
**ДЕНЕ ШЫНЫҚТЫРУ ЖӘНЕ СПОРТ САЛАСЫНДА МАМАНДАРДЫ ДАЯРЛАУ
ПОДГОТОВКА СПЕЦИАЛИСТОВ В ОБЛАСТИ
ФИЗИЧЕСКОЙ КУЛЬТУРЫ И СПОРТА
TRAINING OF SPECIALISTS IN PHYSICAL CULTURE AND SPORTS**

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**THE INFLUENCE OF SOCIAL NETWORKS AND INFORMATION MEDIA ON THE
FORMATION OF A HEALTH-SAVING CULTURE OF FUTURE TEACHERS**

Abstract

The article examines the influence of social networks and information media on the formation of a health-saving culture of future teachers. The concepts of health, culture, health-saving culture, its formation are analyzed, indicating the importance of personal health. Human health represents not only an individual value but also a strategic resource of society. In the context of social transformation and modernization processes, the preservation and strengthening of public health becomes a priority direction of state policy. The level of health of citizens directly influences the socio-economic development, competitiveness, and sustainable progress of the country. After gaining independence, the Republic of Kazakhstan has placed significant emphasis on strengthening the health of the population. In modern conditions of spiritual and social renewal, personal responsibility for health is becoming a key component of civic consciousness. Public health is viewed as a fundamental condition for entering the group of the thirty most competitive countries in the world.

Keywords: health, culture, health protection, health-saving culture, formation of a health-saving culture, social networks, information tools, future teachers

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**БОЛАШАҚ ПЕДАГОГТАРДЫҢ ДЕНСАУЛЫҚТЫ САҚТАУ МӘДЕНИЕТІНІҢ
ҚАЛЫПТАСУЫНА ӘЛЕУМЕТТІК ЖЕЛІЛЕР МЕН АҚПАРАТТЫҚ
ҚҰРАЛДАРДЫҢ ЫҚПАЛЫ**

Аңдатпа

Мақалада болашақ педагогтардың денсаулықты сақтау мәдениетінің қалыптасуына әлеуметтік желілер мен ақпараттық құралдардың ықпалы туралы қарастырылады. Жеке адам денсаулығының маңызын көрсете отырып, денсаулық, мәдениет, денсаулықты сақтау мәдениеті, оны қалыптастыру ұғымдарына талдау жасалады. Жоғары оқу орындарында болашақ педагогтардың денсаулықты сақтау мәдениетін қалыптастырудың басты мақсаты: студент-жастардың психологиялық, дене-қимыл әрекеттерінің мүмкіндіктері мен жас ерекшеліктерін ескеріп, гигиеналық ұғымды, денсаулықты сақтау уәждемелерін, жеке басының тазалығын жете түсіндіру; олардың мінез-құлқында белгілі гигиеналық тұрақтылықты қалыптастыру, өзіне-өзі қызмет ету, денсаулығын сақтау, нығайту, мәдени-гигиеналық мінез-құлық дағдыларын қалыптастыру болып табылады. Сонымен қатар, денсаулық сақтау мәдениетінің қалыптасуына ықпал ететін әлеуметтік желілер мен ақпараттық құралдарға шолу жасалып,

олардың ықпалы ашып көрсетіледі және денсаулықты сақтау мәдениетінің студент-жастар арасында қалыптасу көрсеткіші анықталып, талдау жасалады. Студент-жастар арасында денсаулықты сақтау мәдениетінің қалыптастыру жолдарына сипаттама беріліп, жан-жақты талданады.

