

SPORT IN MODERN SOCIETY

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ABSTRACT

The article discusses sport in the modern era has become the most common, institutionalized, multifunctional form of sports practice.

Keywords: sport, culture, information, practice, century, structure.

АННОТАЦИЯ

В статье рассматривается спорт, который в современную эпоху стал наиболее распространенной, институционализированной, многофункциональной формой спортивной практики.

Ключевые слова: спорт, культура, информация, практика, век, структура.

The socio-cultural space of the turn of the 20th - 21st centuries is characterized by the presence of an extensive information field, as well as the means of its reproduction and the production of media technology. The audiovisual nature of modern culture, its focus on visual perception, participation in participation, actualized the spectacular component of sports practices.

In turn, professional sport is also a system of practices that must be considered as interconnected. A complex, polyfunctional and ambivalent phenomenon, which we call professional sports, reveals its origins at the beginning of the 18th century, and takes the forms known to us at the turn of the 19th-20th centuries. The genesis of professional sports is a continuous but non-linear process. In the 21st century, largely due to the process of globalization, the spread of media, the development of intercultural communication, professional sports are the most popular, spectacular, socially oriented cultural event. Professional sports in the modern socio-cultural situation is a large-scale, symbolically significant segment of social life.

Professional sports in the sphere of world culture, world economy, world politics, international relations. Therefore, professional sports are commercialized, theatricalized and politicized. The increased interest in professional sports in the world is currently due to profound changes in the sphere of civil and cultural self-identification, which are especially evident against the backdrop of campaigns for the preparation and holding of international competitions - the Olympic Games, the World and European Football Championships,

These factors enhance the socio-cultural significance of sports discourse and increase the relevance of research from the standpoint of cultural studies and ecology[3]. Professional sport in modern culture

is perceived as a factor of culture. It has a significant impact on the formation of a system of values, human self-consciousness, the lifestyle of a modern person, on his physical and moral appearance. The disclosure of the cultural foundations, the mechanisms of its existence in modern society will allow us to reveal the many-sided multi-component world of professional sports, which is considered not so much in the meaning of individual physical improvement in modeling the bodily organization of an individual, but as a dynamic phenomenon that acquires new functions, actively transforming existing types (main) and capable of the emergence of new forms of sports practice (alternative models). The totality of diverse sports determinants that affect the structural, semantic, and value characteristics of professional sports make it possible to define it as a marginal cultural phenomenon. Speaking of this, we mean the sports context itself with its attributes such as the processes of globalization and informatization, commercialization, politicization, aestheticization, the intensive development of intercultural communications, the expansion of media technologies and their impact on public opinion, value orientations and social needs.

The polyphony and confrontation of social value attitudes leads to an expansion of the spectrum of professional sports analysis, in particular, the inclusion of the “near-sports” environment as one of its significant socio-cultural components, as well as the study of the specifics of sports culture, the axiological capital of professional sports and the boundary position between professional and gaming activities. Modern mass culture and society, as a period of intensive transformations, have changed the focus both in research and in practical forms of implementing sports practices, placing the need to rethink the problem of the existence of professional sports and sports culture in the spotlight. In this study, we are trying to identify current problems, to fix the trends that are characteristic of the modern cultural situation that affects the transformation of professional sports and its inclusion in the modern information society and audiovisual culture, as well as the mechanisms and forms of the impact of professional sports on modern culture, politics, society.

The problem of professional sports is considered in various areas of social and humanitarian knowledge, each of which explores this issue in its thematic interpretation. A large number of works are devoted to the study of the specifics of the socio-cultural nature of sports, the history of its occurrence Val A., Vasiliev E.A., Velazquez Buendia R., Visitei N.N., Vydrin V.M., Goloshchapov B.R., Goncharov V.D. Gratton C., Gumbrecht H.W., Demeter G.S., Giulia Notti R., Dubin B.V.

In recent years, domestic and foreign researchers have published a number of works that address various issues related to the problem of the place and role of professional sports in modern society. Despite a large number of studies of sports practices, the phenomenon of professional sports remains insufficiently studied in the philosophical and cultural perspective, which presents a certain perspective for its holistic and comprehensive study. The need for theoretical understanding of the specifics of professional sports, the study of its dynamics and features of manifestation in the modern socio-cultural[2] space determined the choice of the object and subject of our study. The object of the study is the phenomenon of the existence of professional sports in modern society.

Cultural philosophical analysis of the interpretation of the existence of professional sports in modern society. To carry out an analysis of professional sports, to reveal its content, to trace the history and origins of its occurrence, to differentiate sports practices. Determine the impact of sports practices on the socio-cultural dynamics of modern post-industrial society. Reveal the specifics of the nature of human bodily culture in the framework of sports activities[3].

To study the process of marginalization of professional sports and identify its marginal characteristics, identifying the determinants of the transformation of sports and the emergence of new alternative models of professional sports.

Determine the role of sports practices in the formation of the moral, value attitudes of the athlete and the near-sports environment.

- Based on the generalization and systematization of philosophical, cultural, sociological, psychological sources on this topic, a comprehensive, interdisciplinary approach to the phenomenon of professional sports, defining it as a social and cultural practice, has been carried out[4].
- The evolution of sports activities has been traced and the author's concept of the modern institute of professional sports has been developed.
- The originality of corporality in the context of sports practices is revealed and the semantics of the corporal sports image is determined [5], which implies masculinity, plasticity and constructability by its fundamental cultural dominants.
- The marginal characteristics of professional sports in the modern socio-cultural space are revealed, which define it as a game activity and the practice of staging.
- Demonstrated trends in the transformation of professional sports activities and the role of the professional.

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