

## Modern Sport: Problems and Solutions

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**ABSTRACT:** Contemporary sports are a powerful industry that includes a 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. The 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 economic. High-performance sports provide a specilifestyleyle 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 activities. Research objective: to carry out sociologic analysis of contradictions in contemporary sports and to offer ways of overcoming.

**KEYWORD:** Contemporary sports, high-performance sports, Olympic and professional sports.

The problem of interaction between Olympic and university sports is the subject of scientific discussions and modern publications devoted to this issue. This is because in the sports world there are two prestigious and large-scale events - the Olympic Games and the World Universiade, which, on the one hand, attract the attention of millions of spectators, and on the other hand, are the subject of the struggle of politicians and heads of state for the right to host these competitions.

Each athlete considers it a life's work to take part in these competitions. They require huge economic resources. To preserve and improve the status of the Olympic and university sports movement in the world, it is necessary to realize and understand why these types of sports are attractive to young people and what hinders their further existence and development.

**PURPOSE OF THE RESEARCH** - to conduct a sociological analysis of the value potential of Olympic and university sports based on the study of the attitude of students studying in universities of physical culture and sports to these varieties of the sports movement.

## OBJECTIVES OF THE RESEARCH

- to analyze the development model of Olympic and university sports;
- identify similarities and differences in the development models of Olympic and university sports;
- identify the value potential of Olympic and university sports for the development of modern society and the athlete's personality.

First of all, let us formulate the main concepts of our study since they are rarely discussed in modern sports theory. When formulating concepts, we proceeded primarily from their belonging to the main large-scale sporting events:

- Olympic sport is a kind of sport of the highest achievements, integrated Naya in the space of the Olympic movement and the program of the Olympic Games;
- university sports, as a rule, are understood as sports united by the ideology and program of the world student university games.

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 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 several 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.

At the same time, there is no doubt that a modern athlete experiences enormous training loads and his body is not able to recover quickly without the help of pharmacological agents. If supportive drugs are not used, the athlete will not be able to train in modern volumes and given intensity regimes, and the negative consequences of loads will lead to pathological changes in his body and psyche. Therefore, sports doctors demand to legalize some pharmacological agents that will help athletes cope with exorbitant stress and stress, increase the body's resistance to colds, and increase the pain threshold in the treatment of sports injuries. Nobody forbids people of extreme professions (miners, oil workers, astronauts) to restore their working capacity with the help of pharmacological agents.

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.

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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