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Current problems of advertisement and image in economy and tourism

Aktualne problemy reklamy i image w ekonomii i turystyce

Edited by
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Zbigniew Kwaśnik
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Introduction

Taking the participation in a debate above some problems of the contemporary economic policy is an aim of the publication handed over for hands of the Reader and social, which issues of the advertisement are taking the important place on a macro scale amongst and microeconomic.

Transformations in the sphere besides undeniable successes which are taking place in the economy also caused the world body transformation social effects, of which among others a rise in unemployment as well as critical phenomena or financial problems are an expression amongst entrepreneurs.

In the presented publication a lot of materials of enterprises illustrating current lines of enquiry and issues of economic economic transformations and their influence on functioning were presented both in the scale of individual coincidences, and in the social scale.

Publication, for which employees are authors of studies scientifically - teaching from foreign countries and the country, is being addressed above all to representatives of the world of science, of students but also to economic practitioners which in their routine work are encountering economic issues. A fact is worthy of notice, that for worker of centres of higher education, are conducting such versatile researches, about complementary character, of which are a result this publication.

The outstanding majority of published materials arose based on results own empirical examinations conducted by authors. Obtained very current information and determined scientific facts let existing objectively examined reality for reflecting the image in the world economy.

Zbigniew Kwasnik

Walery Zukow

Wstęp

Celem oddawanej do rąk Czytelnika publikacji jest wzięcie udziału w debacie nad niektórymi problemami współczesnej polityki gospodarczej i społecznej, wśród których poczesne miejsce zajmuje problematyka reklamy w skali makro i mikroekonomicznej.

Przemiany w sferze światowej transformacji ustrojowej obok niezaprzeczalnych sukcesów, które dokonują się w gospodarce spowodowały także skutki społeczne, których wyrazem jest między innymi wzrost bezrobocia a także zjawiska kryzysowe czy problemy finansowe wśród przedsiębiorców.

W prezentowanej publikacji przedstawiono wiele materiałów ilustrujących aktualne kierunki badań i problematykę ekonomicznych przemian gospodarczych oraz ich wpływ na funkcjonowanie przedsiębiorstw zarówno w skali indywidualnych przypadków, jak również w skali społecznej.

Publikacja, której autorami opracowań są pracownicy naukowo – dydaktyczni z zagranicy i kraju, adresowana jest przede wszystkim do przedstawicieli świata nauki, studentów ale także do praktyków gospodarczych, którzy w swojej codziennej pracy stykają się z problematyką ekonomiczną. Na uwagę zasługuje fakt, że pracownicy ośrodków akademickich, prowadzą tak wszechstronne badania naukowe, o charakterze komplementarnym, których rezultatem są niniejsza publikacja.

Znakomita większość publikowanych materiałów powstała w oparciu o rezultaty prowadzonych przez autorów własnych badaniach empirycznych. Uzyskane bardzo aktualne informacje i określone fakty naukowe pozwoliły na odzwierciedlenie obrazu istniejącej obiektywnie badanej rzeczywistości w gospodarce światowej.

Zbigniew Kwaśnik

Walery Zukow

FRANCHISING AS A FORM OF USE OF CORPORATE IMAGE
Франчайзинг як форма використання корпоративного іміджу організації
Franchising jako forma użytkowania wizerunku

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Ключевые слова: корпоративный имидж, товарный имидж, франчайзинг, франчайзер, франчайзи.

Abstract

The concept of the corporate image is considered; fundamental, external and internal constituents of the corporate image are distinguished; franchising as the system of business organization, based on the use of corporate image of organization and product image, is analysed; the features of franchising, benefits and disadvantages for the franchisor and the franchisee are distinguished analyzed in the article.

Резюме

У статті розглянуто поняття корпоративного іміджу та виділено такі його складові, як фундаментальний, внутрішній та зовнішній; проаналізовано франчайзинг як систему організації та ведення бізнесу, що ґрунтується на використанні корпоративного іміджу організації та товарного іміджу її продуктів; виокремлено особливості франчайзингу, його переваги та недоліки для франчайзера та франчайзі.

Резюме

В статье рассмотрено понятие корпоративного имиджа и выделены такие его составляющие, как фундаментальный, внутренний и внешний; проанализирован франчайзинг как система организации и ведения бизнеса, который основывается на использовании корпоративного имиджа организации и товарного имиджа ее продуктов; выделены особенности франчайзинга, его преимущества и недостатки для франчайзера и франчайзи.

Franchising as a business model has been developed in the last decade, covering new areas and focusing on the many target audiences. While the franchise accounted for more than one-third of the world's retailers, while trade is only one of the areas in which it is implemented. The basis of franchising is the image of the organization and its products and services, the efficiency of which becomes the basis for the duplication and the use of other entrepreneurs. It becomes the base of legal, economic, and partnerships between entrepreneurs, combined in a network of franchising.

Study of the franchise in the Western scientific tradition takes place in the context of the study the economic feasibility of various systems of the business success stories of famous brands such as scientists and practitioners: T. Howard, I. Kokbern, I. Murrey, I. Spinelli, J. Timmons and others. Ukrainian scientists G. Androshchuk, E. Legenda, V. Osetsky, Y. Semenyi, M. Tereshchenko

focusing on the economic, organizational and legal aspects of franchising. However, the attention of the scientists was not predominantly centered on studying the franchise through the lens of image approach, which is used in this publication.

The purpose of this scientific exploration is an explication of a franchise as a separate form from the use of the corporate image of the organization, the detachment of pros and cons of this system for its participants.

Corporate image is the public image of the organization, formed in target audiences through a system of targeted strategic communications. It is an important resource for any business as it creates around it a favorable information environment, thereby increasing popularity of goods and services, credibility, crisis self-esteem of staff, optimizing search for business partners, which ultimately improves organizational efficiency and increases profits.

Structure of corporate image is a multicomponent, including information on the financial condition of the organization, its history, its founders and current leaders, corporate identity, marketing efforts, etc. system. Famous American scientist B. Gee proposed a model of corporate image, which consists of several main components: a fundamental, internal and external image. Fundamental image laid by ethical principles, long-term objectives, corporate mission, personal and business philosophy of the founders of the organization. It is a key component of the image that remains virtually unchanged for the organization's existence, creating a corporate identity firm. Internal image of the organization depends on financial and personnel policies, educational and training programs for personnel, programs to encourage employees, matrix internal communications. It is designed for employees of the organization and aimed at fostering effective corporate culture of the organization. The external image of the organization formed by the quality of goods and services, communications policy organization, its corporate identity, civic activity and mediaryleyshnz [3]. The result of the three components of corporate image becomes emergentness effect that corporate spirit, loyalty to the brand.

Quite obvious is that an effective corporate image is a complex process that requires significant time, effort and material resources management organization, a priori one founder of the successful organization seeks its expansion to popularize their business and increase profits. However branching company associated with significant risks and costs that can be offset by using the franchise system.

Franchise - business agreement that allows you to combine reputation, innovation and technical know-how and experience innovator (franchisor) with the energy, skills and other attachments party (franchisee) the business of production and marketing of goods and services [7]. Subjects franchise is the franchisor and the franchisee, the first of which is the successful author of effective business ideas, the other repeats it at his enterprise, reproducing all the features of the brand, quality of goods and services, corporate identity, features activities. If the franchisor has several franchisees dependent on him, he created an entire franchise network that covers large geographic areas.

