PHYSICAL CULTURE AND SPORTS OF YOUTH ON URAL IN THE MIRROR OF SOCIOLOGICAL ANALYSIS

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Abstract

According to the materials of sociological research are analyzed the characteristics of health-behavior of young students of large and medium in Ural’s cities. Particular attention is paid to the problems of saving children's health in the parental home and outside of it - in the urban environment. It turns out the population's attitude to the development of physical culture, sport and healthy lifestyles of young people, as they get older.
Keywords: family, health, youth, physical culture, sports, valeological education.

When we talk about culture, they imply, as a rule, a particular way of organizing and development of human life, represented in the product material and spiritual labor in the system of social norms and institutions, moral values, combined relationship of people to nature, each other and ourselves. As a rule, the notion of culture includes the total contrast of human life from biological life forms, and qualitative features of the historically specific forms of life activity at different stages of social development, within certain periods, socio-economic systems, ethnic and national communities. The culture of the person in the conventional sense - is a measure of a human in a particular individual; the individual - it is so people how culture.

Of course, with the body is not all clear. There is no doubt that the state of "disembodied" individuals determined not only by the ability to withstand exercise and lead an active lifestyle, it is directly dependent on the breadth and quality of our communication, access to a variety of human values. We have in mind not only the extremes - the problems of people "with disabilities" and the limitless possibilities of people beautiful, slender, agile, possessing, as is sometimes said, "triumphant appearance." On the extremes are more or less clear, but what we know about the physical (body) cultures "ordinary" person? What role does it play in your everyday life? As far as the value of being recognized and taken into account in building interpersonal relationships in society? How is it formed? How does the stereotypes prevailing in various subcultures? Finally, how important it is for all of its formation is that in everyday life combined the concept of "physical education" (morning exercises, school lessons under this name, skiing, and so on. N.)?

In this "basic" problems today densely layered "related" problems. The consumer market offers a variety of products and services designed ostensibly to save, return, strengthening of health, youth and beauty. Here and pharmaceutical products and dietary supplements, and exercise rooms, and massage parlors, and all sorts of correctional institutions, including the "tattoo" and plastic surgery ... In short, the "physical culture" today vengeance sold for money. But as to whether it is sold? The activity of this segment of the
market depends on the socio-cultural stereotypes, prejudices and social status, subcultural imperatives, especially the envy of much of the aggressive advertising.

Setting goals and objectives of education a viable and self-perpetuating generation - a problem that requires close attention not only to parents but also experts in the field of social psychology, sociology of youth, environmental and economic demographics. It is necessary to create such social and pedagogical technologies of population policy, which would be able to form a viable and resilience generation of Russians [1, 2].

The empirical basis for the analysis of the stated problems were the results of three opinion polls conducted by us in 2008 and 2013. the Institute of Economics of UB RAS in different cities and towns of the RF subjects, members of the Ural Federal District, in particular:

• 2008 – in 7 cities and 14 rural settlements of the Perm, Sverdlovsk and Chelyabinsk regions under copyright profiles respondents interviewed five categories: a) students of middle and high school students in urban schools - 900 people. "B) The students of secondary and high school students in rural schools - 540 people.; c) the parents of students in urban schools - 770 people.; d) as experts - specialists authorities, coaches, teachers of physical culture - 220 people. - "Ural-2008";

• 2009 – The survey of 680 students in technical and humanities faculties of Ural State Technical University. Subject of research - the level and nature of the involvement of young people in the religious culture - "Ural-2009";

• 2013 – by quota-representative sample were interviewed a) 300 adolescents a number of schools in the city, but "Lesnoy" (Sverdlovsk region) and b) 510 teenagers - the city of Yekaterinburg. The main goal of the research - analysis of the processes of socialization of school youth in their families, their health-behavior, the formation of life values, attitudes and life plans - "Ural-2013";

• 2014 – by quota sampling in Yekaterinburg and Chelyabinsk, we have interviewed 150 experts on the problems of self-preservation behavior of children, adolescents and young adults. The sample included representatives from the three main socio-professional groups: a) 50 – teachers of social sciences in the universities; b) 50 - specialists of regional, city
and district social services; c) 50 – experts in the field of social sciences – "Ural-2014".

