

UDK 796.032: 374

**MODEL OF FORMING OF PUBLIC CONSCIOUSNESS TO MODERN
OLYMPIC MOTION**

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Abstract

Modern olimpizm shows by itself powerful public sporting motion, which has unlimited possibilities for propaganda of ideas of humanism, internationalism and morality. Special attention in athletic formation of population, Pedagogical technologies of studies of physical culture, and especially rising generation, it follows to spare Olympic education. Research purpose - research Purpose – scientific ground conception of Olympic education in general educational establishments as an effective mean of humanizing personalities. To teach children to the ideals and values of olimpizm possibly by the method of the purposeful forming of knowledge about the value of going in for sports, history of Olympic motion. For this purpose developed model of forming of harmonious personality, which will be instrumental in facilities of modern olimpizmu, the decision of one of leading tasks of community development. After introduction of conception of olympic formation of, set, that city out-of-school measures have a large educate potential, which is instrumental in forming of the valued attitude toward a company, physical culture and sport.

Keywords: Olympic motion, olimpizm, Olympic education, conception, education

Ірина Маляренко, Ольга Кольцова, Борис Кедровський, Катерина Кострікова. Модель формування суспільної свідомості до сучасного олімпійського руху. Сучасний олімпізм являє собою потужний громадський

спортивний рух, який має необмежені можливості для пропаганди ідей гуманізму, інтернаціоналізму й моральності. Особливу увагу у фізкультурній освіті населення, педагогічні технології навчання фізичної культури, а особливо підростаючого покоління, слід приділити олімпійській освіті. Мета дослідження – наукове обґрунтування концепції олімпійської освіти в загальноосвітніх навчальних закладах як ефективного засобу гуманізації особистості. Привчити дітей до ідеалів і цінностей олімпізму можливо методом цілеспрямованого формування знань про значення занять спортом, історію олімпійського руху. Для цього розроблена модель формування гармонійної особистості засобами сучасного олімпізму яка сприятиме вирішенню одного з провідних завдань суспільного розвитку. Після впровадження концепції олімпійської освіти ,установлено, що міські позашкільні заходи мають великий виховний потенціал, який сприяє формуванню ціннісного ставлення до суспільства, фізичної культури та спорту.

Ключові слова: олімпійський рух, олімпізм, олімпійська освіта, концепція, освіта

Introduction. Urgent problem of our time is the need to revitalize social institutions for solving one of the leading tasks of social development – formation of harmonious personality and its vital expertise. On this special and in the regulatory program based on education of youth – the laws of Ukraine about education ',-of-school education', 'the concept of the education of children and youth in the national education system, the concept of National-Patriotic the education of youth ', other normative documents.

One of the most effective approaches to the formation of public consciousness of the young generation is the integration of Olympic education in the educational process through the implementation of the Olympic ideology. The ideas of Olympism will contribute to the education of moral, harmonious developed personality, which adheres to the rules of fair play.

The development and popularization among the youth of the modern Olympic movement allows you to reduce the number of those using alcohol, drugs, tobacco, by increasing those wishing to maintain sports as a healthy way of life. Thus, we approach the upbringing of the healthy youth and therefore the future of the nation.

The conceptual principles of formation of public consciousness in adult activities engaged in by G. Nixon, A. Suhomlinska, T. Suchchenko, etc.); theoretical and practical aspects of the implementation of the process of teaching and education elements of Olympic education are reflected in the writings of V. Êrmolovoy, N. Moskalenko, O. Vacebi, O. Tomenko, etc.

However, the problem of the use of the components of olympism in the system of the formation of social-conscious youth through the urban extra-curricular enough investigated in pedagogical theory. Broken problem has a social and pedagogical significance that determines its relevance.

Goal - is to develop a model of the formation of public consciousness to the modern Olympic movement.

Material and methods study. During the research, the following methods were used: the theoretical (analysis of the scientific literature on the issue of research; generalization of theoretical and empirical data); empirical (pedagogical observation, survey); methods of mathematical statistics for interpretation and processing of research results.

