THE MOTIVATION FOR PLAYING FOOTBALL AMONG STUDENTS
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Annotation. The aim is to identify factors contributing to increased motivation to playing football in a system of fitness training. Soccer is considered as a form of recreational activity. The study included 30 boys and 30 girls 17-21-year-old. In the process we used the method of sociological research. It is shown that a positive attitude toward physical education formed the majority of students. Found that for most students, classes recreational games are a means of promoting health, well-being, improve the physique. Established internal and external factors that encourage students to sports and recreational activities. Recommendations to improve the motivation of students to playing football.

Keywords: football, student activity, motivation, game.

Introduction
Modern trends of students’ life style witness about low level of their motion activity. The results of this problem are the following: boys and girls of 17-21 years old have low level of their motion activity, high probability of supporting-motor system’s diseases as well as of cardiac-vascular, respiratory, nervous and other systems (T. Krutsevich, 2001; O.V. Vinduk, 2003).

Analysis of fundamental works in the field of theory and methodology of physical education leads to conclusion that in a number of urgent branches of population’s healthy life style, one of the main places is taken by the problem of students’ motivation to football [6, 7].

Such kind of sports as football is very popular in our country, Therefore, it is easier to attract student to additional football trainings at higher educational establishments, than to trainings in less popular and acceptable kinds of physical health improving activity (K. Vikhrov, 2007).

The health improving effect of this game is ensured by dynamic work, different muscular load outdoors. The game is accompanied by the development of all qualitative sides of motion activity. Great variety of motion actions facilitates creative reproduction of new conditional-reflexive links and, therefore, mastering new forms of movements, that enriches motion experience of trainees (A.V. Bobrovskiy, 2004).

Analysis of publications (O.V. Vinduk 2003, K.K. Vikhrov 2007) shows that information, which is connected with football, is insufficient for motivation of students to physical health-improving trainings. In this connection with this, the subject of our research is an urgent one and this problem is of great theoretical and practical importance for increasing of 17-21 years old students’ motion activity.

The work has been fulfilled as per plan of scientific & research works of National University of food technologies of Ukraine.

Purpose, tasks of the work, materials and methods of research
The purpose of the research is to determine the factors, which promote motivation to football training in the system of physical culture and health improving classes at higher educational establishments. In the process of work the method of sociological questioning was used for checking of the hypothesis and solution of our tasks.

Organization of the researches.
The questioning was carried out among 17-21 years old students of National University of food technologies of Ukraine, Kiyev (30 boys and 30 girls). The results were statistically processed.

The methods of the researches:
- analysis of literature on the studied problem;
- pedagogical observation;
- sociological questioning;
- the method of statistical processing of the obtained data;

Results of the researches
Motion activity in students’ age satisfies biological, social and personal demands of trainees. In the period of studying at university motion activity deficit leads to worsening of cardiac-vascular system’s adapting to standard physical load, to reduction of vital lung capacity (VLC) and backbone strength, to excessive body mass owing to increasing of fat and cholesterol level in blood [1]. Students’ morbidity in conditions of hypokinesia is two times higher that is connected with reduction of general, non specific resistance. Hypokinesia in this age is a factor, which limits health in the future.
Football in our country was always and still is remaining number one kind of sports. This kind of physical culture and health-improving activity attracts by its accessibility as well. Game is possible practically in any even place. The health improving effect of this game is ensured by dynamic work, different muscular load outdoors. The game is accompanied by the development of all qualitative sides of motion activity by perfection of vegetative functions. Football is characterized by the work of alternative power: from moderate to maximal. It facilitates perfection of respiratory and cardiac-vascular systems, which must quickly switch in intensive work and restore after changing of the activity character [4].

Motivation is very important factor, which influences on interest to any activity. Motivation to academic physical culture activity results from different demands, which are divided into three groups: demand of motion, demand to fulfill the students’ duties and demand in sports activity [2].

In practice, it turns out that realization of behavioral factors, which are the components, integral with healthy life style, is extremely complex. There are many reasons for it, one of the main is the absence of motivation for maintaining and improvement of own health and for healthy life style. The matter is that in hierarchy of demands, which are the basis of 17-21 years old students, health is far from the first place. It is connected with modern negative trends in general culture of society.

Hence, there is the absence of orientation on health priority in hierarchy of human demands. Therefore, formation of health is, first of all, the problem of every person. It should be started with breeding of motivation for health and healthy life-style, because it is a leading system-forming factor of behavior [7].

