Thanks to social media, those interested can see the success stories of others who have achieved significant results in physical fitness. This can motivate those who are indifferent to exercise and achieve their goals. Social media allows people to connect and find like-minded individuals with similar interests in physical activity [4, 2]. By creating communities, people can share their achievements, advice, and receive support from others with similar interests. Media outlets offer a variety of apps and workouts for physical activity. Using these tools, you can follow training programs, improve your skills, and achieve the best results.

After reviewing literature and other media sources, we identified several common problems and potential solutions: 1. Lack of funding and resources. One of the main barriers to the development of physical education is limited funding and access to resources. Addressing this issue requires increased investment in sports facilities, equipment upgrades, and sports support programs. 2. Low awareness of the importance of physical activity. Many people do not understand the importance of regular physical activity for health and well-being. Addressing this issue requires educational efforts and information campaigns to help people understand the importance of physical activity. 3. Lack of qualified personnel. Some regions lack qualified trainers and physical education specialists. To address this issue, it is necessary to develop a system of professional training and education for teachers and attract modern specialists from other regions. 4. Lack of access to sports facilities. Rural areas typically lack sports facilities and infrastructure for physical education. To solve this problem, it is necessary to create new sports complexes and facilities, as well as modernize existing infrastructure. 5. Lack of motivation and interest in physical activity. Many people, especially young people, suffer from a lack of motivation and interest in physical activity. To address this problem, it is necessary to implement a variety of programs and activities that will encourage young people to participate in physical activity and provide working people with the opportunity to choose different forms of physical activity during work breaks and leisure time [2; 3].

Conclusions. Thus, after reviewing the curriculum for the "Physical Education and Sports" course, a model for motivating physical education within the educational standard at universities was identified. This will help address one of the main and pressing issues: the lack of motivation for sports among students. After analyzing all the motivations, we can conclude that sports and physical education have a significant impact on a person's psychological and physical well-being, helping them become more self-confident and improve their health, and also revealing new talents, opportunities, and abilities that will be useful to students in the future, both in work and in life. Overall, the development of physical education requires the creation of favorable conditions and motivation for physical activity. This should include increased funding, expanded access to sports facilities, improved training for coaches and specialists, and awareness-raising about the importance of physical activity.

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Zenina Irina
PhD, Associate Professor at the department of health and sports technologies, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" Kyiv, Ukraine.
orcid.org/0000-0001-5917-3203

THE ROLE OF MOTIVATION AND DISCIPLINE IN SHAPING THE ATTITUDE TOWARDS PHYSICAL EDUCATION AMONG MODERN YOUTH AT THE NATIONAL TECHNICAL UNIVERSITY "IGOR SIKORSKY KYIV POLYTECHNIC INSTITUTE"

This article examines the role of physical education in the daily lives of university students. Factors negatively impacting the development of physical education among young people are analyzed. Solutions are proposed for addressing the insufficient development of physical education and sports values in the minds of future professionals, with the aim of preventing musculoskeletal disorders and improving overall health. Today's higher education system introduces new standards and a multitude of new disciplines for students to master in their chosen specialty. This increases the intensity of the learning process, requiring students to demonstrate high psychological and emotional resilience. In recent years, physical education in educational institutions has become a secondary priority, resulting in approximately 50% of students suffering from musculoskeletal disorders, 20% being overweight, and the incidence of these disorders is constantly increasing. It has long

been known that physical health is linked to intellectual, emotional, spiritual, and moral development. The ability to overcome emotional and physical stress is essential for solving complex analytical problems. Physical education offers all the means to develop these abilities, and this area deserves due attention.

The purpose of this study is to examine the role of physical education in higher education. The objectives of the study are to define the role and place of this discipline, identify the conditions under which physical education should be taught in higher education institutions, and define the role of physical education specialists.

