

UDC 111:796

FORMING THE CONCEPT OF THE SPORTS CULTURE OF THE PERSON IN THE CONDITIONS OF GLOBALIZATION: DOMESTIC AND FOREIGN EXPERIENCE

© Bilohur, Vlada

Melitopol State Pedagogical University named after Bohdan Khmelnytsky, (Melitopol, Ukraine)
E-mail: bilovlada@mail.ru, ORCID 0000-0001-9041-7050

Abstract. *The urgency of the research* is the concept of sports culture, which is formed in the conditions of globalization with the usage of domestic and foreign experience which is analyzed. The concept of sport is seen as expression of the generic nature of a man that is reduced to a physical and spiritual perfection of man, the harmony of the soul with the inner essence of a man. **Formulation of the task** - the article focuses on the development of sports culture in the conditions of globalization, which acts as an integral part of global culture and acts as an influential force capable of consolidating society. Sports are an important element of culture and one of the most widespread activities. Sport is claimed as a social, cultural and economic phenomenon of a globalized society. This type of society requires the development of the concept of sports culture and its implementation in the cultural practice of sports management. **The analysis of recent research and publications.** We rely on authors who investigated sport as a phenomenon that acts as a factor in the formation and development of personality. The problem of self-determination of a sports personality as a philosophical problem is considered in the philosophical works of V. Bilohur, N. Vizitey, R. Robertson, I. Walsall's, E. Giddens, M. Kastesels, U. Beka. **Isolation of unexplored parts of the general problem** - conceptualization of the concept of sports culture. At the core of the study is the conceptualization of the basic sports circuits in the system of interdisciplinary space as a factor for the formation of a tempered and integral sports personality. **Methodology** - the use of approaches, in particular anthropologic, ontological and art-therapeutic, which allowed considering sport as an important economic, social and cultural phenomenon, aimed at developing the concept of sports culture. **Presenting main material.** The place and role of the concept of sports culture as a new scientific direction and discipline of the culture of sports management are analyzed. At the heart of the culture of sports management - the development of a sports man, the use of humanistic and cultural foundations for the formation of a holistic concept of sports culture. The place and role of sports culture in the conditions of globalization in the context of domestic and foreign experience for the affirmation and development of the human organism, which predetermine the formation of a sports person, is explored. It is revealed that the concept of sports culture forms a model for expanding the influence of sport on all spheres of society's life in a globalizing environment, which contributes to the unification of mankind. The essence of sport as the main determinant of influence on the development of the culture of sports personality is revealed. **Conclusions** - the concept of sport in the context of sports culture in the conditions of globalization, based on which the affirmation of the cultivation of the culture of the soul, body and spirit, is revealed.

Key words: concept of sports culture, globalization, sports management, sport person, culture of soul, body, spirit.

1. Introduction. The relevance of research. Globalization as the main paradigm of modern development is connected with the features of the modern era, which is a central and largely unifying theme for natural and humanitarian knowledge. The problems considered by the paradigm of globalization help to shape the worldview of the survival of mankind, thereby speeding up the pace of its introduction into social practice. Globalization reveals a lot of examples of manifestations of the

mechanisms of human survival in conditions of instability in anthro-socio-cultural systems. In this respect, a significant contribution to the development of globalization was made by the works of R. Robertson, I. Wallerstein, E. Giddens, M. Castells, W. Beck, and other researchers who dedicated special works to the phenomenon of globalization. According to the definition of the International Monetary Fund, this is an intensive integration of both markets for goods and services, and capital. E. Giddens

defines globalization as an intensification of world social relations and defines it as a consequence of modernization, considering it in four institutional dimensions: 1) the world capitalist economy; 2) the system of national states; 3) the world military order; 4) the international division of labor, which, in the end, is reduced to the world economy and world politics. Globalization promotes the formation of world-alignment, which belongs to the class of large systems. The imperative of modernity is integration into the global economy and the development of market relations for the speedy modernization and gaining high competitiveness. The economic foundations of globalization are encountered not only by the political interests of national economies (protectionism), but also by technical and economic constraints.

The relevance of the research is the concept of a sports culture in the context of globalization is analyzed with the use of domestic and foreign experience. The concept of sport is regarded as an expression of the human nature, which is reduced to the physical and spiritual self-improvement of man, the harmony of the soul and body with the inner essence of man.

1.2 Globalization as the transformation of the world into a single global system

In the economic dimension, globalization is an expansion of capitalism and its transformation into an integrated world economy. Financial globalization was greatly facilitated by the development of information technology that made possible the functioning of global markets in real time and electronic money transfers. Another important factor of economic globalization is the development of transnational corporations, which unites a significant increase in the volume of world trade in the last twenty-five years. The political imperatives of globalization are predominantly determined by economic considerations: the desire to strengthen the world economic positions of "one's own" national economy, "their" entrepreneurs, and the pressure of stronger states and TNCs.

