THE EFFECT OF PHYSICAL EDUCATION ON THE FORMATION OF MORAL VALUES IN STUDENTS OF HIGHER EDUCATION INSTITUTIONS

The article reveals the impact of physical education on the formation of moral values among students of higher education institutions. New approaches to solving the problem of students’ values have been identified. It was found that the system of physical education classes in institutions of higher education needs significant changes and improvements in accordance with today’s standards, this involves the creation of a system: the introduction and development of a rational alternative to sports, the restoration of health monitoring and the needs of students in terms of physical activity, the development of a system motivating students to engage in recreational activities, which significantly and effectively affects the involvement of students in physical education classes and motor activity, and this positively contributes to the formation of moral and willful qualities and principles in student youth. The relevance of the analysis of the main contradictions in the formation and development of students’ orientations to physical culture is also determined by the fact that a decrease in the interest of student youth in health practices is recorded, and statistical indicators show a progressive deterioration of the health of young people. Therefore, there is a set of contradictions that require a certain analysis.

This is, first of all, a contradiction between the need of society in the formation of specialists in the system of higher education who possess deep professional knowledge, skills, and developed skills in managing their bodies, and the actual level of students’ mastery of the content of modern physical culture.

Keywords: physical education, moral values, students, motor activity.

Formulation of the problem. A feature of modern research is their focus on solving current problems, as well as providing reliable information for adopting medium-term and long-term development strategies in various fields of human activity. Modern market relations set the direction for the development of innovative strategies for the formation of social technologies in the field of physical culture and sports. Particular attention is paid to solving the problem of involving young people in physical culture. Research is being conducted to study the resources of school and university education in solving this problem, the content of the needs of schoolchildren and students in learning the values and norms of modern physical culture. Technologies created to increase the effectiveness of the formation and development of student physical culture are being developed. Currently, the system of physical education in educational institutions lacks the principle of continuity. As a rule, the interest of a graduate of secondary comprehensive schools in attending physical education classes weakens. In this regard, personal motivation and the desire to master the space of physical culture, the interest of teachers become important conditions for the formation of physical culture of a student. One of the important conditions for preserving the physical and mental health of student youth is the systematic attendance of physical education classes.

Analysis of literary sources. The dynamic nature of culture is emphasized by V. K. Balsevich, A. A. Guzhalovskiy, V. M. Platonov, and V. S. Farfel, considering it as a process of development of the "essential forces" of a person, which is the subject of a cultural-historical process. From these positions, culture is perceived as a way of activity that gives human activity internal integrity and a special kind of orientation, and even as a way of regulation, preservation, reproduction and development of all life. Many authors, considering culture as a system of spiritual and material values, define it as a systemically organized set of socially significant types and results of human activity.

In the aspect of the investigated problem, scientists consider students’ value orientations as methods of differentiating objects of physical culture from their significance. Various components of physical culture, the forms and types of which are presented through the prism of clarifying their role, place and interrelationships in the general system of factors aimed at optimizing the physical condition and development of a person, are emphasized by such researchers as I. M. Arshavskiy, V. M. Zatsiorskiy, V. V. Petrovskyi. Here, the starting point is the clarification of the role, place, and interrelationships of the components of physical culture in the general system of factors invested in the optimization of the physical state of human
Physical culture and sports activity of a person has a considerable spiritual load. Pierre de Coubertin also said that the interest of a graduate of secondary comprehensive schools in attending physical education classes weakens. In this regard, personal motivation and the desire to master the space of physical culture, the interest of teachers become important conditions for the formation of physical culture of a student.

One of the important conditions for preserving the physical and mental health of student youth is the systematic attendance of physical education classes. However, they do not always meet the needs of modern students in terms of form, content, and methods of conducting them. A comprehensive analysis of the problem of identifying the main contradictions in the process of forming the physical culture of students is all the more necessary because only their solution can provide the basis for qualitative changes in the formation of a healthy lifestyle and life strategies of the young generation, aimed at the constant strengthening and skillful use of the potential of mental and physical forces body. The relevance of the analysis of the main contradictions in the formation and development of students' orientations to physical culture is also determined by the fact that a decrease in the interest of student youth in health practices is recorded, and statistical indicators show a progressive deterioration of the health of young people. Therefore, there is a set of contradictions that require a certain analysis.