Motivation and discipline have a very great influence and significance on the involvement of modern youth in physical education classes. Without these two components, no processes can have the power and influence on a student's meaningful decision to engage in physical education, attend sports sections, and have the opportunity to play sports.
Key words: *physical development, physical training, physical education, educational institution.*

Зеніна Ірина. Роль мотивації та дисципліни в формуванні відношення до зайняття фізичним вихованням у сучасної молоді в Національному технічному університеті "Київському політехнічному інституті ім. Ігоря Сікорського". *У цій статті розглядається роль фізичного виховання у повсякденному житті студентів Національного технічного університету України «Київського політехнічного інституту імені Ігоря Сікорського». Проаналізовано фактори, що негативно впливають на розвиток фізичного виховання серед молоді. Запропоновано рішення для вирішення проблеми недостатнього розвитку цінностей фізичного виховання та спорту у свідомості майбутніх фахівців з метою профілактики захворювань опорно-рухового апарату та покращення загального здоров'я. Сучасна система вищої освіти запроваджує нові стандарти та безліч нових дисциплін для опанування студентами обраної спеціальності. Це підвищує інтенсивність навчального процесу, вимагаючи від студентів демонстрації високої психологічної та емоційної стійкості. В останні роки фізичне виховання в навчальних закладах стало другорядним пріоритетом, в результаті чого приблизно 50% студентів страждають від захворювань опорно-рухового апарату, 20% мають надмірну вагу, а частота цих захворювань постійно зростає. Давно відомо, що фізичне здоров'я пов'язане з інтелектуальним, емоційним, духовним та моральним розвитком. Здатність долати емоційний та фізичний стрес є важливою для вирішення складних аналітичних задач. Фізичне виховання пропонує всі засоби для розвитку цих здібностей, і ця галузь заслуговує на належну увагу.*

Метою цього дослідження є вивчення ролі фізичного виховання у вищій освіті. Цілями дослідження є визначення ролі та місця цієї дисципліни, визначення умов, за яких фізичне виховання має викладатися у вищих навчальних закладах, та визначення ролі фахівців з фізичного виховання.

Мотивація та дисципліна мають дуже великий вплив та значення на залучення сучасної молоді до занять з фізичного виховання. Без цих двох складових жодні процеси не можуть мати сили та впливу на осмислене рішення студента займатися фізичним вихованням, відвідувати спортивні секції та мати можливість займатися спортом.
Ключові слова: *фізичний розвиток, фізична підготовка, фізична культура, освітня установа.*

Formulation of the problem in general form. Physical education is the rational use of physical activity as an integral part of social and personal culture, a factor that optimizes one's well-being and development, and physical preparation for everyday life. However, physical education, in addition to physical preparation, also encompasses intellectual development, the promotion of a healthy lifestyle, and social adaptation through physical development.

Analysis of literary sources. Physical education, sports, their differences, features, and student encouragement were studied by the following authors: Gavrylova N.M., Luskan O.Yu., Kuzmenko N.V. [1], Yefremenko V.M., Syrovatko Z.V. [2], Syrovatko Z.V., Yefremenko V.M. [3], Uskova S. M., Prus N. M., Kryvenda V. S., Zhuravlev, S. O. [4].

Review of previously unsolved parts of the overall problem. Such holistic personal development through physical education should be a key goal throughout life, including during higher education. The need for physical education in such institutions is justified by the fact that most professions in the country require a sedentary lifestyle or minimal physical activity. During the educational process, for example, during seminars, practical classes, while taking tests and preparing for exams, students often disrupt their diet, daily routine, and sleep patterns, leaving physical activity out of the question. In addition to the aforementioned disorders, young people are often prone to excess weight and neuropsychiatric disorders (memory, attention, insomnia, etc.). Therefore, higher education institutions must promote student health through physical education and sports. To implement this activity, it is necessary to provide a number of conditions aimed at fostering the importance of physical education in everyday life, and it is also important to monitor compliance with recommendations during the training of future specialists and in self-study situations.

The purpose of the study. Activities necessary for fostering the importance of physical education in students' minds include developing basic knowledge in the field of physical education. This activity can be carried out during practical classes or during oral lessons for students with disabilities [1; 2].

Presentation of the main research material. Increasing the number of class hours per semester. This is more of a necessity in educational institutions where little time is devoted to physical education. This is because students often focus on intellectual pursuits and neglect their health. Enhancing interest in the subject. To achieve this, opportunities for physical activity must be expanded within the organization's capabilities [3]. If it is not possible to introduce various types of physical education in the form of training, it is necessary to implement a system of conducting at least one additional training session independently (in the form of reporting to the teacher) or, with the help of a private organization specializing in this field (providing subscriptions), monthly physical education classes with recommendations for various activities during the independent preparation period. This rather extensive list includes a wide variety of recommendations, for example: if possible,

observe the rules of conduct in front of the computer for no more than two hours a day (if this is not possible, then for every hour spent in front of the computer, 5 to 15 minutes of rest should be devoted, if necessary) [4]. In this case, it is recommended to track the time and use mobile apps that allow you to monitor training and rest time.