Franchise originated in the Middle Ages, when the British kings barons gave the right to collect taxes from certain areas in exchange for certain services, and ordinary people for a fee allowed to sell their products in the markets of the city (such places were called franchises). In the City of London in the XVII century. approved system of trade guilds that resemble modern franchising system. The development of commercial systems began franchising in the U.S., where the 1860's franchise used American company manufacturing sewing machines "Singer". In essence, these were the first franchise distribution agreements with additional obligations warranty. In the early twentieth century. created the world's most famous franchise network "Coca-Cola" and "Pepsi". Since the 20's of the twentieth century. begins using franchising in shops. After World War II franchise contributed to the development of hotel and tourism sector and foodservice. Since the late 1950-1960's franchise is one of the most advanced forms of entrepreneurship in countries with developed market economies, and in 1960 founded the International Franchise Association.

Ukraine has according to various estimates there are 80 to 120 franchise networks [4] and a tendency to increase their number. Despite this, our legislation does no special regulations that would regard the legal basis of frachayzynhu, and this area is regulated by the Civil and Commercial Code, which became effective January 1, 2004. They have no concept of franchising, but commercial concession agreement stipulated that the legal nature of the corresponding franchise agreement [4, 6]. Analysis of Articles 1115-1129 of the Civil Code of Ukraine [2] and Article 366-376 of the Commercial Code of Ukraine [1] allows to verify that the content is common in international practice franchising concept corresponds to the concept of commercial concession, used in Ukrainian law. However, this can create difficulties interactions Ukrainian businessmen with foreign counterparts, because in some jurisdictions (France, Portugal, Belgium, Switzerland) concept of franchising and commercial concessions are not quite identical [4].

At its core franchise - a way of business organization in which businessman or company owner hands over to another businessman or company the right to sell their goods and services in exchange for a commitment to sell the goods or services in compliance with certain quality characteristics and the use of specified technologies developed under the scheme in a clearly prescribed place under certain trademark. The basis of the relationship between franchisor and franchisee is the franchisor corporate image, the features of which is assumed by the franchisee. Getting warranty business development, franchisee instead vtachaye carnal corporate identity, engaging in communicative connection with consumers on behalf v ranchayzera.

Hallmarks of a franchise business is standardization (the same quality of goods and services in all business systems and their representation to consumers), "a unique selling proposition "(quality of products or services that distinguishes their population equivalent), ease of operations (sales business system should be simple and understandable even for amateur) high network (effective organization of the franchisor) [5].

In exchange for some profit and independent franchisee receives a well-known trademark, proven method of doing business and a package of technology know-how. Most franchisees - people who were previously employees because the franchise is a transitional bridge from working for someone else and their business. For them, the franchise agreement is personalized investment in yourself not only finance, but also time and effort.

Franchisee operates under the trademark franchise, using his reputation and image, but because most end users identify it with corporate style and features of a franchisor . Therefore, for successful business and avoid the negative impact on the overall image and market reputation of the franchise network franchisor provides the franchisee various forms of support and regulate certain aspects of business. It is not disrupted economic and legal autonomy of the franchisee.

Basis franchise agreement is deductible (franchise package franchise license) - the whole business system that includes management, software, documentation, materials. It defines the rights and obligations of the parties, especially the interaction between them. At completeness, accuracy and thoroughness of their description in the agreement between the franchisor and the franchisee greatly facilitate their cooperation.

Franchisor most important responsibilities is to transfer the rights to use own brand, develop uniform documentation and transfer of documents, including a description of the know-how and technologies of business, industry standards and secrets, providing ongoing support to stage the opening of business and ongoing support for its existence, making and maintaining exclusive contracts for the supply, conducting regular quality control of the franchisee. Franchisee must instead pay a down payment and make regular payments (royalties) for the use of the franchise; meet standards and technologies franchisor; zabezpuvaty match the quality of their goods or services to the level of quality of goods and services provided directly by the franchisor or the quality standards set by him; provide customers all the extras that they have provided the franchisor, not to divulge the secrets of the franchisor and other confidential information received from him perform developed franchisor programs for business development.

Thus franchising dialectically combines dependence and freedom of franchisees, which is in close relationship with franchisor. When both sides are interested in developing their own business, brand promotion, preservation and maintenance of a stable positive reputation of the brand.

Franchise agreement provides for the mutual benefit of the parties. Franchisor promotes its own brand, which is spreading to other geographic areas thus increasing market reach without attracting significant investment, as major financial and organizational costs itself takes franchisee; gets additional revenue by receiving payments from the franchisee for the use of its system of doing business.

Franchisee reduces the risks of starting a new business, using the already proven highly effective business system and brand name that has already established itself in the market. Franchisee operates as an independent business unit, which retains its legal, financial and administrative independence. Franchisor continuously supports its franchisees by providing them with ongoing advice, production support, helping them to enter into exclusive contracts for the supply of materials and equipment. Franchisor may also be a guarantor loan agreements franchisees greatly simplifying the way search creditors and cooperation with them. Franchisor and franchisee can combine their efforts in planning and implementation of branding, market research, finding new partners, etc..

Yet with all these advantages successful expansion of influence brand franchisor is in direct proportion to the teamwork of foreign firms that do not always work conscientiously, causing damage to the reputation of the franchisor. For the franchisor is a significant risk of disclosure of its trade secrets.

Features interaction franchisor and franchisee define several types of franchises. Ukrainian scientist Ossietzky VL emphasizes the existence of two main types franchayzyhovyh systems: franchise business format franchising and product. The basis of the company that operates on a franchise product is just the product, its consumer properties. Franchise Business format is characterized by an increasing number of obligations that govern the franchisee because attention is not only the product itself, but the way its representation to consumers [5].

In addition to these, you can ascertain the existence of other types of franchising: trade (franchisee sells products under its franchise system sales under his trademark), service (franchisee provides services according to quality criteria of the franchisor and the franchisee under the trademark), manufacturing (franchisee produces goods according to the franchisor's proprietary production system under his own trademark) and mixed (combining components described above formats franchise) franchise.

Above mentioned types of franchise share many characteristics with other systems business. For example, commercial franchising is often compared to dealer agreements, production - with a license. However, the major difference in this case is the anonymity of the franchisee compared to firm-dealer or licensee that form their own corporate image and perform independent marketing policy.

Therefore, the corporate image of the organization is its important intangible resource that helps to realize its strategic goals and objectives . Franchising is a form of the corporate image, since it is based on borrowing successful business format and identity elements of a successful company by another company for fruitful cooperation in order to develop business. Given the rapid growth and popularity of this system in Ukraine this subject needs further investigation in the cases most successful franchise networks.

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MANIPULATIVE TECHNIQUES IN POLITICAL ELECTION CAMPAIGN ADVERTISING: EXPERIENCE OF UKRAINE

Маніпулятивні прийоми у політичній передвиборчій рекламі: досвід України
Манипулятивные приемы в политической предвыборной рекламе: опыт Украины
Techniki manipulatywne w przedwyborczej reklamie politycznej: doświadczenie Ukrainy

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Ключевые слова: выборы, политическая реклама, манипуляция, манипулятивные технологии, общественное сознание, средства коммуникации, средства рекламы.

Abstract

The article embraces the scope of the techniques used in manipulation of public opinion by candidates in the election process of Ukraine during the period of 2004-2012. The main focus is on the political election campaign advertising, revealing its meaning as communicative activity and as a process that mostly always is accompanied by the use of manipulative techniques. Based on the author's analysis of election campaigns and works of Ukrainian scholars, there were also determined manipulative methods and techniques that were most actively used during the last election cycles.

Резюме

У статті розкрито особливості використання прийомів маніпуляції суспільною свідомістю суб'єктами виборчих процесів в Україні у 2004-2012 рр. Основна увагу зосереджено на політичній передвиборчій рекламі; розкривається її зміст як комунікативної діяльності та процесу, який фактично завжди супроводжується використанням маніпулятивних технологій. На основі авторського аналізу виборчих кампаній та праць українських вчених, визначено маніпулятивні методики та прийоми, які найактивніше використовувалися під час останніх виборчих циклів.

