Original Contribution

PROJECTIONS OF THE ACADEMIC PROFILE OF THE PEDAGOGUE AS A SPORTS ANIMATOR

D. Zheleva-Terzieva*

Faculty of Pedagogy, Trakia University, Stara Zagora, Bulgaria

ABSTRACT
One of the modern challenges facing society is finding ways to counteract hypodynamia. This article discusses the ability of educational institutions to enrich the forms and means of extracurricular physical activity through sports-animation practice, in order to stimulate the active participation of adolescents and increase the volume of their motor activity. Presented is the regulatory conditioning for the formation of professional-pedagogical competence for the realization of sports-animation activity. The authors justify the fact that maximising the engagement of the free time of the younger generation will regressively affect its activities with negative health dependencies.

Key words: motor activity, hypodynamia, educators, sports animation.

INTRODUCTION
A large part of the negatives for the health of a modern man is due to insufficient motor activity (hypodynamia). In recent decades, technological achievements have caused not only the work but also the life of people to become automated. To a large extent, the automatic operation of machines almost completely replaces the physical efforts of man, which combined with the prolonged stay in front of the computer and television screens and the systematic use of means of transport favours the presence of hypodynamia, one of the main causes of numerous socially significant diseases. Ts. Popivanova emphasizes that there is no structure and function in the human body that is not affected by this phenomenon, inflicting severe effects on its physical and functional abilities (1). The lack of sufficient and regular physical activity is seen as one of the most common public health problems of our time in many developed countries (2).

*Correspondence to: Donka Zheleva-Terzieva, Faculty of Pedagogy, Trakia University, Bulgaria, Armeiska str, 9, Stara Zagora 6010, Mobile Phone: +359888089871, E-mail: donka.zheleva-terzieva@trakia-uni.bg

Alarming is that these problems are also observed in childhood. With hypodynamia occurs the deficiency of motor activity that disrupts the biological balance of the adolescent organism. Children increasingly rarely play outside the home and in nature, the reasons for which are numerous and diverse. The internet and virtual reality are a necessity and are accessible to everyone. In her dissertation, V. Georgieva-Hristozova examines thoroughly the children of the generation "Z" (those born between 1995 and 2010), who are defined as technological "geniuses", "experts" in computer games, "experts" in social networks (3). Television like any other technique is a source of electromagnetic radiation – the cause of serious vision problems, mental fatigue and headaches. A prolonged stay in front of the computer and TV screens favours unhealthy eating habits and hence the accumulation of excess weight. According to the data of the National Centre for Public Health and Analysis, Bulgarian first-graders are second in obesity in Europe. Between 2000 and 2013, 30% of Bulgarians in first grade are overweight and 16% are obese (4).
According to scientific data, after entering school children's motor activity decreases by about 30 to 50% (5). The data published in the European Policy Framework and Strategy for the 21st Century "Health 2020" (6) and the National Health Strategy 2020 (7) on the motor habits of Bulgarian children show negative trends. This requires a holistic public attitude to create conditions in order to increase motor activity. Children's right of movement every day is protected by the Convention on the Rights of the Child (8).

The Global Nutrition, Physical Activity, and Health Strategy of the World Health Organisation (WHO) (9) provides for the formation of an active motor lifestyle in every person, especially adolescents. To ensure proper and healthy growth and development of children, the WHO recommends daily motor activity lasting at least 60 minutes, as defined in 2010 in the Organization's Global Recommendations (10). In this regard are also the Guidelines of the European Union. The Republic of Bulgaria through the National Health Strategy 2020 reflects the understanding that child health and development care is the responsibility of the whole society and identifies as a top priority the need to invest in the earliest years of children's lives. "Motor activity is one of the determinants of health and a necessary condition for ensuring optimal growth and development of children and adolescents – an age at which the main habits related to a healthy lifestyle are formed" (7). The implementation of adequate promotion of children's health in terms of motor activity can be carried out with the active participation of sectors such as education, economy, finance, social care, sports, etc.