Research results. The discussion in the teaching of modern science, great attention is paid to the formation of a personality as one of the factors for effective development of the society. The concept of the education of children and youth in the national system of education has defined the system tasks, aimed at nurturing harmonically developed, violated, nationally conscious and socially active person, endowed with a deep civil liability, high spiritual qualities, familial and patriotic feelings, is a native the best of national and world culture able to self-development and self-improvement.

At the present stage of development of society prominent Russian scientists T. V. Arefyev, V. Platonov determine the shape of physical education, as a specifically organized system of means and methods, aimed at solving specific, characteristic only for her task.

Unfortunately, students of the XXI century. Has a low level of physical activity throughout their daily life, study and rest. Children spend little time in the fresh air, the grounds, and sit at home behind computers, TV, game consoles, tablets and other technological innovations of our time. Another factor, which weakens the health of the students, is the mental load in a prolonged static posture while studying, poor nutrition, and sedentary lifestyle. In order for young generation to grow healthy, strong and active, physically and spiritually fully developed, talented, you have to combine physical education with intellectual and moral, to see that their life was closely connected activities and sports, to bring him to different physical-improving and sports-mass events, the use of various forms of physical training [1].

City extra-curricular activities as a form of comprehensive development of personality are quite common in our time when young people really need this. To date, extracurricular activities, dedicated to the promotion of physical culture and sports, active recreation, promotion of healthy lifestyles and the formation of social consciousness plays a major role in the overall system of education and are as relevant as ever [2].

Usually, the city's extracurricular activities are thematic in nature, and their conduct under the title "Merry starts", "Olympic day ", "Mom, dad, I – sports family", "Cossack fun", "Olympic stork", "Do you like Olympians", etc. time specific calendar date, event, school, local, state level.

One of the directions of formation of public consciousness in children and young people in out-of-school activities is the Olympic education - a multi-level specially organized pedagogical process of formation of a harmonious personality through the acquisition of knowledge, skills, aptitudes, interests, requirements and

valuable orientations, based on humanistic ideals and values of olympism and is an integral part of General education [2].

In the late twentieth and early twenty-first century Olympic education, gradually occupy a more important place in the educational space of the younger generation, as more attention is pay to humanistic education, aimed at personality development of the child as the highest value of life.

All this is due to olympism, whose goal is the active involvement of children and young people universal ideals and humanistic spiritual and moral values related to sport.

The founder of the modern Olympic movement, Pierre de Coubertin believed required the simultaneous development of spiritual, physical and intellectual qualities, the achievement of which is one of the aims of the Olympic idea.

The activity underpinning of Olympic education, capable to contribute to the education of mentally and physically healthy man, a patriot, working, tolerant personality, which is in daily life adhere to the rules of fair play. The philosophy of Olympism is design to help youth make the right choices to improve their personality and to contribute to its comprehensive development.

All the ideals of the Olympic movement is reflected in the modern system of Olympic education and Olympic education is to bridge the gap between the physical and spiritual development of man, through a combination of physical education with intellectual and moral [2].

An important place in distribution and promotion of the Olympic ideals in Ukraine is conducting activities, competitions, and quizzes on Olympic education in schools: implementation of the "Olympic lesson" and "Olympic week", "Olympic day" and "Olympic stork". Another achievement is that the all-Ukrainian Olympic lesson went beyond the school and began to hold the Central squares of the regional centers, the city's popular establishments, parks and recreation centers.

A large role in conducting all the above activities involve the NOC and Olympic Academy of Ukraine.

Such forms of implementation of Olympic education as an event "Olympic lesson", "Olympic stork", "Olympic day", "Ahileya", "Do you like Olympians", etc. encourage pupils to creative activity, using the integrated activity, which includes cognition, communication, play and active work, and also fosters in the young respect for the principles and ideals that brings a person to spiritual perfection.

The main objectives of educational activities in the framework of Olympic education supports the formation of the Olympic culture through the formation of knowledge in the field of olympism, education in the spirit of olympism and the principles of Fair Play, to engage children in active sports activities [2].