Резюме

В статье раскрыты особенности использования приемов манипуляции общественным сознанием субъектами избирательных процессов в Украине в 2004-2012 гг. Основная внимание сосредоточено на политической предвыборной рекламе; раскрывается ее содержание как коммуникативной деятельности и процесса, который фактически всегда сопровождается использованием манипулятивных технологий. На основе авторского анализа избирательных кампаний и трудов украинских ученых, определены манипулятивные методики и приемы, которые активно использовались во время последних избирательных циклов.

Manipulation of consciousness of citizens consonant, usually with undemocratic regimes and appears often in the form of propaganda. However, even in democratic countries manipulative political technologies are also often used as a management tool of social processes and preferences. Especially - during election campaigns. Targeted capture the mood of the electorate with diverse

linguistic, visual and sound techniques become commonplace of modern political communication practices in absolutely all political systems.¹

Several studies show that 40 to 75% of the adult population is exposed to "products" (suggestion) prepared by spin doctors. This indicates an extremely high efficiency technologies of information manipulation. Researcher M. Prisyazhnyuk reasonably believes that we can talk even about the actual "seizure of power" political parties in democratic countries through legitimate electoral manipulation# procedures.²

Criticism of democratic elections, as far imperfect mechanism for recruiting elite for over a hundred years is justified by many thinkers.

Because artificially produced and delivered to the public "advertising wrapper" voter is often difficult to determine the true professional and moral quality candidates, their political positions to determine whether a preferences on the program of a political party.

Thus, manipulative activities with political advertising makes a conscious choice of citizens with a balanced solution is far from a deep understanding of the act, pre-programmed spin doctors and advertisers.³

Particularly relevant is the problem for transitional societies (which include Ukraine) with no tradition of democratic elections and remains undergoing or paternalistic political culture.

Thus, the survey conducted by the Institute of Sociology of NAS of Ukraine in the 1994-2005 biennium, suggest that much of the public is convinced that politicians are more concerned about personal interests than about solving social problems. And this state of affairs has seen the public for granted, as something that can not be changed. Consequently, a very small number of people paying attention to the programs of political forces is also a short political memory Ukrainian. This means that activities aimed at manipulation of citizens is a tool in the hands of politicians that could lead them to power is, in essence, "a must" for use in total technologizing elections.

At the same time, we must realize that in whatever sphere of public life was not applied manipulation, its true purpose and, moreover, techniques remain invisible to society and man as an object of manipulation depreciates and becomes a part of the "gray mass" is not capable to think critically and make informed decisions.

Consequently, an important place in research technologies to the problem of political protection and neutralization of negative manipulative influences. Finding mechanisms to counteract the political manipulators is the main objective of researchers in the application of such technologies. (Although they will always have a place and obviously we can talk only about the scale). So, first of all investigated should the status quo and the processes associated with manipulation. Only a thorough knowledge of the mechanisms of working out an problem will solve it. Therefore, this article shows the results of analysis of political advertising during election campaigns in Ukraine and identified the most common manipulative techniques that have taken place and prove its effectiveness.

Initially, we will examine the concept of "political advertising" as a communicative activity and process, which is often accompanied by the use of manipulative techniques. In the future, will be the essence of the past and specific use in election campaigns. In the third part of the article contains material which, based on the experience gained from election campaigns in Ukraine highlights the manipulative techniques that have been and are most often used in election processes.

Political advertising not only during election campaigns, but in between them. It serves as a means of recruiting supporters of a particular party, informing the masses of ideas and principles as new parties and "old" members of the political process, encourages participation in various

¹Prisjazhnyuk, M. Viktoristannya nejrolingvistichnogo programuvannja dlja manipuljuvannja svidomistju [Tekst] / M. Prisjazhnyuk // Social'na psihologija. – 2008. - #5. – S. 141.

²Prisjazhnyuk, M. Viktoristannya nejrolingvistichnogo programuvannja dlja manipuljuvannja svidomistju [Tekst] / M. Prisjazhnyuk // Social'na psihologija. – 2008. - #5. – S. 141.

³Pohepcov, G. Media-kul'tura u polit. sferi [Tekst] / G. Pohepcov // Politichna dumka. – 1999. – # 4. – S. 12.

activities and more. However, in this particular article we will focus only on election advertisements.

Latter can be defined as a form of political communication in election campaigns, targeted impact on electoral group to report in an accessible, emotional, concise, lehkozapam'yatovuyuchiy form the essence of the political platform specific political forces, configure them to support, create and implement a mass consciousness some idea of their nature, to create the desired psychological setting, which determines the orientation of feelings, sympathies, and human actions.

Means of communication through which advertising messages reaching the audience, to otherwise referred to as distribution channels advertising information. And it's not just the press, radio and television, but also mail, print, outdoor communication, sending messages on the subject of advertising through other media (cars that are moving city, souvenirs, multimedia devices, etc..) As a means of advertising, the are certain techniques, methods of work. Among them are verbal, graphic and sound tools. When advertising media also realize formed somehow in line with the flow of information, with some ratio of these channels sihnifikatyvnyh of the types of advertisements. In print advertising - this advertisement, flyer, poster, brochure, booklet, and in newspaper and magazine - ads, promotional article, in radio advertising - ads, advertising Radio plays, radio spot, in television commercials - ads, video clip, spot, video , in outdoor advertising - firewall, illuminated signs, slogan, banner, etc.⁴

The main objective of political advertising is to lead and motivate behavior in a meaningful way to influence it. Moreover, advertising efforts should be made so that they were not labeled. To effectively solve this problem it is necessary: 1) to attract voters, 2) cause them concern, 3) change (or create) their attitudes toward political figure or party, 4) "push" them to vote.⁵

Effectiveness of political advertising depends the choice of adequate socio-political, economic and demographic conditions of the methods of psychological influences, their systematic organization and algorithms, channels of mass communication and other ways of making information available to voters, and the development and application of a unique policy proposal (Villi), a complete system of psychological influences.⁶

Domestic scholars have identified four levels of audience manipulation by advertising messages:

1. Information. Recipient acquainted with the information and gave her some arbitrary assessment. However, there is no reason stated that he remembered this information.

2. Information given emotion + (estimate). After reviewing the recipient agreed with a given emotional assessment and remember information.

3. Information given score + ready for action. Recipient familiar with the information agreed with a given emotional assessment (openly shares her), ready to transmit information and act in accordance with its instructions.

4. Unthinking willingness to act. Recipient familiar with the information it want to share it assessment, ready to broadcast information and defend it, sacrificing other potential benefits and offers. It ideas are dominant in nature. A similar effect on humans often violate social norms and leaves a person without freedom of choice.

Ukrainian researcher S. Burtak convinced that virtually all modern advertising messages aimed at the activities of the third and fourth levels. Communicator does not seek to force citizens consciously analyzing and trying to appeal to the unconscious man and react on an emotional level. This is due to the specific perception of the world a man who continuously receives signals from the

⁴Lisovskij, S. Politicheskaja reklama [Tekst] / S. Lisovskij. – M. : IVC «Marketing», 2000. – S. 9-11.

⁵Ljutko N. Psihologichni aspekti politichnogo reklamuvannja [Elektronnij resurs]. – Rezhim dostupu do materialiv : <http://ena.lp.edu.ua:8080/bitstream/ntb/1529/1/19.pdf> - Zagolovok z ekrana.

⁶Artem'ev, M. Jeffektivnaja sistema psihologicheskikh vozdejstvij v politicheskoj reklame : Dis. ... kand. psihol. nauk : 19.00.12 B. m., B. g. 158 s. RGB OD, 61:97-19/198-3. [Elektronnij resurs]. – Rezhim dostupu do materialiv : <http://www.lib.ua-ru.net/diss/cont/162090.html> - Zagolovok z ekrana.

external environment, but knowingly accepts and handles only 1/1000 the amount of information. The remaining or stored in the subconscious, or deleted as unnecessary.

