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THE HISTORY AND CURRENT STATE OF VETERANS BADMINTON DEVELOPMENT

Veteran sport is a promising means of restoring human strength in the process of its training activities, as well as the possibility of self-affirmation and self-expression in free time professional and domestic activities. Veteran sport is not only a means of combating the negative phenomena of the modern information society, but also is able to form worthy values for a healthy lifestyle, ethical, aesthetical and moral and psychological factors in the public consciousness [1, p. 279].

Veteran sport is an attractive and emotional phenomenon and most importantly involves participation in competitions. Maybe in the beginning it's just participation, not victory, but later the struggle for progress necessarily begins, veterans try to achieve new sport results in their age categories. Participation in competitions, competitive activities become a target factor and a significant additional motivation for further training. For some athletes it is a partial return to youth, for others it is pleasure or the possibility of self-affirmation. But for most veteran sports including badminton this is a meeting of like-minded people, a purposeful, disciplining lifestyle, which gives optimism and confidence, encourages creative self-improvement, but instead it brings a sense of satisfaction, reliability, spiritual freedom, a successful solution to many everyday problems. Veteran sport improves the quality of life, gives free time from professional and domestic activities.

Veteran athletes are an example of longevity and high results and skills in various sports. Scientists have proven that for those who played sports in their youth, the need to continue physical activity remains throughout all their life. Otherwise, if the body does not receive the necessary load, it ages and collapses faster than the

organism of people who did not play sports before. Veteran sport is not only a means of combating the negative phenomena of modern information society but it is also able to form worthy value institutions for a healthy lifestyle, ethical, aesthetic and moral and psychological factors in public consciousness.

Badminton requires adults to show special physical and psychological qualities: general endurance, coordination, operational and analytical thinking, creativity, stability of attention and a high level of health. Competitive activity becomes a powerful motivation, gives a deeper meaning to physical activity and even changes lifestyle.

The purpose of this study is to consider the problems of veteran badminton development in the world and in Ukraine nowadays on the basis of theoretical analysis.

To achieve this goal we used the following research methods: analysis and generalization of data from scientific and methodological literature sources and the Internet; pedagogical observations; methods of mathematical statistics.

The International Badminton Federation (BWF) was formed on July 5, 1934, and it is no coincidence that most of the countries that founded the federation were parts of the former British Empire: England, Holland, Denmark, Ireland, Canada, New Zealand, Wales, France, and Scotland. Currently 186 countries on all continents are members of the International Badminton Federation. By the way there are only 195 independent states in the world.

The history of badminton development in Ukraine started from the period of the USSR. 1957 is considered to be the year of badminton appearance, when the country representatives at the World Student Festival in Moscow met with badminton athletes who came to this international forum. In 1961 the Badminton Federation of the USSR was formed and in the same year the first competitions with the participation of teams from Moscow, Leningrad, Kharkiv, Lviv and others took place. In 1962, the teams of the republics of Ukraine, Belarus, Russia, Azerbaijan, Kazakhstan, Tajikistan and the cities of Moscow and Leningrad met. In 1974, the USSR joined the International Federation, and in 1975 the European, and thus our

badminton players were able to participate in official competitions held by the International and European federations. The beginning of badminton development in Ukraine is considered to be 1961, when badminton players from Kyiv, Kharkiv and Lviv took part in official match meetings with athletes from Moscow and Leningrad. In 1962, the first championship of the republic was held in Ukraine, the champions were Agneta Kartsub (Lviv) and Volodymyr Lifshits (Kharkiv). Since 1992, badminton has been included in the program of the Summer Olympic Games. The speed of the steering wheel after hitting a professional athlete reaches 493 kilometers per hour, which is an absolute record for the speed of the game projectile. In one game, a player runs about five kilometers and makes up to four hundred shots on the steering wheel, and the match consists of two or three games. To master the entire technical arsenal, professional athletes spend up to ten years of intense training. Currently, the planet is dominated by Asian athletes (China, Republic of Korea, Indonesia), who win up to 90% of medals at world championships. Asian countries are followed by European countries: Denmark, Great Britain, Spain, France, Russia, Germany, and the Netherlands [2, p.52].

World Masters Games (WMG) are the highest-ranked veterans' competitions, which are held every four years and include many sports in the program. The first World Masters Games were held in Toronto, Canada in 1985 (22 sports, 61 countries, 8,305 participants). Recently, the number of WMG participants exceeds the number of participants in the Olympic Games and World Universiades. This is due to the fact that participants from 35 to 100 years of age and older are allowed to participate in WMG and there is no quota for the number of participants. The popularity of the World Games grew along with the number of athletes who participated in these large-scale competitions. Therefore, in 1995, members of international federations proposed the creation of the International Masters Games Association (IMGA), which aims to promote friendship and mutual understanding between sports veterans around the world regardless of age, gender, race and religion. Analyzing the geography of the World Games of Veteran Sports, we see that only twice these competitions were held on the European continent (Aalborg, Aarhus, Herning,

Denmark, 1989; Turin, Italy, 2013). That is why the European Masters Sports Association (EMSA) was established, under the auspices of which, since 2008, the European Masters Games (EMG) have been held every four years. These are sports competitions for Europeans 30-35 years and older, whose program consists only of summer sports, including badminton.

In 2011, the Association of Veteran Sports of Ukraine (AVSU) was established which is all-Ukrainian union of public organizations whose goal is the creation and formation of a single system of veteran sports, development of veteran sports at all levels, social protection of veterans of physical culture and sports, the improvement of organization of all-Ukrainian sport competitions for veterans, participation of veterans in international sport tournaments.

Recently, veteran badminton has received widespread support from Ukrainian Badminton Federation. In 2021 Ukrainian Badminton Federation presented a single calendar of tournaments among veterans and badminton amateurs. It was the first time when amateur-veteran competitions have been agreed and consolidated into a single calendar in a convenient format for the years of Federation existence. The list of competitions includes the official Ukrainian Badminton Championship among veterans in 2021. According to the rules of these competitions, players who took 1-2 places in each age group and each category get the right to represent Ukraine at the European Badminton Championship among veterans, which will be held in Croatia in summer 2021.

Today veteran badminton is popular and it is practiced by a significant number of athletes in the whole world and in Ukraine in particular. Thus the development of veteran badminton movement in Ukraine requires thorough objective researching problems of organization, sport methodology, training practice and right combination of physical culture, sports, health and work of sportsmen of all ages.

The authors of this study propose badminton as means of motor activity for the staff and teachers of our university. Badminton is a fully accessible sport and the effective means of physical development during recreational activities.

activities have a positive impact on human health and help to delay the ageing process. The huge opportunities inherent to the body of each person can be realized in health and active longevity only under the condition of systematic and regulated physical activity.

Prospects for further research will focus on the development and implementation of badminton recreational and health programs for the elderly to improve their health and slow down the aging of the body.

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GENDER STEREOTYPES IN SUMY REGIONAL TELEVISION NEWS

Traditional mass media, including television, is a special form of social communication. It acts both as a mirror and a pointer, identifying and establishing the unwritten rules of society. A special place among the latter is occupied by gender stereotypes – repertoire of emotions, attitudes, behaviors, and perceptions that are commonly associated more with one sex than with the other. Content analysis of journalistic materials can give us an existing picture: which stereotypes exist now in our society.

Anything related to gender remains problematic and provokes conflicts among people. Many issues are not fully resolved and articulated. At the same time, the vast majority of people perceive the idea of gender equality quite controversial [1].