In the process of our research, we have identified three main pedagogical conditions conducive to the integration of Olympic education in entertaining educational activities, namely: training teachers to integrate Olympic education, the development of primary groups, and creation of educational space of the West. Creation of the educational space of the event is assign the role of leading terms, which incorporates and combines the first two conditions based on the dialectical principle of the unity of individual and general.

Under interaction of subjects, which is the basis of integration of their capabilities to a unified educational space, arranged according to understand the regulatory requirements the process of collaboration (concerted or joint action) of the subjects, aimed at achieving a common goal.

However, note that the interaction of actors cannot occur by itself, but requires purposeful influence – control, which can realize the subject of management with the authority. Management provides a purposeful shaping of personality based on the developed model for optimum planning, decision making.

The achievement of this goal possible in the process of solving a number of problems:

- 1) the inclusion in the activities, provides interaction in the process of children and adults, creative and personal-meaningful to most participants
- 2) creation of conditions for enhancing the potential of students and teachers

3) the establishment of relations, which promotes the absorption of the ideals of olympism, which could become for the individual a defined pattern in the future

4) the formation of the educational space in the form of specially organized by educators in collaboration with children "environment in the environment"

5) create models of formation of public consciousness through the integration of Olympic education in the city's extracurricular activities [1, 3].

We believe that urban out-of-school educational activities should provide the conditions for action of the individual, which will contribute to the development of its internal inclinations. Based on studies (Y. Kudinov, L. Novikova, E. Stepanov, etc.) in our study, the formation of public consciousness, we used a model of structural-functional type, which contains the optimal composition of the simulated interconnected components: trust; meaningful; technological; diagnostic; effective (Pict.1)

The target component	<i>Goal</i>	Creation of conditions for moral and aesthetic education of youth through their involvement in the Olympic ideals.			
	<i>Tasks</i>	1. Mastering pupil's knowledge of the history and present of the Olympic games. 2. Formation of motivation to health promotion, physical culture and sports. 3. Attracting young people to active sports. 4. Enhancing the role of Olympic education.			
	<i>Principles</i>	Of scientific and availability	Continuity and practical purpose	Integrationist	Self-development S definition E implementation L organization F rehabilitation
Of prevention		Systematic and transparency	Humanism		
component A of substantial	THE CONTENTS <i>(Program for the creation of educational space activities)</i>				
	Sports and healthy	Tourist and local history	Artistic and creative		
Organizational-pedagogical component	METHODS AND FORMS				
	Conviction, games, organization of socially useful work, to teach to the standards through the requirements and examples, instruction, encouragement, and correction (competition, rewards and punishments), explanation, story, conversation, debate, method example.				
	<i>Frontal</i>		<i>Group</i>		<i>Individual</i>
	Information and mass	Effective	Classes at clubs, sports clubs, sports clubs, sports, sport competitions, collective creative Affairs, the training school of the Olympic Committee, the work of a small Olympic Academy.	Design personal achievements, creative activities, counselling, work with the diary well-being, self-service etc.	
Discussion, Olympic quizzes, lectures, discussions, tours, Olympic lessons, Olympic day, Olympic week, conferences, "round tables", the	Holidays, sport competitions, contests, concerts, competitions of drawings, photos, posters, emblems, literature, festival "Sport, art, intellect",				

	Olympic reading, educational hours and hours of communication, tourist excursions, visits to the Museum, and the like.	KVN, "Olympic Aistenok", mini-Olympics, and the like.		
The component diagnostic	THE LEVEL OF COMPLETENESS OF			
	<i>The external culture of the person</i>		<i>The internal culture of the person</i>	
	Communication, behavior, appearance, social activity, initiative, creative imagination.	Responsiveness, friendliness, independence, curiosity, honesty, empathy.		
Effective components	<i>Results</i>	Public-conscious harmonious personality		

Pict. 1. The model of formation of social consciousness to the modern Olympic movement in the city's extracurricular activities

Consequently, the efficiency of integration of Olympic education in an urban after-school activities due to the presence of pedagogical conditions of formation of comprehensively developed personality, the positive attitude of the child to all kinds of activities and a sense of emotional comfort.