Globalization of culture is the result of the development of mass tourism, increased population migration between societies, the commercialization of cultural products and the spread of the ideology of consumerism around the world. At the same time, globalization destroys the cultural foundations of established societies, their historical heritage and identity, because Western culture is offered to the world

as the only universal and progressive, and Westernization as a mechanism for implementing this project.

By "globalization" many scientists understand the process, during which the world turns into a single global system. In modern conditions, there is a globalization of innovations, migration processes, science and education, political institutions, culture and sport [1, p.174-175]. Globalization in sport is the transformation of sport into a phenomenon of a global, universal human plan that has a significant impact on all aspects of people's lives. Sporting globalization promotes awareness of the interdependence of the world as a whole.

The globalization of migration processes leads to a growing number of refugees, large-scale illegal migration, various forms of movement of people, and increased demand for highly skilled labor. All this leads to the fact that globalism is being formed as a type of consciousness of a planetary scale that arises in the process of globalization [2, 272p.]. Representatives of globalization model some image of the future and, accordingly, seek to rebuild the society.

Globalization puts social transformation in the framework of the spatial organization of social relations and trade-offs, which are characterized by prevalence, intensity, speed and influence. Globality represents today a qualitative characteristic of the modern world, which reveals the movement towards integration and integrity, manifests itself in all dimensions of being and human consciousness, and means the formation of a community of social, economic, political, legal relations.

In different parts of the world, people react differently to global changes: globalization is able not only to unite, but also to separate peoples. Globalization potentially includes the possibility of complex regulation of global problems and the ability to introduce partial changes in the system. All the above processes indicate that globalization is becoming the main paradigm of social development.

2. Formation of the concept of sports culture of personality

Formation of the concept of sports culture of the individual can be explicated as an expression of the generic essence of competition, which is not only the broadcast of the world of sports culture, but also techniques of technological relation to sport, sports values and patterns of behavior. In the world of sports culture, a whole personality is cultivated due to

competition in sports as a substantive basis of personality formation. It is no accident that N.Visitei defines competition as one of the basic moments of a person's self-identification. In his opinion, "competitiveness is universal. A person is constantly involved in a competitive relationship. Competitiveness is one of the forms in which the deepest potencies of human existence are realized [1, p.83].

Among all possible definitions of a person existing in the modern philosophy of sports, there is no such characteristic as the formation of a sports personality, the formation of a sports culture as an expression of the interaction of culture, education, and sport. Sport culture is a part of culture, which is based on the interaction of education, sport, culture, which represent the intellectual, spiritual and physical activity of a person in the development of an integral personality, which includes the results of activities that ensure the basic aspiration of a person for play, competition, creativity in a concrete reality.

2.1 Sports culture as a physical and spiritual improvement of a man

Sports culture is associated with the physical improvement of a person who embodies the physical values of an individual. Sports culture is impossible without the formation of spiritual values that represent the representation of the whole diversity of nature, beauty, dignity, meaning of life, the so-called self-valuable, semantic values that contribute to the formation of a person as an integral personality and directly depend on the specific environment. Spiritual values in conjunction with the physical are necessary to ensure human life, which reflect the human world.

According to our criteria, spiritual values in conjunction with the physical ideals of the self-establishment of man and the cultivation of his body constitute the sports culture of man, since it is a form of existence of the individual and human in the context of interaction between culture, education, and sport aimed at developing a holistic sports personality. The philosophy of the sports culture of the individual as an expression of the interaction of culture, education, sport, because of its specificity as a form of unity of spirit and body, expresses the uniqueness of this system of imperatives. Sport culture as a general-substantial category of human existence is unique, since it includes all imperatives for imitation. Sports culture is opposed to nature; it is associated with the process of achieving a more perfect, physically

stable being, based on the functions of culture [2, p.91].

2.2 Development of the sports culture of the individual as an expression of the generic essence of sorbents

The development of the sports culture of the individual as an expression of the generic essence of competitiveness in the world of sports is a reflection of the whole variety of human relations that is directed towards the world of nature, society, and man who cultivate the humanistic intellectual aspect of social relations associated with the formation of self-valuable, meaningful ways of human existence.

Sport as a substantial matrix of personal development reflects the internal position of being a creator of one's destiny and produced by the world of sports, emphasizing the self-worth of a sports person. Sports culture includes the formation of sports values, the value of which does not decrease, but increases. Sport as a product-program of activities is an expression of emotional, intellectual and sensual action, thanks to which the athlete's consciousness and self-awareness, being constantly in a state of stress, is further strengthened. It is no accident that sports activities are aimed at cultivating the results to achieve their sporting goals.

