobs. But few people think that, besides some advantages, there are huge disadvantages to this way of life. Recent research by British scientists has shown that on average an office worker spends 85 % of his time without getting out of work, resulting in negative health effects [2. C. 183]. It is likely that similar statistics are observed in Russia.

The author of the publication "Analysis of the popularity of physical culture and sports among students", Lidiya Alexandrovna Ivanova, conducted a survey among students of Samara State Economic University "the popularity of physical education and sports among students". A survey of 115 students found that only 29 % of respondents regularly practised sports. This number is disappointing, because less than a third of people monitor their physical activity, and therefore their health. It is also important to note that the percentage of people not engaged in physical activity at all is 27 %. The rest of the respondents are engaged in sports, but not regularly. Also thanks to this survey, the reasons for the refusal of sports among students were identified. These reasons include: lack of time, health restrictions, physical activity at the university (which some seem sufficient) [2].

Every university in Russia includes physical training. However, the survey of students studying at the Mogilev State University named after A. A. Kuleshov, in the publication "To the problem of physical activity of students of universities" showed that the majority of students have a negative attitude to this subject. So, physical education classes cause students to have mixed feelings: "52 % of respondents feel high mood, 32 % — fatigue, indifference, tension. Twenty per cent of the first-year students receive joy and inspiration from physical education, and only 8 per cent of the second-year students receive such joy and inspiration" [3]. These statistics rather indicate that the unwillingness to engage in physical activity is more related to laziness.

In fact, there are many barriers that discourage young people from engaging in sports. D. V. Kasakina in her publication "The Main Types of Hidden Barriers to Physical Activity and Sports among Students" identified four types of such barriers. Among them: physical barriers (state of health), technical (tension in the process of learning motor action), tactical (lack of skills), psychological (psychological obstacles perceived as threats to the realization of physical culture and sports tasks) [4].

The problem of the popularity of physical education among young people is of concern not only to Russia, but also to other countries. Therefore, as part of the state programs physical culture has started to be successfully popularized. Today, sport is in the process of transformation, and there is a strong trend towards physical education and sports. From 2006 to 2015, the Ministry of Sport's programme created about 1,500 new sports facilities, about 13,000 new venues for mass sports events and other sports-related facilities. According to the article by A. E. Davydenko "Increasing the importance of physical training and sports in promoting a healthy lifestyle among students": "Also the level of provision of sports facilities increased (71,840 objects in 2015 and 62,314 — in 2006)" [5].

It should be noted that the measures taken by the Ministry of Sports of the Russian Federation were received by society quite positively. Thus, a survey was conducted in the Moscow region to find out what measures are most effective to involve in sports. Most respondents noted that the measures taken, that is, the construction of new sports facilities, are quite effective. Another survey was also conducted: the effectiveness of the media in involving young people in sports. Thus, 70% of respondents noted that the ZOW is quite actively and successfully popularized in the media [6].

The means of mass communication: Internet, applications for telephones, media, films and various formats of advertising are the conduits between fresh trends and young people. Young people choose which norms to adopt and which trends to follow. The positive impact of the trends on the way of life of young people can be said that in the last decade our country has begun to show a love for physical activity and sports. Sports and healthy living are now among the top 10 trends of recent years [7].

Such methods are popular, as such a factor is important for young people as motivation (this can be the motivation of parents, friends, idols, the state and even the motivation that young people see in the media) [8]. It can be concluded that adults can instill in young people a love for sport through support, encouragement and motivation. In fact, the number of Russians engaged in sports is growing "against the background of the universal cult of a healthy body" [11].

The article by V. V. Golovchik "Identification of problems of weak interest of young people in physical training and sports" clearly shows the growth of the number of persons engaged in physical activity from 2010 to 2016. Thus, this number gradually but steadily increased from year to year. In 2010, 1,585,000 people were counted, but in 2016 the number of people interested in sports increased to 2,157,000 [9]. This represents an impressive increase of 572,000.

Now I would like to mention the goals that young sports people have for themselves. The article "Fitness centers — the attitude of young people to sports" says that 35% of respondents aim to bring the figure in good shape, 20% seek to lose weight, but the majority of respondents, which is as much as 70%, Exercise to maintain a healthy lifestyle. This position is very commendable [10. P. 438—439]. It also raises the question of the popularity of visiting fitness centers among young people. 50% of respondents said that it is fitness centers that visit as physical activity, the rest of the respondents seem to visit other sports centers. It can be concluded that visiting the fitness rooms is one of the most popular ways to maintain oneself in shape.

A survey was also carried out among RSTU students. D. I. Mendeleyeva, GAUG and SPbGEU to determine which sports are more popular. According to the survey, the most popular were: football, volleyball and basketball (23% of respondents). These sports, however, have given way to independent sports (28 per cent) [11]. The authors of the article explain why different sports were grouped into one category. So football, volleyball and basketball are the most accessible sports. Perhaps that is why they are so recognized.

