Annotation. Purpose. Carry out an analysis of the conceptual approaches to improve the organization of physical education students. Material and methods. An expert survey of physical education teachers of higher educational institutions are not athletic profile. Results. Been a significant interest in the issues raised, the interest of teachers and students in finding solutions to these pressing problems, the desire to be an active participant in the development of educational policy health formative. Found that the main ways of improving the physical education of youth in the education system should be the formation of the need for health promotion by means of physical culture and sports. And - improving the quality of the educational process and ensure its highly qualified staff, modern scientific - methodical complexes relevant material - technical equipment. Conclusions. Revealed a coherent picture vision problems and prospects of improvement of physical education students. This gives you the opportunity to structure their priority problems and to develop solutions for the purpose of successful implementation of health-education strategy.

Keywords: health, life, physical education, teachers, students.

Introduction
Reconstruction of higher education in Ukraine implies profound and comprehensive improvement of future specialists’ professional training. In higher educational establishment physical education is a mean, which solves one of sides of such training, facilitates individual creative progressing of student, formation and improvement of his professionally important skills and qualities in interconnection with his physical and mental development (On changes in Law of Ukraine “On physical culture and sports” and other legislative acts of Ukraine: Law of Ukraine, dt. December 17th, 2009, No. 1724-VI; acts, devoted to approval of physical education and sports’ organization at higher educational establishments: order of Ministry of education and science of Ukraine, dt. 11.01.2006, No.4; joint decision of collegiums of MES, MHP, Ministry of family, youth and sports, dt. December 11th, 2008, №13/1-2/10/11/1; On organization of physical education and sports at higher educational establishments: order of Ministry of education and science, dt. 11.01.2006; Measures, oriented on system of physical education of pupils and students at Ukrainian educational establishments: order of Ministry of education and science of Ukraine, dt. 27.11.2008, No. 1078; act about organization of optional studying of humanitarian disciplines, dt. 09.07. 2009, No.642; State targeted program “Youth of Ukraine” for 2009-2015. Acts of Cabinet Council of Ukraine: Decree No. 41, dt. January 28th, 2009; National doctrine of development of physical culture and sports in Ukraine. K., 2004, pg.9) [6].

The carried out systemic theoretical-methodological and empiric analysis of literature sources, devoted to students’ physical education permits to say that physical education is traditionally and soundly recognized an important factor of students’ workability, of formation students’ somatic health and preparation to active life and future fruitful work [1, 2, 4-7, 8-15]. It is necessary to note that against the background of reformation of educational system in Ukraine, which is characterized by most rapid rates, as on today one of the most acute, the most difficult is still the problem of reformation of education in sphere of physical education [On reformation of physical education system of Ukrainian educational establishments’ pupils and students: joint decision of collegiums of MES, MHP, Ministry of family, youth and sports, dt. December 11th, 2008, №13/1-2/10/11/1; On organization of physical education and sports at higher educational establishments: order of Ministry of education and science, dt. 11.01.2006; Measures, oriented on system of physical education of pupils and students at higher educational establishments of Ukraine: order of Ministry of education and science of Ukraine No. 1978, dt. 27.11.2008; Act about organization of optional studying of humanitarian disciplines, dt. 09.07. 2009, No.642; State targeted program “Youth of Ukraine” for 2009-2015. Acts of Cabinet Council of Ukraine: Decree No. 41, dt. January 28th, 2009; National doctrine of development of physical culture and sports in Ukraine. K., 2004, pg.9) [6].

That is why an important aspect of researches is searching of ways for improvement of pupils’ and students’ physical education, as on to day there have not been any significant success in solution of this problem [1, 2, 4-7, 8-15]. As a result, for many years physical education has not been fulfilling its functions. As it is witnessed by presented in special literature results of researches, efficiency of traditional physical trainings is rather low in health related aspect [1].

