The article analyzes the factors affecting the effectiveness of the training process in football. It has been proven that improving the management of the training process based on the generalization and analysis of the structure of the competitive activity of football players and the general laws of the formation of sportsmanship is one of the promising scientific directions in the field of sports training methods in football. The peculiarities of the preparatory period of young football players at the stage of sports improvement and the structure and sequence of the distribution of training in the preparatory period have been determined. The training content of young football players in the preparatory period using the related training method has been developed. This issue is reflected in more detail in the works of foreign researchers of recent years, which are based on the practical experience of football team coaches using the technology of planning training loads, aimed primarily at developing physical qualities and improving the technical and tactical skills of football players.

In domestic science, as well as in foreign science, the strategy for organizing the training process in football is determined by the dynamics of the development of preparedness of young football players and the specifics of the competition calendar. The short duration of the preparatory period imposes special requirements on the training process, consisting in the need for quick recovery and long-term improvement of physical qualities and technical and tactical abilities at a high level before the start of the competitive period.

**Keywords:** physical education, football, institutions of higher education, training process.

Analysis of literature sources. A number of factors influence the fact that the study of competitive activity in football attracts a lot of attention. Among the most important are the general strategy of training (choice of means, methods), objectification of the team's sports result, individual contribution of each player, quantitative assessment of game actions, simulation of real fragments from competitions during training. According to the scientific works of, popular among modern youth is health aerobics, which, due to the emotional background and the use of simple and affordable dance and gymnastic exercises, has a positive effect on the body; strengthens the cardiovascular and respiratory systems, increases aerobic capacity, develops strength, flexibility, coordination of movements, improves general and strength endurance, helping to increase the level of...
Physical fitness [3].

In view of this, the optimization of physical activity, as the main factor in improving the health of students, through the use of health fitness is relevant and socially important. And although fitness is a young type of exercise, it is developing very rapidly, which leads to the study of the problem of individualization of health fitness programs.

Thus, an important scientific and applied problem of inconsistency of existing approaches aimed at the formation of a high quality of life, the needs of society and the state. In this regard, it is important to develop the theoretical and methodological foundations necessary for the applied adjustment of quality of life with the use of recreational and health technologies.

Presentation of the main material of the study. The control of competitive activity in football is represented by the most coordinated position of different authors in connection with the general provisions of control. When measuring and evaluating competitive activity in football, two main groups of indicators are taken into account:

- individual and collective technical and tactical actions;
- motional movements of football players across the field.

The first group characterizes the technical and tactical readiness of both each individual player and the team as a whole. The second is the functionality of football players and their special physical fitness.

World football in its development is an integration of the styles of European and South American football. Europeans found their expression in individual skill, in which they reached a high level, although this was more characteristic of South Americans. The intensity of the work performed by the players during the match is mainly of a dynamic nature and it regularly fluctuates from moderate to maximum.

These ways of playing are practically successfully carried out if the player is physically well prepared. Good preparation is one of the main conditions of a combination football match, the ability to move continuously.

It has long been known that any kind of training (physical, technical, tactical, psychological, athletic) is provided in advance by the selection of specific load components, as well as their means and methods.

Physical exercises are the main means of training an athlete of any specialization. With the help of different exercises, different physical qualities are developed. So, for example, cross-country skis develop endurance, acrobatic elements - agility, exercises using a barbell - strength. But, we should not forget that physical exercises also affect the development of other qualities, but only slightly. So, cross-country, in addition to developing endurance, instill in an athlete perseverance, the will to overcome obstacles, improve the functioning of the whole organism as a whole, increase muscle elasticity, and at the same time also improve running technique. This increases the efficiency of the training process, and also allows you to build it more rationally.

Physical exercises are divided into 4 main groups: general preparatory; special preparatory; special-developing; competitive.

The value of these groups of exercises is widely known in training. The main question is what volume of these groups of exercises to include in the training of football players of different qualifications. What will be the training system that guarantees the growth of sportsmanship of football players in the future? Note that there is still a lot of controversy and unclear in this matter. It turns out that this type of training has serious shortcomings that require reconsideration of organizational and methodological positions.

General physical fitness should, in general, be achieved in youth, before a player enters big football and enters a professional team.