Түйін сөздер: денсаулық, мәдениет, денсаулықты сақтау, денсаулықты сақтау мәдениеті, денсаулықты сақтау мәдениетін қалыптастыру, әлеуметтік желілер, ақпараттық құралдар, болашақ педагогтар

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ВЛИЯНИЕ СОЦИАЛЬНЫХ СЕТЕЙ И ИНФОРМАЦИОННЫХ СРЕДСТВ НА ФОРМИРОВАНИЕ ЗДОРОВЬЕСБЕРЕГАЮЩЕЙ КУЛЬТУРЫ БУДУЩИХ ПЕДАГОГОВ

Аннотация

В статье рассматривается влияние социальных сетей и информационных средств на формирование здоровьесберегающей культуры будущих педагогов. Анализируются понятия здоровья, культуры, здоровьесберегающей культуры, ее формирования с указанием значения здоровья личности. Главной целью формирования культуры сохранения здоровья будущих педагогов в вузах является: детальное разъяснение понятия гигиены, мотивации сохранения здоровья, чистоты личности студентов-молодежи с учетом возможностей и возрастных особенностей психологической, физкультурно-двигательной деятельности; формирование в их поведении определенной гигиенической устойчивости, самообслуживания, охраны, укрепления здоровья, формирование навыков культурно-гигиенического поведения. Кроме того, будет проведен обзор социальных сетей и информационных инструментов, способствующих формированию культуры здравоохранения, раскрыто их влияние и выявлен и проанализирован показатель сформированности культуры здравоохранения среди студенческой молодежи. Дана характеристика и всесторонне проанализированы пути формирования здоровьесберегающей культуры среди студенческой молодежи.

Ключевые слова: здоровье, культура, охрана здоровья, здоровьесберегающая культура, формирование здоровьесберегающей культуры, социальные сети, информационные инструменты, будущие педагоги

Introduction. Human health is the wealth of society. It is necessary to think through the ways in which every person in society should maintain their health and be strong. In the context of modern social and cultural transformation, the preservation and strengthening of human health becomes one of the key priorities of society, everyone has been guided by the position of protecting their health. Maintaining public health is the main pillar on the way to achieving the goal of becoming one of the thirty competitive countries.

In many countries, national health programs are aimed at ensuring the development of effective and sustainable systems for protecting public health as the basis of social well-being and economic development as the basis of social well-being and economic prosperity of our state.

In modern strategic development documents of many countries, public health is considered one of the key factors for sustainable socio-economic development: common goal, common interests, common future", health protection is defined as the most important factor in the development of the state. He also established the fundamental principle of the development of the health care system, to which the state, the employer and he are jointly responsible for the health of the employee.

Human health has a very great social value, being not only a personal guarantee and necessity, but also the benefit of the whole society. An active creative longevity of an individual, a correct and careful attitude to their own health and the health of others plays a huge role in ensuring health.

The analysis of the research problem showed that one of the priorities of the current stage of the development of the education system is the formation of a health-saving culture of the younger generation. It follows from the above that the concept of "health" has many characteristics, which is a connecting factor in the macro-system "man – nature - society" and adheres to a strict orientation based on psychological individuality [1,2].

We believe that health is the most important indicator of the economic, social, and spiritual norms of society's development and is closely linked to the intellectual development of society, science, culture, education, physical culture, and sports. It can be concluded that health is the most important resource for the sustainable development of any society. Thus, health is the basis for the cultural and civilized development of the entire world community [3,5].

The preservation of health in an individual's lifestyle occurs through the formation of a certain culture. An important place in the preservation of personal health is occupied by the phenomenon of culture.

"Health culture" is an integrative approach that includes the knowledge of future teachers about the forms and methods of preserving and strengthening health in the family, the educational process, the social environment, factors that protect and warn against negative behavior, understanding and awareness of the need to preserve health, the ability to effectively use their knowledge in practice and the desire to the action plan.

"Formation of a health-preserving culture" is a process providing for spiritual harmony of soul and body in a healthy lifestyle of an individual and aimed at the constant formation of knowledge, skills and abilities in a state of mental, social, and spiritual well-being.

One of the tasks facing the university at present is to educate young people in the ability to maintain health, maintain a clean environment and receive high-quality education and use this knowledge in their future lives [3].