Traditional system of physical training, as a rule, negatively influences on students’ health. Situation becomes more complicated by transition to credit-module form of education, which admits reducing of physical education academic hours and shifting them to sector of independent work; with not formed motivation for classes it can result if reducing of students’ motion functioning [On organization of physical education and sports at higher educational establishments: order of Ministry of education and science, dt. 11.01.2006; Measures, oriented on system of physical education of pupils and students at higher educational establishments of Ukraine: order of Ministry of education and science of Ukraine No. 1978, dt. 27.11.2008; Act about organization of optional studying of humanitarian disciplines, dt. 09.07. 2009, No.642]. That is why an important aspect of researches is searching of ways for improvement of students’ physical education. Realization of efficient physical education of Ukrainian students is very important for development of society, state, production, physical and mental perfection of young generation.

The existing situation makes revelation and analysis of reasons of traditional technologies’ low effectiveness one of the most urgent problems, as well as foundation of principally new approaches to determination of purpose,
content and organization of education in sphere of physical culture and sports. Considering theoretical significance and practical importance of this problem we determined the purpose of the present work.

The research was fulfilled as per combined plan of scientific & research works in sphere of physical culture and sports for 2011-2015, topic 3.7 “Improvement of bio-mechanical technologies in physical education and rehabilitation, considering individual characteristics of human motor system” state registration number 0111U001734.

**Purpose, tasks of the work, material and methods**

The purpose of the research is to study approaches to improvement of physical education of not physical culture higher educational establishments’ students.

The methods of the research: theoretical analysis of scientific-methodic literature, analysis of legislative documents, studying of HEEs’ experience in organization of students’ physical education, pedagogic observations, sociological methods (expert questioning, questioning, interviewing), methods of statistic processing of data. Resources of the research were domestic legislative base in the sphere of education, statistic materials and researches of Ukrainian and foreign specialists.

**Results of the researches**

The fulfilled analysis of conceptual approaches to perfection of students’ physical education witnesses about actual absence of clear, consolidated ideas about what physical education shall be at higher educational establishment in conditions of higher education’s transformation. Alongside with this, exclusive significance of answers to this question was conditioned by the fact that without them it was impossible to determine the essence and main orientation of physical education at higher educational establishment.

Negative result of filling of physical education program with alien for it other forms of physical education is direct replacement of physical education trainings by other form of physical culture, underestimation of educational sense of training work (up to complete ignoring of it). All these, in general, conditions low level of solution of physical education’s tasks, both educational and health related tasks and strengthening of students’ physical condition.

In order to determine main problems of modern educational establishments and ways for their solution, to determine educational reforms’ directions of priority in modern system of physical education, oriented on health-related approach we carried out experts’ questioning of physical education instructors of not physical culture profile higher educational establishments. Questioning of physical culture instructors facilitated their wide involving in discussion of main problems and determination of education prospects’ development, working out of efficient recommendations for improvement of educational establishments’ work and planning of specific actions concerning improvement of physical education quality.

The purpose of questioning was studying of opinion of physical culture instructors about effectiveness of upgrading processes in higher educational establishment; first of all how they influence on health, on creation of monitoring system for ensuring of quality of education. The tasks for the questioned were: involving of pedagogic community in discussion of educational policy problems, determination of independent opinion about effectiveness of reformation of physical education system. Main principles of questioning’s organization were: embracing of wide circle of the questioned, preservation of answers’ authenticity (which was guaranteed by application technical means when processing results of questioning), provisioning of questioning results’ publicity and recommendations on solution of to-days problems of student health’s worsening.

The questionnaire, offered to physical education instructors, included both questions of closed type for understanding of the most urgent problems by respondents through ranging of the offered variants of answers, and the questions of open type, which could be answered in free form.

The questioning was constructed by blocks, which covered the most important spheres of educational sector, touching the problems of high quality education, management of physical education process, development of physical education’s content, establishment of health monitoring system, strategy of personnel training, formation of healthy life style, creation of appropriate educational environment.

Ranging of experts’ answers concerning tasks of priority to be solved at higher educational establishments, divided answers in the following way: the most important tasks, in experts’ opinion, are: formation of motivational-value attitude to physical culture, demand in regular practicing of physical exercises (58,8%), acquiring of fund of motion skills and abilities, ensuring of general and professional-applied fitness (52,9%); preparation for fulfillment of state tests and normative of physical condition at level of educational-qualification characteristics and educational-professional programs of a certain specialist (47,1%); formation of system of knowledge in physical culture and healthy life style (35,3%).

