Implementation of the declared goals of the VFSK GTO in the segment of student youth

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Abstract
Purpose of the study is to identify the degree of implementation of the declared goals in the All-Russian physical culture and sports complex "Ready for Labor and Defense" (hereinafter - VFSK GTO) in the student youth segment. Within the framework of the study, an analysis of the regulations governing the activities of subjects within the framework of the adopted VFSK GTO was carried out. The actual state of the implementation of the VFSK GTO in the country and in the segment of student youth was considered on the example of the G.V. Plekhanov Russian University of Economics. Monitoring of the implementation of the stated goals in the VFSK GTO was carried out. The attitude of students to physical culture and sports was revealed, the problem of informing Russian students about the goals and advantages of fulfilling the regulatory requirements of the modern GTO complex was indicated. Recommendations for the popularization and implementation of the VFSK GTO in the system of academic studies of universities and the daily life of student youth were developed.

Keywords: VFSK GTO, physical culture and sports, healthy lifestyle, motivation, awareness.

Introduction
Physical culture and sports play a significant role in the life of young people, and popular trends contribute to the interest of young people in a healthy lifestyle. However, the research of specialists indicates that only a small part of them follows a healthy lifestyle, therefore this issue is acute in the segment of student youth.

In addition, the uncontrolled use of gadgets by young people negatively affects their health. For students, this circumstance is aggravated by the need to complete educational tasks in local systems on the Internet created by universities.

Experts [1, 4] note the urgent need to introduce the VFSK GTO into the daily life of the population, including students [1, 2, 6, 7], as one of the indicators of a healthy lifestyle and as a criterion for assessing the state of physical fitness of the population. At the same time, the lack of proper motivation prevents the involvement of student youth in the ranks of the declared physical culture and sports movement [6, 7].

VFSK GTO is intended to become the basis of physical education of student youth, aimed at developing human potential and strengthening the health of the population. Therefore, according to the authors' conviction, the stated goals [5, 8] in the new VFSK GTO remain relevant at the present time.

Purpose of the study is to identify the degree of implementation of the stated goals in the VFSK GTO in the segment of student youth and to develop recommendations for the popularization and implementation of the VFSK GTO in the educational system of universities.

Research objectives are to analyze: The current state of the implementation of the goals set in the VFSK GTO; to summarize the research carried out by domestic scientists on the aspects of the implementation of the VFSK GTO in the student youth segment; to reveal the attitude of student youth to the delivery of the GTO norms; to develop recommendations for the
populization and implementation of the accepted GTO complex in the system of training sessions in universities.

Research methods and organization
Within the framework of the study, the methods of statistical and factor analysis, questionnaires, analysis of regulatory legal acts regulating the activities for the implementation of the VFSK GTO, as well as relevant scientific research on aspects of physical culture and sports were used. The study was carried out in stages. At the first stage, the analysis of the goals and objectives of the modern VFSK GTO was carried out within the framework of the adopted normative legal acts [5, 8]. At the second stage, an analysis and generalization of a number of studies by Russian scientists on the aspects of the implementation of the modern VFSK GTO in the student youth segment, as well as the state of implementation of the stated goals based on statistical information and the activities of central executive authorities, was carried out. At the third stage, a questionnaire survey was conducted among the students of G.V. Plekhanov Russian University of Economics. Conclusions were formulated and recommendations were developed for the formation of motivation among students to pass the standards of the VFSK GTO.

