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**PEDAGOGICAL PROCESS AND THE PROBLEM OF
CREATING A CULTURE OF HEALTH**

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Abstract. *The problem of a healthy lifestyle is the most important task of physical education, and laying the foundations of a culture of health - physical education and job self.*

Fullest and diverse culture of health problem is considered a relatively new scientific direction - valeology. Representatives of the scientific direction tend to repel the whole system of factors that affect the rights, including those that go beyond the narrow confines of the medical approach. In this quest to create an integrated science of health, they can not be limited only to bodily, medical approach to rights, but must include outside and biological factors, referring to the concepts of social and spiritual health.

The purpose of this article is to analyze the components and levels health culture, which required a complex psychological and pedagogical methods, empirical and experimental research.

The analysis of biomedical, psychological, pedagogical, philosophical, sociological literature was defined structure health culture, as well as criteria and indicators of cultural health of the individual.

As it was shown by our study, the existing high schools in the organization of educational process is not conducive to the preservation of the health of students, and often leads to an artificial reduction in the volume of voluntary motor activity of students.

The authors need to radically change the forms and methods of teaching physical education, apply new technologies of learning, creating new forms of training based on an individual approach to each student, as well as a major role aside form independent occupation in which the student will be able to form the overall structure of various physical exercise.

Keywords: *valeology, health, lifestyle, health culture.*

At the present stage of development of the country in terms of quality education increases the requirements for physical preparedness modern youth, which is necessary for successful employment.

Restructuring of education in the country poses the problem of indigenous higher school and all-round improvement of professional training and physical training of future specialists. In the new conditions rises social significance of physical education students in the formation of a harmoniously developed personality graduate of high school with a high degree of readiness for social and professional activities.

Practice showed that the existing system of physical education, focused on the development and preservation of human health can be identified with training of students to perform a variety of standards for physical training and forcing them to participate in sports and public events (not for most students who have personal meaning), turned into to modern society and for the student, negative phenomena: declining interest in traditional forms and systems of physical education and the lack of education in the sphere of physical culture, the decline of educational and technical-motor training of students, the deterioration of the culture of their movements, etc.

Following the principle of humanity, it is important to form students' understanding that every young person should be a bearer of the idea of health as the main priorities in life. This process should last a lifetime. The problem of a healthy lifestyle is important, important problems of physical education and health culture as a basis of physical education and self-education.

The most complete and diverse culture of health problem is considered in a relatively new scientific field - valeology. Extensive Valeological literature is rich material, which clearly silhouetted characteristic of our time approaches to the man, his life goals and values.

Valeology is the science of human health. It has to do in their research with the concepts of "health", "illness", "good man" "sexual and social well-being," "life residence", etc. But, like any science of man, it has another - a deep layer of self-evident ideas and concepts, taken without debate, as a system of self-evident truths. It postulates underlying the theory - a theoretical foundation created by the building.

Theorists valeology living in a number of CIS countries are striving to create a general theory of health, which could form the basis for improving and educational work, and thereby contributed to the advancement of the population. According to the Russian scientist Vladimir Kolbanov,

valueology - is an integrated science of health, which is the "totality of scientific knowledge about the laws and mechanisms of formation, conservation, enhancement and reproduction of human health. This research field and academic discipline, located at the intersection of the humanities and natural sciences "[3, p.19].

V.N. Maksimov writes that valeology "combines medical, biological, psychological, educational, environmental and philosophical knowledge of human health" [4, p 139]. Moreover, "the foundation of the new system should make knowledge, including the entire spectrum of sciences of the physical, mental, spiritual, social, human health," emphasizes teachers L.V. Filippov and Y. Lebedev [7, p.173].

A group of scientists EM Kazin, Fedorov A., Panina TS, Zaruba NA argue that valueology appears so as a metascience [2, p.151] as "a new direction in the sociology and philosophy of man" to refer to which L. G.Tatarnikova even introduces the term "new paradigm Valeological" - NVP [6]. Special emphasis is placed on system-integrative of valeological knowledge, the need to link together the main theoretical system of units developed in other sciences, "feeding valeology enabling you to complete, to justify the philosophical and methodological, philosophical, historical, philosophical and social belief system - a new valeological paradigm "[6, p. 14].

How does approach to the solution these methodological and theoretical issues theorists of valeology?

They try to express the whole system of factors influencing the human, including those that go beyond the narrow confines of the medical approach. In their quest to create a holistic health science, they can not be limited only to corporal, medical approach to person, but must include the biological factors and outside influence on him, referring to the concepts of social and spiritual health.

Therefore, central to valeology concept of "health" is extremely extended. G.L. Bilic and L.V. Nazarov explain it as "a state of complete physical, mental, sexual, and social well-being and ability to adapt to a constantly changing internal and external environment and the natural aging process, as well as the absence of disease or infirmity" [1, p.3]. This is not a medical term, which is limited knowledge about the human body. If in the health sciences, "health" is understood in the biological and physiological sense - as the normal functioning of the body, and illness as a violation of this operation, the concept of health includes valeological and other parameters of the individual - psychological, social, spiritual.