According to the instruction of the head of state, the foundation of a specialist capable of the harsh law of today's competition begins with Higher education. Its prerequisite is the formation of life profiles for a future specialist and the preservation of health. In accordance with the law of the Kazakh people, the health of every citizen is considered the well-being of our state. Folk wisdom pays special attention to the country, national, national, and domestic importance of health, saying: "May my country be rich." Therefore, everyone should understand that "My health is the health of my generation".

Health is one of the fundamental values not only for each person, but also for the whole society. The quality of a person's life directly depends on the state of his health, on the level of use of his psychophysiological potential. All aspects of human life are ultimately determined by the state of health.

Health is a multidimensional phenomenon and a multidimensional concept. In the scientific literature, more than three hundred definitions of this term are given, reflecting the author's concepts.

From the point of view of physiology, health is a certain, qualitatively specific human condition, which is determined by the normal course of physiological processes that ensure its optimal vital activity.

In the philosophical aspect, health is considered as a harmonious combination of physical and spiritual qualities of a person, as a measure of internal and external balance.

Materials and methods. During the study of this topic, the following methods were used: analysis, research, systematization, control, questionnaire, quantitative and qualitative analysis.

The method of analysis makes it possible to systematically study complex phenomena by decomposing them into their constituent elements. In the context of this topic, the analysis will help identify the key factors through which social networks and information media influence the

formation of a health-saving culture of future teachers, as well as determine the degree of this influence.

The research method includes a systematic and systematic study of phenomena and processes in order to obtain new knowledge and verified data. In the context of this topic, the study will help to identify how social networks and information media influence the health-saving culture of future teachers, which aspects of these resources are most significant, and how they can be used to improve health and well-being.

The systematization method allows you to structure and organize information for a deeper understanding of this phenomenon. This article will consider how the method of systematization can be used to study the influence of social networks and information media on the formation of a health-saving culture of future teachers.

The use of the questionnaire method in combination with quantitative and qualitative analysis allows us to comprehensively study the impact of social networks and information media on the formation of a health-saving culture of future teachers. This knowledge is important for the development of effective educational programs and strategies aimed at improving the health and well-being of students of pedagogical specialties.

Results. The formation of a health-saving culture of future teachers in universities is:

–Firstly, the formation of an individual's ability to comprehensively harmonize with the inanimate and living natural environment surrounding him, to spend his life with maximum benefit for his Homeland, country, family and himself;

–Secondly, a health-saving culture is the implementation of measures aimed at strengthening health in order to ensure harmonious development, preservation and consolidation of health.

The main purpose of forming a culture of preserving the health of future teachers in universities is: a detailed explanation of the concept of hygiene, motivation for maintaining health, purity of the personality of young students, taking into account the capabilities and age characteristics of psychological, physical and motor activity; the formation of a certain hygienic stability in their behavior, self-service, protection, health promotion, the formation of skills of cultural and hygienic behavior [4].

One of the main areas of work of universities is the active development of physical culture and sports, implementing the "Densaulyk" program, which is the basis for the formation of a human health culture, the implementation of activities to create conditions for the comprehensive physiological, psychological, and social development of student youth through the introduction of health-saving technologies in the educational process.

Modern society is a society of new information technologies. This course of the XXI century has led to a new degree of development of society. In the context of informatization, the Internet has become one of the most reliable tools for students. Already 57 percent of the world's population "talks" via social media on the Internet, rather than communicating face to face. It is known that they implement social networks on the Internet using mobile phones, tablets, laptops, computers and other electronic technical means. Instagram Facebook, Instagram and other social networks are now widely distributed on the Internet. Instagram, Vkontakte, and Instagram accounts have been opened by almost all users of the Kazakh Internet in recent years and are actively working on all networks at the same time. This information shows how much and where young people are on social media. This is due to the fact that young people aged 17-21 years are most often faced with this effect. And this is the stage of the basic socialization of student youth, the formation of their psyche and worldview. According to statistics, 49.2% of students check social networks daily, 19.7% once a week and 9.1% once a month. These data indicate his dependence on social media. This is due to the fact that this dependence will undoubtedly have a negative impact on the formation of a health culture of students. In addition, frequent use of the Internet has a negative impact on the health and physical health of students. Social media can be used to ensure that young students receive 12-14 hours out of 24 hours in 1 day.

