LAYING THE FOUNDATIONS OF A CULTURE OF HEALTH AS A PEDAGOGICAL PROBLEM
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Annotation. Purpose: to show the dominant influence of educational - educational process lay the groundwork for a culture of health students. Material: processed more than 40 references, conducted a survey, questionnaires and observation of the living conditions of students. Results: named main reasons for creating a culture of health of students should be considered as primary pedagogical problem. The preconditions and conditions of the foundations of the culture of youth health, namely: social, educational, health, environmental, economic, geographic, individual. Traced the sequence and phasing of the pedagogical process of building a culture of health of students in the course of many years of teaching in higher education. Conclusions: proven pedagogical influence priority basis forming a culture of health of students in the individual development and identity formation for learning in higher education. The sequence and structure of the solution of pedagogical problems of forming the foundations of a culture of health students. Keywords: health culture, student, conditions, pedagogical impact.

Introduction
Formation of the culture of health, as a process, is the subject of research in different sciences: medicine, theory and methods of physical culture, physiology, psychology, pedagogics and others. Nowadays some questions still remain open: who should realize solving the problem of formation of health culture, and accordingly, who should be responsible before the society for the final result of this process.

Overwhelming majority of the asked students consider ensuring of health immediate business of medical establishments. But in the half of their problems with health, as a number of authors certify, the person can accuse only himself and his way of life (factor of influence to the healthy way of life 50%) [1; 2; 3; 4; 5; 6]. Health care system cannot by itself ensure proper level of health of the population of the country. Medicine treats illnesses, which are mainly in the state of progress [7]. Treatment will be of no use, if the person doesn’t have culture of health [8]. At the moment scientific materials confirm the information about negative tendencies in the state of health of students, which are connected with the peculiarities in the system of education. It doesn’t help formation of health culture because it depresses its main needs, in particular – the need of movement. That is why the system of education is partially responsible for the situation, which took place with the health of young people [9; 10]. Herein, the important task of educational activity of physical culture is not only formation of the abilities and skills, but also study of the technologies of health culture formation with its further usage in the future. On the basis of the objective conditions of the higher educational establishment, it is necessary to create conditions, choosing proper forms of organization, which can ensure the possibility to form physical culture and its self-development of each student [9; 10; 11]. Therefore there is a necessity of creation in the system of higher educational establishments physical culture of the technology, which would assist forming the need in the development of health culture, appearing as a result of solving contradiction between the desirable and real state of heath of the personality, and inciting the student to the mastering in the valeological aspect. The function of the educational establishment is in forming developing space for the collective in general and every personality, in particular, in which continuous development of the need in healthy way of life takes place [9].

Summing up the above mentioned, we should say that formation of physical culture of students is prior pedagogical problem, but it isn’t exceptionally pedagogical problem. Pedagogics, with the help of means of pedagogical influence, form qualitative changes of individual physical culture of personality on the basis of information, given by other sciences, namely by: medicine, (hygiene, medical and regenerating physical culture,…), physiology, psychiatry, theory and methods of physical culture, biochemistry, biomechanics, philosophy, religious studies and others.

Similar conclusions we can find in the National purpose-oriented social program of development of physical culture and sports for 2012-2016, where among the prior tasks of development of health culture of young people during the educational process, and so regarding forming of physical culture of students as a pedagogical problem, is mentioned [12]. In this regard prior task of modernization of education is preserving and strengthening of health, formation of health values and healthy way of life. In this new strategy of development and preserving health, gradual shift of the accent from the treating medicine to prophylaxis takes place, which includes active upbringing of a person in hygienic regime, pedagogical prophylaxis of even insignificant deflections in the nerve-psychic and somatic health [13].

Purpose, tasks of the work, material and methods
The aim of the research is to prove dominance of pedagogical influence on forming heath culture of the personality of the student.
Tasks.
1. To determine the main factors of the environment, which influence the process of forming health culture of the personality.

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Knowledge of the conditions of students' culture of health forming allows us to come to the next stage of study. Culture of health, as it was mentioned earlier [17], includes four components. Psychical health – is characterized by the feeling of emotional comfort and it depends on the ability of the student to control his or her emotional state, which, in its turn, depends on the level of his or her good breeding. In the process of studies the student often finds himself or herself in the situations, when he or she has to solve difficult tasks, demanding both intellectual and volitional efforts. In the process of this activity psychological development of the student takes place. Mutually-polite communication with the teachers helps development of the level of good breeding of the students. Social health depends on communicative abilities of the student, which he or she can develop in favorable for this process environment. Social health is closely interrelated with psychological one; they are often identified in scientific literature. The student, partly, is the creator of that socium, in which he or she lives, influencing on the relations in the group or groups in which he or she studies. Herein, the level of his or her social health is directly connected with the social status. Spiritual life allows personality to develop and self-improve creatively, as harmonic personality. The student recognizes the value of doing, chooses for himself or herself the vector of actions for achieving the goal and, by doing so, determines the direction of the further personal development. What social principles, moral or immoral, the student will follow in the activity depends also on the pedagogical process. Physical health characterizes functional state of the organism, it depends on the ability of student to follow right regimes. They are: efferent regime, regime of movement, rational nourishment, etc. These tasks are possible to solve in the course of educational process.

Having analyzed the information received on the basis of working out theoretical sources, we determined the main necessary conditions of forming students’ culture of health; they are: social, pedagogical, economic, medical, individual, ecological, geographical (see picture 1).

