therefore it is more correct to talk about the role of the system: hypothalamus - anterior pituitary gland - adrenal cortex. The reactivity of this system largely depends on the cerebral cortex, reticular formation, and the tone of the autonomic nervous system.

Stress can be a strong obstacle for a young organism, which is a student in his young years, to achieve the set goals, quality higher education, full life, physical activity, participation in various youth movements and directions. Since long-term stress can have a detrimental effect not only on the physical but also the mental state of a young organism.

Students who enter higher education every year should remember that you don't have to be alone in the fight against stress. It is very appropriate and not at all shameful to ask for help and get it at the very time when it is most needed. The simplest and most reliable way to fight stress is physical culture. At the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" a whole complex has been built for students with a developed infrastructure for physical culture and sports. The simplest recommendation that we can give after studying the topic of stress is the elementary start of students' classes in any kind of sport to improve their physical and psycho-emotional state. As well as being outdoors every day and walking for at least one hour a day to strengthen your emotional state.

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***Soha Serhii***
***Senior Lecturer at the department of health and sports technologies, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" Kyiv, Ukraine.***
***orcid: 0000-0003-4599-2456***
***Mykhailenko Vadym***
***Senior Lecturer at the department of health and sports technologies, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" Kyiv, Ukraine.***
***orcid: 0000-0002-1001-1999***
***Dobrovolskyi Volodymyr***
***Senior Lecturer at the department of health and sports technologies, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" Kyiv, Ukraine.***
***orcid: 0000-0001-9598-5153***

## THE SOCIAL SIGNIFICANCE OF A HEALTHY LIFESTYLE IN THE CONTEXT OF THE EVERYDAY REALITY OF STUDENT YOUTH.

*The work substantiates the importance of sociological research related to the study of the problems of a healthy lifestyle of student youth. The results of a study conducted in September 2024 are presented. Relevance the study is determined by the existing contradiction between the need for health and maintaining a healthy lifestyle among student youth. The object of the study is 1st and 2nd year students of NTUU "Igor Sikorsky Kyiv Polytechnic Institute", the goal is to identify the connection between health, a healthy lifestyle and its elements. Work results can be used in physical education curricula to improve the physical fitness of students, the data obtained are able to illustrate the need to develop special programs to solve the problem of poor health in practice.*

*Human health is one of the most significant factors influencing the functioning and development of society. Health is a state when a person can optimally perform all the social and biological functions inherent in him as a socio-biological being. Often, a person's health status becomes the reason for actions that affect the general situation in the country.*

*A sick person seems to fall out of public life, that is, he does not fulfill his functions as a mother/father, boss/subordinate, citizen, etc. In today's world, the impact of health on society is most clearly illustrated by the COVID-19 pandemic. Many countries suffered large material losses due to the cessation of the tourism sector and some areas of the service sector, which resulted in a decrease in the standard of living of certain categories of the population. It is also impossible not to note the impact of measures to combat the spread of the disease (switching to remote work and learning, social distancing, wearing masks) on the psychological state of people deprived of their usual socialization.*

***Key words:*** *health, healthy lifestyle, student youth, bad habits, healthy behavior.*

***Сога Сергій, Михайленко Вадим, Добровольський Володимир. Соціальна значимість здорового способу життя в контексті щоденної життєвої реальності студентської молоді.*** *У роботі обґрунтовано важливість соціологічних досліджень, пов'язаних із вивченням проблем здорового способу життя студентської молоді. Представлені результати дослідження, проведеного у вересні 2024 року. Актуальність дослідження визначається існуючим протиріччям між потребою у здоров'ї та веденням здорового способу життя серед студентської молоді.*

*Об'єкт дослідження – студенти 1 та 2 курсів НТУУ «Київського політехнічного інституту імені Ігоря Сікорського», мета – виявлення зв'язку між здоров'ям, здоровим способом життя та його елементами. Результати роботи можуть бути використані в навчальних програмах з фізичного виховання для підвищення фізичної підготовленості студентів, отримані дані здатні проілюструвати необхідність розробки спеціальних програм для практичного вирішення проблеми погіршення здоров'я.*

*Здоров'я людини є одним із найважливіших факторів, що впливають на функціонування та розвиток суспільства. Здоров'я - це стан, коли людина може оптимально виконувати всі соціальні та біологічні функції, властиві їй як соціально-біологічній істоті. Часто стан здоров'я людини стає причиною дій, які впливають на загальну ситуацію в країні.*

