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SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2019 Issue: 04 Volume: 72

Published: 15.04.2019 <http://T-Science.org>

QR – Issue



QR – Article



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SPORT AS THE DEVICE OF FORMING ESTHETIC IDEAL OF PERSON

Abstract: This article analyzes the constructive meaning of sport and its types, which reflects the dynamic nature of aesthetic ideals of the individual, the health of societies and beauty.

Key words: personality, ideal, sport, beauty, aesthetics of sport, aesthetic consciousness of a person, art.

Language: English

Citation: Samadov, A. R. (2019). Sport as the device of forming esthetic ideal of person. *ISJ Theoretical & Applied Science*, 04 (72), 165-167.

Soi: <http://s-o-i.org/1.1/TAS-04-72-21> **Doi:**  <https://dx.doi.org/10.15863/TAS.2019.04.72.21>

Introduction

The world of events on esthetic thinking includes all life spheres, activities, labour, household, family relations and all valuable spheres. Esthetic values become real by art, and are seen as modern-cultural description, as sport which includes persons' ineterst and needs. The process of esthetics in events, activities, spheres of life and art is carrying according to the demands of postmodernism culture today. This process proved the widens of esthetic borders, changing of object of esthetic needs. At the present time, the sphere of sport is defining the direction, stream and elements of esthetic thinking of person, types of activity, creating esthetic ideal which penetrates into our cultural life. Majority of people are widely used different sport types in order to create the culture, attractive physique and healthy lifestyle.

Aesthetic needs is a component of the general need and always requires a person's spiritual and welfare life, including the necessity for a certain spiritual nutrition from the society in which he lives, and essential spiritual, spiritual values to keep that spiritual wealth. Hence, the aesthetic needs of people are reflected in the objective of human activity. "Human beings perceive all things in harmony with the laws of grace ... The ability to comply with the law of esthetics, that is to say, creates the essence and content of human activity. Therefore, in every activity of man, there is aesthetic source: the person lives along with material, along with the joy of spirituality - on the basis of emotions of hope, freedom of liberty, and the social appreciation measured by the dimensions of self and others. [1, 77].

Materials and Methods

Since the emergence of human society, art plays a major role in holidays, celebrations of traditional ceremonies, and other events. It is important to recognize that elements of art are an epistemological tool in the process of understanding and mastering the universe. Art has been instrumental in creating a recreational aesthetic ideal as a means of relaxing, expressing its own emotional, artistic-figurative thinking, as a means to promote nature.

Aesthetic ideals, categories and concepts have been understood and explained through centuries by types of art, and this has led to the conclusion that artistic literature determines the orientation of the aesthetic mind of the people. As if aesthetics is the only means to reflect the facades and edges of art. But the types of aesthetic activity of a person is different. In the process of aesthetics, people create rich aesthetic values by shaping their tastes, ideas, imaginations and ideals.

Such needs are satisfied not only by art, but also those needs can be met in various fields of labor, lifestyle, attitude to a healthy lifestyle and sports, environmental attitudes and other activities of human life.

Today, the sport industry is also doing the same things, it is institutionalized in the era of globalization and unites the needs of people.

The sphere of sporting education is in the sphere of pedagogy, sociology, culture, and it needs a philosophical perspective. Art and sport have parallel and perpendicular importance in shaping the ethical-aesthetic ideal of person. The delightful needs of the people, the spiritual-ideological status of the society,

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the audience's value, and high moral feelings, which are the factors that unite the athletes and artists' activities, will greatly help shape the entire ideal. Nowadays, the cognitive apparatus of the persuasive, theoretically-modeled ideology, shaped in the world of art, that combines ethics and aesthetics in modern sports

Through its sporting activities, the cultural and educational function of aesthetic ideals is dominant, and the individual is shaping a whole philosophical outlook in both ethical and aesthetic minds.

Sport is considered as inseparable element of social culture and it is absorbing the main place in social and cultural sphere. For many centuries the spheres of culture and sport were closely interrelated. It is proved in ethnographic, historical and art sources. In researching many nations and nationalities' art which song about factors of beauty and strength, one can notice lots of notions on influence of physical culture and sport to person in them.

As humanistic ideals developing in esthetic meaning of sport, it is going to globalizing. So, the presence of all opportunities for free and perfect development of every citizen of the society, the issues of elaborating spiritual perfectness are the main actual problem nowadays. During last years the attention to the beauty of sport types, adaption of organizing moments to person's needs and their participation define the direction of esthetic thinking by forming attractive, delight senses. When the representatives of art and culture at ancient time could change and run the intelligence layer and pupils in society, nowadays the esthetic thinking of youth are forming in large sport arenas, football stadiums and virtual sport places. In the period of globalization, in society where esthetic needs are developing, sport games and their translation by mass media are interesting rather than art types.

D.B.Nikishin is one of the persons who tried to define the meaning of esthetics of sport and compare sport and art by esthetic ideal elements. He noticed, "sport is an activity where law and rules are defined, the result is well-known beforehand, because the competition is realized as event with victory or failure. The comprehension of literary work demands to feel the unity, being in every part of idea" [1,4]. It means, everybody doesn't feel the result at art identically. They are resulted, distinct and clear in sport. Though art and sport are similar, there are several differences between them. This difference was explained by B.Law who was interested in sport esthetics: "when we notice the person's beauty, ideal figure of sportsman, we know that they belong to nature rather than art, because the beauty in sport has eventuality nature in many cases" [2,23-24].