At the basis of the development of the sports culture of the individual as an expression of the generic essence of competitiveness in the world of sports, discourse is the development of all personal inclinations that are transformed in these or those sports practices and are an element of the individual's life process. The essential interrelationship between sport, physical perfection and spirituality is the harmony of the soul with the individual world of sports, the realization of principles, meanings and norms of sport activity.

The development of the sports culture of the individual as an expression of the generic essence of competitiveness in the world of sports is aimed at the interaction of culture, education, and sports, which in general lead to the formation of an effective, rational and humanistic essence of sports culture. Sport culture is based on self-improvement of human being and its values, combining the idea of human existence with the idea of activity, which makes sense in the context of cultivation of sports activities and values. Sport competition as an individual and social interaction ultimately depends both on the person himself and on the conditions that society creates in the form of sociocultural determinants for the development

of the sports world, on the person's ability to self-regulate his generic essence and to unleash his potential to become a person as a result of potential competitiveness, which is inherent in nature from man [3].

Among all possible definitions of man existing in modern philosophy, there is no such characteristic of him as a sports person. The development of the sports culture of the individual as the expression of the generic essence of competitiveness in the sports world is the interaction of education, sport, culture, which represent the intellectual, spiritual, physical activity of a person in the formation of an integral personality, which includes the results of activities aimed at the cult of sports victories, including biogenetic- psychophysiological phenomena of man. At the heart of competitiveness is a culture that is associated with the physical and spiritual improvement of a person, which embodies the individual's physical and spiritual values in correlation with the processes of the sodium-state as a whole. Sports culture is impossible without the formation of spiritual values that represent the representation of the whole diversity of nature, beauty, dignity, meaning of life, the so-called self-valuable, semantic values that contribute to the development of a person as an integral personality. Spiritual values in conjunction with the physical perform the role of axiological support of human life, which reflect the inner state of the human world. Spiritual values in combination with the physical make up the sports culture of man, because it is a form of existence of the individual and human in the context of interaction between culture, education, and sport, aimed at the formation of a complete personality [4].

2.3 Directions for the development of the concept of sports culture of the individual
Major part in the development of the concept of sports culture of the individual as an expression of the generic essence of competition in the world of sports is played by:

1. Motivation of the athlete as one of the most important roles in achieving the athlete's results. But we cannot assume that the higher the athlete's motivation, the more effective the athlete's success. The reward for success is an incentive, and the idea of it is motivation. Excessively high motivation increases the level of anxiety and fear of the athlete and requires stability, speed of reaction, endurance.

2. Psychological support seems to be the decisive factor for success, so close cooperation

between the doctor, psychologist, trainer, athlete, which ensure the creation of a decent psycho-emotional climate in the team, create an effective psycho diagnostics of the athlete, taking into account the typology of the nervous system, personal characteristics of the individual and sport, teach the athlete the art self-control and self-regulation, in order to consciously manage themselves at all stages of sports activities [5].

In modern conditions there is a globalization of innovations, migration processes, science and education, political institutions, culture and sport. Globalization in sport is the transformation of sport into a phenomenon of a global, universal human plan that has a significant impact on all aspects of people's lives. Sporting globalization promotes awareness of the interdependence of the world as a whole. The globalization of migration processes leads to a growing number of refugees, large-scale illegal migration, various forms of movement of people, and increased demand for highly skilled labor. All this leads to the fact that globalism is being formed as a type of consciousness of a planetary scale that arises in the process of globalization.

Representatives of globalization model some image of the future and, accordingly, seek to rebuild the society. Globalization puts social transformation in the framework of the spatial organization of social relations and trade-offs, which are characterized by prevalence, intensity, speed and influence. Globality represents today a qualitative characteristic of the sports world, which reveals the movement towards integration and integrity, manifests itself in all dimensions of being and human consciousness, and means the formation of a community of social, economic, political, legal, and sporting relations. In different parts of the world, people react differently to global changes: globalization is able not only to unite, but also to separate peoples. - And even through sports. All the above processes indicate that globalization is becoming the main paradigm of social development [6].

2.4. Sport culture as an integral part of global culture

Today, in the context of globalization, sports culture is an integral part of global culture, and the concept of "big sport" has turned into a legitimate part of big politics. Sport culture in the modern world serves as an influential force capable of consolidating and disconnecting large groups of people. In the postindustrial era, sports culture in the mass

consciousness of people began to express more and more the social and cultural solidarity of peoples. It is the sporting culture that becomes an important element of the general culture and one of the most common activities in developed countries; it is constantly engaged in, from time to time, the elderly, people with disabilities, children, youth and adults. Sports culture is directly related to the economic prosperity of countries, so far it is related to competitiveness, the level of social and labor activity of citizens and the costs of medicine. In sports clubs, schools, in group classes, "group" differences are remade, which contribute to social integration. Thanks to sports contacts are established not only between professional athletes, but also between citizens of different countries. As for the role of professional athletes, they, on the one hand, contribute to the identification of their nation, and on the other hand, they learn to think in supranational, global categories.