*Хвора людина ніби випадає із суспільного життя, тобто не виконує своїх функцій матері/батька, начальника/підлеглого, громадянина тощо. У сучасному світі вплив здоров'я на суспільство найяскравіше ілюструє: COVID-19 пандемія. Багато країн зазнали великих матеріальних збитків у зв'язку з припиненням діяльності сфери туризму та окремих сфер, сфери послуг, що призвело до зниження рівня життя окремих категорій населення. Також не можна не відзначити вплив заходів із протидії поширенню захворювання (перехід на дистанційну роботу та навчання, соціальне дистанціювання, носіння масок) на психологічний стан людей, позбавлених звичної соціалізації.*

***Ключові слова:*** *здоров'я, здоровий спосіб життя, студентська молодь, шкідливі звички, здорова поведінка.*

**Formulation of the problem.** The relevance of studying the health issues of student youth lies in the universal importance of this factor, since elucidating the cause-and-effect relationships between the need for health and maintaining a healthy lifestyle will motivate students to change their behavior, and thereby regulate the health status of the younger generation. Student youth are like this a social group on the basis of which the future society is built, therefore it is especially important to study and solve the problems of maintaining a healthy lifestyle.

**Analysis of literary sources.** Scientific works are of great importance for analyzing the value aspect of a healthy lifestyle for young people: Orzhekhovska V. M. Yezhova O. O. [1], Soga, S., Mykhaylenko, V., Dobrovolskyi, V. [2], Tytarenko T.M. [3], Yevtushenko Yu. A., Gordienko L. V. [4].

The content of the health state consists of physical and mental health, identified with the norm representing the "optimal level of functioning of the body", "functional optimism", meaning not only biological, but also "social optimality". The system of health protection measures leads to a reduction in morbidity and mortality, prolongs the duration and intensity of the use of human capital. In this regard, the health indicator is the most important in the social capital system. Maintaining and improving health seems to be the core basis for the formation of human capital [4]. When determining health indicators, it is necessary to abandon the approach to this problem as a simple dichotomy: illness - absence of illness. Attitude to health is a complex system of individual, selective connections of the individual with various phenomena of the surrounding social reality that contribute to, or vice versa, threaten the health of people, as well as a certain assessment by the individual of his physical condition.

Updating the issue of a healthy lifestyle is associated with the following aspects. Firstly, with the increase and change in the nature of the stress that a person experiences, his biological nature due to the complication of social life, changes in its rhythm, which provoke negative changes in health, lead to a change in the nature of diseases and the predominance of "diseases of civilization" among them. Secondly, with an increase in risks - technogenic, environmental, psychological, political and military in nature, which entails sudden changes in health status. Modern social progress produces a complication of the social system, thus increasing the degree of its uncertainty. The avalanche-like growth in the number of risks in modern society, and most importantly, the constantly growing potential and real damage, lead to the fact that traditional mechanisms for protecting humanity from adverse consequences cease to effectively perform their functions, which affects both social health and the health of the individual [2].

Thirdly, it is necessary to overcome the limitations of biomedical models, which are predominantly focused on the study of negative criteria of health and lifestyle and are based on the use of methods and procedures that measure the characteristics of physical space. At the same time, problems related to the influence on health and lifestyle of culture, the social organization of society, personal choice, and the study of the behavior of individuals (social groups) without connection with the social structure and its individual elements - social stratification, norms, values - remain outside the scope of the study.

A healthy lifestyle is an integral sociological concept that characterizes the degree of realization of the potential of a particular society (individual, social group) in ensuring health, the degree of social well-being as the unity of the level and quality of life, and the degree of efficiency of the functioning of a social organization in its relation to the value of health.

In this context, issues related to the elimination of negative trends among young people (the growth of various kinds of social deviations, alcoholism, drug addiction, juvenile delinquency), the formation of value orientations and lifestyles focused on a healthy lifestyle, acquire special social significance. The issue of preserving the health of the younger generation becomes particularly acute in the context of a socio-demographic crisis [1].

Student youth are characterized by a close link between psychophysical characteristics and social parameters; an uncertain social status gives rise to deformation of lifestyles and can determine the escalation of social tension. A specific feature of the social status of students - their focus on the future - determines its special social significance. By inheriting and reproducing existing social relations, each new generation ensures the preservation of the integrity of society and participates in its improvement and transformation on the basis of its innovative potential, thereby achieving both the development of youth and society as a whole.

Changes in the basic principles of organizing the life of society in the post-Soviet space have led to modifications in the behavior of all groups of the population [3]. The multidirectionality, diversification of behavior patterns, indifference, apathy noted in

public opinion, behind which the basic values, orientations and behavior strategies of young people remain unclear, certainly require scientific understanding.

Modern social realities require a qualitative understanding of the place and role of health in the value system, analysis of value orientations and life practices of student youth as an actor of social change. Research on social attitudes towards a healthy lifestyle among young people requires taking into account the heterogeneity of this topic, which includes groups with a unique structure of motivation and perception of reality. Such a view of the problem will open up opportunities for a deeper understanding of the most significant determinants of a healthy lifestyle, differences and similarities in the everyday behavior of this social group.