Therefore that consciousness - is the level of rational thinking when one understands what is happening and can explain why. Subconscious - deeper than the level at which a person knows about what is happening, or at least realize that something is happening with her emotions, feelings and attitudes, but can not explain what it was. This level of prejudice, fear, emotional and instinctive reactions. Qualitative advertisements appealing to the unconscious, they are aimed at manipulating the fears and desires. However, the message appeals to the subconscious hidden, giving consciousness safe neutral information.⁷

Any advertising, including political, human perceived visually, aurally, vision, or a combination thereof, as advertising can be divided into visual, auditory and audiovisual. It is believed that the five senses of human perception for advertising are the most important vision and hearing (visual and auditory channels), with visual perception is active character, so the most effective in advertising is to influence the audience through visual or visual communication channel. Also it is believed that, in order to increase the efficiency of influence in political advertising, it is advisable to carry out a parallel or separate impact through visual, auditory and kinesthetic channels audience considering three representative systems or world maps Rights (neurolinguistic programming approach).⁸

It is actually about what form of communicating the message will be the dominant (text, image, sound, or their combination). Or, in other words, that means advertising will be used. We share the opinion of researchers that modern political advertising operates on images, not information. The emotions' message is, the more it gets to an unconscious bodily memory. Therefore, most making are not the ones that are remembered, and the ones that remain. Therefore, the task of the advertising message is to motivate the decision within a few days, weeks or months after it was seen. Namely, emotionally colored information remains in memory for a long time, perhaps for a lifetime.⁹

It is this, in our opinion, is the main task of manipulative techniques in political advertising is as emotionally satiate and affect the consciousness of citizens in support of its content. In this sense, the manipulation is a psychological influence on the other person that it is not always conscious, and to act in accordance with the purpose of a handle. This kind of psychological impact, perfect implementation which leads to hidden push another man to the intentions that do not coincide with the actual existing (rational) wishes¹⁰.

Under the manipulation you can also understand programming the behavior of citizens in a given direction.

Scientist M. Prisyazhnyuk believes that the manipulation of public opinion can be seen as a comprehensive strategy of persuasion with the aim of imposing collective values and transform the mentality of a certain group of people to support the power of the ruling elite, and more broadly for the reproduction of the status quo, what happened in the social structure.¹¹

Researcher A. Nagorny determined manipulation of public consciousness as one way to domination and suppression of the will of the people by a spiritual impact on them through the

⁷Буртак, С. Політична реклама як маніпулювання громадською думкою [Текст] / С. Буртак // Незалежний культурний часопис «І». - №30. - 2004. - С.16.

⁸Джиги, Т. Методи та технології впливу політичної реклами (на прикладі передвиборної кампанії): автореф. дис. на здобуття наук.ступеня канд. політ. наук: спец. 23.00.03 «Політична культура та ідеологія» [Текст] / Т.В. Джига. - К., 2003. - 21 с.

⁹Буртак, С. Політична реклама як маніпулювання громадською думкою [Текст] / С. Буртак // Незалежний культурний часопис «І». - №30. - 2004. - С. 20.

¹⁰Кучма, Л. Маніпулювання у політичному процесі та способи захисту від нього [Текст] / Л. Кучма // Вісник Львівського університету, Visnyk Lviv University, Філософські науки. - 2007. - Вип. 10. - С. 257-267.

¹¹Присяжнюк, М. Використання нейролінгвістичного програмування для маніпулювання свідомістю [Текст] / М. Присяжнюк // Соціальна психологія. - 2008. - №5. - С. 141.

programming of their behavior. This influence on the mental structure of human beings, is secretly and puts his task of changing opinions, motives and goals of the people in the right direction to a specific group of people¹².

Russian explorer I. Dzâlošins'kij identify two main signs of manipulation: asymmetry (along the lines of "subject-object") and secretive of this process. As well as what information action paddle aimed at human psyche and requires special, special knowledge. The scientist selects three levels of manipulation: the first – strengthening existing in the minds of the people of the manipulâtoru of ideas, attitudes, motivations, values, norms. the second level is partial, minor changes of views on those or other events, processes, facts, that also affects the emotional and practical attitude of the electorate to a specific phenomenon; the third fundamental, radical change vital settings spread among voters of the sensational, dramatic, extremely important for them messages.¹³

Therefore, the main characteristics of manipulation we can identify the following: neusvidomlenist' subject to the influence exercised over him; impact not only on the scope of conscious (mind), but also in the realm of the unconscious (instincts, emotions), which defies self-control; management attitude object manipulation to objects and phenomena of the world in the right direction to paddle; deliberate misrepresentation of the reality (disinformation, dosage information, etc.), forming the illusion and myth, etc. Political manipulation can minimize such operations: implementation in the public consciousness disguised as objective information is desired for a particular group of content; "pressure" on the pain points of public consciousness, what causes fear, anxiety, hatred, etc.; implementation of the declared and hidden intentions, which handles ties with the support of public opinion in his position. The first paragraph refers to the tasks, the second – to the methods, the third – the goals of political manipulation.¹⁴

What are the methods and techniques of manipulation in the political advertising makes native scientists, based on analysis of recent election campaigns in Ukraine? The number of tekstologičnih methods indicates researcher O. Pchelintseva. Yes, it indicates that one of the features of the language manipulation in political advertising say the logical error missing argument (the argument have no probative force). Very often it is compensated by taking the order of the arguments, when the lack of probative force compensated external consistency of presentation, that creates the impression of a-

Another admission of distraction from low-quality argument is the use of cause-effect designs X because Y, Y because X.

Another method is the nonbased argument is based on the fact that the proof of the thesis are unjustified, contradictory or false evidence in advance. The nedovedene judgment often entered contract clauses or past participle: such syntactically dependent position it focuses not on attention and reduces therefore the severity of his perception.

An extremely common technique – programming the minds of voters under the guise of political prediction. The perfective verb forms are used, lexical expression semantics inevitability or confidence. Widely used also the manipulation with figures when comparing the various economic indicators. If you want to belittle a political opponent, for comparison, is an abstract measure of, say, the dynamics of growth and said that the last time she dropped (why that growth may have not stopped – it is not!). If you want to strengthen your own position, it is compared against the actual performance indicators (such as minimum wage), which in any case are growing.¹⁵

¹²Нагорний А. Сучасні методика маніпулювання суспільно-масовою свідомістю та їх застосування в політичних технологіях [Електронний ресурс]. – Режим доступу до матеріалів : http://www.nbu.gov.ua/Portal/soc_gum/usoc/2008_4/Pages%20from%20167-174.pdf - Заголовок з екрана.

¹³Дзялошинский, И. Манипулятивные технологии в масс-медиа [Текст] / И. Дзялошинський // Вестник Моск. ун-та. Сер. 10. Журналистика. – 2005. – № 1. – С. 29-54.

¹⁴Нальотов, А. Выборчи технології як чинник впливу на масову свідомість [Текст] / А. Нальотов// Політичний менеджмент. – 2007. - №5. – С. 126-137.

¹⁵Пчелінцева О. Аргументація і маніпуляція у політичній рекламі в Україні [Електронний ресурс]. – Режим доступу до матеріалів :

The researchers, A. Balakirêva, V. Bebyk, A. Nalotov are the most common methods: method of fragmentation "is to present information in a single stream, therefore, any tendency becomes difficult to catch, and for the mass consumer generally virtually impossible. The maximum expression of this method is to call the "white noise" – reducing the perception of facts the following number of news when it becomes impossible to sort. "Noise" can be a lot of opposing comments that are not based on dostemennih facts.