Research results and their discussion
The analysis of normative legal documents [5, 8] allows to single out three main goals as “declared priorities”: first, optimization of state policy in the field of sports; second, the formation of an effective system of physical education; third, increasing the effectiveness of the accepted VFSK GTO in health promotion, fostering patriotism and ensuring continuity in the process of physical education of the population [5, 8]. For the implementation of these goals, funding was provided from the federal, regional and local budgets. Studies of the state of involvement of the country’s population in the delivery of the standards of the VFSK GTO remain relevant. Russian scientists are actively considering the state and implementation of the VFSK GTO in the everyday life of the country’s population and, first of all, in the segment of student youth [1, 2, 3, 6, 7]. Analysis of publications over the past three years (from 2018 to 2020) in journals on the subject of “Physical Culture and Sport” showed that about 35% of scientific articles analyzing the state of the VFSK GTO are devoted to the student segment (Journals: “Tula State University News. Physical culture. Sport” - the authors of 8 articles analyze the student segment out of 16; “Physical culture: upbringing, education, training” - respectively 11 articles out of 27; “Theory and practice of physical culture” - 7 articles out of 25; “Scientific Notes of the Lesgaft University” - 27 articles out of 70, etc.). Experts note the need for active use of the VFSK GTO in the segment of student youth [1, 2, 5, 6]. At the same time, it was revealed that passing the GTO standards for the period of study at the university does not give students any advantages, which significantly complicates the implementation of the VFSK GTO in the everyday life of students. The analysis of statistical reporting indicates an increase in those involved in physical culture and sports, as well as an increase in the number of participants passing the GTO standards and passing the GTO standards for gold, silver and bronze insignia (Table 1), (Fig. 1). At the same time, of the total population, only 1.052% passed the GTO standards for gold, silver and bronze insignia (as of 2019). As a result of questioning 346 students of Plekhanov University of Economics it was revealed that among students of an economic university, this percentage is much higher and amounts to 4.6%. At the same time, the students noted that they fulfilled the standards of the VFSK GTO complex at school in order to receive additional points when entering the university. However, while studying at the university, none of the students who took part in the survey attempted to pass the GTO standards.

Table 1: The size of the population: those involved in sports and physical education, who took part in the delivery of the GTO standards and passed the GTO standards for the gold, silver and bronze sign

<table>
<thead>
<tr>
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<th>2016 r.</th>
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</thead>
<tbody>
<tr>
<td>Population involved in sports and physical education (thousand people) / percentage of population involved in sports (%)</td>
<td>46 659,209* / 31,8%</td>
<td>50 109,214* / 34,1%</td>
<td>54 291,524* / 36,9%</td>
<td>58 539,988* / 39,9%</td>
</tr>
<tr>
<td>The number of population who took part in the delivery of the GTO standards (thousand people) / percentage of the population who passed the GTO standards (%)</td>
<td>1 037,996* / 0,708%</td>
<td>1 776,917* / 1,210%</td>
<td>1 723,874* / 1,173%</td>
<td>2 598,482* / 1,770%</td>
</tr>
<tr>
<td>The number of population who passed the GTO standards for the gold, silver and bronze badge (thousand people) / percentage of the population who passed the GTO standards for the gold, silver and bronze badge (%)</td>
<td>417,044* / 0,285%</td>
<td>846,315* / 0,576%</td>
<td>973,882* / 0,663%</td>
<td>1 544,043* / 1,052%</td>
</tr>
<tr>
<td>Population of Russia (thousand people)**</td>
<td>146 544,710</td>
<td>146 804,372</td>
<td>146 880,432</td>
<td>146 780,720</td>
</tr>
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The monitoring of the operating system of the new complex showed that the implementation of the stated goals requires optimization of a number of its elements. The main elements of the created system are "GTO testing centers" financed from federal, regional and local budgets. The total number of testing centers (2228 centers in the Russian Federation) is not enough to achieve the stated goals.

The Unified Schedule of the Ministry of Sports of Russia for 2020 * provides only six events that are directly related to the implementation of the goals of the VFSK GTO. The planned attraction of participants in these events in total is 5080 people in 2020. Measures aimed at patriotic education within the framework of the implementation of the stated goals in the plans of the central executive body in the field of sports were not reflected.