In order to study the possibility of using components of Olympic education in the city's extracurricular activities, a survey was conducted of 150 Kherson people, who watched and took part in the sports festival "Sports youth – the future state" on the occasion of the celebration of the city (17.09.2016 year), contributed to the popularization of an active lifestyle among young people, development of expertise in the organization and implementation of activities, realization of their creative potential.

Monitoring of public awareness in the problems of modern Olympic sport during the event was carry out in the form of a questionnaire survey. The sample was form according to two main criteria: gender and age. Surveyed and 48.6% men and 51.4% women.

First, we offered to highlight social issues sport and, accordingly, the peculiarities of its reflection in the public consciousness. The distribution of responses allows concluding that almost half of the respondents not watching

sporting events (51.9 per cent). The greatest number of active viewers interested in competitions in a specific sport (60,8%) and sports news (30.1 per cent); 26.5% of respondents are attracted to competitions featuring "stars" of show business. A large group of television fans browsing sports no more than once per week, although 21.9% of constantly watching sports programs. Thus, the level of knowledge about sports and sporting events, the respondents represent a diverse audience.

Referring to the results of our study, we note that 47.3% of the associated sport and the Olympic movement with the use of banned drugs (doping) and are not familiar with the concept of Fair Play.

Sports gives fans many positive emotions. Therefore, according to our research, the most popular sports in our country are football, figure skating and gliding, gymnastics, swimming, Billiards, skiing, etc.

Note that among the respondents about the passage of the Olympic Games know of 69.6%. However, only 41.4% of the respondents indicated that watching the competition with the participation of Ukrainian teams and sportsmen.

Interest and respect to the heroes of sport are accompany by the opinion of their good financial position. More than half – 57.4% of respondents are inclined to think that professional athletes are well resourced. In the world of high relevance is the question of sociological study of the relationship of social consciousness to the Olympic movement and sport and its social aspects.

In the survey, we have found that less than half of the respondents, namely, 38.1 per cent engaged in physical culture and sports activities (morning gymnastics, fitness, gym, football, swimming), and the vast majority of them are young men.

The next block of the questionnaire was devoted to determining the desire of the respondents to obtain information about the Olympic movement, the Olympic Games and the achievements of Ukrainian athletes. The survey found that 70.2 per cent of respondents would like to receive this information, some of the respondents gave a negative answer to this question is 6.1% and 23.7% reacted to that care.

Using survey data, we found that respondents had a highly positive attitude to the use of components of Olympic education in the system of extracurricular activities (65.4% of appreciated this perspective). While a positive attitude can be observed among individuals engaged in sports activities, and among those who is just a fan.

Note that the vast majority of respondents still appreciate not only the fact of entertainment, and all the perspectives opened up by this holiday. Thus, 12.3% of respondents believe that using such events to draw attention to social problems; 24,2% say that it is rather to draw attention to an active lifestyle; 36,1% hope for the development of sports and sports infrastructure. At the same time, 21.9% of respondents are attracted by the prospect to see a sports show.

It is important that 68,9% of the respondents are committed to development of sports movement in the Kherson region, strengthen a sense of pride in their city. That is to say, that in the eyes of an ordinary citizen use of the components of the Olympic movement in the city's extracurricular activities will contribute to the formation of attitudes to sport and active life.

Conclusions and prospects for further research. Analysis of scientific-methodic literature showed the necessity of finding new ways to develop the personality by means of physical culture and sport, and the principles of olympism will contribute to the education of mentally and physically healthy man, a patriot, working, tolerant personality.

The formation of social consciousness of the youth in urban after-school activities will be more efficient if the following pedagogical conditions: training teachers, the development of primary groups, and creation of educational space in the conditions of extracurricular activities. It is establish that urban-curricular activities have great educational potential, which contributes to the formation of the valuable relation to society, physical culture and sports, nature, arts; ensures the acquisition of social experience and the organization of substantial leisure in line with development preferences and health status; satisfies the need for creative self-realization.

Prospects for further research we see in the definition of efficiency of model of formation of social consciousness to the modern Olympic movement in the development of socio-professional competences of future specialists of industry of physical culture and sports.

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