This is, first of all, a contradiction between the need of society in the formation of specialists in the system of higher education who possess deep professional knowledge, skills, and developed skills in managing their bodies, and the actual level of students' mastery of the content of modern physical culture. Secondly, the contradiction between those forms of preservation and strengthening of the body's vital forces offered by the system of involvement in physical education currently operating in institutions of higher education, and the needs of the student youth themselves in various ways of their development corresponding to modern life by the students themselves. Thirdly, the identification by sociological methods of the main areas of improvement of the system of formation and development of the physical culture of the individual during the transition from general education to higher education, which puts higher demands on all types of socio-cultural activities. Thus, the study of the main contradictions in the formation and development of students' physical culture will allow to improve the system of organizing the appropriate practice of strengthening the health of modern youth.

The obtained data allow us to conclude that the most promising strategy for improving the field of physical culture and sports in universities is, first of all, the organization of interaction between various social units as an objective and universal form of combining the resource capabilities of structures responsible for the implementation of sports politicians in the region. It is also important to introduce normative statistical indicators of the main components of the development of physical culture in universities: the material and technical base, qualifications of teaching and coaching staff, physical activity of students, the number of people engaged in physical culture and sports, as well as implemented physical culture and health work in universities. The analysis of the obtained results allows us to draw conclusions that student youth are aware of the importance and necessity of physical activity in everyday life, as well as that personal attitude and motivation to this type of activity become decisive, but active actions to improve health, overcome reluctance leading a healthy lifestyle does not. Since the main social factors that shape the idea of physical culture and a healthy lifestyle are the immediate environment and social institutions, it becomes obvious the need for the integrated work of various departments and structures to create a conceptual program of interdepartmental interaction in the promotion of a healthy lifestyle and the inclusion of health practices in the active youth leisure.

The current state of society involves high competition among young professionals and requires both professionalism and an appropriate level of psychophysical health. From this point of view, health is not only an important social resource, but also an individual's potential, which allows one to be competitive in the chosen professional activity.

Physical culture is an important means of increasing people's social and labor activity, satisfying their moral, aesthetic and creative needs, and the vital need for mutual communication. The very goal of harmonious personality development is a product of the history of human development. But the individual receives the conditions for its realization only at a certain stage of historical development. All-round development is necessary for a person in order to be able to participate in all areas of activity (professional, social, sports, artistic, etc.). But for this you need to develop the personality structure, make it communicative.

One of the conditions for the comprehensive development of an individual is his physical fitness, as a result of physical education and sports. The formation of a personality that combines spiritual wealth, moral purity and physical perfection has become a program for educating people in modern society. However, sport acts not only as a means of improving physical development, strengthening health, and developing motor skills. In combination with other means of education, sport contributes to the comprehensive development of a person. Sport affects moral qualities, development, volitional and emotional spheres of a person, aesthetic and ethical ideas and needs. It affects the formation of a person's character, i.e. those personality traits that are reflected in actions and relationships with other people and the outside world. Sports have a positive effect on the intellectual sphere. Motor activity, which is their basis, contributes to: the formation of a person’s ideas about the motor capabilities of his own body; the development of observation, since sports activities require focusing attention on the conditions that accompany the movement, as well as quickly switching attention to various stimuli: the development of orientation speed, since most types of sports produce the ability to adequately change behavior depending on the conditions, which arose; development of thinking, since sports activities are creative; in the process of training, it is necessary to analyze the reasons for the successes and failures of one's achievements, to correctly assess the situation that has arisen, to search for ways to rationally solve motor problems. Together with the development of the intellectual sphere, there is also the spiritual growth of a person, which today occupies the most important place in achieving the general goal of education.
main strength and achievement of sports is that it is a school of moral goodness and purity, physical endurance and energy. In sports, all human qualities are especially clearly expressed: character, attitude, will, conscience, honesty. This is exactly the type of activity where the moral and volitional qualities of a person are especially clearly tested and formed. At the same time, the problem of the formation of personal qualities of students under the influence of physical culture and sports, taking into account new socio-economic conditions and changes in the surrounding environment, requires further research.