One of the types of integrated use of information and communication tools is the Internet. Uses telecommunications tools in an educational context based on a large number of files received while working over the Internet.

For example, personal messaging is a type of telecommunications that is especially used by most people. Electronic communication of students with teachers and other students.

Free correspondence is a commonly used type of telecommunications activity, similar to regular correspondence by mail. Correspondence between students requires a lot of attention, and teachers' time is not suitable for this, so often e-mail correspondence can be freely used between groups. It is best to use free correspondence in the assimilation of pedagogical phenomena by students during their pedagogical practice [5].

A global class is a form of correspondence between two or more groups according to a predetermined schedule in the process of mastering the same topic.

Information exchange -allows you to organize a thematic exchange of information, which can be considered as a telecommunications project. Students summarize and exchange materials related to a specific problem with each other.

An electronic publication is a form of collecting and exchanging information. The work as a whole, using the example of a newspaper, an almanac, is related to the electronic training of messengers [6].

Database creation projects are a type of work related to the exchange of information that project participants and other students use for learning. For example, how do you understand the opinion "that "the purpose of education is historically and socially determined"" The purpose of this project is to lead to an understanding of the reasons for changing the purpose of educating students. During the design process, students collect data and create a foundation for it. It should contain all those points that cause a change in the goals of education.

Harmful aspects: underestimation of the value of time; distancing from real life; rapid dissemination of unrealistic information; poisoning of consciousness, sensitization, diseases of the nervous system; loss of speech culture; perception of ultra-violet light; decreased blood circulation and metabolic disorders; diseases of scoliosis, osteochondrosis, hemorrhoids, prostatitis; deterioration of immunity; hormonal imbalance- violation balance; decreased thinking abilities; memory loss; headaches and insomnia; mood swings; the appearance of insecurity; a decrease in student activity in the real world due to the large number of seats in the virtual world; a decrease in communication with students; the appearance of an obsession with a large number of seats on the Internet; a decrease in the number of real friends; using phones only for entertainment; impaired posture when a person's head is tilted to the phone; a feeling of satiety in food and a long time on the Internet telephone leads to obesity; further exacerbation of obesity; fatigue, fatigue; minute-by-minute visual impairment in a person who has been on the screen for a long time: cataracts, glaucoma, astigmatism; prolonged abandonment of mobile phones while charging-can lead to various diseases of a wide spectrum of action; can lead to fire; can lead to allergic diseases; disruption of communication, communication, feelings, love, etc [7].

Students are aware of the harmful, negative sides of the Internet and social networks, but do not seek to find a way to get rid of dependence on them. If they don't use the Internet and social media, they feel disconnected from the modern information world and devastated. It is important that students are aware of the dangers and benefits of social networks when using modern electronic technology and information technology. To do this, various educational activities, cognitive and meaningful work aimed at forming a health culture are systematically carried out in the educational process and extracurricular activities, which undoubtedly contributes to the formation of students' knowledge, skills and abilities about well-being [8].

In this context, a questionnaire survey consisting of several questions related to the culture of health preservation was conducted among university students. A total of 86 students took part in the study. As for the survey results, "How healthy do you think you are?" let's take the next question.

Of the respondents, 36% answered in the affirmative. "How satisfied are you with your life?" on the issue, 31% were not completely satisfied. Chronic diseases were detected in 58.2%, in relation to smoking – in "smokers" - 30.2%. Other indicators: attitudes towards sleep and nutrition are also in favor of the experimental group.