The most substantial disadvantages of conceptual models, which are offered for reformation of content of physical education at HEE, are violation of logic of systemic analysis, when foundation of some questions are made against the background of unsolved majority of other more general questions. In discussion of problems empiric approach dominates, which is based on experts’ estimation and reasonable thinking. Great number of them witnesses rather about absence of methodologically grounded approaches to estimation of existing social experience in problems of reformation of physical culture at HEE and its practical solution.

Traditional way of mastering of physical culture values is a priority of physical fitness, directing on fulfillment of unified normative and can be only the basis for formation of all system of physical culture values, which are far from being only physical condition of young man.
Especially urgent this problem has become in conditions of reconstruction of society, re-organization of higher education and its humanization. Sharp conceptual discussions on formation of students’ physical culture at HEEs of not physical culture profile are evidence of this. In particular, Law of Ukraine “On physical culture and sports” defines content of students’ physical culture as independent activity in social-cultural space, with it, marking out its educational priorities [7]. Alongside with it, as on to day, in sphere of physical education there has been such situation, when a lot of previous principles, that rooted in science, in governmental documents, hinder innovative activity, make obstacles to creation of effective strategy and tactics of its further progressing.

Transformation of education’s content is one of the most important components of upgrading process. It stipulates, first of all, renewal of teaching-methodic provisioning. The question “Are you satisfied with content of physical education academic programs?” experts answered in the following way: completely satisfied – 5.9%; - partially satisfied – 76.5%; - completely are not satisfied – 17.7%.

The questioning data witness about sufficiently consolidated position of physical education instructors concerning need in changing of physical education programs’ content. It will permit to increase efficiency and effectiveness of educational process, to widely implement innovative educational technologies.

To days society requires from education to train youth, capable to meet challenge of the time, capable to be healthy, competent and mobile at modern labor market, young people, who have their civil position and effectively realize activity, self-develop and are capable to learn during all life. Respondents were offered to estimate content of physical education, considering these factors and the programs’ influence on health and formation of students’ healthy life style.

Respondents were offered to answer question “To what extent does content of modern physical education program ensure proper level of students’ health?” and evaluate how formation of students’ competences is provided with up to date educational content.

Analysis of answers showed that most of instructors evaluate them as mediocre. The obtained data witness that respondents consider modern content of physical education program to be oriented on acquiring of knowledge in principles of healthy life style, development of physical abilities and skills that correspond to trends of most of European countries. At the same time estimation of physical health level is not paid sufficient attention to, though it is of the same importance for modern citizen of Europe and world.

That is why it was important to determine the experts’ opinion about factors, which can facilitate formation of culture of students’ healthy life style. Answers were divided in the following way: 52.9% consider expansion of sport circles to be the most efficient for formation of healthy life style; 41.1% think that using of innovative technologies and programs in work with students will be the most effective; 47.1% incline to increasing of quantity and quality of health-related trainings; 47.1% are going to support students’ initiatives in rendering confident, socially important information; 34.3% consider introduction of subjects, which form positive attitude to healthy life style, in curriculum to be the most useful. It is necessary to state that for long period of time there had been wrong orientation in the base of all attempt to solve physical education problems at HEE; it implied idea that such solution can be possible by means of increasing motion activity at physical culture trainings. It orientated on implementation of extensive technologies, which implied mainly increasing of general scope of motion functioning and intensity of loads, increasing of motor density of classes. With it, obviously insufficient attention was paid to increasing of targeted influences, to provisioning of physical culture theoretical knowledge, formation of physical education’s intellectual component of personality. Such approach could not give any positive results and, thus, discredited itself, but, in spite of this it continues to be practiced everywhere.

Many of researches of this problem are inclined to think that main orientation of physical education at HEE shall be of recreational health related character instead of educational or simply health-related that is proved by answers of the questioned experts (94%).

