



# Bipolarity in understanding the genesis of the sportization phenomenon

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## Abstract

**Objective of the study** was to substantiate the bipolarity of the genesis of the development of the phenomenon of sportization from the standpoint of the historical context.

**Results and conclusions.** Sport and physical culture as two social phenomena have gone through a complex historical path of development from bodily-motor practices to a modern social institution, creating a dualistic nature of sportization.

Following the philosophical paradigm of the bipolarity of any phenomenon, modern sportization is realized, on the one hand, using the potential of the historical genesis of this phenomenon, on the other hand, subject to the adaptation of conversion technologies to the new conditions of sports activity based on the preservation of its internal mechanisms and the evolution of the means and methods used throughout over the course of its development.

**Keywords:** *historical context, physical culture, sport, sportization mechanism.*

**Introduction.** Sport is an important part of the general culture of society, its natural phenomenon, inherent in social life and inseparable from it.

This thesis has a historical content, since sport in its formation has gone through a difficult path of development from a single combat phenomenon to sports activities, including a system of competitions, preparation for them and many social relations that contribute to the implementation of training practices for people of different sex, age, nationality, status and etc.

**Objective of the study** was to substantiate the bipolarity of the genesis of the development of the phenomenon of sportization from the standpoint of the historical context.

**Results of the study and their discussion.** The ancient agonal (playing) and sports (entertaining) practice initially acted as a systemic religious ritual of performing physical exercises, which was based on sports competition - a special form of competitiveness, characteristic of the religious and cult life of peoples. At the same time, sport from ancient times to

the present day has become, in its content, a culturally civilized substitute for physical education and the culture of martial arts. The historical institutionalization of sports was facilitated by the periodic strengthening of religious influence in the systems of physical education, caused not by their nature, but by politicization in the context of exacerbation of social class and ethnic conflicts [2]. Historical prerequisites determined the process of adaptation of physical education to sports through the mechanism of sportization. These changes have transformed the social essence of the species diversity of martial arts and physical exercises into their institutional design as a sport activity.

The mechanism of sportization is put in the genesis of the development of modern sports. It has been repeatedly proven that sport as a social phenomenon of modern life is a school for the formation of character, courage, will for young people, in which one can learn to win and lose. In sports, various problem situations and ways out of the difficulties that are encountered both in sports activities and in ordinary human life are



modeled. Thus, already at the present time there is a phenomenon of sportization of physical education as a process of youth socialization.

The concept of sportization in modern education includes the conversion penetration of high sports technologies into the educational process in order to form young people's motivation and interest in sports. The sportization of physical education creates equal opportunities for self-development and self-improvement of the psychophysical qualities and motor abilities of each student through sports activities that promptly respond to the motivation, interests and needs of those involved [1].

At the same time, it is quite clear that it is impossible to transfer into physical education (especially children and adolescents) the system of competitions that has developed in the sport of the highest achievements with tough competitive relations between athletes, careful recording of results using complex technical devices, selection of athletes for competitions of a higher level, performance of sports categories and titles.

Until now, the idea of mass competitions has been very ambiguously perceived by many scientists and coaches, linking competitions with such negative phenomena as injuries, personality deformation, the penetration of the spirit of commercialization into sports, the destructive effect of overload on the health of athletes, dishonest play, and disrespect for the opponent. However, if it is currently impossible to refuse this in the sport of the highest achievements, then in sportsized physical education one should actively use the huge educational potential of competitions based on the basic values of sports: friendship, mutual assistance, fair competition, harmony of body and spirit. At the same time, I would like to emphasize that the competitive start, the focus on achieving victory, setting a record is the main distinguishing characteristic of sports, for example, from physical culture, where the competitive method is only one of the ways to increase the interest and motivation of those involved in physical activity.

The historically established cult religious aggressiveness of the competitive beginning of body-motor practices still introduces into the phenomenon of

sportization the inconsistency of competitive activity, which can be expressed in violation of the rules, "star fever of athletes", cruelty towards an opponent, contractual victories, etc.

Nevertheless, given the importance of the competitive aspect, the sportization of physical education should include, along with the introduction and adaptation of sports training technologies, a competitive principle based on the following conversion conditions:

- be public, do not require highly specialized sports training;
- allow a large number of young people to compete;
- to provide equal opportunities to participate in competitions for people of different sex, age and physical abilities;
- evaluate results without the use of complex procedures and expensive equipment.

**Conclusions.** Following the philosophical paradigm of the bipolarity of any phenomenon, modern sportization will be successfully implemented, on the one hand, using the value potential of the historical genesis of this phenomenon, on the other hand, subject to the adaptation of conversion technologies to the new conditions of sports activity based on the preservation of its internal mechanisms and the evolution of the means used and methods throughout the entire period of its development.

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