"Overriding need" of all four studies was to identify trends in the development, reproduction and preservation of physical training of young Urals in difficult conditions of social and economic change and on the background of ecological trouble in the region. In these studies, we used a working scheme, relatively isolated in the sphere of activity of the individual to preserve and transform their bodily organization four functional areas:

I. Creative. This refers to actions for the development of physical strength, health promotion: regular physical activity, physical labor, tourism, outdoor games. For this category of activity must be formally charged and exercise, although it is impossible not to draw attention to the fact that sports, especially professional in relation to health is not always "Creator": injuries, occupational diseases and sudden death happens on the track or in the locker room after a match - they characterize the sport to some extent, and as a factor of "devastating" for the health of the athlete) [1, 2].

II. Recreation. Each of us has to take various measures to promote health and prevent disease. There is actually a whole range of preventive actions - from health vaccinations up safety measures in the workplace, compliance with the rules of the road on the street and so on. N. But this trend is also morning exercises, hardening procedures, moderate physical stress of work between classes, for example, a computer at his desk. Nutrition, a walk before going to sleep, and so on. P. Activities we consider eligible include as "constructive" and "wellness" trend [5].

III. Compensatory. To him we include the activities of the individual recovery or reimbursement of certain physical defects, defects (impaired vision, hearing, motor system, the lack of teeth and so on. D.) [6, 7].

IV. Camouflage (decorative). This variety of activities, caused by the desire to make their appearance more attractive: to make invisible or at least less noticeable flaws the skin structure of the face, figure flaws, and so on. D. The same purpose is served and decorations, emphasizing the merits or shortcomings of the masking feature: cosmetics, jewelry, manicure, tattoo, subcutaneous injections of silicone, etc.)[8].

"Pass-through" for all four directions and particularly acute problem today – to get rid of excess weight and the
elimination of other deficiencies figures. Already free from our observations it is evident that a clear distinction between the preferred direction is not.

It can be argued that the scope of physical culture in one way or another involved in all major areas of social life, and "interconnectivity" it, for example, demography, politics, defense may be the subject of independent research.

The above allows us to give a working version of the definition of key concepts for our research: physical culture - is due to social relations and a way to measure the implementation of sociobiological essential powers and creative abilities as individuals and social groups in all spheres of their life [9].

Objectively, health - one of the main values of life, such an assessment and entrenched in the traditional speech etiquette: "Hello!", "Good luck!", Even "Cheers!" But if you look around, striking how little we cherish health as lightly we neglect the rules of healthy life. The so-called bad habits, erratic power, neglect of work and rest, unnecessary risks - whether you want to continue?

However, our research shows that subjective health continues to occupy one of the upper levels of the hierarchy of values. Let us consider some aspects of the stated problem. Our youngest respondents in the Urals cities and villages "("Ural-2008"and"Ural-2013") asked:" Here are some of the values of life, which may seek an adult. Select five "most-most" important to you "– we obtained the following answers – Table. 1.
Table 1

Most preferred values of life, which, according to young city dwellers and villagers, young people can aspire(%) Of total respondents in each group, and in 2008 – a survey of 900 urban and 570 rural teenagers: in 2013 – a survey of 510 teenagers Ekaterinburg and 300 teenagers – Closed City "Lesnoy":