The study of psychological literature showed that, appeared on the base of demands, motives’ system determines orientation of personality, stimulates and mobilizes it for manifestation of activity: motive of physical perfection; friendly solidarity; necessity; competitiveness; imitation; sports; procedural; playing; comfort and so on [2, 3, 4].

As sociological questioning showed, for most of students recreation games are the mean of health improvement, good feeling, body constitution’s perfection (motive of physical perfection).

It was pointed by 58% of the questioned. Besides it, for 18% of students game motive, which is the mean of entertainment, rest and nervous relaxation, also is important. 24% of respondents pointed that they want to reach success in sports.

Students’ motives of outdoor games attendance influence on their educational activity. Being satisfied with the quality and results of trainings, they become more active than those who are not satisfied.

Questioning showed that students prefer most of all group form of training – 74%; while 20% of respondents consider individual form the most preferable and 6% prefer to train independently.

The students’ interests to physical culture classes can be different. It means the drive for strengthening of health, for formation of posture; it means the wish to develop motion and volitional qualities. Boys want to develop strength, endurance, quickness and dexterity.

Students’ selection of recreational games is also interesting. Football turned out the most popular for the trainees – 48% of the questioned; then, by the frequency of answers basketball and swimming go: 14% each of them; 12% preferred weight lifting; 6% chose dances and tennis.

Just these kinds of recreational activity were preferred by students for themselves.

The conducted by us research showed that main reason, preventing students from active physical exercises, is deficit of time. Such was the answer of 39% of the questioned respondents. Among other reasons, by the opinion of the questioned, can be: 24% - the absence of good company; 23% have no possibility to pay trainings; 6% of the questioned students have no knowledge about the use of trainings and 8% offered their own variants of answers, in which they pointed, that they have free time only up to 4 hours.

Questioning of 17-21 years old students showed that 22 % of respondents have pernicious habits. 42% of students prefer physical exercises from all factors of healthy life style; 12% use means of hygiene; 10% prefer rational eating and 8% try to fight with pernicious habits. With it, only 12% restrict their eating, the rest 88% practice unlimited eating.

That is why many specialists affirm that practice of recreational games in school gives no guarantee of preservation and improvement health of pupils. It is ensured by many components of life style, among which important place is taken by health improving factors [8, 9].

In the process of study of students’ likings in leisure time the following results were obtained: 30% of participants prefer to spend leisure, communicating with friends; 28% do physical exercises; 26% - like computer games; 8% answered that they have no free time because they already attend fitness centers and prefer studying foreign languages.
Maintaining of students’ interest and dedication to large extent depends on their satisfaction with recreational games.

Concerning the factors, which stimulate participation in recreational games, 46% of the questioned know about the usefulness of physical exercises; 30% participate in them by the advice of relatives or friends and 24% - due to TV programs.

The result of the research showed that most of students can be characterized by positive attitude to physical culture.

But, formation of 17-21 years old students’ motivation for healthy life style requires a lot of efforts. As far as the effect of these efforts projects itself on the future and not every of trainees are able to solve this task by their own, education system shall be aimed at formation of boys’ and girls’ culture of health [9].

Summary
Analysis of special literature sources showed that motivation for academic physical culture activity results from different demands. With age demand in motion activity reduces. Most of students declare that they are interested in physical culture, but their interest is passive, because most of them do not practice physical culture exercises.

Revelation of motives and interests to physical and health improving trainings showed that 48% of the questioned prefer football. 49% of students attend trainings for health improvement, 46% of respondents marked out knowledge about usefulness of trainings among stimulating factors; from the reasons, preventing from attending trainings, 39% specified the absence of free time. From the methods of leisure organization 30% of the questioned chose communication with friends and 28% - physical exercises. From healthy life style factors 42% of respondents preferred physical exercises. Most of the questioned – 62% consider their motion activity sufficient.

The questioning by the methodic of A.V. Shabolts showed that 26% of the questioned students have success in sports as dominating motive; 24% - physical self-assertion; 22% - social-emotional motive; 18% have motive of emotional pleasure and 10% of respondents have rational-volitional (recreational) motive.

The prospects of further researches will be oriented on studying of practical aspects of organization and conducting of football festivals at higher educational establishments of Kiyev and their further perfection.

References