The method of making the facts "is a combination of specific facts from the fictitious believable facts. As soon as the doubts the audience regarding the facts of the second category will be rozviâno, then she will believe the false "facts".

The Method of historical analogies "effective, first of all, intelektual'nistû (the promoter of the flattered erudovanosti audience: "you remember ... "), as well as the fact that in the history, you can find any required example.¹⁶

Firstly, the promoter gets to pidlestitisâ to the audience, appealing to her erudovanosti. Secondly, in history and in fact you can find examples or not on all occasions. This method also helps in designing the "historical" metaphors that program object impact as well and the "historical myths that are used in the strategic perspective.¹⁷

The method of getting bagnom "consists in the selection of epithets and terminology, which give the subject talk negative ethical assessment. This method belongs to the most "egregious", but it is often used in political struggles.

The Method of semantic manipulation ". The essence of it in priskîplivomu pidbirannî words that cause positive or negative associations, and therefore affect the perception of the information ("our man" – Scout, "their" is a spy; we are liberators, they are the occupiers; we are fighters for independence, they are fighters; the US-Army in them is illegal armed bandformuvannâ).

"Using disinformation". The strength of this admission is that misinformation is used, as a rule, at the time of making any important decisions, and when viplive the truth is the goal of misinformation will already be achieved. Refutation the misinformation on the psychological nastanovlennâ that already has does not affect.¹⁸

Researcher I. Sinelnik, analyzing a number of election campaigns drew attention also to the common methods: "link to the authority, which is based on the trust of citizens to certain authoritative figures, the so-called opinion leaders, which are usually notable scientists, popular singers and actors, sportsmen, religious leaders, etc. This technology also has another name – use "icons" or "elephants".

«Link to anonymous authority". For this method, often in the mass media are the links, citations of documents, evaluation of the "experts", "socopituvan". Widely used linguistic constructions like: "the majority of experts agreed on the belief...", "a source with the closest surroundings of the candidate reported. etc.

Links to non-existent authority adds information solidity and validity. This source is not identified and responsible for the false message no bear. "Name calling". A shortcut is an antiobrazu candidate, negative harak.

"Name calling". A shortcut is an antiobrazu candidate, negative characteristics, which usually is not true, however we actively headquarters rivals by using information technologies and taking into the mass consciousness. "A method of distraction or smoked herring. This term came up with

http://www.nbu.gov.ua/portal/Soc_Gum/Gv/2008_12/2/articles/Volume%202/Suchasna%20mova/26_Pchelinceva.pdf
- Заголовок з екрана.

¹⁶Синельник, І. Деякі аспекти маніпулювання громадською думкою у виборчих технологіях [Текст] / І.

Синельник // Поліська аналітика: щоквартальний інформаційно-аналітичний журнал 3/2009. – С. 19-22.

¹⁷Калинка, Г. Маніпуляція суспільною свідомістю під час виборчої компанії [Текст] / Г. Калинка // Збірник наукових праць. Психологічні науки, Том 2. – Випуск 8. – С. 142-149.

¹⁸Бебик, В. Політичний маркетинг [Текст] / В. Бебик// Політологічні читання: Укр.-канад. щокв. – К., 1995. - № 2. – С. 198-214. Нальотов, А. Виборчі технології як чинник впливу на масову свідомість [Текст] / А. Нальотов// Політичний менеджмент. – 2007. - №5. – С. 126-137.

image'makers (because the smell of smoked herring is smelling dog), and the technique is applied in order to distract the audience from the important, but unnecessary for a particular political force or a candidate information via another, filed as sensacijnij form.¹⁹

A significant list of used methods of manipulation thought researcher G. Kalyinka. The method of «limited consensus viewpoints "is that point of view, it is supported by public opinion, not discarded, even if she is not satisfied with the manipulators.

Here the work is conducted slowly: by the Foundation come from the already existing perspective that stages the "converted" acceptable for a paddle. Method of establishing facts "is the lancûgovomu combination of real facts that actually took place, with fictitious plausible and implausible events.

As doubts about the audience of the facts of the second category will be resolved, she without hesitation believes in facts of the third category. In addition, you should keep in mind that you can create facts in the literal sense – creating, as it is customary to say today, "newsworthy".

The method of "objective approach" is a skillful might facts and "masterful" commenting them by including or excluding some little-known facts. In this way you can not only "discover" fictive tendency, but run it in mass consciousness as true. The impact of this method is named Oedipus effect.

The method of using rumors. Many people provide much more value than a whisper the news, massages - news, published. The man, who delivered the news, though, and through the media, with a certain „conspiratorial appearance”, believes that became the owner of unique information – so this fact itself contributes to it same assertion. This trick is often used in a different kind of "investigations" in the media under the aegis of "top secret", etc. In General, all this atmosphere of mystery and initiation leads to lasting freeze in memory of such messages. Therefore, reporting the news in a whisper ", the media reach the highest efficiency in the delivery of information, and at the same time remove from responsibility for its accuracy. And even view news as a refutation of the "secretative news" contributes to the mass consciousness embedded something in reverse. Here is the principle of expected cheating: If people chat all together, so it is not naively.

Method of leakage (reset) classified information, received allegedly from reliable, but "anonymous sources", is likely to hold the zondaž of public opinion on this or that question. In case of negative reactions in public opinion is posilenij additional processing to prepare her to "proper" perception of planned political action. And if the reaction is fundamentally negative, then there is always the opportunity to "refute" sensational information, declaring it "the inventions of journalists".²⁰

One of the key means of political manipulation that actively used during election campaigns in Ukraine are nasadžuvannâ political myths. The latter, designed for the mass consumer, distort political reality and significantly simplify in the eyes of the target groups of the perception of the world.

Meanwhile, the manipulation can occur not only in the form of creation myths and stereotypes, but also in the form of ready-to-use forms (for example, in 2004, and later some forces has imposed the myth of Yushchenko as an American resident, whose main task is to defend the interests of the United States.

The pre-election campaign materials he was depicted as a cowboy). This process is called "canalisation", i.e., direct them in the manipulação direction. In this form the myths and stereotypes exist as certain conditional "shortcuts" that stick to people and phenomena. Using the myths or

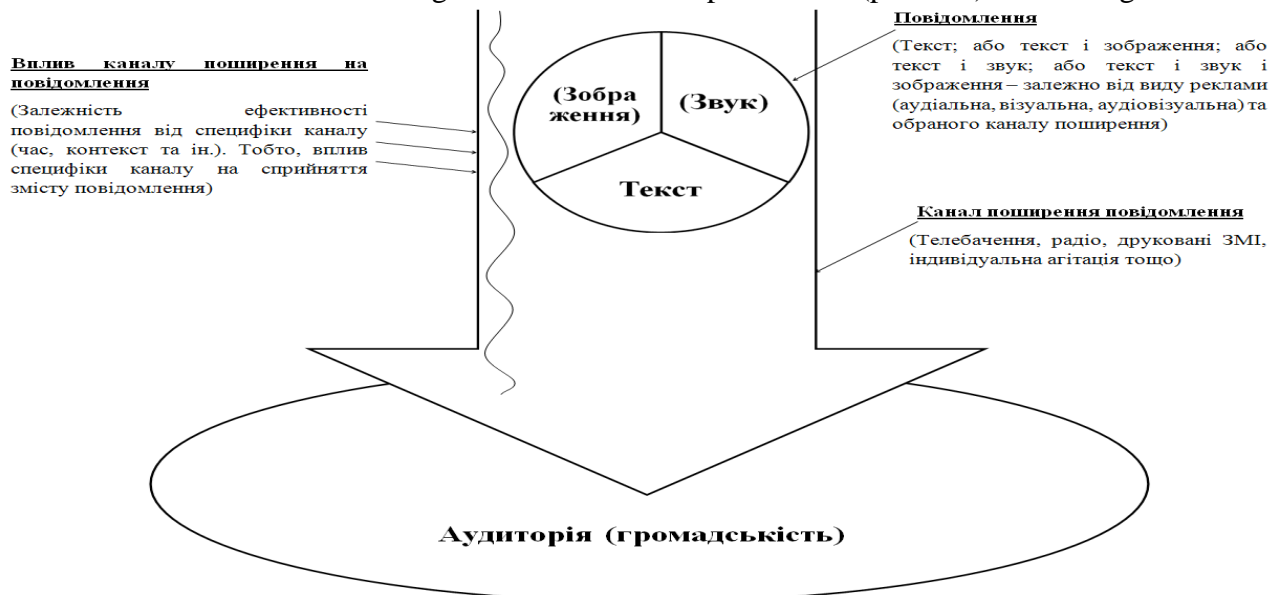
¹⁹Синельник, І. Деякі аспекти маніпулювання громадською думкою у виборчих технологіях [Текст] / І. Синельник // Поліська аналітика: щоквартальний інформаційно-аналітичний журнал 3/2009. – С. 19-22.