<table>
<thead>
<tr>
<th>Life values to be pursued</th>
<th>Groupsofstudents</th>
<th>&quot;Ural-2008&quot;</th>
<th>&quot;Ural-2013&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>city</td>
<td>village</td>
<td>Ekaterinburg</td>
</tr>
<tr>
<td>A good family and children</td>
<td>87</td>
<td>88</td>
<td>57</td>
</tr>
<tr>
<td>Goodparents</td>
<td>-</td>
<td>-</td>
<td>68</td>
</tr>
<tr>
<td>Goodhealth</td>
<td>68</td>
<td>70</td>
<td>72</td>
</tr>
<tr>
<td>Goodcomrades, goodfriends</td>
<td>66</td>
<td>54</td>
<td>81</td>
</tr>
<tr>
<td>My favorite work; a successful business career</td>
<td>68</td>
<td>67</td>
<td>-</td>
</tr>
<tr>
<td>The possibility of learning at the university</td>
<td>-</td>
<td>-</td>
<td>68</td>
</tr>
<tr>
<td>Possibility to earn money</td>
<td>-</td>
<td>-</td>
<td>61</td>
</tr>
<tr>
<td>Material well-being, economic</td>
<td>58</td>
<td>46</td>
<td>52</td>
</tr>
<tr>
<td>independence, autonomy</td>
<td>42</td>
<td>46</td>
<td>40</td>
</tr>
<tr>
<td>Good living conditions</td>
<td>23</td>
<td>25</td>
<td>31</td>
</tr>
<tr>
<td>The knowledge that benefits people</td>
<td>27</td>
<td>20</td>
<td>47</td>
</tr>
<tr>
<td>Informative, interesting leisure</td>
<td>23</td>
<td>23</td>
<td>30</td>
</tr>
<tr>
<td>Decency, conscientiousness, goodname</td>
<td>-</td>
<td>-</td>
<td>29</td>
</tr>
<tr>
<td>A sense of security from violence, theft</td>
<td>-</td>
<td>-</td>
<td>21</td>
</tr>
</tbody>
</table>

First, it cannot fail to surprise almost identical in the distribution of responses at young city dwellers and villagers ("Ural-2008"). The difference in various positions within the statistical error. Such similarity in the value orientations we associate, for the most part, to the impact on young people in a single city and village information and ideological field created Internet TV, radio and other media. The five-year lag between the last two surveys ("Ural-2008" – "Ural-2013"), hardly changed the structure of the value orientations of students in the field of material well-being, but raised several claims and expectations of young citizens in the spiritual sphere ("friends", "leisure", "benefit people", "the good name») [10]

"We understand our society, - asks the German sociologist N. Luhmann ... If transform the concept of risk - the former used to be only relevant for some groups to expose themselves to a particular danger - a universal problem, and
impervious to the inevitable decision? What now becomes necessary?. As a society under normal course of its operations to cope with a future in which there emerges nothing definite, but only more or less probable or improbable?" [11, p. 9]. A characteristic feature of post-modern society, according to Luhmann, is not so much the need to create conditions of stable existence, how much interest in the extreme, even incredible alternatives that destroy the environment for public consensus and undermine the foundations of communication.

Referring to the results of our survey "Ural-2013".
"What do you fear most in your life?" – This question, we asked to answer 510 Ural teenagers –. Here are the answers we have been received (% of respondents – 510 people.):

I. Loss parents, relatives [12, 13, 14]:
- The fear of losing their parents - 86
- The fear of disease, injury, parents - 67
- The fear of losing friends - 43

II. The violence, disaster, loss of freedom [15, 16, 17]:
- The fear of being subjected to physical violence, to be mutilated, beaten - 46
- The fear of going to jail, colony - 39
- The fear of being wrongly accused of a crime - 38
- Fear of being held hostage in a terrorist attack - 33
- The fear of being robbed, robbed the house, apartment, garden - 30
- The fear of suffering from fire - 9

III. Proper health [18, 19, 20]:
- The fear of getting used to the drugs - 31
- The fear of getting used to smoking - 27
- The fear of disease, injury, his - 23
- The fear of getting used to alcohol - 23
- Fear of poisoned food - 19
- The fear of being bitten by a dog - 18
- Fear of poisoned air - 7
- Fear of poisoned water - 6

IV. "Vicissitudes of life" [21, 22, 23]:
- Fear not to go to college, the college after high school - 25
- Fear of being punished by God for their sins - 24
- Fear of losing a house to become homeless - 18
- Fear of getting used to gambling - 15

It is easy to see that the greatest fear and anxiety in young contemporary Urals possible situations cause the loss of parents, relatives, threats of physical violence and social environment to be an outcast, in particular, to be drawn into anti-social behavior. Despite the attractiveness of such a social orientation of young people, it is now, unfortunately, it is largely illusory, hypocritical. Let us try to prove it "with numbers in their hands."