In addition to authors' opinion, we can say that sport has esthetic appearance, characteristics, the beauty in it has eventual, momentary features. It is not any need to add the sport into the sphere of art. But it

connects two spheres of human activity, determined thinking of "game" formed in human mind.

In natural development of sport, scientific results, facts achieved in the framework of physical development of person are studied. That's why, the borrowing of "literary language" into the sport was studied as a new side of sport development, it elaborates endless sport excellence by defining human's body" [3,5].

Beauty stands closely to social development due to immanent feature. Person's ideological, fantastic thinking is always striving to ideal. So, the beauty, firstly, the valuable notion for humankind, secondly, philosophical category which becomes the quality, thirdly, a rare event which satisfies material and spiritual need of person, fourthly, important for dynamic legitimacy of development.

Lately people began to comprehend games esthetically and assess esthetically "people's games". It proves the forming process of esthetic taste and ideal of people. The increasing number of youth considers their attractive physique due to sport and it shows the forming of healthy lifestyle. State and non-state institutions do their best in popularize sport among youth. "With the help of tele channel "Sport" in close relation with public institutions, activity is devoted to develop and strengthen physical culture and sport in our state, to prepare shows and programs directed to present important sport events in our state and abroad, achievements of our sportsmen, widely promote healthy lifestyle, to develop massive development of children sport and family sport, to form socially useful forms in society, restart and develop national sport and people's games" [4,1].

Studying the influence of sport to esthetic ideal of person was noticed in XXI century. Globalization processes promoted active games, individual and group wrestling. Massive entertainments as struggle of gladiators were organized by ancient Rome emperors in order to interest people, to spend their time effectively and at last to rule the people's thinking. Such kind of people entertainments were also formed as "game", "to struggle" in East and West. International competitions on some activities were organized due to massive promoting. At first individual wrestling was presented by ethnographic and folklore groups in massive, national holidays. The struggle of knights and scene of battle were organized as entertainment event for high level of people in the West. Then in developed countries such kind of games were included into pedagogics in order to develop person's physical perfectness and physiological structure as practical and theoretical phenomenon. Physical training isn't a competition; it's the opportunity to choose any different exercises. A.Sher underlined, "the competition is in the first place in sport and some exercises are done compulsory. But this force gives sportsmen the opportunity to be active in the framework of some sport, it means that creative

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approach in sport isn't prohibited, it is supported" [5,243]. Sport is the forming device on forming moral-esthetic ideal in human thinking.

The main problem of setting the sport in the sphere of art is that it has the similarities and differences with art. So, the development of presentation of art samples as cinema, gallery and art institutions gets along with sport infrastructure. The number of social-humanitarian science awarders who is working on the sphere of sport is increasing. They study the influence of sport to person education, health, anthropology, ethno culture and forming esthetic ideal. Sport reflects wide and rich moral-esthetic events and assists to philosophical researches. In our opinion, activity of sport greatly influences to form esthetic ideal of person and does the following tasks: *knowing, exchanging information, aesthetics, management, socialibility, gedonistic, communicative, educative, defining, sanative, relaxation*. These tasks reflect main features of modern sport in spiritual life of people.

Conclusion

The sphere of scientific research which study philosophical features of sport is spread as "Sport philosophy" in 60s of XX century in America. There several researches were carried. Then the influence of sport to esthetic thinking of person and analyzing of problems as scientific research integration were spread as the subject "Sport esthetics". Sport esthetics is one the problems of outlook. It includes philosophical triangle of thoughts as physical culture, sport and esthetic thinking of person. So, subject which learns philosophical investigation of sport was appeared. Sport esthetics among subjects of sport has an important place. In first case, opportunities on forming esthetic ideal of person, satisfaction of demands, education of esthetic feelings are appearing. These can be explained consuming production and

goods, logo advertisements, the image of "champion-hero of time" on the basis of market economy legality. The process of being life needs of modern person into sport infrastructure can be interpreted as following:

firstly, sport is the most effective means and condition of moral and esthetic education in forming esthetic ideals, tastes and demands in all layers of people;

secondly, esthetics becomes unseparable part of sport. And it influences to promotion of some types of sport as: figurative skating, dancing on the ice, eurythmics and others;

thirdly, nowadays sport is famous for its massive promotion and it gets important place esthetically, demand of gaining esthetic knowledge, sport ethics, know the laws of beauty in order to be sportsman or referee and be responsible for sport activity;

fourthly, sport's effective appliance leads to division to several parameters and becoming into massive consumer good;

fifthly, modern digital mass media broadcasting and informational technologies opportunities present sport's amazing moments according to the demands of person.

sixthly, sport is an activity without the production. It is a factor that contributes to aesthetic needs in human beings, which is not connected to the creation of material blessings and is subject to aesthetic principles;

seventhly, the sport that reflects the dynamic nature of the individual's aesthetic ideals in modern times, creates a sense of aesthetic pleasure in the society, its creation and imagination;

eighthly, the artistic gymnastics combines the aesthetics, reflects the beauty of the human body, the harmony of the outside and the inner beauty, the beauty of the girls, the ideal plasticity of the composition.

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