The philosophy of sports is an integral part of a person's philosophy in that part of it where it seeks ways to perfection and reflects on the limits and possibilities of human nature. Sports on the West are popular and developed. Western athletes represent their country in international competitions in most sports. So, the Polish mountains are convenient for winter sports competitions, and the Baltic coast serves as an attractive place for practicing all kinds of water sports.

2.5 Foreign experience in the development of the concept of sports culture

For example, Poland has been participating in the Olympic Games since 1924, although the National Olympic Committee (in Pol. Polski Komitet Olimpijski) was established in 1918. The greatest successes at the Olympics in comparison with other sports were achieved by Polish track and field athletes and boxers. The most titled athlete is a four-time Olympic champion, three-time world champion and two-time European champion in long distance walking Robert Korzhenowsky. In the mainstream of the sporting movement, the value of sport as a factor of socialization and personal education is growing, as various inter-human relations arise and manifest themselves in the course of sports activities and in connection with it. The totality of these relations forms the basis of the shaping influence of sport on the individual.

In its essential features - the game, competitiveness and publicity, entertainment - peculiarly solves the problem of man, his

dichotomous body and soul. Sport as a game opens the curtain of the mysterious essence of the soul, as it transforms its body into unusual and unusual roles for it. Tragic life of the athlete is that he consciously deprives himself of many pleasures, exhausting training and preparation process and extreme tension of forces during performances constantly runs the risk of losing his health. Sport decompensates, like other arts, the "inclusiveness" of a person in the collectivist cultural and historical creative process creates the illusion of ownership in it. Observing the sports spectacle likewise empathizes with the success and defeat of the participants in the competition.

Interesting for philosophical sports anthropology is the position of existentialists that in the movements of corporeality the gracefulness of his entry into the surrounding society is manifested. The body is masterfully in touch with other participants in the movement, and, thus, in the opinion of JP Sartre, he discovers his freedom as an essential feature of man. In various kinds of international competitions, not a single athlete wins or loses, but the country that he represents and, thus, in sports, the national is represented in the world heritage of culture.

The loss of national color in the sport in the process of modern globalization can deform it, level out its inherent attractiveness, deprive the moral support of the people, which the athlete personifies, and therefore - extinguish in him the halo of sacrificial heroics. The athletic achievement is given by an incredible price of deprivation, a purposeful, conscious renunciation of multiple pleasures, one-sided concentration of physical strengths and abilities, and not always clear certainty in the sport's after-sport existence.

Sport affirms the philosophy of good and cuts out the metaphysics of evil, although it constantly experiences its corrupting influence. The confirmation of this thesis is the logic of the history of the development of sport, its types and social movements. It consists in the gradual expansion of an ever wider population: from the sport of higher achievements, which requires extreme testing of the physical and mental properties of man (Olympic, professional, commercial) for mass sports, the public movement "sport for all", organized under the auspices of UNESCO, whose goal is the concern for the preservation and restoration of the health of the nation.

The result of the study.

Sport is one of the important means of ethical and aesthetic education, the satisfaction of the spiritual demands of society, this is the whole world of emotions generated by successes and failures in competitions, a complex set of inter relations between people and, finally, the most popular spectacle, whose social significance is rapidly growing. The philosophy of sport as a subsystem of professional education has a humanistic orientation only if creative potentialities of the individual are realized in sport, rather than narrowly pragmatic interests, if the sport remains a fact of culture and enriches the spiritual life of the society in terms of its saturation with the imagery of the distinctive "I". Sport as a socio-value and body-spiritual system has the ability to self-organization.

Socio-communicative and spiritually-existential dimension of sports allows to realize more deeply the value character of sports activity, expressed in harmonization of bodily, spiritual and spiritual principles. The society must be different in order to realize the harmony of the sport of higher achievements in order to overcome the attitude to sport only as a means of commercialization. Today it is necessary to form an interpersonal concept of sport as a substantiality and value of personality, according to which sports achievements, on the one hand, are a product of personal development, and, on the other hand, sport is a phenomenon of global scale. If we really believe that modern sport evolving in the context of European culture is not only a philosophy of corporality, but also a sociocultural phenomenon, we must develop the philosophy of sport as a new scientific direction that explores the ontological, metaphysical, axiological, phenomenological, existential foundations of sport as a complex social and cultural phenomenon.

Conclusion.

1. Development of the sports culture of the individual as an expression of the generic essence of competitiveness in the world of sports includes the analysis of sport as a substantial basis for the development of the personality and its generic traits, through which the personality self-fulfills itself in the world of sport, and also through self-construction, which represents man's free choice of his development of self-regulation personality in sport.