First, because for the general preparation of a high-level football player, limited opportunities are given. Secondly, in the composition of the master teams, the majority of players who have stepped over the age of 22 and older. This is a milestone, after stepping over which, it becomes more difficult to continue developing speed-strength qualities. It is necessary to start developing the speed-strength qualities of football players, the ability to control complex movements in advance, in children's and youth schools.

Special physical training directly depends on the game technique, affects the player's motor abilities, competitive load indicators and mental tension. It is closely related to the development and improvement of football skills and abilities.

It was found that non-specific exercises are means of selective influence, while specific exercises are of mixed influence. Frequent volumes of loads, both specific and non-specific, correlate with the effectiveness of the physical training of football players.

When planning loads that develop and improve motor qualities, it is necessary to take into account the pattern of manifestation of these qualities in competitions. It is proved that the manifestations of dexterity, speed-strength qualities and physical performance are the most important in football.

The endurance of football players is the ability to conduct game activities without reducing its effectiveness during the entire match. Since the movements of football players during the match are very diverse both in terms of technique and intensity of movement, then endurance will be determined by a large coverage of various biochemical reactions that occur in the body: general endurance.

The endurance of a football player is a multi-component physical quality. The power and capacity of energy generation determine the level of its development, also cost-effectiveness and efficiency in the use of functional potential; specificity of adaptive reactions; perfection of motor skills and vegetative reactions; level of specialized perceptions; tactical distribution of forces for the match; mental steady.

Aerobic power - the main condition that determines endurance, and the limiting factor - the power of the heart muscle and minute blood volume - was considered by the researchers. It was also believed that working hypoxia was caused by a low level of maximum oxygen consumption and, as a result, the concentration of lactate and other metabolites in the blood increased and the muscles got tired, and their contractile properties decreased. Such ideas linked endurance with the inevitability of a decrease in performance and hopes for the buffering ability of the blood as the only way to maintain acid-base balance within
optimal limits.

This is the ability to effectively perform work and overcome fatigue in conditions that require competitive activity in the chosen sport. Scientists propose to distinguish "special training endurance", expressed through indicators of the total volume and intensity of specific work performed during training, microcycles and larger formations of the training process, from "special competitive endurance", characterized by working capacity and efficiency of movements, features of mental manifestations during competitions.

Holistically developing special endurance, they take into account the fact that the effectiveness of competitive activity is associated with a variety of movement functions that ensure high performance of an athlete with large changes in the internal environment of the body and in various environmental conditions. Therefore, developing special endurance, it is recommended to diversify the means and methods for improving technical and tactical actions and developing special endurance; interconnect the processes of technical and tactical improvement and the development of special endurance; to model the training activity of all possible states and reactions of functional systems that are characteristic of competitive activity; to create variability of environmental conditions both in the development of special endurance and in the process of improving technique and tactics.

By increasing aerobic capacity in football, it becomes necessary to improve the power of the aerobic process, which is expressed in terms of maximum oxygen consumption, and the capacity of the aerobic process, which is manifested in the ability to maintain high aerobic performance for a long time, which is determined by the duration of maintaining the maximum oxygen consumption values available for this work. Increase aerobic capacity with intermittent, conjugated and continuous training methods.

Intermittent forms of training are based on the fact that the load is divided into several "portions" alternating with intervals of passive or active rest, which allows the use of more intense exercises, exercises with a certain degree of critical and supercritical intensity, which have a more acute effect on the athlete's body. These methods, according to some experts, have an advantage over the continuous method: effectively developing general endurance, they contribute to the parallel development of other physical qualities - speed, strength, strength and speed endurance. In addition, they have a positive effect not only on the activity of the cardiovascular system, but also on other body functions.

**Conclusions.** Football is one of those sports in which the running load of football players is a major part of their activity, characterized by different speeds of this load. Various forms of movement (jogs, accelerations, jerks with changes in direction) are the main components of a football player's run. Physical education of students is part of the educational process. One of the urgent problems of physical education of student youth is reliable pedagogical control over determining the level of physical fitness. For the effective implementation and correction of recreational and health-improving technologies in the educational process of physical education of students, it is necessary to include the following organizational and methodological blocks.

With the predominance of anaerobic glycolysis, the process of muscle acidification will begin, which will lead to further difficulty in performing the following accelerations. A football player will be able to perform a full-fledged re-acceleration already after 30-45 seconds if aerobic glycolysis processes prevail in the body (there are a lot of mitochondria in muscle fibers, a football player has a high level of oxygen consumption at the level of anaerobic threshold).

**References**