In a broader sense, the idea of a healthy lifestyle is a concept of social policy based on the recognition of the high social significance of health, responsibility for its preservation on the part of the state, the individual, the social group and society as a whole.

Men and women must understand the value of health. According to a sociological study, 51.7% of 1st and 2nd year students of NTUU "Igor Sikorsky Kyiv Polytechnic Institute" believe that health is of the greatest value to them. In the ranking of proposed values, health ranks first. It should be noted that for girls this value is more significant than for boys (54.7% and 42.2%, respectively). WHO lists the main health problems among young people as: trauma, mental health problems, violence, HIV/AIDS and other infectious diseases, premature pregnancy and childbearing, alcohol and drugs, undernutrition and obesity, lack of physical activity, tobacco use [4]. Many of the problems listed are related to adherence or non-adherence to a healthy lifestyle.

To the question “Do you lead a healthy lifestyle?” 67% of respondents gave a positive answer (“yes” - 12.3%, “rather yes” - 54.7%), 26.8% of study participants assessed their lifestyle negatively (“rather no” - 21.3%, “no” - 5.7%), 6.0% found it difficult to answer. The findings indicate that two thirds of students try maintain your health in satisfactory condition. At the same time, there is a problem of understanding a healthy lifestyle among young people. The elements included in this concept may differ for each of them. Thus, for 68.8% of male and female students, a healthy lifestyle means giving up bad habits (smoking, alcohol, drugs), for 78.0% - playing sports, maintaining optimal physical shape, for 68.0% - healthy eating, for 56.1% - compliance with the rules hygiene, for 56.8% - adherence to a daily routine, including 7-8 hours of sleep, for 34.4% - absence of promiscuous sex life, for 27.3% - the ability to cope with their emotions, for 35.8% - Regular visits to the doctor for preventive purposes.

From the data obtained it follows that for the majority of student representatives the ability to cope with your emotions does not relate to a healthy lifestyle, but, consequently, emotional health is in a “blind spot” and requires an emphasis on the psychological aspects of human development. Also unpopular were such elements of healthy behavior as the absence of promiscuity and regular visits to the doctor for the purpose of prevention. Such indicators can be explained by the following factors: propaganda and information about some elements of a healthy lifestyle and silence on others. For example, since 1999, the World Health Organization has been considering the following aspects of a healthy lifestyle: the presence or absence of bad habits (smoking, alcohol), physical activity and healthy eating [2], however, the topic of promiscuity or controlling one’s emotions is not addressed. In your program WHO identifies risks not only for each individual, but also for his social environment, which would be useful when analyzing other components of a healthy lifestyle.

It is important to empirically trace the connection between maintaining a healthy lifestyle and the health of male and female students. According to the results of the study, among respondents who lead a healthy lifestyle, almost a third (29.9%) said they are practically healthy, 40.8% of “health-conscious people” sometimes have problems, 24.9% have chronic diseases, 1.0 % have a disability. Of those who do not lead a healthy lifestyle, 21.0% are practically healthy, 50.6% there are problems at times, 25.9% have chronic diseases. The data obtained show how refusal of a healthy lifestyle affects the quality of health of students.

Delving deeper into the content analysis of the answers, we examined the aspect of the interdependence of maintaining a healthy lifestyle and students’ understanding of this phenomenon. What do healthy lifestyle students mean by the concept of a healthy lifestyle: giving up bad habits (smoking, alcohol, drugs) – 64.6%; playing sports and maintaining optimal physical shape – 69.9%; healthy eating – 67.5%; compliance with hygiene rules – 69.8%; adherence to a daily routine, including 7-8 hours of sleep – 68.0%; absence of promiscuous sex life – 78.4%; ability to cope with one’s emotions – 63.0%; regular visits to the doctor for the purpose of prevention – 67.9%.

The results of the study showed that among young people leading a healthy lifestyle, the leaders are such definitions as the absence of promiscuous sex life, maintaining good hygiene and playing sports and maintaining optimal physical shape, which is significantly different from the indicators of all student youth. Men and women who take care of their health through healthy behavior note more diverse elements of it. Thus, today, the issues of an individual’s idea of a healthy lifestyle and of oneself as an actor of social reality in the context of making decisions about one’s health are relevant. A relevant question is how the answers of male and female students about certain elements of a healthy lifestyle correlate with their observance. Thus, among all respondents who noted that a healthy lifestyle for them means giving up bad habits, 18.8% were smokers, 72.9% were non-smokers; Frequent drinkers of beer and other low-alcohol drinks 12.6%, non-drinkers - 80.7%; those who drink strong alcoholic drinks – 8.7%, those who do not drink – 87.4%; drug users – 1.9%, non-users – 95.2%. The data obtained show that the majority of male and female students who are aware of the importance of giving up bad habits to maintain health act in accordance with their beliefs.