In the publication "Sociological research of young people about sports" [12] authors also give quite interesting statistics on both the involvement of young people in sports and the most popular sports and the regularity of training. It was found that 36% of young people participate in sports 1—2 times a week; 26% prefer to participate in sports 5—6 times a week; 22% engage 3—4 times a week; 10% prefer to practise every day and 6 per cent do not. These statistics are, of course, a source of pride. The survey on which sport is most popular among young people is also interesting: "The most popular sport among those surveyed is basketball — 54%; then hockey — 40%; then ski-

ing — 28 %; football voted 20 %; 18 % voted for swimming; volleyball — 12 %; 10 % voted for running and dancing; 4 % voted for wrestling".

It would also be interesting to see which sports are popular among male students and which among girls. Among the boys still popular sports are volleyball, basketball and football, but they also included swimming and wrestling. Among girls, the most popular is volleyball, and basketball is only fifth in popularity. In between are swimming, athletics and artistic gymnastics [13].

It is also no secret that young girls are interested in yoga — a kind of fitness. Yoga appeared in the USSR, then it was believed that such a practice is interested only in older people. However, nowadays, girls from 14 to 35 years old are mainly engaged in yoga. Interest in this type of "sport" begins to appear from school. Yoga has now become less of a religious practice, but more of a physical and respiratory practice, including stretching [14].

As you know, young people spend a lot of time in their smartphones. Because of this, the phones began to appear applications for independent exercise. Such apps quickly became popular, especially during the coronavirus pandemic of 2020. These applications have a positive impact on people's health and are even divided into several types: applications that include a training and nutrition program; applications that offer daily workout programs; applications that continuously generate new types of exercises [15].

It is not surprising that such applications are popular, because everyone will be able to choose the right training program for themselves.

However, there is dissatisfaction, especially among female students, with regard to physical education in higher education. This applies to the content of the practical exercises. Physical activity in universities and their dissatisfaction with them negatively affects the motivation of students to engage in sports in general and to adhere to a healthy lifestyle. Because of this, the search for effective ways to increase the motivation of female students becomes very important. To address this issue, it was decided to include fitness programmes in the core curriculum [16].

The current development of sports has led to the formation of youth subcultures. Such subcultures were the beginning of new sports, some of which may even be included in the Olympic Games in the future. For example, kiteboarding, jibbing, cycling motocross (BMX) and many others have emerged [17. P. 156—157]. The emergence of sports subcultures indicates that the popularity of sport among young people is growing, but in a special way.

For consideration, it is also worth mentioning extreme sports, which are so interesting young people. There are many such sports: parkour, platforming, rufreiding and others. Parkur is the most popular species, since 2007 in Russia even began to hold festivals dedicated to this sport. Young people are engaged in such sports, primarily to get adrenaline, "play with death". Of course, most of these activities are directly dangerous, but there are also positive aspects: for example, the lack of the need for money, accessibility, the potential to improve not only physical, but also spiritual-will qualities. The article "Impact of extreme sports on the development of the youth movement in Russia" even admits that in the future such sports will help to attract more youth to a healthy lifestyle [18].

In conclusion, we can add a positive assessment of the enthusiasm of the student youth in sports. In the article "Assessment of dynamics of motivation of students to healthy lifestyle on the basis of long-term observations" the positive dynamics of interest of youth in sports from 2008 to 2018 is given. Thus, the number of students engaged in regular physical education and sports has increased. In 2008, this was 47.6 %, and in 2018—55 %. During the week students spent 4—5 hours in 2008, and in 2018, it was 8—9 hours [19].

Currently, about 7 million Russian students attend physical education classes at universities, as well as physical education and sports outside school hours. But, of course, there is room for improvement. Perhaps the key issue that determines the current state of student sports and their prospects is the need to increase motivation for such activities [20].

Conclusions. Obviously, the interest in sports among young people is a serious problem not only in our country, but in many others. The State, on an equal footing with older persons, takes various measures to increase motivation for sports. But despite all this, every year more and more young people regularly or periodically engage in physical activity.

Perspectives of the study of this topic. I believe that further study of this topic is worth studying in more depth the youth requirements and interests to raise interest in physical activity. Having studied these requirements and interests the state and universities will have the opportunity to inculcate young people's love for sports.

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Физическая активность в молодежной среде

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Авторы анализируют физическую активность в молодежной среде, отмечают, какие виды спорта пользуются большим спросом среди студентов. Основным мотивом физической активности молодежи является стремление иметь красивую фигуру, быть физически развитым. Молодежь интересуют вопросы здорового образа жизни.

Ключевые слова: *физическая активность, спорт, физическая культура, здоровый образ жизни.*

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