



THE PURPOSE OF THE SUBJECT OF MANAGEMENT AND MARKETING IN THE SPORTS SPHERE.

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Annotation. Physical Education is taught as a leading and main specialty subject in the training of teachers and trainers in the field of Information Management. This textbook details the origin, rules, factors of law, and scope of knowledge, practical action and skills and skills. The article provides assistance in the preparation of educational and methodological, scientific and methodological works and scientific and pedagogical specialists, means of increasing and developing their physical fitness, the basics of sports training, as well as mastering theoretical and practical knowledge.

Keywords: physical education, pedagogy, physical health, physical development, education.

One of the main types of professional activity of specialists in physical education and sports, recreation and sports-health tourism is pedagogical activity. Pedagogy is an educational science. Physical education as a type of education and an active side of Physical Culture is directly related to the development and education of the individual. It is important in the preparation and formation of children, adolescents and young people for life along with mental, moral, labor and aesthetic education. Physical education and sports pedagogy is the development of the sphere of physical education and sports activity of an individual, in the process of education and training. A specialist in the field of physical education and sports is, first of all, a teacher. and the teacher is, of course, the teacher, the coach. and the teacher, academician B.S. Gershunsky is a thinker who feels the fullness of the sacred responsibility assigned to him for the fate of a person entrusted to him and trusted in him, his spiritual, intellectual and physical health, the future of his country and the whole world, the civilization of all mankind. Pedagogy has its own censorship and works with a number of basic and auxiliary concepts. Development, teaching, education, upbringing are the main areas and have the characteristics of pedagogical categories. What is the meaning of these concepts? From a philosophical point of view, human development is understood as a multifaceted and regular change of matter and consciousness, as a result of which the object comes to a new qualitative state. The process can go along rows of ascending (development) or descending (regression). In the second case, the object deteriorates-it loses its positive properties without taking a new one. From a pedagogical point of view, development is a purposeful, systematic and continuous process of improving the mental, moral and physical activity of students through the content of educational material and the organization of a particular life. Distinguish between intellectual, mental, physical development of a person. Mental development is the development of elementary reactions and coordination, as well as emotional and volitional stability. In sports and military pedagogy, where activity is associated with overcoming extreme situations, the main concepts include psychological training, which is understood as a purposeful process of forming a stable attitude among students to social negative factors (cunning, deception, cruelty, etc.). , inner readiness to overcome difficulties (hunger, thirst, cold, heat, etc.) and difficulties (physical stress, pain, etc.), active desire to master art communication with people against the background of high personal endurance and appropriate emotional and volitional stability. Psychological preparation is carried out as a process and result of mental

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development in the process of a particular lifestyle, as well as using special forms, tools and methods of influencing the individual, among them, military operations and sports competitions are the most effective. Physical development means improving the functioning of the internal organs of a person, strengthening his muscles, ligaments and auxiliary apparatus. Harmony and beauty determine the desire of the human being for physical development. The ability to mobilize to the maximum at the right time is always present in it. Therefore, the process of physical development involves not only the improvement of physical qualities, but also the emergence of new sports psychological structures in a person, which is especially pronounced when people are actively involved in sports.