Among male and female students who answered that a healthy lifestyle for them is a healthy diet, 27.9% often eat fast food, 66.7% do not, and among those who noted playing sports, 20.5% go in for sports regularly. occasionally – 61.5%, do not engage – 18.0%. Thus, it is necessary to note the connection between the adoption student youth rules of a healthy lifestyle and their compliance. With competent and reasoned coverage of health problems arising from behavior that cannot be called “health-saving”, it is possible to draw attention to these factors, change the perception of hitherto “unimportant” categories, which would generally increase the percentage of the young population leading healthy lifestyles.

**Conclusions.** The results of the study indicate that in assessing the health of students, motives associated with the reaction of behavior to directly experienced life factors prevail, regardless of their connection with future life prospects. The

immaturity of conscious, self-determining behavior in relation to health as a basic value that predetermines the possibilities (success) of the life path has been recorded. A clearly manifested awareness of dissatisfaction with the existing health potential as a life resource is not accompanied by the formation and implementation of a special culture of behavior aimed at increasing, strengthening and maintaining health potential. This is apparently due to the fact that in the established market-type relations, the mechanisms and indicators of how health can actually be converted into other types of capital are not yet very noticeable.

The study documented certain differences in the nature of self-determining health behaviors in a gender context. Girls are superior to boys in almost all indicators of a healthy lifestyle. If we talk about the gender aspects of health assessments and the factors influencing their differences, then we can state lower satisfaction with all components of health on the part of women against the background of its more favorable (albeit worsening) objective (sociomedical) parameters. This, it seems to us, can be explained by the higher degree of sensitivity of women to the general stress factors of social (poverty, unemployment, decreased social status) and personal (family failures) changes, since they are not aggravated by additional discriminatory orientation.

The study clearly shows the discrepancy between the attitude towards health as a value and actual behavior. Thus, answers to a set of questions about alcohol consumption and smoking most likely indicate not the real situation, but the awareness of young people of all age groups about the dangers of alcohol and nicotine.

In the student environment, the process of reproduction of socially determined bad habits, and, in fact, diseases - smoking, alcohol consumption and drug addiction - continues. This leads to the fact that a significant part of students, who exhibit serious health problems and deviations from a healthy lifestyle, easily identify themselves with healthy people, switching to behavior patterns that are destructive to health.

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***Zubko Valentyna***
***Teacher at the department of health and sports technologies,***
***National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" Kyiv, Ukraine.***
***orcid:0000-0002-7114-6707***
***Kachalov Oleksandr***
***Senior Lecturer at the department of health and sports technologies, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" Kyiv, Ukraine.***
***orcid:0000-0003-3343-588X***

## PHYSICAL ACTIVITY AS A WAY OF INFLUENCING COGNITIVE FUNCTIONS AND BRAIN ACTIVITY OF STUDENTS DURING THEIR STUDIES AT THE UNIVERSITY

*The relationship between physical activity and academic performance has been studied extensively, and research supports the idea that regular physical activity can have a positive impact on academic life. This can include improving students' cognitive function, attention, memory, and academic performance. Physically active students perform better on cognitive tests and have higher academic achievement scores compared to their sedentary peers. Additionally, physical activity has been shown to reduce stress and improve mood, reducing symptoms of anxiety and depression in adolescents, which can also have a positive impact on academic performance. Sports and physical activity have a significant impact on students' academic life. Research has shown that students who regularly engage in physical activity tend to perform better academically and have higher grades than those who do not. This is because exercise helps improve memory, concentration, and attention, as well as reduce stress and anxiety levels. Physical activity also helps improve sleep, which is essential for overall health and academic success. When students get enough sleep, they are more alert, energetic, and able to focus on their studies. Additionally, physical activity increases blood flow to the brain, which in turn increases oxygen and nutrients, leading to improved cognitive function.*

*In addition to the cognitive benefits, playing sports also helps students develop important life skills such as teamwork, leadership, and communication. These skills are essential for success not only in the academic field, but also in their future careers and personal lives. In addition, playing sports can also help build self-esteem, confidence, and resilience. When students achieve their goals through sports, they learn to believe in themselves and their abilities. This self-confidence will help students cope with the challenges of academic life, leading to increased academic performance and success. The benefits of playing sports are numerous, from improving memory and concentration to developing self-esteem and life skills. Therefore, it is important for students to make time for physical activity and choose the right sports that suit their interests and abilities.*

***Key words:*** *brain, cognitive abilities, students, learning, memory.*