Such a way our theoretical preferences based on of valeological sources considered fully the phenomenon as a "culture of health."

The aim of this article is to analyze the components and levels of health culture.

Culture of health - the most important component of the overall system of culture. In the era of rapid development of the noosphere - the primacy of reason in the sphere of biological and social evolution - health culture becomes the leading role of the global challenges of our time, which determines the future of mankind. This is due to the fact that evolution is possible only in a healthy society, which, according to scientists, is currently being implemented, and will continue to take place in the framework of the cultural development of the world. In addressing this daunting task inevitability of creating a culture of health - individual and population (mass, state) - becomes a reality.

Interest of scientists to the culture of human health caused by the changes taking place in the social and educational fields associated with the use of a full-fledged social institutions in ensuring the health, quality of life and education of "human culture."

In addition, based on analysis of biomedical, psychological - pedagogical, philosophical, sociological literature has determined the structure of a culture of health, which is the unity of the cognitive-motivational, emotional and communicative-volitional components. Defined criteria and indicators of the health culture of personality, the content of which is caused by how the person understood the health and culture as universal values; as shown versatility relations person with the outside world and the people; as manifest her effective and volitional qualities.

The presence of a culture of health we judge the relying on criteria such as cognitive, motivational, emotional, communicative, active, strong-willed. Their figures are the value orientation and personality traits that are the foundation of the future culture of health specialists in physical culture and sports.

Determination of culture of health require a whole range of psychological and pedagogical methods, empirical and experimental research. Universal technique for the study of culture in health science is not developed. But based on the hypothesis that the culture of health is the integration of cognitive-motivational, emotional and communicative-volitional components were used methods to examine each component separately.

The study was conducted at the Institute of Physical Education and Rehabilitation of the South Ukrainian National Pedagogical University named after K. D. Ushynsky, attended by 200 of the future specialists in physical culture and sports. In the study of cognitive-motivational component of a culture of health in the future specialists in physical culture and sports was revealed that 82% of respondents identified health culture as a synonym for "healthy lifestyle", 10% were undecided and only 8% were close to an understanding of the phenomenon. Virtually all students are convinced that health and human culture has always been, is and will be one of the core values that characterize the development of civilization. But today's socio-economic "disease" of society contribute to the formation of a rigid position in life in humans and revaluation of human values. In this regard, the students were asked to identify the place of health and culture in the hierarchy of values in life. On the basis of remaining constant at different stages of development of human society values, respondents were identified ranking places the following values: health, love, education, favorite work, peace, family, and culture. The study revealed a different attitude to the listed values. It should be noted that we are interested in the first place the value of culture and health to get away from each other ranks. Thus, the culture of all respondents took only the fifth grade, and health - the second. So remote ranks of culture and health testify axiological crisis in the content of everyday consciousness. And this crisis defines the behavior of a person, his lifestyle, etc.

In addition to the medical and psychological aspects of human health and life are also a humanitarian aspect. Smoking, alcohol, drugs, overeating - the phenomenon is not simple, the reasons for their diverse, but always have a personal subtext. At the same time in each of them have something in common - low human culture, limited education, lack of willpower in the form of low motivation. This has enabled students to establish their own personal attitude towards a healthy lifestyle, revealing that the majority of respondents (98.3%) consider the need to respect a healthy lifestyle to improve and maintain their health. However, 75.8% of students fails to respect the work and rest; 78.7% - do not follow the diet; 55.6% - smoking tobacco; 32.6% - indifferent to alcohol; 85.4% - do not know or do not use in everyday life methods of psychological relief; 41% - do not use the methods of self-control of the state of the organism; 50.6% - do not apply in their daily lives methods of hardening the body and only 71.9% of respondents regularly engage in physical activity, which

confirms the occurrence of abnormal signs in consciousness and self-consciousness of the modern student of the Faculty of Physical Culture.

Thus, it becomes necessary to state the obvious and emerging disparity images "culture of health" in the consciousness of the individual behavior of the respondents. Likely to preserve and improve the health in the modern Ukrainian culture, society as a whole has not been formed in the everyday consciousness motivation of a healthy lifestyle. What is the reason of the results? From the point of view of psychologists, sociologists, teachers, post-industrial society is characterized by a predominance of values personal identity over public values. Generation of the same examinees and their parents were brought up in a society where public values prevailed over personal, which excluded the "culture of health" of ordinary consciousness as the highest personal motivation for creating a culture at the level of consciousness and self-awareness occurred in the highest interests of the state.