In the theory of Physical Culture, the term "development" is applied to physical qualities. For example, the development of explosive power in an athlete. The verb "form" should be used, as a rule, in relation to motor skills. The use of the term "formation" (giving a certain completeness) as a synonym for the term "development" is possible only in some cases. Education is the process of mastering a system of scientific knowledge, cognitive skills. On their basis, a person's worldview, moral qualities, creative abilities are formed. At the same time, education is understood as the result of training. The word "education" has two meanings: the first is the real process of Mastering by a person in a certain system of knowledge, skills and abilities; the second is the result of this process, expressed by different levels of creative and practical training of a person. Self-education involves the purposeful and purposeful work of a person associated with the search and assimilation of knowledge in his area of interest, including listening to special programs on radio and television, working "in tandem" with a personal computer (computer, Includes searching for information on the internet. In theory and practice in physical education education, such concepts as "physical education", "physical education", "education in the field of physical education", "physical education" are often used. Esch P.F. Lesgaft considered moral qualities and its volitional manifestations to be the priority of physical education, that is, the development of a person's character through physical exercise. P.F. at physical education. In terms of maximum width and depth of understanding, Lesgafta fits into the modern educational concept. "Mental growth and development," wrote P.F. Lesgaft- requires the adaptation of physical development. "His system of physical education, solving the problems of human health and hygiene, showed in practice the connection of physical education with mental development, moral and aesthetic education. It was aimed entirely at preparing young people for productive work. If we return to terminology itself, then the phrase "physical education" is semantic, semantic, logical and professionally incorrect. The term "physical education" is also not very correct ("physical education"). Therefore, the use of the term "education in the field of physical education" seems to be the most correct. The term "pedagogy of Physical Education and sports", which is used to designate an independent scientific discipline as the art of raising and educating Sports children, is relatively young, although some of the most important problems and directions of this science, in fact, arose much earlier.

Their first traces are found even in ancient philosophy. Along with Aristotle, Plato paid special attention to pedagogy, which he formulated within the framework of his broad philosophical thought, which contributed a lot to the development of pedagogy until our time, connecting it with general philosophical views on life and the world. Leaning on his philosophical and pedagogical, Plato proves the need for "sports education", without using the concepts of "sports" and "sports education", being balanced, well thought out and in some cases very close to our formulas. "Background" modern pedagogy proves that physical culture and sports are possible with absolute accuracy, when the

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justification and implementation of the goals of physical education they meet the requirements of certain political systems or are recognized by these systems. In the event of a conflict with the dominant political system, these goals will not be realized, no matter how well-intentioned these goals are and how reliably they have a basis from a pedagogical point of view. This fate connected fans of reform pedagogy with all their plans and intentions. From now on, politics is clearer than ever, outlining the tasks and goals of physical education. Hitler, with the observations of Boimler and Vetsel, were the main ideologists of the political justification of the goals and objectives of physical education. Thanks to their efforts, physical education has become the center of political education, subjugating the whole person to himself. The cult of the mindless beginning was carried away along with the rejection of Science, which began to be seen as something voluntary, mixed with physical education, combined with political ambitions. In what sense it is said about pedagogy, it is expressed more clearly and meaningfully in Hitler's next statement than in all other formulas: "my pedagogy is harsh.

From this purity of pedagogy, the theory of physical education arose at a very slow pace. After World War II, Karl Dim put forward the first important initiatives to create a new theoretical base and further develop the pedagogy of physical education vasport. He also did a lot in the field of organizational design of an independent discipline of physical education and sports. Education and upbringing in the field of Physical Culture are distinguished by general and specific laws of pedagogical activity, as well as specific features. Thus, the lessons will definitely take into account the age and gender characteristics of students, sensitive periods of the development of physical qualities, the level of health, condition and physical fitness. The teacher is obliged to use specific tools, forms and teaching methods inherent in the field of physical education and sports. However, it is also necessary to take into account the direct relationship of physical culture with psychology, since physical health directly depends on the mentality of the audience. The pedagogical process of improving the physical abilities of students is associated with a direct impact on the biological nature of a person. The effectiveness of this process is achieved if the use of certain means, forms and teaching methods is based on knowledge of the biological characteristics and patterns of the growing human body and the requirements of sports medicine. Systematic physical education and sports allow students to: health and physical form in good and excellent condition; better assimilation of a large amount of knowledge from other disciplines; increasing motivation in order to gain success in other areas of activity. Thus, in the educational system, physical education is inextricably linked with general pedagogy. Complementing each other, they realize the achievement of the goal set out in the following tasks: the assimilation of a person's Physical Culture and a systematized knowledge of the skills of leading a healthy and sports lifestyle, which determines the Further reading and adaptation of students to life at the required level; it consists of developing interests, abilities, thinking, attention, perseverance, memory, emotions, will, cognitive and practical skills.

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