2. Sport as an ontological and axiological reality crystallizes in the consciousness and self-awareness of the athlete's personality, reflecting his human qualities. Therefore, sport as a competitive interaction acts as a necessary stage in the development of individuality.

3. Today, the world of sports cannot do without commercialization, then the question naturally arises: how does commercialization affect the changing world of the sports person, is commercialization harmful to the development of sports culture and the harmonious development of the individual. Commercialization, the laws of the market should be connected with culture and education, based on the humanistic values of the image of sport life, strive to obtain joy from achieving sporting success, be brought up on good sports examples and respect for the universal principles of ethics and morality in the world of sports.

4. There is another opinion. K.Volkwein [1995] believes that the slogans and calls to adhere to the principles of moral behavior in sports are unlikely to bring changes in the world of modern sports in the context of globalization, where the slogan is: "victory at any cost."

5. The competitiveness of a person in the world of sports as an expression of the human nature of the person develops purposefulness, a complex of volitional feelings, moral and ethical standards.

Список використаних джерел

1. Білогур В.Є Формування концепції цілісної особистості: теоретико-методологічні виміри // Гуманітарний вісник Запорізької державної інженерної академії. 2014. Випуск 59. С.192-203.
2. Білогур В.Є Структура світоглядних орієнтацій сучасної студентської молоді // Вища освіта України. 2011. Вип. 3. С. 74-80.
3. Білогур В.Є. Аналіз рівня розвиненості ціннісних орієнтацій студентів-економістів у трансформаційному суспільстві // Гуманітарний вісник Запорізької державної інженерної академії . 2013. Вип.53. С. 113-120.
4. Воронкова В.Г., Нікітенко В.О. Сучасна геокультура як соціокультурний феномен культурної глобалізації // К: «Видавництво «Гілея», Вип. 72. 2013. С.487-492.
5. Воронкова В.Г. Місце і роль України в глобалізаційних процесах сучасності // Гуманітарний вісник Запорізької державної інженерної академії: збірник наукових праць.Вип.37. 2009. Запоріжжя: ЗДІА, С. 16-32.

6. Воронкова В.Г. Глобалізація як процес універсалізації стосунків між державою та ринком // Гуманітарний вісник Запорізької державної інженерної академії: збірник наукових праць. – Запоріжжя: ЗДІА, Вип.35, 2008. С.15-35.
7. Кивлюк О.П. Освітня культура інформаційного суспільства в контексті глобалізаційної реальності // Гуманітарний вісник Запорізької державної інженерної академії. Запоріжжя. 2016. Вип. 67. С. 225-232.
8. Кивлюк О.П. Проблеми трансформації змісту та технологій навчання під впливом інформаційної революції // Гілея ВІР УАН. 2010. Вип.40. С.314-319.
9. Людиномірність гармонізації культурно-освітнього простору особистості: методологія, експертиза та психолого-педагогічні рецепції: монографія. За заг. ред. Т. С.Троїцької, І. Аносова, В. Молодиченка. Мелітополь: ММД, 2012. 378 с.
10. Максименюк М.Ю. Нікітенко В.О. Формування парадигми інформаційно-комунікативного суспільства як різновиду складної соціальної системи і взаємодії // Гуманітарний вісник Запорізької державної інженерної академії: [зб.наук.пр.Запоріжжя: Вид-во ЗДІА, 2016. Вип. 66. С.215-229
11. Максименюк М.Ю. Соціально-філософський дискурс розвитку поліетнічного соціуму // Гуманітарний вісник Запорізької державної інженерної академії. 2010. Вип.40. С.224-238.
12. Мельник В.В. «Аксіологічний поворот» сучасної філософії від культури як буття до буття культури // Гуманітарний вісник Запорізької державної інженерної академії. Вип.63. 2015. С.208-217.
13. Мельник В.В. Становлення і розвиток полікультурного суспільства в умовах євроінтеграції // Гуманітарний вісник Запорізької державної інженерної академії. 2013.Вип.54. С.69-81.
14. Мельник В.В. Полікультурність в контексті глобалізації: соціально-філософський аналіз // Гуманітарний вісник Запорізької державної інженерної академії. 2005. Вип.22. С.217-229.
15. Нікітенко В.О. Сучасна геокультура як соціокультурний феномен // Гуманітарний вісник Запорізької державної інженерної академії. Вип. 53. 2013. С. 261-270.
16. Нікітенко В.О. Концептуалізація геокультурних цінностей у процесі викладання іноземної мови: соціальні та філософські виміри // Гуманітарний вісник Запорізької державної інженерної академії, Вип. 64. 2016. С. 255-259.
17. Vitalina Nikitenko. Geo-cultural values as main concept of teaching foreign languages // Humanities Bulletin of Zaporizhzhie State Engineering Academy Вип.61.2015. P.
18. Нікітенко В.О. Геокультурные ценности в условиях современного мирового развития: социально-философское измерение // Гуманітарний вісник Запорізької державної інженерної академії, Вип.54. 2013. С. 266-280.
19. Олексенко Р. І. Вплив комунікацій на ціннісні орієнтири особистості // Гуманітарний вісник Запорізької державної інженерної академії : зб. наук. пр. / М-во освіти і науки України, Запорізька державна інженерна академія. Запоріжжя. 2015. Вип. 62. С. 65-73.
20. Олексенко Р. І., Молодиченко В. В. Концептуальні пріоритети формування сучасної людини економічної // Гуманітарний вісник Запорізької державної інженерної академії. 2017. Вип. 70. С. 164 – 175.
21. Олексенко Р. Перспективи й основні напрями розвитку сучасної економічної освіти / Р. Олексенко // Гуманітарний вісник Державного вищого навчального закладу "Переяслав-Хмельницький державний педагогічний університет імені Г. С. Сковороди". Педагогіка. Психологія. Філософія. 2013. Вип. 28 (1). С. 379-384.
22. Олексенко Р.І. Поняття ринкової економіки в історичній ретроспективі та у значенні для сучасного філософсько – економічного дискурсу // Гілея: науковий вісник. 2013. № 77. С. 156-159.