From the Orthodox perspective - writes Archpriest Seraphim Slobodskoy - "Sin or evil is a violation of God's law. Sin is "hurt yourself objectively arising from violations of the laws of normal human existence. Sin separates man from God. Fulfilling the commandments of God is not necessary, but a man. The effects of self-harm is called a punishment, and suffering from the consequences - reward. Sinful thoughts are temptations»[24].

In order to clarify the representation of young people of sin, the students in the study of one of the leading universities of the Urals ("Ural-2009") were asked: "Which of the following actions, actions, in your opinion is a sin?". Here are the answers we received (% of respondents in the group; the numerator - the array as a whole - 680 people; denominator – students identify themselves as Orthodox – 330 people.):

a) "gravesin"

- the murder - 89 / 93
- a suicide - 80 / 84
- an abortion - 72 / 78
- the prostitution - 64 / 72
- the treason (wife / husband) - 61 / 66
- the homosexuality - 52 / 56
- the use of soft drugs - 50 / 63

b) the "sin of medium gravity"

- -Lies in the personal interests - 43 / 51
- the drunkenness - 43 / 50
- The use of swear words - 25 / 36
- A divorce in the family - 25 / 34
- the smoking - 25 / 33

c) almost "is not a sin"
For the reader interested and qualified information in the table data, we believe, is a serious thing to think about the status of not only the spiritual culture and moral good, the most educated detachment of Russian youth - the students. The study showed that the difference correlative value orientations and moral assessments of the majority of anti-social manifestations in different socio-demographic groups is negligible. Thus, the "binge drinking" is not considered a sin 57% of all students surveyed, including 50% – "Orthodox". Without interest, and data responses to the same question two groups of students: men and women. "Abortion" is considered a sin - 66% of male respondents and 78% - women; "Homosexuality" - respectively - 64/41 %%; "Prostitution" - 59/69 %%; "Betrayal (wife / husband)" - 57/65 %%; "Drunkenness" - 37/48 %%, etc. [25, 26].

The integrity of the human person is manifested primarily in the relationship and interaction between mental and physical strength of the body. Harmony psychophysical forces of the body increases the reserves of health, creates the conditions for creativity in different areas of our lives.). Hippocrates wrote: "As a clean cloth, clothiers, knocking them from dust, so gymnastics cleanses the body." Classes hygienic gymnastics do not exclude its transformation into training. Then add to it the special exercises for flexibility, strength, jumping ability, balance, agility and endurance. It's running, long jump and high and so forth. Our youngest respondents in the two cities of the Urals ("Ural-2013") asked: "What are you currently doing regularly for their health and physical development? The number of responses is not limited to. "The obtained answers are placed in the table. 2.

The tabulated figures provide rich food competent and interested reader to reflect and relevant conclusions. First of all, they allow us to estimate (at least approximately) the quantitative and qualitative indicators of development of sports activities in different socio-demographic groups of children and
adolescents, the ratio of traditional, spontaneous (in the family, in the yard, in the company of their peers) and socially organized (school, municipal cultural institutions and sports) forms of employment of the population in physical culture and sport [27, 28].

Table 2
Types and forms of participation of young Urals sports and recreational activities (% of respondents in each of the four groups of teenagers; in the "5-6 cells" – Students in the numerator of Yekaterinburg, the denominator – of “Lesnoy”; in the "10-11" – similarly)