²⁰Калинка, Г. Маніпуляція суспільною свідомістю під час виборчої компанії [Текст] / Г. Калинка // Збірник наукових праць. Психологічні науки, Том 2. – Випуск 8. – С. 142-149.

stereotypes you can create persistent beliefs that define the necessary attitude to individual phenomena, ideas.²¹

In addition to the text (content), and the above methods of manipulation are predominantly змістової of great value in advertising also plays picture and sound that often accompany or are integral to an advertising message. Certain combinations of text, images and sound, too, is an important means of manipulation in political advertising. Schematically the dissemination of advertising messages via various channels can be plotted as follows:

Scheme 1. Messages and channels it reports in the (political) advertising.



Source: own design (s).

The perception of advertising messages depends on the nominate aspect view of information as one of the types of mental programming media mind. Graphical text tools organization promote its clear visualization and choose accents, amplifying it to certain parts. These tools can be used separately or in combination with ikoničnimi, amplifying the manipulative potential verbal parts of the message. The images that accompany the text to enhance the impact of verbal reasoning through filtering iconish elements, which corresponds to a total manipulation intention adresant. This will also contribute to the color emphasis that attracted attention to the messages and through the properties of the colors in a specific way affect the psyche of human beings, set it to a specific emotional perception of information.

Note also that the use of different channels of distribution of advertising involves and specific techniques for working with image, light, sound, and text.

Yes, the media use sign language as a means of manipulation of the addressee, if we mix it pictures, which are characterized by a certain ocinne values of non-verbal behaviors of object (for example, smile, open palms, fists clenched). As a rule, non-verbal elements confirm the assessment contained in the Autism impacts of the message, making it more effective.²²

The sound and light of certain frequencies can lead to the creation of landmarks of states of consciousness that are most exposed to his entirely uncritical master information from subsequent willingness to commit certain actions (in our case a vote). It is these scientists explain the popularity of music concerts during the election campaigns of the proliferation of various kinds of advertising.

²¹Кучма, Л. Пріоритетні методики дослідження політичного маніпулювання [Текст] / Л. Кучма // Вісник Львів. ун-ту, Visnyk Lviv Univ., Серія філос., Ser. Philos. – 2010. – Вип.2. – С. 142.

²²Калинка, Г. Маніпуляція суспільною свідомістю під час виборчої компанії [Текст] / Г. Калинка // Збірник наукових праць. Психологічні науки, Том 2. – Випуск 8. – С. 142-144.

Agitation is precisely in those moments when the State of the consciousness of the listeners can be characterized as a hypnotic. Moreover, very often this promotes and music.

Speaking about the visual impact, a group of American scientists (P. Laing, M. Bradley, B. Cuthbert) concluded: with the "pictures" used in political advertising, you can reach a specific outcome. Yes, the image of the family (mother with child, parents with children, Grandma-Grandpa with my grandchildren), children Frolic, smiling people actively used polit tekhnologists in MovieClip that appeal to hope. Therefore, a number of Ukrainian politicians used in their advertising messages, pictures of parents – Volodymyr Lytvyn, grandchildren – Leonid Kuchma, Yushchenko's children, etc.

Of particular influence on voters have colors that are able to evoke certain emotions. For example, the black and white video 10 times more causes fear or annoyance than admiration or pride. Darkness (blurred image), twilight or gray color-causing have the same emotions, and a black and white video. The last electoral campaign rife with advertising in black and white when it comes to opponents and "dips" in their policy. Instead, when the language of the story begins to go about political force that is advertised, the picture changes dramatically in color and attractive (for example, advertising "the Party of regions, Communist Party of Ukraine during the parliamentary campaign in 2007, 2012, presidential 2010).

The experience of the past election campaigns also showed that special effect on the occurrence of emotion makes music. Moreover, it affects subconsciously, when we consider the "picture" or listen to the speech by the candidate or his confidants. As a rule, sentimental, patriotic music affects the appearance of emoc.²³

The greatest manipulative potential has a television. This makes it the event channel of distribution of political advertising in Ukraine. Television has the ability to create an additional "semantic noise", which is significantly more difficult for consumer orientation in information flows and makes navigation on scores of commentators. Audiovisual information leads to the fact that the text, which reads the voice-over announcer, is perceived as absolute truth, if served on the background of a video. Critical understanding of cutting is bothered, even if the video sequence there is no connection with the text.

An important feature of televised political advertising is an appeal to the sphere of emotions and unconscious reactions of man (in particular, operation imidžami, bright images instead of a discussion and analysis of specific political programs). This feature of television communication leads to the fact that instead of rationally-logical constructions subject influence operates with a set of colorful clichés and metaphors that evoke and zakr.²⁴

Modern political advertising in Ukraine is extremely mifologizovanoû and client on planting and maintaining the existing stereotypes. Moreover, very often the past is such that lay or extend partitions in society and contribute to confront and inflating antagonism (the question of language, historical heritage, religion, foreign policy directions, etc.).

Actively used manipulative technique, associated with the use of certain colors and their combinations, images, sounds. Clearly traced the tendency to increase the level of aggressiveness of political advertising towards opponents and claim to absolute vinklûčnist' and County.

Actually the missing elements of political advertising that is directed to the analysis programs or run past election promises. Instead, the widely used emotional language stamps and cliches the populist character without a clear enclosure.

The specifics of political advertising in Ukraine is also the fact that all the actors of the political process only work within the framework of operational-tactical purposes of manipulation.

²³Яцунська О. Політична реклама «лівих» на дострокових парламентських виборах: аналіз маніпулятивних технологій [Електронний ресурс]. – Режим доступу до матеріалів : http://www.nbuv.gov.ua/portal/Soc_Gum/Npchdu/Politology/2010_118/118-19.pdf - Заголовок з екрана.

²⁴Гуляева, Л. Особенности влияния телевизионной политической рекламы на массовое сознание [Текст] / Л. Гуляева // X Социологические чтения преподавателей, аспирантов и студентов: Межвузовский сборник научных трудов. – Пенза, Пензенский гос. пед. ун-т. 2008. – 276 с. – С. 113-120.

Unlike, say, the period of the Soviet Union, where the entire system has been configured on the strategic manipulation.

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INTERFERENCE HIERARCHICAL, HETERARHICHNYH AND COGNITIVE MODELS OF ADVERTISING COMMUNICATION

Взаємовплив ієрархічних, гетерархічних та когнітивних моделей рекламної комунікації

Wzajemny wpływ hierarchicznych, heterarhicznych i poznawczych modeli komunikacji reklamowej

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Keywords: the advertising communication, the model of advertising effects, the consumer behavior.

