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Annotation: Contemporary sports are a powerful industry that includes special system of sports record achievement. It involves sportsmen and coaches as well as managers, doctors in sports medicine, psychologists and research associates. Mass media keep on promoting extensive competitions as main events of social life. Nevertheless, contemporary sports should not be treated as a unified phenomenon that has one goal, functions and common patterns of development. Contemporary sports have many faces and varieties. Sports system includes such kinds as mass sports, children and youth sports, school sports and students' sports that solve the problems of health promotion and sports education of the youngsters. High performance sports (Olympic and professional sports) are aimed at achieving high results and victories. All these kinds are united by common functions: spectacular, political and economical. High performance sports provide special life-style and way of being successful, show great sports style and ability to see off the challenger. Many spectators take it as a role model not only in sports, but also in other sectors of life. However, high performance sports have created many contradictions that do not allow contemporary sports to develop positively, often discredit them and contribute to people's, especially parents', attitude that sports are not good. Public opinion tends to consider contemporary sports to be dangerous activity. Research objective: to carry out sociologic analysis of contradictions in contemporary sports and to offer the ways of overcoming.

Keywords: Contemporary sports, high performance sports, olympic and professional sports.

The most acute contradictions in the development of sports in modern society include the myth that sport is perhaps the only and main factor in maintaining and strengthening health. No one disputes the preventive value of exercise. However, it must be understood that this is only one of the factors that make up a healthy lifestyle. In addition to playing sports, human health is affected by the environmental situation, the diet and quality of nutrition, the presence of bad habits, the standard of living, heredity, etc. Therefore, you should not directly link the state of health and sports. In addition, tragic cases are known that have occurred with outstanding young athletes due to injuries and high sports loads. It is enough to give an example of the tragic fate of Alexei Cherepanov, when the heart of a young and promising athlete stopped at a hockey match. The picture has already become familiar when athletes, skiers, biathletes after passing the distance "dead" fall on the track of the stadium or on the track. The sport of the highest achievements is associated with the risk and the need to influence the maximum permissible physical loads on the body. Unfortunately, due to a number of circumstances (disposition to win at any cost, doping) an athlete crosses the line of what is permissible and damages his health, and sometimes the health of his opponent.

Currently, the number of new sports is rapidly increasing, especially extreme ones: mountain biking, quads, freestyle, scooters and much more. Extreme sports sometimes crowd out the classic ones - skiing, athletics, gymnastics. However, one cannot forbid a person to engage in any kind of sport and learn the capabilities of his own body. Moreover, often in life we are faced with situations where only the full concentration of forces allows us to avoid danger. And the more physical strength a person has, the less loss to health he gets out of a difficult situation. Sport helps to simulate problem situations and find ways out of them. Therefore, each person must decide what level of sports achievements he should strive for. It is possible to resolve the contradiction associated with sports and the health of an athlete by improving sports equipment, competition rules, improving the material and technical equipment of sports facilities, health prevention, medical monitoring of the health of athletes, as well as improving the quality of professional training of coaching staff. However, while the problem of "sport and health" remains unresolved.

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The next contradiction in the field of elite sports is that many sports have begun to rapidly “get younger”. Record results are achieved by teenagers, almost children, for example, in such sports as rhythmic and artistic gymnastics, figure skating. In other sports, the age of the winners also has a noticeable downward trend. It is clear that young athletes can also win competitions of the highest rank. However, the essence of the problem is that there is a forced training of a young athlete without taking into account the age indicators of his development.

This problem is exacerbated by the presence of a system for selecting talented children, when not a sport for a child is selected, but a child for sport. Selective selection is a serious psychological stress for many children and parents, which often permanently pushes the child away from sports. The use of special technologies, "proven" on the adult contingent, without adapting them to the methodology of children's and youth sports, leads to premature "pumping" of the young athlete, and there can be no talk of sports longevity. This contradiction in the field of youth sports ultimately distorts the essence of sports, cripples athletes physically and morally. Another contradiction, seriously undermining the foundations of sports, is generated by the system of contractual victories, which are organized in the hotel rooms of judges, in the offices of managers, that is, far from sports halls, playgrounds, fields. The displacement of the competitiveness factor has become significant, especially in team sports. According to researchers, a considerable number of matches of football and hockey championships are "sold" in advance. This, of course, affects the moral foundations of athletes, as well as the entertainment of sports. Therefore, we often see half-empty stands and disappointed fans.

The activities of specially created anti-doping organizations did not live up to expectations: doping scandals do not subside in society. Athletes convicted of doping are closed for a long time on the road to big-time sports, they are deprived of sports awards, they become one of the people who are rejected by society.

Now studying scientific heritage, socio-political activities and acquaintance youth charity of our above-stated ancestors is considered one of the main urgent objectives of the modern intellectuals.

Thus, the way to solve these and other social contradictions of modern sports is to strengthen the educational, scientific and cultural components of sports activities. The formation and intensive development of sports culture can significantly increase the potential of modern sports and form a positive public opinion that allows finding new resources for the mass involvement of people in the sports movement.

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