REFERENCE

1. Bilohur, V. (2014). Formation of the concept of a holistic personality: theoretical and methodological dimensions // Humanitarian Bulletin of the Zaporizhzhia State Engineering Academy. Issue 59. P.192-203 [in Ukrainian].
2. Bilohur, V. (2011). Structure of ideological orientations of modern student youth // Higher education of Ukraine. Issue 3. P. 74-80 [in Ukrainian].
3. Bilohur, V. (2013). Analysis of the level of development of value orientations of students-economists in a transformational society // Humanitarian Bulletin of Zaporizhzhia State Engineering Academy. Issue 53. P. 113-120 [in Ukrainian].
4. Voronkova, V., Nikitenko, V. (2013). Contemporary geoculture as a sociocultural phenomenon of cultural globalization // К: «Publishing house« Gilea», Issue 72. P.487-492 [in Ukrainian].
5. Voronkova, V. (2009). The Place and the Role of Ukraine in the Globalization Processes of the Contemporary / Humanitarian Bulletin of the Zaporizhzhia State Engineering Academy: a collection of scientific works. Issue 37. Zaporozhie: ZDIA, P.16-32 [in Ukrainian].
6. Voronkova, V. G. (2008). Globalization as a process of universalization of relations between the state and the market. Humanitarian bulletin of the Zaporizhzhia State Engineering Academy: a collection of scientific works. Zaporozhie: ZDIA, Issue 35. P.15-35 [in Ukrainian].