Ключові слова: рекламна комунікація, модель рекламного впливу, поведінка споживача.

Ключевые слова: рекламная коммуникация, модель рекламного воздействия, поведение потребителя.

Abstract

In the article has considered the general features of advertising models of effective communication between sellers and consumers. The author analyzed and explained the different approaches of hierarchical, heterarhichical and cognitive models in advertising communication.

Резюме

У статті подано загальну характеристику моделей вивчення ефективності рекламної комунікації. Головна увага зосереджена на розгляді ієрархічних, гетерархічних та когнітивних моделях та аналізі різних підходів до їх вивчення.

Резюме

В статье представлена общая характеристика моделей изучения эффективности рекламной коммуникации. Главное внимание сосредоточено на рассмотрении иерархических, гетерархических и когнитивных моделях и анализе различных подходов к их изучению.

Development of promotional activities in a hard competitive environment led to the need to study the features of the effectiveness of the advertising communication. A large percentage of modern research in the field of promotional activities aimed at studying the specifics of how the advertising communication in General, and the study of its influence on consumer behavior. The results of such scientific research period in the form of three kinds of models are hierarchical, geterarhičnih and cognitive, that explain the behavior of the consumer as a result of the influence on it of the advertising communication. However, each of the models has advantages and disadvantages, which may lead to changes in consumer behavior in a neperdbačenomu direction. As specialists in the field of advertising you need to remember about the features of each of the above meodelej, because it allows adequately predict their reactions to the behaviour of the buyer and will promote effective advertising communications.

Thus, the main aim of scientific research is a study of the influence of hierarchical, geterarhičnih and cognitive models of advertising communication.

The problem study of the models of advertising communication and their effectiveness is being developed by a number of domestic and foreign researchers. A variety of approaches to

understanding hierarchical, geterarhičnih and cognitive models discussed in the writings of A. Kutlaliyev and A. Popov, F. Karasev, G. Vasiliev, R. Mokshancev, R. Haris, J. Bernet, F. Kotler, S. Ponomariova, T. Lukyanets, etc.

The first models of advertising influence became a hierarchical or model a hierarchy of sponukaŭčih effects. On the basis of hierarchical models is the ordered sequence of certain reactions of the consumer: incoming information is a series of intermediate effects buying. With each next reaction is kind of attached to the previous, next in the hierarchy of consumer reaction occurs only after the implementation of the previous. Such a pattern is quite logical: the loyalty of the consumer may not appear to create a positive attitude and a positive attitude is impossible without knowledge of the product. Between the different States are peculiar filters, and at each transition from stage to stage part of the audience filtered out. Therefore, the main essence of hierarchical approach is the consistent reduction of the target audience: it follows the hierarchy effect in the model, the smaller number of potential consumers it reaches. For example, the number of people who have purchased a particular product, must not exceed the number of knowledgeable as this product.

The most famous site model that provided the impetus for the development of the other, has become a model of AIDA, proposed in 1896 e. Levisom [9, c. 24.] this model to describe the main stages that consumers are gradually turning into buyers: attention (Attention), interest (Interest), desire (Desire), action (Action).

Modification of the model of AIDA became a model AIMDA, which is also formed from the first letters of words that indicate the stages of making a decision about purchasing the consumer [1, c. 78]. an essential characteristic of this model was the emergence stage of motivation that was beginning the process of organization of advertising campaigns and the influence of each advertising message to grab the attention of consumers to purchase. After this the product should be called interest and formed (recovered) motives of purchasing goods at the end of the process you need to trigger the desire and stimulate activities aimed at purchase.

The next attempt to improve the above-mentioned models can be considered a communication model Levidž-Steiner, which appeared in the early 1960s. this model is considered consumer behavior is much more than the previous, thoroughly describing the consumer reaction, which must reach a marketer in order to form a stream of consumers [5, c. 331].

A new direction in the study of behavior of consumers was launched, Hibingom and s. Cooper in the mid-1990s [4 c. 25]. the name proposed them A model 4 ' comes from the first letters of the basic hierarchy of effects: Awareness (awareness), Attitude (attitude), Action (action) the Action Again (Repeated action). in this model, first appeared on the second scale: percentage of consumers who participate in every stage of communication. Thus, in models of consumer behavior has arisen the notion of target market the second outcome of the development of model 4 ' A proved to be even more important. The authors have done quite logical conclusion: at each stage are the loss of a number of potential buyers.

In General, at the present stage of development of basic toolkits in the sphere of marketing communications has developed numerous number of hierarchical models, which conditionally can be grouped into:

- model of high interest: think-feel-do;
- model low interest: to think is to do is feel;
- model: rationalization of work – feel – think [3, c. 23].

Model think-feel-do "implies that the consumer makes buying decision as a result of a series of reactions. This model defines three categories of results, called cognitive (intellectual or rational), emotional (impul'sivnimi) and vol'ovimi (solution). Model think-feel-do "also referred to as a model of high interest because it describes the standard reaction of consumers who actively think. This type of advertising typically provides numerous amount of detail about the product and is very informative.

Unlike models of high-interest, low-interest model changes the order of reactions to "think-work-experience, believing that a consumer learns about the product, uses it, and then generates its

own opinion. This occurs when the difference between the goods is negligible and does not require much deliberation. By using this model of purchase are called impulsive.

The third kind is the model «do – feel – think», that describes how people buy a product, and then learn from own experience. this model is a model of rationalization: consumers choose a product evaluate its decision and form a strong positive or negative attitude toward the product.

A variety of modifications of hierarchical patterns indicative of significant interest to the researchers and their relevance in the modern theory of marketing. Further research the models hierarchy promoted as improving the models and the development of new types of models of advertising communication.

In 70-ies of the twentieth century, with the works of m. King, appeared the so-called geterarhični model of consumer reaction to ads or model free from iêarahiï. This approach is represented by the two main concepts:

1) first concept lies in the affirmation that the consumer passes the stages of decision making is not consistent, and bypassing some of them (often cognitive or perekonuûçogo character). Thus, the consumer moves from the phase of interest prior to making a purchase, avoiding thus a clear understanding of why this product he needs [8, c. 125].

2) second concept is based on the claim that advertising is part of the loyalty to the brand. In this case, the main purpose of advertising is not information, and create a specific preferences and commitment [2, c. 128].

President, international consulting firm "Baind and Companyf. Rejçhel'd defined loyalty as a quality, characteristic for user values (goods, services), which constantly comes back to its source and transmits this source in the legacy [11, c. 71.] in other words, loyalty is a devotion to their source values. Loyal buyer does not change the source values and recommends it to his friends. Accordingly, brand loyalty is becoming a sustainable positive attitude of consumers to purchase goods on this brand, which is expressed in the repeatability of this purchase.

The most vivid illustration of understanding geterarhiçnogogo approach usually serves to marketers in the mid 80-ies of the twentieth century. to replace an outdated brand of the Coca-Cola usučasnenim New Coke. A new product from all attributes (flavour, packaging, etc.) was a test best. Advertising was also built all the rules (clearly, beautifully, with positive emotions and stimulation to the purchase), but the whole concept of a consistent hierarchy of these effects.

Geterarhiçnij direction is relatively new, and therefore tested and systematized knowledge not yet developed. precisely because of the ongoing phase of the accumulation of empirical information. However, this process also is not quite sistematizovanim, because there is no consensus about which method of cognition here apply. for example, m. Battle and k. Troâno mandates brand human qualities and try to describe the advertising effect due to certain laws of human behavior. j. Lannon and. Stern operate anthropological terms. Postmodernisti and postpozitivisti-s. Hiršman and p. Holbrooke has – substantiating a mixture of empirical and hypothetically-deductive approaches in the study of geterarhiçnih effects and since everything in any case comes down to studying the human brain's reaction to various stimuli (for example, advertising is a call to action – it can be seen as an irritant), and. Rose brings to the forefront a neurological techniques, etc [7, c. 202].