In this regard, special attention should be focused on the educational and learning process. At the time, V.A. Sukhomlinsky said that concern for human health, especially the health of the child - it's not just a set of sanitary norms and rules, not a set of requirements for the regime, diet, work and rest. This, above all, taking care of harmonic completeness of all physical and spiritual strength, and the crowning of this harmony is the joy of creation. [5]

At present the organization of upbringing and education process before each higher education institution the task - to conduct training at a high scientific and theoretical level, to apply modern methods of organizing the reformatories and the educational process, to ensure the use of the acquired knowledge and skills in practical work or research students. However, the full use of the professional knowledge and skills is possible only in good health, high efficiency of young professionals who may be acquired by them in the regular and specially organized physical activities. These classes are held at the university in the discipline "Physical Education".

Physical education has always been one of the means to prepare individuals for employment and to adapt to the social environment. Therefore, the foundations of culture of health should take shape through the teaching process, including theoretical knowledge, knowledge of your body and features of personality development, physical education, culture movements of funds, visibility (including the use of modern means of television, video communications, computers, responsible attitude to

health through professional, educational activities) work culture, a culture of health, aimed at maintaining a healthy lifestyle, which can be expressed in the willingness and ability to act, as well as personal self-realization.

Maintaining the health of students in educational process of high school education is of particular relevance, as can be considered a progressive socio-economic system that would ensure the development of such reserves improving human factors as increased creativity, culture, thought, professional level of interest in the most self . As our study has shown, the existing high schools in the organization of the educational process is not conducive to the preservation of the health of students, and often leads to an artificial reduction in the volume of an arbitrary motor activity of students. Many universities physical education classes are held in the form of an optional course once a week, that is not enough, respectively. In many high schools do not have gyms, and if there is, they are overloaded, so many students have limited employment opportunities in sports such as basketball, volleyball, etc. In higher education, there is always the problem of the acquisition of sports equipment, the financial problem of the competition, the issue of financial contributions to participate in various competitions, etc.

However, research has shown that the main disadvantage of the university are not enough sold today in the practice of the forms, methods and means of teaching, which do not allow to fully ensure the student-centered approach to promote healthy lifestyles of students; low self-organization of students' work to promote healthy lifestyles; poorly staged sports and recreation activities.

So, you need to radically change the forms and methods of teaching physical education and apply new technologies to teach classes and creating new, taking into account an individual approach to each student, as well as a large role forms of self-study to help students form the overall structure of a variety of physical exercises.

We have tried in the educational process of high school, on a practical training that would-choice exercises to perform any movement is determined by the student, and was associated with self-selection algorithm of movement for its decision. In the process, initially we were students with the opportunity to show their creativity and realize themselves in motion, by that to define a way forward.

Educational process we built so that students have discovered the value of acquired knowledge, and the teacher helped them in recognizing the features of self, their relationship to the world. To solve these problems

have been widely used various forms and methods of activation of physical education.

To activate the motor mode, the solution of health and other problems, these new programs were to include, in addition to the basic training of physical education, sports and recreation activities that are carried out not only in high school, but at the faculties in study groups.

Basic requirements for the implementation of these training activities in educational process of high school education were as follows:

- ensure the unity of teaching, parenting and developmental processes aimed at the disclosure of individual physical features and abilities of students;
- to take into account in the practice of physical education all the factors of the environment and their internal physiological, functional, and physical condition;
- to determine the levels of assimilation of theoretical and practical knowledge of students in physical education as their personal property in order to achieve a particular purpose in a particular area of human activity;
- make the process of physical education a dynamic, continuous, corrected taking into account the individual characteristics of each student, etc.

With the right approach to the implementation of these requirements in the learning activities that combine education, educational and recreational nature, we take into account the principles of health preservation.

We were faced with the most important task to teach the students the basics of health culture, to cultivate the students to live in harmony with itself, the surrounding nature and reality. The primary role played by scientific knowledge about health and healthy way of life, an understanding of the value of health. Scientific and educational, cultural, moral and aesthetic aspects of the question allows students to acquire knowledge, skills and abilities and contribute thus to the conservation and development of health and healthy lifestyles. Scientific knowledge on the basics of health culture were with interdisciplinary and organically entered the consciousness of students, behavior, practice.

Integration processes in the university significantly affect this area of upbringing and education process as promoting a healthy lifestyle of university students in a permanent reduction in health of students on low-level foundations of a culture of health. Exceptional urgency, the search for new forms of healing, as well as the purposeful use of scientifically

based means of physical training, which contribute to restoring and enhancing the functionality of the body of students.

Methodological and organizational-pedagogical bases of formation of health in physical education teachers should be treated from the standpoint of theoretical and integrative concepts, including the idea of unity and interdependence of the biosocial nature of man, a comprehensive solution training, educational, developmental and health problems in accordance with the implementation of the principles of differentiation and individualization, humanistic psycho-pedagogical theories and developing student-centered learning.

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