

Секція:
АКСІОЛОГІЯ ФІЗИЧНОЇ КУЛЬТУРИ І СПОРТУ
ТА ЦІННІСТЬ ЗДОРОВОГО СПОСОБУ ЖИТТЯ

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**SPORTS AS A SOCIOCULTURAL PHENOMENON: AXIOLOGICAL
ORIENTORS OF MODERN YOUTH**

Problem Statement. In today's world, which is rapidly changing under the influence of globalisation, digital transformations, migration challenges and the erosion of traditional socio-cultural models, the younger generation faces a number of crisis challenges in search of identity, stability and life guidelines. Changes in the structure of interpersonal interaction, blurred moral and ethical norms, and the accelerated spread of information create a situation of value vacuum. In this context, the study of such sources that can act as stabilising elements in shaping the worldview of young people becomes particularly relevant. One of these factors is sport, which goes beyond physical improvement and becomes a universal socio-cultural phenomenon. It shapes the system of life values, determines the moral choice of the individual, and contributes to the formation of resilience and adaptability in the face of social change.

Analysis of recent research and publications. The issues of the axiological content of sport and its socio-cultural nature have been covered in the works of leading domestic and foreign researchers. In particular, [1, p340, 2, p147-149] focused on the philosophical foundations of sport as a space for personal self-realisation.

Scientists [3-5] analysed the value orientations formed in the youth environment by means of physical culture. Ørnulf Seippel [4, p176] drew attention to the socialising potential of sports activities, which contributes to the acquisition of social experience by young people. At the same time, despite the existence of thorough research, there is still a need to expand the interdisciplinary analysis of sport as a tool

for the formation of an axiological paradigm in the context of social fragmentation, digital alienation and transformation of institutional guidelines.

The purpose of the article. To find out the axiological aspects of sport as a socio-cultural phenomenon and to characterise its role in the socialisation of young people at the present stage of social development.

Presentation of the main material. Sport in the modern world has a multifunctional role: from health to social and educational. Its socio-cultural essence is manifested in the formation of moral and ethical values, such as honesty, justice, solidarity, respect for the opponent and compliance with the rules. Participation in sports activities contributes to the development of social skills, team spirit and responsibility. In addition, regular participation in sporting events builds tolerance for cultural diversity, reduces aggression and promotes positive self-esteem [3, p34-36].

Faced with numerous challenges, from information overload to identity crises, today's youth are looking for stable guidelines.

Faced with numerous challenges, from information overload to identity crises, young people today are looking for stable guidelines. Sport, as an orderly and regulated activity, offers a clear and acceptable model of behaviour. Participation in sports competitions, clubs or amateur clubs creates conditions for self-expression, achievement, recognition and self-respect. In addition, sport provides a safe environment for building leadership skills, developing effective communication skills and resolving conflicts in non-violent ways [4, p180].

The socialisation function of sport is to adapt the individual to the requirements of society, to learn roles and norms that are acceptable in a particular community. Through participation in sports, young people integrate into society, learn moral and ethical principles, which contributes to the formation of a harmonious personality. Moreover, the sports community often acts as a supportive environment for young people experiencing social or psychological difficulties, helping them to avoid deviant behaviour or marginalization .

The value impulses that sport brings are important not only for individual development, but also for the consolidation of society. The shared experience of sporting events and participation in collective activities strengthen social ties, promote unity and a sense of belonging. In this context, sport becomes a source of social capital.

Through the creation of a network of horizontal links and trust between participants in the sports process, a basis for social cohesion is formed, which is especially important in times of socio-political instability.

In the context of globalisation and digitalisation, the role of sport as a stabilising factor is increasing. Physical activity counteracts physical inactivity, isolation and the destructive effects of the information environment. Sport in the digital era is

transforming, but retains its essence as a space for the realisation of positive values. New formats, such as e-sport, also create opportunities for engaging young people, although they require additional reflection in terms of axiology. Along with traditional sports, various movement practices focused on self-discovery, meditation and environmental awareness are gaining popularity, which indicates a broadening of the range of values that young people receive through physical activity [5, p 230-232].

Conclusions. Sport as a socio-cultural phenomenon has a powerful potential for the formation of axiological guidelines in the youth environment. It contributes to socialisation, development of moral and ethical qualities, and formation of a sense of community and belonging. Practical recommendations include strengthening the axiological component in educational programmes, developing the youth sports movement, supporting inclusive sports initiatives, and promoting sport as a carrier of positive values through modern information and communication technologies.

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АКСІОЛОГІЧНИЙ АСПЕКТ ЗДОРОВОГО СПОСОБУ ЖИТТЯ, ЯК ДОМІНАНТА ОСВІТНЬОГО СЕРЕДОВИЩА

У сучасних умовах динамічних суспільних змін, загострення соціально-економічних викликів та наслідків війни, питання збереження здоров'я набуває