General processes of educational reform in Ukraine require new approaches to organization of physical education. New model of physical education’s organization is open and democratic, is characterized by natural combination of management influences with students’ and social influence on educational process. Such models stimulate for qualitative changes at the level of educational establishment’s management: democratization of taking decisions, greater independence of HEE that comply with main principles of National doctrine of education’s development in Ukraine. In order to clear up instructors’ opinion concerning above mentioned aspects, we put question about organizational problems of educational establishment, in which they work.

The question “Which organizational problems are urgent for your educational establishments?” was answered in the following way: insufficient financing of health related physical culture programs – 41.2%; - insufficient provision of higher educational establishments with informational-communicative technologies and other equipment – 35.3%; - insufficient for implementation of educational reforms level of teachers’ qualification – 47.1%; - implementation of educational innovations without preliminary testing– 58.8%; - insufficient quantity of sport facilities– 35.3%; - other–17.6%.

These indicators prove position of majority of teachers concerning acuteness of financial-economic problems of educational establishments; besides, experts noted insufficient for implementation of educational reforms level of teachers’ qualification.

Upgrading of educational system stipulates effective implementation of health-related technologies in the process of students’ physical education. Creation of health related educational environment is main precondition of
health improvement of pupils and students, which envisages rational planning of educational load; harmonious combination of motion and mental functioning; organization of balanced eating and etc. Main signs of such environment shall be optimal combination of methods, forms and means of teaching, their compliance with talents and age specificilies of pupils and students; experimental determination of influence of new teaching-methodic means on students’ health; observation of motion functioning modes, creation of emotionally favorable atmosphere of education, cultivation of health and so on.

Questioning of experts determined the most efficient content of compulsory students’ physical culture trainings. It was determined that specialists prefer such kinds of motion functioning as modern health related physical culture technologies (fitness programs of aerobic and strength development orientation) (47.1%), trainings in water (35.3%), out door games (52.9%), non-traditional kinds of motion functioning (35.3%), other (29.4%), that comply with students’ attitude to these kinds of training.

Familiarization with physical culture values is carried out through openly forced training and attempts to form on this base habit of systemic trainings and all these is observed during whole period of studying at HPP. Experts studied effectiveness of students’ motivation: semester credit in physical culture – 35.3%; - current test on physical education – 47.1%; - regular mechanism of physical state’s indicators – 47.1%; - annual state testing of physical condition – 35.3%; - other (application of innovative technologies of physical education, increasing of students’ knowledge; individual approach in selecting of kinds of training, application of modern informational technologies) – 64.7%.

As a result of researches it was found that traditional methods of students’ motivation, in opinion of experts, are of low effectiveness and at the same time respondents think that increasing of motivation can be facilitated by applying of innovative technologies in physical education, individual approach in selecting of kinds of classes, application of modern information technologies and so on, which it is necessary to use in work with students.

The most efficient methods of quality control of physical education, in experts’ opinion, are: regular monitoring of physical condition indicators, changes of which are individual targets of students – 52.9%; - analysis of optional trainings’ attendance at senior years of study – 47.1%; - testing of physical condition – 41.1%; - monitoring of theoretical knowledge on physical education and healthy life style – 41.1%; - other – 29.4%.

It was important to know teachers’ opinion about problems, which appear with organization of physical education process at higher educational establishment. Studying of difficulties, arising with organization of physical education, will help instructors to avoid a lot of problems. Respondents were requested to answer question “What reasons prevent from effective organization of physical education in your educational establishment?”. In instructors’ opinion, the most urgent problems are the following: imperfectness of program-normative provision – 35.3%; - too old material base – 47.1%; - insufficient quantity of classes –52.9%; - insufficient covering of students with extra-curriculum physical culture classes – 59.0%; - deficit of highly qualified personnel – 35.3%.

It is explained by a number of reasons: insufficient understanding of direct functions of physical culture classes; trainings’ content, not corresponding to required sense. Moreover, full fledged realization of “physical education” discipline’s functions is complicated by a number of factors: absence of traditions of correct attitude to this discipline alongside with existing deeply rooted idea that physical culture is only organization of motion functioning; mistaken ideas of “physical education” discipline’s content as something uniform that can be realized only in frames of practical trainings; domination of too simplified ideas of theoretical material, which are reduced to elementary information about hygiene, safety measures, rules of behavior at classes, technique of separate exercises and so on; absence of traditions of purposeful trainings in the process of teachers’ professional preparation; significant complexity of theoretical material, which is a combination of knowledge from different sciences. Solution of these problems requires substantial reviewing of programs of personnel’s preparation, increasing of academic hours for independent work.