The conclusion following from the conducted research is that the content of the disciplines sets out in more detail the meaning of the concepts of health care. But the importance of preserving health in the cultural direction is not taken into account, and the disciplines conducted in an educational institution are largely explained by such concepts as maintaining health in the hygienic and medical direction, observing the culture of preserving health.

Discussion. The formation of a health-saving culture of future teachers in the educational process of the university is implemented in two directions: in teaching subject lessons and in extracurricular activities.

The formation of a health-saving culture of future teachers is carried out by conducting classes in the disciplines of "Physical culture", "Psychology", "Physiology of age characteristics and school hygiene". Extracurricular activities are independent work of students, scientific group work and educational work [12].

Thus, teaching the content of these disciplines contributes to the formation of students' physical, spiritual, and mental health.

The possibilities of other disciplines are highlighted in the formation of a health-saving culture among students. In this regard, the following topics can be presented. For example, the discipline "Modern History of Kazakhstan" can include the health care system in the "culture of the Saks"; "culture of health protection in the lifestyle of the Huns"; The discipline "Fundamentals of Religious Studies" includes the foundations of Islamic well-being-the origins of artistic behavior", "Moral education in the works of Oriental thinkers as the basis of a health-preserving culture", "Psychology", "The relationship of various theoretical approaches to the division of mental development into age periods with the problem of dividing a child into age periods" [3]. The topics of independent work on deepening the content of the programs of these disciplines complement each other and provide an additional basis for systematic training of students in the formation of a health-saving culture. In addition, they are of great educational importance. This is evidenced by the content of the work carried out by students during extracurricular activities [9].

In the formation of a health-saving culture of future teachers through the subject of physical education, the direction "Kokpar" becomes valuable. In this context, teachers and students, having familiarized themselves in detail with the national games of our people, such as kokpar, aristocrat, kyz kuu, togyz kumalak and other national games of the peoples of Kazakhstan, actively introduce them in institutions, institute public organizations, hold mass joint events with national sports organizations. The following historical data are valuable here. As emphasized in the dissertation, the game of kokpar or kokbori, common to all Turkic peoples, the cult of the storm, first observed in the Saks, is the most powerful totem of the Turkic Mongols, a force that embodies power and omnipotence, that is, protects the Land and meadows. This tradition has been preserved in the Turkic Mongol tribes to this day. In Kazakh, Turkmen, and Kyrgyz languages, these games are known as kokpar (Kok-bori). Another type of equestrian sport, kokpar, was preserved by the Kazakhs in the form of "kyz kuu" (Kyz kuu), that is, a modified type of games of the early Saks in wolfskin" [10]. At the same time, as stated in the research paper, horse racing should be accepted and actively supported as types of games that have a huge impact on the development of dexterity, speed, endurance, and courage of our ancestors.

It has been established that the educational process is of great importance in the formation of a health-saving culture. The main subject of the university is the student youth (students of 1-4 courses).

Conclusion. In the modern information society, social networks and information media play a significant role in shaping the health-saving culture of future teachers. Their influence covers various aspects of professional training and personal development of student teachers.

Initially, it should be noted that social networks provide teachers with access to extensive educational resources, allowing them to deepen their knowledge in the field of psychology, pedagogy, teaching methods and other sciences. This helps to increase their professional competence and confidence in their knowledge.

In addition, social networks facilitate the exchange of experience and practice between teachers from various educational institutions and countries. This enriches the teaching community and promotes the adoption of best practices in the educational process.

However, it is important to keep in mind that information media can also have a negative impact, for example, by spreading false or harmful information. Therefore, it is important that future teachers develop critical thinking and the ability to filter the information they receive.

In conclusion, social networks and information media play a key role in shaping the health-saving culture of future teachers, providing them with unique opportunities for professional growth and personal development, provided that these resources are used consciously and responsibly.

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