Monitoring of events held by universities (see sites: https://www.rea.ru, http://www.fa.ru, http://www.hse.ru, https://mephi.ru, https://imgit.ru) testified that in the list of significant events for introducing young people to a healthy lifestyle, there are no events that involve them in passing the GTO standards. Thus, within the framework of the implementation of the stated goals of the VFSK GTO, a number of issues were identified that require their solution.

In this regard, on the basis of Plekhanov Russian University of Economics, a survey was conducted, in which 346 students took part, of which 69.9% were girls (242 people) and 30.1% were boys (104 people). The vast majority of respondents (91.0% - 315 people) do not go in for professional sports. More than half of the respondents lead a healthy lifestyle.

It is noteworthy that more than half of the respondents - 56.6% (196 people) answered that they share their sports achievements on social networks. It follows from this that there is a stable connection between their physical form and their image in social networks in the minds of modern youth. At the same time, 39.0% of students admitted that they do not attend the disciplines "Physical culture" and "Elective disciplines in physical culture and sports" at the university. However, they can do physical culture in other sports facilities.

It was revealed that 60.9% of the respondents (211 people) never passed the standards of the GTO complex, and 39.0% (135 people) took part in their delivery. Only 16 people (4.6%), out of those who took part in passing the standards, passed the GTO standards for the golden badge of distinction, since, only, according to the established rules by the central authority in the field of education, it allows you to get additional points upon admission to the university.

Among the students who passed the standards, the leading motivation was the possibility of obtaining additional points when entering a university. The second most popular motive was "for the company / for the sake of entertainment." It is noteworthy that none of the respondents passed the GTO standards for receiving state benefits (increased academic scholarships). Perhaps this is due to the fact that young people are not sufficiently informed about the advantages that are only "declared" in the documents [8, 9]. Only a third of the students (45 people) who passed GTO standards consider it the most valuable to receive the gold medal of distinction as the final result.

Among 60.9% (211 people) of the respondents who did not pass the GTO standards, it was revealed that 20.9% had never heard of any of the advantages that are given when fulfilling them. However, having learned about such advantages, 45.9% of respondents who had not previously passed the GTO standards expressed their readiness to pass them. At the same time, from the point of view of 21.3% of students, the main motivation for passing the standards could be an increased academic scholarship. Taking into account the fact that the passing the standards of the VFSK GTO does not give additional advantages to students, during the training, none of them apply to the GTO testing centers, and the motivation for passing the standards remains in the "school past".

**Conclusion**

The adoption of the VFSK GTO made it possible to give a new impulse to familiarize the population with systematic physical culture and sports. Every year the number of people passing the established tests of the VFSK GTO is growing (Table 1). At the same time, the analysis of the implementation of the set goals allows us to assert about insufficient participation of the population in this physical culture and sports movement and about the lack of motivation among students to pass the GTO standards. Attendance by students of academic disciplines at the university in "Physical culture" and "Elective disciplines in physical culture" is primarily due to the need to obtain credits and close the sessions.
The VFSK GTO, aimed at the development of mass sports and the improvement of the nation, almost exhausts its motivational base for current students, who, after entering the university, lose interest in the new GTO complex. The generalizations of the studies of domestic scientists on the aspects of the implementation of the VFSK GTO made it possible to reveal a clear tendency for the loss of communication between students and the adopted VFSK GTO for the period of study [2, 3, 6, 7]. In this regard, recommendations were developed for the popularization and implementation of the accepted VFSK GTO into the system of educational activities in universities:

- inclusion in the work program for the academic disciplines "Physical culture" and "Elective disciplines in physical culture and sports" provisions that allow assessing the state of the level of physical fitness of students based on the standards of the VFSK GTO;
- providing accessible information to students about the values of a healthy lifestyle and the benefits provided by the successful implementation of the regulatory requirements of a modern GTO complex;
- inclusion in the "Rating of students" incentive points for passing the GTO standards and for the presence of distinctive marks of the GTO complex;
- revision and increase of incentive points for applicants entering universities with the distinctive sign of the GTO.

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