It is necessary to dwell on one of the most important tasks that should be solved in physical education and sports classes - the influence of these classes on the moral traits of students, since physical culture and sports operate with a significant amount of means of moral and ethical influence on the spiritual world of a person. There is an urgent need to raise the moral education of the individual to a qualitatively new level, to significantly increase its effectiveness. Therefore, such categories of moral education as "moral values," "moral culture," "moral need" are gaining special importance nowadays. Morality is a system of norms and principles of human behavior in relation to each other and to society. Morality regulates people's behavior through a system of orientations, norms, prohibitions, evaluations, and ideals. It makes it possible to establish a connection between an act and all human behavior with a generally accepted system of values.

The main reserves of effective involvement of students in motor activity are concentrated at the stage of formation of the national sports policy. At the macro level, general conditions and a national policy in the field of the development of sports and its individual types, which have a basic, institutional nature, are being formed. At the meso level, the main factor that determines the possibilities of physical culture formation is the promotion and understanding of the importance of involving students in health-related activities at the regional level. Macro- and meso-level factors determine the effectiveness of the process of attracting students to physical culture and sports, which depends on a number of features: the availability and reproduction of highly qualified personnel, developed information infrastructure, as well as the responses unity of the material and technical base with modern requirements. According to the results of the research, there are several aspects that actualize the need for physical activity among students. This is fashion, imitation, the need to get credit, a way to maintain or improve physical fitness. It is significant that students who do not attend classes at institutions of higher education due to poor health often buy subscriptions to health and fitness centers in their free time. The conducted theoretical and practical research proves that the problems of preserving the health of young people and the formation of motivation to engage in recreational activities are becoming more and more socially significant. The massive national system of physical, spiritual and moral improvement of the population, promotion of a healthy lifestyle - with access to individual self-awareness and operational control over the state of health - still remains on the periphery of the priority areas of state policy. Thus, it is obvious that in solving the problem of increasing the role of physical activity and a healthy lifestyle of youth, it is necessary to strengthen the comprehensive organizational strategy of the state level, represented not only by direct or indirect financial and material support in the field of physical culture and sports, but also established by law. It is known that with an insufficient level of health culture, a person stops active activities to support and develop his own health. The culture of personal health, which is understood as multi-competent personal education, which characterizes the conscious activity of an individual to preserve and strengthen health, manifests itself directly through motivated activity. It is the active component that is an integral indicator of human health culture. As culture gives rise to defining value orientations that develop into socially significant, developed and reflected axiological systems that affect all spheres of social life, so education, as one of these spheres, not only reproduces the patterns set by culture, but also forms new values and ideals, designed to contribute to the design of a new model of education, a new state of culture and methods of social organization.

**Conclusions.** The results of the study make it possible to analyze in a new way the opportunities that are opening up in solving the problems of the formation of physical culture of young people and involvement in health practices. It is obvious that it is necessary to strengthen the organizational-pedagogical factor, which includes informational-analytical, motivational-targeted, planning-prognostic, control-diagnostic and regulatory-corrective directions in ensuring the activities of higher education institutions in the aspect of student involvement in physical education. The system of physical culture classes operating in educational institutions requires significant changes and improvements in accordance with today's standards, this involves the creation of a system: the introduction and development of a rational alternative to sports, the restoration of health monitoring and the needs of students in terms of physical activity, the development of a motivation system students to participate in recreational activities, which significantly complicates and effectively affects the involvement of students in physical culture and sports.

**Reference**