The carried out by us questionings of physical education department’s teachers also raise problem of training of such profile specialists for work in new conditions. The received answers permit to make conclusion that physical education teachers think that for working in new conditions it is necessary to have, first of all, profound knowledge in his discipline (59.0%), skills in application of innovative technologies of teaching and education (70.6%), organization and conducting of health related physical culture classes, complied with students’ interests (29.4%), - all these has been inaccessible for many teachers as on to-day.

Main figures in realization of increasing of education’s quality are teachers. That is why it is extremely important to research their opinions about the most effective mechanisms of improvement of education’s quality in Ukraine. We put them question “What mechanisms of physical education’s quality improvement are the most effective for your educational establishment?”.

As effective mechanisms of increasing of physical education quality respondents called the following: renewal of financial and material provisioning – 47.1%; modernization of system of training, extension training and testing of teachers – 47.1%; increasing of public control over effectiveness of work – 5.9%; realization of full autonomy of higher educational establishments – 5.9%. As per the data of questioning the most effective for increasing of quality of education is implementation of spread in many countries mechanism, which stipulates financing of educational establishments, basing on calculation of cost of one student’s education. Respondents also consider important requirement in upgrading of system of training, extension training and testing of pedagogic personnel.

Questioning of teachers and students of higher educational establishment revealed extreme interest of
respondents, involved in questioning, in higher education upgrading in Ukraine and its influence on students’ health that witness about purposefulness of studying of public opinion. Carrying out of such questionings in foreign countries witnesses about high level of democracy and reflects constant trend for continuous monitoring of public opinion through questioning in democratically developed countries of the world. In Ukraine such processes only started. Questioning is both one of the first attempts to determine public opinion and involving of pedagogic community in discussion of educational problems.

This questioning opened a prospect to obtain holistic picture of upgrading in educational sphere, permitted to structuralize problems by their urgency and develop variants of their solution and offers for successful realization of educational health-related strategy.

We noticed not only significant interest to our questions but also teachers’ and students’ interest in solving of determined urgent problems and desire to be active participants of educational health-related policy. During questioning respondents systemized problems by their priorities, searched variants of their constructive solution and expressed own vision of further strategy of development.

Recent years, formation of public sector, which is interested in democratic development of educational sphere, has been happened. As on to day, new trend has been readiness of public and different professional circles for active participation in development of educational sphere. Support of key components of higher education’s upgrading, expressed in answers, witnesses a promising future of modern reforms, their feasibility that open way to achievement of high level of education’s quality and prospects of successful integration of Ukraine in European and world educational spaces.

Considering main attitudes to effectiveness of upgrading of education and improvement of its quality we think the most purposeful to wider involve pedagogic professional circles, public communities in solution of urgent problems of educational sector. It is also important to create comfortable educational environment for all students with health related components, components of creative potential’s development, professional orientation. It is important to create appropriate financial and professional conditions, meeting modern requirements of society and world standards. Health of nation is a compulsory condition of national security. That is why, implementation of public, governmental programs and projects shall be the task of first priority.

Conclusions:

Questioning of higher educational establishments’ teachers showed extreme interest of respondents, involved in expert estimation, which witnesses about urgency and purposefulness of studying of opinion about improvement of students’ physical education at higher educational establishment. The questioning permitted to obtain holistic picture of problems and prospects of improvement of students’ physical education, also permitted to structuralize problems by their urgency and develop variants of their solution; besides, it became possible to give offers for successful realization of educational health related strategy.

Considering the conducted researches we have established that main ways for improvement of youth’s physical education in educational system shall be formation of health related demands realized by means of physical culture and sports; improvement of physical culture quality and provisioning it with highly qualified personnel and with modern scientific-methodic complexes and appropriate material base; optimization of management in this sphere and so on.

The prospects of further researches will be oriented on development of mechanisms of increasing of students’ physical education’s effectiveness.
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