

SPORT AS A SOCIO-CULTURAL PHENOMENON

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Abstract:

The culturological interpretation of sport as special human activity is very important in connection with the opening opportunities of detection of the semantic bases and a motivational orientation of this activity in the present.

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World sport connects and penetrates at various levels of modern society, having a wide impact on the main spheres of society's life. It is able to influence national relations, business life, public consciousness, forms a certain fashion, creates ethical and aesthetic values and, in turn, can radically influence people's lifestyle.

Sport creates patterns and models of behavior, being also one of the significant factors intensifying the processes of globalization in the modern world. Penetrating into the daily life of people, sport performs important socially communicative functions. In general, sport is not only a way to preserve and strengthen human health, but also represents a well-established system of organizing activities, which, in turn, contributes to the preservation of culture not only on a national scale, but also on the world cultural level [1].

The origin of sports is explained by a number of theories presented, each of which arises due to the predominance of a certain nature of the actions of society over others. Having considered each of the theories, we can say that among such supporters of the "Game Theory" as Schiller, Bucher, Groos and Letourneau, physical culture is primarily associated with the development of game activity. The most famous supporter of the "Game Theory" is Johan Huizinga, a Dutch philosopher, a major historian and researcher of the culture of society, and Herbert Spencer also adheres to this theory with the "Theory of Excess Energy", in which the need for the appearance of physical activity is primarily due to the need to release excess energy, in by which human movements were perfected to satisfy the necessary actions [2].

The main Olympic motto is "Citius, Altius, Fortius!", which literally means "faster, higher, stronger", this slogan was uttered by the French priest Henri Didon at the opening of sports competitions at his college. This motto quite clearly reflects the essence of sport and its cultural value in society, namely the role of the engine that makes society move forward culturally, based on sports values [3].

In the course of the study of sports within the framework of culture, the author N.N. The visit presented a theory in which physical culture is the very first and basic type of culture, in the formation of a

person, without becoming, which is not possible for further progress and development. The author of the presented theory outlined the role of physical culture as a priority in comparison with other forms of cultures, called sport the main engine of the existence of civilization. The researcher in his work points out that physical culture with its inherent dualism can significantly affect the state of the body, psyche, and the status of a person. Correlating the author's opinion with modern realities, we can say that this theory has not lost its strength and is still relevant [4].

The increase in the cultural value of sports in the modern world is primarily due to those socio-economic, political and other cultural transformations that made it possible to talk about the emergence of a kind of sports industry that plays the role of an indispensable translator of certain ideals, norms, values, behavior and lifestyle.

There are a number of social phenomena, without which the culture of sports cannot be fully formed, this should include various qualities and abilities of people, emotional reactions, knowledge, beliefs, interests and needs, various forms of activity, social institutions, relationships and processes. But the presented phenomena become elements of sports culture only if they act as values for a social subject, are significant and important, therefore, they are supported, preserved and passed on from generation to generation [5].

And also the presented phenomena are obliged to provide and regulate the production, consumption, functioning, broadcasting, replication, preservation and development of values associated with sports.

The culture of sports has a number of characteristic features, these include: understanding of culture as a positive value attitude of a social subject to sport, social activity and its results in the assimilation, preservation, implementation and development of those of its varieties, aspects, functions, components that are evaluated by this subject as the most important, significant, which are considered as values [6].

In turn, the presented values act for the social subject as social ideals, meanings, symbols, norms, patterns of behavior that regulate its activities and social relations in the field of sports, determine their nature and direction.

It should also be noted that at various stages of social development, in various socio-economic and cultural conditions, sports culture can significantly change, be modified, take on various forms, i.e. has a specific historical character. Based on one of the publicly available classification of forms of sports culture, it is necessary to determine the main forms of sports culture, which include: sports pragmatic, anti-humanistic, sports-humanistic, Olympic and Spartan, as a kind of sports humanistic culture

Sports and pragmatic culture is based on a pronounced utilitarian and pragmatic orientation, the most important and significant in sports for a person here are utilitarian, technological and pragmatic values, other values are not a priority in this form.

In an inhumane form of sports culture, the priority value is the opportunity to demonstrate one's superiority over others, to realize one's nationalistic ideas, in some way, to show one's aggressiveness.

Within the framework of the sports-humanistic form of sports culture, the basis is the assessment of sports from the standpoint of humanism, from the point of view of its ideals and values, such as the holistic development of the individual and humane social relations. It should be noted that the basis of this kind of sports culture is the positive value attitude of the individual to sports, to its various components and functions.

Combining the presented forms, the culture of sports helps the society not only to function at a certain historical stage, but also to set a certain attitude, thanks to which it is possible to present a picture of the further development of not only a separate cultural potential in society, but a picture of the development of the world as a whole.

Without the possibility of maintaining the proper level of sports culture, the further development of

society is not possible. The loss within the framework of sports values, norms, rules will affect not only, first of all, the groups, institutions that are directly included in this structure and perform their intended role, but also at the level of world society. Thanks to sports culture, material and spiritual culture is provided with new elements.

It should be noted that sports created a new cultural, including artistic, environment, based on which there was a significant impact on the entire organization and layout of settlements. The basis for sports culture is a sports victory and the winner himself, who is perceived as a national symbol. The preservation, maintenance and dissemination of the culture of sports in society can ensure the continued existence of civilization.

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