Currently, there is a contradiction between the ever-growing needs of society and the inadequate training of physical education specialists, who actively influence people's mentality and shape the labor market. Only a focused, socially active position of physical education specialists and their personal qualities can foster a respectful attitude toward physical education in people. Otherwise, this niche will be filled by various socially active businessmen engaged in the "healthcare" sector. Healthcare is a "gold mine." More money is spent on treating people than on national defense. When people get sick, especially children, no stone is left unturned. In every country, a huge class has emerged that lives off the sick. They want (consciously or not) to have an abundance of sick people, and to keep the cost of treatment constantly rising [1].

Positive relationships are essential between physical education teachers and educational institution administrations, both in terms of funding physical education and attracting students for additional part-time training. Services, as a commodity, must satisfy human needs [2]. A key task of physical education pedagogy in the area of individual socialization is the promotion of a healthy lifestyle through the media. Considering that the professional pedagogical level of a specialist corresponds to social demands and that a specialist must pursue an active social policy in shaping the labor market, the work of a physical education teacher in modern conditions is a classic embodiment of the work of a market worker. In a market economy, the commodity is the service provided by physical education specialists [3].

Education is a complex process of simultaneously developing a person's intellectual and aesthetic qualities, shaping their worldview and ideological and political views, and addressing the challenges of labor and patriotic education. Physical education, while addressing its specific objectives, simultaneously, to varying degrees, actively influences all aspects of personal development, primarily moral education, health promotion, and the development of one's abilities. Physical exercise, and especially sports, requires knowledge, encouraging the study of its impact on the human body and the ability to competently use tools and methods tailored to one's individual capabilities and circumstances. All this contributes to mental development and intellectual improvement. Furthermore, the beneficial effects of physical exercise on human mental abilities are well known and well researched. Each branch of physical education, through its specific forms and methods, provides ideological and political education to participants according to their age, education, and other social and demographic characteristics. Health is the first and most important human need, determining one's ability to work and ensuring harmonious personal development. Therefore, the importance of physical education plays a significant role in people's lives.

Targeted physical training improves the circulatory system, stimulates cardiac activity, increases blood flow to muscles, and improves the nervous system's regulation of their function. During physical exercise and sports, the heart rate decreases, the heart becomes stronger and works more efficiently, and blood pressure normalizes. All this contributes to improved tissue metabolism. Scientists have established that intensive physiological expenditure is followed by recovery processes. Adrenal hormones, which are produced during physical activity, have a beneficial effect on the heart. Physical activity can selectively improve both motor (increased endurance, muscle strength, flexibility, and coordination) and autonomic (improved functioning of the respiratory and other body systems, improved metabolism) functions. Physical exercise and sports promote dilation of blood vessels, normalization of their tone, improved nutrition, and increased metabolism within the blood vessel walls. All this leads to increased elasticity of blood vessel walls and normal functioning of the cardiovascular system, which is an important component of the human body. Moderate physical activity also has a positive effect on the kidneys: it relieves stress, leading to improved functioning. Exercises such as swimming, running, cross-country skiing, and cycling are particularly beneficial for blood vessels [4].

Regular exercise helps safely strengthen the joint and ligament system. Prolonged, moderate physical activity makes ligamentous and joint tissue more elastic, protecting it from future strains and sprains. Fatigue and exhaustion occur during any activity. However, even short-term exercise programs effectively restore both physical and mental performance, as well as relieve nervous and emotional stress. Nowadays, a healthy lifestyle is a key component of future students' health. Specifically, maintaining daily physical fitness and health is crucial for young people who will soon graduate from higher education institutions. The importance of physical education and sports in people's lives has increased significantly in recent decades. Sports and physical education significantly impact the overall health of the body, psyche, and well-being. In modern society, with the advent of new technology and techniques, physical activity is declining, while the impact of adverse factors such as environmental pollution, poor diet, and stress on the body is increasing. Furthermore, immunity is weakened, leading to significant susceptibility to infectious diseases. Currently, the number of people with various illnesses is growing, making decreased physical activity a pressing issue. Physical education and sports are among the most significant factors in strengthening and maintaining health. Physical education is essential for a person at all stages of life. During childhood and adolescence, it promotes the harmonious development of the body. In adults, they improve morphofunctional condition, increase productivity, and maintain health. In the elderly, they also delay adverse age-related changes.