Physical well-being is a prerequisite for good health. It is no coincidence that the ancient Greeks and Romans put motor qualities on a pedestal along with mental abilities and moral virtues (11). According to the author, the need for movement is encoded in human evolution and is vital and especially important in childhood when quantitative and qualitative processes are intense. The positive effects of motor activity are innumerable: movement improves blood circulation of the brain and the strength and mobility of nerve processes, the way to activate working capacity and eliminate mental fatigue; the nutrients taken are fully absorbed; the body's resistance is increased; motor and moral-voluntary qualities are formed. Systematic activities with physical exercise and sports lead to positive changes in the musculoskeletal system; the vital capacity of the lungs, muscle strength, the volume of blood pumped from the heart per beat is increased; pulse rate and blood pressure values get lower. As a result of active motor activity, the number of erythrocytes, leukocytes, and haemoglobin content in the blood increases, especially in outdoor activities; enhanced is the personality's ability to form a variety of spiritual values and readiness to deal with different situations.

One of the main tasks of physical culture, and in particular its components - physical education and sports, is to ensure the necessary degree of motor activity as a factor in promoting a healthy lifestyle.

Part of the priority tasks of the National Strategy for the Development of Physical Education and Sports in the Republic of Bulgaria, adopted for the period 2012-2022 (12), are related to optimizing the motor regime of preschool children through a rich and emotionally saturated program of physical exercises and games; making changes to the organization and content of extracurricular and out-of-school sports activities; organizing tourist and sports events during the holiday periods.

D. Simon and D. Reeves (13) state that children learn better when competing, and game activity helps develop motor qualities in an atmosphere with overwhelmingly positive emotions. I. M. Sechenov (14) proves that the planned practice of physical exercise and sports during people's leisure time leads to a decrease in fatigue and "energy accumulation" of nerve centres, which means that properly organized recreation, contributes to strengthening human health. It has been scientifically proven that short-term active recreation in the school day mode increases children's mental capacity and reduces feelings of fatigue (15).

Active recreation includes "quantitatively and qualitatively valuable exercise and interest-satisfying programs, spending leisure time as
health-determining characteristics" (16). As a supporter of a healthy lifestyle, M. L. Adelman sees the environment and active recreation as determinants of health. This statement also stems from the definition of health as a state of complete physical comfort, mental and social well-being, as a result of the relations between the human body and the social, economic, physical, chemical, and biological factors of the living environment and lifestyle (17).

In order to attract children to active motor activity, it is necessary to use emotionally saturated means and forms to stimulate and provoke their participation. In this article, we turn our attention to sports animation.

Motor activity today is carried out predominantly through the physical culture that is part of the general culture of society. As a sphere of social activity, physical culture is "an objective need in people's lives (...), a set of values (...), a process for physical education, physical development and structural-functional improvement of man" (18). The concepts of "physical culture", "physical education" and "sport" should not be identified. Physical education and sport are two interconnected components of physical culture.

As the most ancient component of physical culture, physical education is "one of the main forms of targeted functioning of physical culture in public practice" (18). As a concept, it is derived from the pedagogical concept of "upbringing" and is one of the main shares of comprehensive education, together with mental, moral, aesthetic, and labour ones. As a pedagogical process, physical education contributes to the proper physical development of adolescents and the formation of a need for motor activities.

