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**ІННОВАЦІЙНІ ТЕХНОЛОГІЇ В СИСТЕМІ
ПІДВИЩЕННЯ КВАЛІФІКАЦІЇ ФАХІВЦІВ
ФІЗИЧНОГО ВИХОВАННЯ І СПОРТУ**

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THE CONCEPT OF THE WORD "FITNESS" AND ITS INTERPRITATION

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Current trends in the global health movement is accompanied by the appearance of new terms and concepts. Nowadays, the term "fitness", which became widespread in the world, has a broad range of definitions that are leading to terminological and methodological confusion.

Most authors emphasize that the word "fitness" exists without translation in all world's languages. It comes from the English «to be fit» – to be in shape, feel good, be healthy. The theoretical analysis has confirmed that over the past 10 years, the meaning of the word "fitness" was changing quite often. Many definitions that appeared during this time do not reflect the essence of this phenomenon and often misleading.

According to the Saykina E.G. (2009), it happened because the phenomena that are denoted by the same term "fitness" both in the United States and Ukraine are not identical. In American society, "fitness" is considered wider and in different contexts can replace the concepts of "physical culture", "physical fitness", "health", etc.

Conceptual framework of the definition "fitness" is an important component of success philosophy, which is now popular in the West and where the need for a certain level of preparedness for coping with life's difficulties is assumed.

In post-soviet theory and methodology of physical education each of these terms have inherent their own, different from others semantic definitions. In the Ukrainian language, the word "fitness" has acquired multiple meanings. Firstly, this term implies a set of measures providing person's versatile physical development, improvement and formation of his/her health. These activities include:

- Weight training, aimed at the development of power abilities and increase muscle mass;
- Aerobic exercises for aerobic abilities development;
- Flexibility training;
- Creating a culture of nutrition and healthy lifestyle.

Therefore, in the Ukrainian language, the closest to the concept of "fitness" is the concept of "physical culture", which is different from it, in fact, only by form.

Secondly, according to Somkin A. A. (2006) fitness has only recently emerged as a sport coming from the framework of competitive bodybuilding.

As it was pointed out by Hawley E. and Franks B., the meaning of the word "fitness" gradually evolved from "physical appropriateness" to a definition of social and cultural phenomenon of the XX century; from the "person's physical health, which is expressed in his/her physical work preparedness " to" the aspiration to optimal quality of life, including its social, mental, spiritual and physical components ".

After analysis of a large number of definitions proposed by different authors, we believe that the explanation proposed by Saykina E. G. most fully captures the essence of such a complex thing as fitness. In her view, the fitness is a focused health improvement process based on the voluntary choice of motor activity in order to maintain, strengthen and preserve health (physical, social, spiritual), to reduce the risk of diseases and their prevention, to introduce a healthy lifestyle for the purpose of personal success and physical well-being achievement based on the attractiveness of the exercises and enjoyment of them.

We fully agree with this definition and adhere to this interpretation.