<table>
<thead>
<tr>
<th>Types of sports and recreational activities</th>
<th>Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5-6 grade</td>
</tr>
<tr>
<td>Sam, do individually:</td>
<td></td>
</tr>
<tr>
<td>In the sports section</td>
<td>21 / 54</td>
</tr>
<tr>
<td>Do physical exercises</td>
<td>13 / 24</td>
</tr>
<tr>
<td>I'm skiing</td>
<td>17 / 56</td>
</tr>
<tr>
<td>Skate</td>
<td>27 / 60</td>
</tr>
<tr>
<td>I ride on a motorcycle, bicycle</td>
<td>22 / 46</td>
</tr>
<tr>
<td>run</td>
<td>14 / 33</td>
</tr>
<tr>
<td>swimming</td>
<td>9 / 24</td>
</tr>
<tr>
<td>Weights, dumbbells</td>
<td>6 / 12</td>
</tr>
<tr>
<td>Snowboarding</td>
<td>6 / 12</td>
</tr>
<tr>
<td>I go to the gym</td>
<td>6 / 11</td>
</tr>
<tr>
<td>Play chess</td>
<td>9 / 9</td>
</tr>
<tr>
<td>I participate in school competitions</td>
<td>10 / 35</td>
</tr>
<tr>
<td>I go to hikes</td>
<td>7 / 29</td>
</tr>
<tr>
<td>Currently, sports do not do, unfortunately, there is no time and conditions</td>
<td>5 / 2</td>
</tr>
</tbody>
</table>
Domination parent families in the formation of value orientations in general and, in particular, in familiarizing young people to physical culture is obvious. "What are the activities of the following do you regularly engage with parents as a child?"

– This question ("Ural-2013") the answers were distributed as teens (% of respondents – 510 people):

**a) employment outside the city**
- Went to the lake, the sea rest - 72
- Went to the lake, to the sea to hunt, fish - 33
- Harvested in the forest mushrooms, berries - 63
- Regularly went to the forest, "the nature" - 44
- Collecting medicinal herbs in the forest - 6

**b) classes in the city**
- Ride a bike, skateboard - 60
- Played badminton, volleyball, basketball - 42
- Riding on a motorcycle, car - 27
- Regularly played football, hockey - 24
- Regularly doing physical exercises - 15
- Jog - 15

Judging from the responses of young people, a large proportion of families "Fathers and Sons" quite actively worked together by various forms and types of physical activity (exercise). However, we cannot ignore that there is likely an exaggeration of respondents’ frequency and significance of these studies [29].

In addition, what is the attitude of the Ural parents and their children to term, to devote his professional life (the life of children) classes in the "big sports"? To the question "If you were given the chance to choose sport as their future profession (to become a professional athlete), then what decision you would have received (a)?" ("Ural-201") –the answers of adolescents and young urban workers as follows (% of total respondents in each group: the numerator - the city, the denominator – the village):

- Surely I would have chosen a profession athlete 15 / 27
- Likely I would choose a career 16 / 14
- Depending on the circumstances 36 / 31
- Likely would have refused profession athlete 33 / 28
It is easy to see that about one in seven urban areas (15%) and every fourth rural teen (27%) at the time of the survey were targeted (in appropriate circumstances) for the development of a particular sport profession. However, be aware that a desire to achieve important sporting results is not enough. Appropriate psycho-physiological qualities of the applicant on sports records, the need for appropriate conditions for the child growing up in the parental home. Finally, it is important to state physical culture environment of socialization of young people in the city, in rural areas. It is important of course, and the corresponding culture of training athletes in various sports. [30]

Thus, the area of physical culture plays a very prominent role today in shaping the social reality in which we live. Meanwhile, it seems to us, it does not attract the attention of analysts, social scientists to the extent that it deserves. But the authors of the present article do not see the problem is to deepen and broaden theoretical understanding of the phenomenon of physical culture (although, of course, this topic needs further understanding); we are just trying to find out how and in what way public opinion (in its various guises) reflects problems related to this phenomenon. We believe that such a study can be useful for those interested in questions of education, the formation of social and moral atmosphere and social forecasting.

In addition, the last. Please note that to make directives or direct coercion cultivate a personal physical training possible. It remains to influence indirectly to the person through his subjective purpose. However, the subjective purpose formed in line with public purposes. Therefore, as long as the real (perhaps even forced) in order to develop the company will not be a healthy person hopes for mass individually health shaping largely illusory.

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