7. Kivlyuk, O. (2016). Educational culture of information society in the context of globalization reality Humanitarian bulletin of Zaporizhzhia State Engineering Academy : a collection of scientific works. Zaporozhie: ZDIA, Issue 67. P. 225-232 [in Ukrainian].
8. Kivlyuk, O. P (2010). Problems of the transformation of content and teaching technologies under the influence of the informational revolution / Gilea VIR UAN. Issue 40. P.314-319 [in Ukrainian].
9. Liveness of harmonization of cultural and educational space of personality: methodology, expertise and psychological-pedagogical receptions: monograph. For zag Ed. T. Troitskaya, I. Anosova, V. Molodichenko. Melitopol: MMD, 2012. 378 p. [in Ukrainian].
10. Maksimenyuk, M., Nikitenko, V. (2016). Formation of the paradigm of an information and communicative society as a kind of complex social system and interaction Humanitarian Bulletin of the Zaporizhzhya State Engineering Academy: a collection of scientific works. Zaporozhie: ZDIA, Issue 66. P.215-229 [in Ukrainian].
11. Maksimenyuk, M. (2010). Socio-philosophical discourse of development of polyethnic society Humanitarian bulletin of Zaporizhzhya State Engineering Academy. Zaporozhie: ZDIA, Issue 40. P.224-238 [in Ukrainian].
12. Melnyk, V. (2015). "Axiological Turn" of Modern Philosophy from Culture as Being to the Being of Culture // Humanitarian Bulletin of the Zaporizhzhya State Engineering Academy. Zaporozhie: ZDIA, Issue 63. P. 208-217 [in Ukrainian].
13. Melnyk, V. (2013). Formation and development of multicultural society in the conditions of European integration // Humanitarian Bulletin of Zaporizhzhya State Engineering Academy. Zaporozhie: ZDIA, Issue 54. P.69-81 [in Ukrainian].
14. Melnik, V. (2005). Polyculture in the context of globalization: socio-philosophical analysis // Humanitarian Bulletin of the Zaporizhzhya State Engineering Academy. Zaporozhie: ZDIA, Issue 22. P.217-229 [in Ukrainian].
15. Nikitenko, V. (2013). Modern geoculture as a sociocultural phenomenon // Humanitarian Bulletin of Zaporizhzhya State Engineering Academy. Zaporozhie: ZDIA, Issue 53. P. 261-270 [in Ukrainian].
16. Nikitenko, V. (2016). Conceptualization of geocultural values in the process of teaching a foreign language: social and philosophical dimensions. Humanitarian Bulletin of the Zaporizhzhya State Engineering Academy. Zaporozhie: ZDIA, Issue 64. P. 255-259 [in Ukrainian].
17. Nikitenko, Vitalina (2015). Geo-cultural values as the main concept of teaching foreign languages. Humanities Bulletin of the Zaporizhzhya State Engineering Academy. Zaporozhie: ZDIA, Issue 61.
18. Nikitenko, V. (2013). Geocultural values in the conditions of modern world development: social and philosophical dimension. Humanitarian Bulletin Zaporizhzhya State Engineering Academy, Zaporozhie: ZDIA, Issue 54. P. 266-280 [in Russian].
19. Oleksenko, R. (2015). Influence of Communications on Values of Personality // Humanitarian Bulletin of Zaporizhzhya State Engineering Academy. Zaporozhie: ZDIA, Issue 62. P. 65-73 [in Ukrainian].
20. Oleksenko, R., Molodchenko, V. (2017). Conceptual Priorities of the Formation of a Modern Human Economy // Humanitarian Bulletin Zaporizhzhya State Engineering Academy. Zaporozhie: ZDIA, Issue 70. P. 164 - 175 [in Ukrainian].
21. Oleksenko, R. (2013). Prospects and Main Directions of Development of Modern Economic Education // Humanitarian Bulletin of the State Higher Educational Institution "Pereyaslav-Khmelnytsky State Pedagogical University named after G. Skovoroda". Pedagogy. Psychology. Philosophy. Issue 28 (1). P. 379-384 [in Ukrainian].
22. Olexenko, R. (2013). The concept of a market economy in the historical retrospective and in the sense of modern philosophical and economic discourse // Gilea: Scientific Bulletin. Issue 77. P. 156-159 [in Ukrainian].

БЛОГУР В. Є. – Мелітопольський державний педагогічний університет імені Богдана Хмельницького (Мелітополь, Запорізька область, Україна)
E-mail: bilovlada@mail.ru, ORCID: 0000-0001-9041-7050

ФОРМУВАННЯ КОНЦЕПЦІЇ СПОРТИВНОЇ КУЛЬТУРИ ОСОБИСТОСТІ В УМОВАХ ГЛОБАЛІЗАЦІЇ: ВІТЧИЗНЯНИЙ І ЗАРУБІЖНИЙ ДОСВІД

Анотація. Актуальність дослідження в тому, що проаналізовано концепцію спортивної культури, що формується в умовах глобалізації з використанням вітчизняного і зарубіжного досвіду. Концепція спорту розглядається як вираження родової сутності людини, яка зводиться до фізичного і духовного самовдосконалення людини, гармонії душі з внутрішньою сутністю людини. **Постановка завдання** - в статті зроблено акцент на розвиток спортивної культури в умовах глобалізації, яка виступає невід'ємною частиною глобальної культури і виконує роль впливової сили, здатної консолідувати суспільство. Спорт виступає важливим елементом культури і одним із самих розповсюджених видів діяльності. Спорт є витребуваним як соціальний, культурний та економічний феномен глобалізованого суспільства. Даний

тип суспільства потребує розвитку концепції спортивної культури та втілення його в культурну практику спортивного менеджменту. **Аналіз останніх досліджень і публікацій.** Ми спираємося на авторів, що досліджували спорт як феномен, що виступає чинником становлення і розвитку особистості. Проблема самовизначення спортивної особистості як філософська проблема розглядається в філософських доробках В.Білогур, Н.Візителя, Р.Робертсона, І.Валлерстайна, Е.Гідденса, М.Кастельса, У.Бека. **Виділення недосліджених частин загальної проблеми** – концептуалізація концепту спортивної культури. **В основі дослідження** – концептуалізація базових схем спорту в системі міждисциплінарного простору як фактор формування загартованої і цілісної спортивної особистості. **Методологія** – використання підходів, зокрема антропологічного, онтологічного і арт-терапевтичного, що дозволили розглянути спорт як важливий економічний, соціальний і культурний феномен, направлений на становлення концепції спортивної культури. **Виклад основного матеріалу.** Проаналізовано місце і роль концепції спортивної культури як нового наукового напрямку та дисципліни культури спортивного менеджменту. В основі культури спортивного менеджменту – розвиток спортивної людини, використання гуманістичних та культурологічних засад для формування цілісної концепції спортивної культури. Досліджено місце і роль спортивної культури в умовах глобалізації в контексті вітчизняного і зарубіжного досвіду для ствердження і розвитку людського організму, що зумовлюють формування спортивної людини. З'ясовано, що концепція спортивної культури формує модель розширення впливу спорту на всі сфери життєдіяльності суспільства в умовах глобалізації, що сприяє об'єднанню людства. Виявлено сутність спорту як головної детермінанти впливу на розвиток культури спортивної особистості. **Висновки** - розкрито концепт спорту в контексті спортивної культури в умовах глобалізації, в основі яких ствердження культивування культури душі, тіла, духу.