Having conducted the survey, questioning and observation of the conditions of students’ life in the hostel, we compared necessary conditions for forming culture of health with the available ones, and came to the following conclusions. Nowadays social, pedagogical, economic conditions are not favorable for the forming students’ culture of health. Medical and ecological conditions don’t create obstacles for the process of forming. Geographical and individual conditions are favorable for the forming students’ culture of health. Preliminary results allowed us to determine the main ways of the further research work. To form personal culture of students’ health, we should encounter the problem of overcoming social and economic obstacles; pedagogical problems can be solved owing to the change of the programs of educational process.

Apart from the conditions, the process of forming students’ culture of health is influenced by the different factors: sex, age, level of development, and the conditions under which the process of forming culture of health takes place [18; 19; 20; 21]. Knowledge of the conditions of students’ culture of health forming allows us to come to the next stage of study of pedagogical influence on the process of culture of health forming, and to examine how this influence happens.
This process is passed by the personality in three stages, each of which is characterized by the level of forming of special knowledge, abilities and skills:

1. Low level. It is characterized by the absence of specific content of the goals of health culture forming. There is the desire to improve the level of health. The student makes one-time influence on his or her personality under the influence of outward factors and the objective requests. The means of self-development are outwardly set as well. Self-control is absent, or it is of situational character.

2. Medium level. It is characterized by the putting specific goals and tasks of self-development of health culture, which have nothing to do with the personality in general, but only some qualities and abilities. The actions directed to the self-development depend on the outward circumstances. Own personality is the object of the student’s study, who shows activity in determination of the goals of self-improvement, and who receives some knowledge of self-development. From time to time the student reports about the work he or she has done.

3. High level. It is characterized by conducting by the student individual and thorough analysis and specific formulating the goals of self-development of the culture of health. The student realizes the abilities of their realization in the process of practical work. He or she individually fulfills and plans, marks the ways and means of self-improvements, finds unique methods of the work on himself or herself. The student easily notices the forming influence of his or her valeological actions. Self-control is done at the level of skill. Correction of the intermediate and final results of the process of self-development of health culture takes place easily and unconstrainedly [9].
Picture 2. Diagram of pedagogical influence on the components of the process of forming students’ fundamentals of health culture during one semester.
At each stage the student’s personality undergoes corresponding pedagogical influence with the aim of realization of the stage’s tasks. In higher educational establishment forming student’s culture of health is done under the effect of purposeful pedagogical influence. The process of forming student’s culture of health begins with the outgoing control of the students’ state and the conditions, necessary for the realization of the process. On the basis of the received information the program of forming student’s culture of health for one semester is created. The program of forming student’s culture of health is realized with the help of the chosen, according to the didactic and specific principles, special knowledge and efferent skills. Forming positive motivation happens in the process of practical fulfillment of exercises and conversations. Theoretical material, which is offered to the students chiefly on electronic data storage devices, in the forms of video materials and lectures, is also explained in the form of conversations. In the period between the semesters the students continue individual preparation by the individual programs, agreed by the teacher. After finishing the program, the second control takes place, the results are informed to the students, and, taking into account their wishes, the correction of the working programs for the next semester is done (see picture 2).

Conclusions.

Forming the bases of the culture of health is top priority pedagogical problem, because in the process of purposeful pedagogical influence the personality receives new knowledge, special abilities and skills, which make up the basis of health culture, are formed.

The conditions for forming students’ culture of health are chiefly unfavorable, when speaking about the majority we should mention that the students show individual readiness to lead healthy way of life and form personal culture of health. This process is impeded by the pedagogical, economic and social conditions, namely, the content of educational material and the level of teachers’ preparation remains insufficient for conducting forming students’ culture of health.

Irrational distribution of charge to the student leads to overexertion. Negative influence on health has transition to hundred-grade system of evaluation, to be more precise, the mechanism of completing the missed due to the illness lessons, is not perfect. Because of the fear to lose the grades, the students attend lessons being ill, favoring thus spreading the illness among other participants of educational process. Social advertising support more unhealthy way of life, it goes about the advertisement of tobacco products and alcohol, violence, cruelty and fear prevails in informational networks. Because of the insufficient material support, the students combine studies and work, which negatively influences their progress in studies. That is why, forming culture of health for many students is out-of-date question, it is because they are busier with solving top priority, to their mind tasks, namely their studies for the ability to receive scholarship, which allows them to secure their primary needs in food and clothes.

Under such conditions the process of forming students’ culture of health will be realized by means of development of individual qualities of the student, as a way to counteract negative influence of antisocial advertisement. This, in its turn, should be realized at the lessons and shouldn’t create additional problems as for the search of free time for the students. Besides, the students should do physical-curative exercises only due to their own initiative. The content of lessons should help development of the bases of students’ culture of health, which in its turn, should be supported by the study of special curative methods.

So, solving pedagogical problem as for the forming students’ culture of health depends first and foremost on the correctly written programs of studying educational material. The content of lessons should meet the specific conditions under which the lessons in the higher educational establishment are conducted, and in the same time it should guarantee solving of the tasks of the lesson. The curriculum is written by the teacher that is why the teacher is responsible for the effectiveness of forming students’ culture of health in the higher educational establishment, where he or she works. The conditions of conducting lessons in different higher educational establishment are different and that’s why there couldn’t be universal program of forming health culture of all Ukrainian students. But it is possible to determine main ways of influence on the personality with the aim to develop his or her skills of leading healthy way of life and forming culture of health. Created on the basis of this research program can become the grounds for creating other more perfect programs.

Perspectives of the further researches in this direction. The question of search of effective and inexpensive in use methods of curative exercises remains open. That is why in the further researches the questions of contextual-organizational and methodological bases of forming special knowledge and efferent skills of the students’ culture of health should be studied.
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