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CONCEPT OF FORMING THE SYSTEM OF PHYSICAL EDUCATION OF STUDENT YOUTH BASED ON THE HARMONIZATION OF SOCIALLY-ORIENTED VALUES

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Abstract: The article addresses the problem of improving the system of physical education of student youth in the context of the transformation of social and value orientations in modern society. The relevance of developing a concept for the formation of a physical education system focused on the harmonization of socially oriented values is substantiated. The purpose of the study is to theoretically justify and develop a concept for the formation of a physical education system for student youth based on the harmonization of socially oriented values. The research methods include theoretical analysis and generalization of scientific literature, pedagogical modeling, questionnaires, and pedagogical observation. The structure of the concept is developed, including target, methodological, content, organizational-activity, and evaluation-result components, and the main principles of its implementation are defined. The practical significance of the study lies in the possibility of using the obtained results in the modernization of physical education programs in higher education institutions.

Keywords: physical education, student youth, socially oriented values, concept, harmonization, higher education.

Relevance of the research. In the context of modern socio-economic and cultural changes, the role of higher education in the formation of a harmoniously developed, socially responsible personality of student youth is increasing. Globalization, digitalization of the educational environment, and transformation of youth's value orientations are actualizing the need to rethink traditional approaches to student physical education focused primarily on developing physical qualities and strengthening health [1].

Analysis of scientific research indicates that modern student youth are characterized by a decrease in the level of motor activity, a weakening of motivation for systematic physical education, an increase in psycho-emotional stress, and a deficit of socially oriented values such as responsibility, collectivism, civic engagement, and a focus on a healthy lifestyle [2]. In this regard, the system of physical education in higher education should be considered not only as a means of physical development, but also as an important socio-pedagogical mechanism for the formation of value orientations of the individual.

A number of scientists emphasize that physical culture and sports have significant educational potential, contributing to the socialization of the individual, the formation of moral norms of behavior, and the development of communication skills and social responsibility [3]. However, in the practice of physical education of students, this potential is realized fragmentarily, without a holistic orientation towards the harmonization of physical, spiritual, moral, and social development.

Current research indicates insufficient development of the conceptual foundations for forming the system of physical education of student youth, aimed at integrating physical culture

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and sports activities with socially oriented values [4, 5]. Existing programs and models, as a rule, do not provide a systematic approach to the formation of students' value orientations in the process of physical education.

International documents and research emphasize the need to develop educational systems focused on sustainable development, social integration, and the formation of a healthy lifestyle for young people, where physical education is considered an important tool for social and personal development [6, 7]. This requires the scientific substantiation and development of a concept for the formation of a system of physical education for student youth based on the harmonization of socially significant values.

Thus, the relevance of this research is determined by the social demand of society for the formation of a harmoniously developed student personality, the insufficient development of the theoretical and methodological foundations of socially oriented physical education, and the need to create a holistic concept for the formation of the system of physical education of student youth based on the harmonization of socially significant values.

The purpose of the research is to theoretically substantiate and develop a concept for the formation of a system of physical education of student youth based on the harmonization of socially oriented values.

Research objectives:

1. Analyze the current state and main trends in the development of the physical education system for student youth in higher education.

2. Explain the essence, content, and structure of socially oriented values of student youth in the context of physical education.

The object of the research is the process of physical education of student youth in the higher education system.

The subject of the research is the content, structure, principles, and pedagogical conditions of forming the system of physical education of student youth based on the harmonization of socially oriented values.

The research materials served as the scientific works of domestic and foreign authors on the problems of physical education of student youth, the theory and methodology of pedagogy, axiology, social pedagogy, and sports sociology, as well as regulatory legal documents governing the organization of physical education in the higher education system.

During the study, a complex of complementary methods adequate to the goals and objectives of the work was used:

- Theoretical methods: analysis, synthesis, systematization, and generalization of scientific and methodological literature; comparative-pedagogical analysis; conceptual and structural-functional analysis; pedagogical modeling.

- Sociological-pedagogical methods: questionnaires, surveys, and conversations aimed at identifying the value orientations, motivations, and attitudes of student youth towards physical education.

The use of a combination of these methods ensured a holistic study of the problem, substantiation of the concept of forming the system of physical education of student youth, and identification of pedagogical conditions for harmonizing socially oriented values in the educational process of the university.

Scientific novelty:

1. For the first time, the concept of forming a system of physical education for student youth based on the harmonization of socially oriented values has been developed and theoretically substantiated.

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2. The content and structure of socially oriented values of student youth in the context of physical education have been clarified, and their role in the comprehensive development of the student's personality has been revealed.

3. The theoretical and methodological foundations of harmonizing students' physical, social, and value-based development have been determined.

Conclusions: As a result of the conducted research, the necessity of integrating the physical education of student youth with the formation of socially oriented values was confirmed. Analysis of the current state of the physical education system has shown that traditional approaches are primarily focused on physical development, while the educational and value potential is not fully realized. The developed concept, which includes target, methodological, content, organizational-activity, and evaluative-result components, as well as the principles of integrity, social orientation, personal significance, integration, activity, humanization, and variability, ensures the comprehensive development of the student's personality and the harmonization of physical, social, and value aspects. The practical implementation of the proposed concept allows increasing the motivation of students to engage in physical education, forming sustainable socially significant values, strengthening health, and increasing the effectiveness of the educational process at the university. Thus, the research results confirm that a systematic approach to physical education based on the harmonization of values is an effective tool for forming a harmoniously developed and socially responsible personality of student youth.

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