Regular physical exercise and sports help people of all ages make the most of their free time and encourage them to quit socially and biologically harmful habits such as alcohol consumption and smoking. Excessive physical activity can cause significant harm, so an individual approach is essential when choosing the right level of physical activity. One of the goals of physical education in our country is the comprehensive and consistent development of the human body. People should be strong, agile, resilient, healthy, and well-rounded. Regular exercise or sports increase metabolic activity and maintain the body's mechanisms for metabolism and energy at a high level. Insufficient physical activity or impaired bodily functions due to limited physical activity negatively impacts the body as a whole. People can live with limited mobility, but this will lead to muscle atrophy, decreased bone strength, deterioration of the central nervous, respiratory, and other systems, and decreased vitality and vital functions [2,4]. People who regularly engage in physical exercise significantly enhance the potential of all

human systems and organs. Targeted physical training improves the circulatory system, stimulates cardiac activity, increases muscle blood flow, and improves the nervous system's regulation of muscle activity [3,2]. Physical education serves the following functions in the lives of students: educational functions, which are expressed in the use of physical education as a subject in the general education system in the country; applied functions, which are directly related to improving specialized preparation for work and military service through professionally applied physical education; athletic functions, which manifest themselves in achieving maximum results in realizing a person's physical and moral-volitional potential; recreational and health-improving functions, which are associated with the use of physical education to organize meaningful leisure time, as well as to prevent fatigue and restore temporarily lost functional capabilities. It's important to understand that the role of physical education in higher education is undoubtedly significant; it is a necessary parameter in shaping the general and professional culture of a modern specialist. Physical education and sport are promising tools for developing a harmoniously developed personality. They help focus all the body's internal resources on achieving a set goal, increase productivity, allowing students to fit all their planned tasks into a short workday, and foster a healthy lifestyle. As an academic discipline, physical education is mandatory for all specialist training programs, as it is one of the tools that helps develop a well-rounded personality and optimize students' physical and psychophysiological well-being during their higher education [1].

At the current stage of university sports development in Ukraine, new challenges are emerging in physical education in higher education, aimed not only at developing students' physical abilities but also at stimulating their interest in sports and physical education. The development of university sports is also linked to the need to instill healthy lifestyle values in students and prevent various socially negative phenomena that occur among young people [1; 4]. Student sports, as well as youth sports, are the foundation for implementing the concept of continuous physical education in the Ukrainian education system. However, it should be noted that the Ukrainian student sports movement faces several major challenges. One of the main problems associated with the development of student sports in Ukraine is the lack of a regulatory framework. Currently, student sports are not regulated by existing legislation. However, several positive trends can be identified. For example, interaction with international student sports organizations has actively developed. In many Western countries, student sports are considered the foundation of national educational and sports policies. A significant portion of the national teams in these countries include student athletes. Integration processes between the international student sports movement and Ukrainian student sports help create a positive image of both student sports and the country as a whole [3]. The study provided new information on the problems faced by student youth and numerous solutions. The main reason is the low interest and integration of young people into sports. This allows us to assess their physical fitness and engage them in sports by identifying their future potential. Thus, current trends in physical education and sports among students indicate a growing interest in a healthy lifestyle, active recreation, and sporting events.

Conclusions. The results of physical education should be manifested in health, physical fitness, and physical performance, physical fitness, safety, culture, and healthy lifestyle needs. Physical education in higher education institutions should develop students' thinking and psychological attitudes to address specific life challenges in conjunction with other disciplines. Physical education in higher education institutions develops personal qualities in students such as hard work, passion for achieving goals, a positive outlook on life, the ability to keep up with and even lead others, responsibility, and self-control. Furthermore, physical education contributes to the development of spiritual and moral values, which directly underscores the importance of the subject and its place in the education system. If physical education specialists and teachers can instill in students a desire for continuous development and self-improvement, they will be better able to make responsible decisions in life and solve complex problems in various areas of life. Thus, raising physical education to the proper level creates a real opportunity to raise a healthy generation that will lead the nation to a new stage of development.

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