Ключові слова: концепція спортивної культури, глобалізація, спортивний менеджмент, спортивна людина, культура душі, тіла, духу.

Білогур В. Е. - Мелитопольский государственный педагогический университет имени Богдана Хмельницкого, (Мелитополь, Украина)

E-mail: bilovlada@mail.ru, ORCID 0000-0001-9041-7050

ФОРМИРОВАНИЕ КОНЦЕПЦИИ СПОРТИВНОЙ КУЛЬТУРЫ ЛИЧНОСТИ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ: ОТЕЧЕСТВЕННЫЙ И ЗАРУБЕЖНЫЙ ОПЫТ

Аннотация. Актуальность исследования в том, что проанализирована концепция спортивной культуры, которая формируется в условиях глобализации с использованием отечественного и зарубежного опыта. Концепция спорта рассматривается как выражение родовой сущности человека, которая сводится к физическому и духовному самоусовершенствованию человека, гармонии души и тела с внутренней сущностью человека. **Простановка задания** – в статье сделано акцент на развитии спортивной культуры в условиях глобализации, которая выступает неотъемлемой частью глобальной культуры и выполняет роль влиятельной силы, способной консолидировать общество. Спорт выступает важным элементом культуры и одним из самых распространенных видов деятельности. Спорт есть востребованным как социальный, культурный и экономический феномен глобализованного общества. Данный тип общества требует развития концепции спортивной культуры и воплощения ее в культурную практику спортивного менеджмента. **Анализ последних исследований и публикаций.** Мы опираемся на авторов, которые исследовали спорт как феномен, который выступает фактором становления и развития личности. Проблема самоопределения спортивной личности как философская проблема рассматривается в философских работах В.Білогур, Н.Визителя, Р.Робертсона, И.Валлерстайна, Э.Гидденса, М.Кастельса, У.Бека. **Выделение неисследованных частей общей проблемы** – концептуализация концепта спортивной культуры. В основе исследования – концептуализация базовых схем спорта в системе междисциплинарного пространства как фактор формирования целостной спортивной личности. **Методология** – использование подходов, в частности антропологического, онтологического и арт-терапевтического, которые позволили рассмотреть спорт как важный экономический, социальный и культурный феномен, направленный на становление концепции спортивной культуры. **Изложение основного материала.** Проанализированы место и роль концепции спортивной культуры как нового научного направления и дисциплины – культуры спортивного менеджмента. В основе культуры спортивного менеджмента – развитие спортивного человека, использование гуманистических и культурологических оснований для формирования целостной концепции спортивной культуры. Исследованы место и роль спортивной культуры в условиях глобализации в контексте отечественного и зарубежного опыта для развития человеческого организма, которые обуславливают формирование спортивного человека. Определено, что концепция спортивной культуры формирует модель расширения влияния спорта на все сферы жизнедеятельности общества в условиях глобализации, что способствует объединению человечества. Вывявлена сущность спорта как главной детерминанты влияния на развитие культуры спортивной личности. **Выводы** – раскрыт концепт

спорта в контексте спортивної культури в умовах глобалізації, в основі якої утвердження культивування душі, тіла і духа.

Ключевые слова: концепція спортивної культури, глобалізація, спортивний менеджмент, спортивний чоловік, культура душі, тіла і духа.

Стаття рекомендована до публікації д.філософ.н., проф. О.П. Пунченко (Одеса, Україна)

Надійшла до редколегії: 06.03.2018

Прийнята до друку: 11.03.2018

Білогур Влада Євгенівна, доктор філософських наук, професор, завідувач кафедри теорії і методики фізичного виховання та спортивних дисциплін, Мелітопольський державний педагогічний університет імені Богдана Хмельницького (Мелітополь, Україна), вул. Гоголя, 1, кв.61, м. Дніпро, Україна 49044

E-mail: bilovlada@mail.ru, ORCID: 0000-0001-9041-7050