The European Sports Charter underlines that sport is "an important area with huge potential to improve the overall level of health of Europeans and therefore calls on the EU and the Member States to facilitate the practice of sport and promote a healthy lifestyle with full use of sports opportunities, thereby reducing healthcare costs" (19). Also there is a reference to the main purpose of sport - expression or improvement of the physical form and mental well-being of the person, which take place in a competitive environment. As a result of active participation in sports activities, the whole organism is improved. Physical perfection is not only an ideal combination of structure and body support but also a harmonious functioning of the systems in the human body. Sport is an interesting and attractive activity due to the emotional nature of the activities. Its impact on the physical and mental health of children is enormous. In order to attract adolescents to active motor activity in modern society, it is necessary to use something attractive, emotionally saturated and provocative for their interest. In recent years, sports animation has been accepted as "something modern" in motor terms. The application of the animation approach in pedagogy in the Bulgarian education system is examined by Z. Dimitrova (20). Outside the country, animation has been actively used in the process of education and in organizing children's leisure time for decades. Quality education is one of the serious investments in life. Higher education aims at training highly qualified pedagogical staff to meet society's needs for effective and adequate changes. In a rapidly changing world, educators need to receive modern training and/or additional qualifications. Teachers should strive for deep knowledge not only of how to teach their specific subject but also of effective practice in a diverse learning environment consistent with the existing deficits in society (21, 22).

To strengthen the presence and position of sports animation in the school education program is difficult, but there are opportunities in the extracurricular work. There is a wide variety of entertainment activities with a sports-animation focus.

Sports animation in an institutionally organized environment is a form of pedagogical activity aimed at meeting the needs of children of recreation, motor, and entertainment interests, ensuring interaction between the participants in organizing leisure time in and out of the system of educational institutions. The purpose of sports-animation activity when working with children is to achieve a fun, pleasure, positive emotions, and mental relief from school work, improve motor qualities, skills and physical capacity, increase the body's resistance to external influences.
Sports animation in an institutionally organized environment includes games and sports activities for children and students, which take place in the natural conditions of the natural environment or in the all-day regime of educational institutions suitable for the age and functional characteristics of the adolescent organism. The means and methods used must comply with the pedagogical principles and guidelines for conducting sports-animation activities with children.

Sports-animation activity in an educational environment is possible to realize during physical holidays, games, walks, optional motor activities, free independent activities in preschool; during the long break, in the class for sports activities and games, sports groups for all, sports holidays, tourist walks, outings and hikes in school age and as activities organized by external companies, associations and other sports-oriented units during leisure time.

Some of the highlights related to the actuality of the sports-animation competence of the educator are: often, in organized holiday camp, the leader of the group is the class leader, not a specialist in physical culture; and expensive hotel resorts have sports animators all year round.

Regulatory dependence for the formation of professional-pedagogical competence for sports-animation activities.

Scientific publications are increasingly looking at, researching and proving people's insufficient motor activity and its consequences for their health. Attracted as partners in the process of seeking a variety of forms, ways, means and methods of counteraction are various public sectors, including the educational sphere. It is undeniable that educational institutions are not alone, but are the main responsible factor for all-round and harmonious personality development. Public attitudes in the Republic of Bulgaria are waiting for state and municipal institutions to find ways to increase the motor activity of adolescents and bring it closer to what is necessary to maintain good health and physical capacity level. The problems associated with the insufficient motor activity of the adolescent generation are realized, which is evident from the regulatory documents adopted in recent years. Ordinance 15 on the status and professional development of teachers, directors, and other pedagogical specialists, states that pedagogues employed as teachers are required to possess the competencies to protect the life and health of children and students, including during the organized additional activities or activities of interest, and the functions of educators include the activity of "planning, organizing and leading the self-training of students, of interests in their free time, organized recreation, physical activity" (23). For a number of reasons, it is necessary to predefine the extracurricular forms of physical education by organizing sports activities during weekends and school holidays. It is clear that not only physical education specialists but also all educators need to form competence for organizing and conducting sports-animation activities in natural conditions of the natural environment and in the all-day regime of educational institutions. Professional competence is acquired in higher school on the basis of specialized professional training in certain disciplines (24).

In summary, the competence of the pedagogue for planning, preparing, organizing, conducting and directing activities with physical exercises and different types of sports and tourist activities in extracurricular time constitutes the professional-pedagogical competence for the realization of sports-animation activity in an educational environment. The improvement of the professional competence of students of pedagogical specialties aims to help realize one of the objectives of education, namely the all-round and harmonious development of personality.

REFERENCES