Thus, the geterarhični model of advertising communication are in hierarchical models, after which drew the attention of the researchers. However, at the present time in the study of models of advertising communication free from hierarchy, there is a mixture of Behaviorism, antropologizmu, postmodernism, empiricism, etc. Therefore, in the theory of marketing are clear geterarhični models and criteria which in turn does not allow to clearly trace the stages, who runs the consumer from the moment of contact with an advertising message to the purchase of goods.

Along with the geterarhiçnimi models of the advertising impact of increasing popularity are cognitive models. The essence of cognitive approach to models of advertising communication boils down to the fact that information processing is constructive: i.e., people not only encode and then reproduce the information they have read or heard in the media. Most likely, they acquire

information, interpreting it according to the already existing ones of knowledge and beliefs, as well as according to the context in which the message was received.

The main principle of this approach is that the absorption of advertising information provides a constant content of advertising with the knowledge that the person already has. It always actively comprehends what he sees and hears, and his thoughts are an important part of the constructive process of cognition [13, c. 55].

The basis of cognitive models of the aprioric assumption that internal consuming behavior control entirely rational driving forces. Just search for the rational benefits determines the consumer model of decision-making. With all the emotional trappings (sensation, perception) are discarded, and advertising, respectively, relegated to the role of mere information and possibly rational persuasion.

Representatives of this approach to understanding the cognitive models of classifying goods according to two main criteria: experience and search. Experience is divided into «great» and «small». The first declares that for making informed decisions (for example, decisions about the quality of the goods) the consumer must use considerable time to this commodity. "Small" experience suggests that the great history of use or exploitation of something can be not accumulated, but the experience that exists in conjunction with the advice of the experienced users, already allows you to behave rationally to a specific product.

In addition to the «the great» and «small» experience some experts distinguish the category «goods that cause confidence», i.e., under certain circumstances, the buyer cannot determine the quality of the goods, even repeatedly using it. For example, in the case of exclusive designer clothing. Even after the third or fourth purchase consumer cannot unequivocally prove the quality of these things, but it remains their staunch and loyal buyer.

The central notion of the cognitive approach is the question of the relationship of image and price. Thus, for example, the theory of the market argues that image and excellent benefits of high-quality goods, reduce the sensitivity of buyers to the price and it opens possibilities to increase the cost of production, i.e., having enough confidence that a product's more reliable technology than product Y, prospective buyer much more favorable position to what's more expensive [12, c. 297.]

It is worth noting that within the promotional communications you can not talk about a sheltered existence of hierarchical, gererarhičnih and cognitive models, since they are closely related and are constantly interacting.

All models of advertising communication is a set of steps, which are in fact contact with an advertising message and make a purchase. If we consider this process through the prism of hierarchical models, then the consumer before making the decision to purchase is going through such States as awareness, knowledge, predisposition, provide the benefits, the conviction [6, c. 137]. In other words, the entire set of hierarchical models of advertising communication after their simplification and generalization can be represented in the form of the stages or levels of psychological impact, which is the consumer. Yes, second. V. Ponomareva, allocates three levels of psychological influence: cognitive (cognitive, information); emotional (affective), behavioral (konativnij) [10, c. 56].

The entire diversity of gererarhičnih models can also be plotted in the form of a clear set of psychological phases, which will impact on consumer behavior. Scheme of gererarhičnih models will be presented in the form of two consecutive stages: emotional and psychological povedinkovomu. The only distinction gererarhičnih models is the absence of hierarchical cognitive stage of psychological influence. It stems from the basic principle of gererarhičnih models of advertising communication, which lies in the fact that the proceedings are excluded from intermediate aspects, and buying comes only as a result of the loyalty to the brand, which made a commitment to a particular brand.

Scheme of cognitive models of advertising communication differs from scheme gererarhičnih models. This difference stems from the essence of cognitive models, which lies in the fact that internal consuming behavior control entirely rational driving forces and emotional

attributes into consideration not taken. Thus, if the geterarahičnih models of advertising communication is cognitive level of psychological influence and existing only in the emotional and behavioral stages, the cognitive model presented cognitive and behavioral-psychological influence, while removes the emotional stage.

So, within any âkoj promotional communications you should talk about the rozrznene the existence of hierarchical, geterarahičnih and cognitive models, and their close interaction. While at first glance these models are excellent, in fact there is a significant similarity between them. For its demonstration model of the advertising communication must compile and submit in the form of psychological stages, who runs the consumer from the moment of contact with an advertising message before committing to a purchase.

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THE USE OF MANIPULATIVE TECHNIQUES IN ADVERTISING
Використання маніпулятивних технологій у рекламі
Zastosowanie technik manipulacyjnych w reklamie

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Number of characters: 19 710 (with abstracts). Number of images: 0 x 1 000 characters (lump sum) = 0 characters.

Total: Number of characters: 387 990 (with abstracts, summaries and graphics) = 0,493 sheet publications.

Ключові слова: гіпноз, нейролінгвістичне програмування, реклама.

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Key words: hypnosis, neurolinguistic programming, advertising.

Abstract

The article provides a theoretical analysis of peculiarities of using manipulation technology in creating advertising messages which effectively influence the target audience.

Резюме

У статті здійснено теоретичний аналіз особливостей використання маніпулятивних технологій у створенні рекламних повідомлень з метою ефективного впливу на цільову аудиторію.

Резюме

В статье сделан теоретический анализ особенностей использования манипулятивных технологий в создании рекламных сообщений с целью эффективного влияния на целевую аудиторию.

In the dynamic development of the information society the increasing importance of acquiring new approaches and technologies to create advertisements for the effective impact on the consumer. Active and continuous advertising is necessary to maintain profitability of production.

Mass production certainly needs of mass consumption, which, in turn, requires a highly promotional content. Advertising - part of the progress of our society and that is why it is constantly changing. This situation leads to the search for new effective means of advertising influence on the audience.

Therefore, the relevance of our research is to increase scientific and applied interest in specific promotional activities, as well as due to lack of fundamental research developments on this issue. In our work we focus on the features zaksentuyemo use of manipulative techniques like hypnosis and neurolinguistic programming to create advertising that at the present stage of development of society is increasingly used specialists in mass communications.

If we analyze the latest research and publication, advertising as a subject of scientific inquiry interested scientists, linguists, psychologists, sociologists, political scientists, economists and others. In particular, consideration and analysis of different qualities and characteristics of advertising devoted to labor Avramenko D., W. Arens, M. Artemyev, Jean Baudrillard, J. Bulyk, F. Dzhefkinsa, N. Efimova, S. Touched, M. Kalymanova, H. Karpchuk, N. Kutuzu, E. Lewis, D. Ogilvie, A. Pushkanova, N. Sergeev, R. Torychko et al. However, the study is the use of features such manipulative techniques like hypnosis and NLP is characterized by isolated fragmented research.

Thus, the purpose of our work is research based on analysis of works of foreign and domestic scholars use specific techniques of hypnosis and NLP in modern advertising to effectively influence the target audience.

Advertising - the most effective way to modify the behavior of consumers into their products or services, to create a positive image of companies / institutions / firms show their importance and usefulness. "The purpose of advertising - enable potential customers to its structure of values, encourage them to participate in the decoding of linguistic and visual signs and get pleasure from this activity decoding" [4, p. 118].

In general, a person psychologically positive attitude on the perception of broadcast information, except those special cases, when the media became negative reputation. It is such a positive attitude and try to use the creators of advertising to manipulate our emotions, stereotypes, attitudes, etc. [4, p. 118]. According to N. Kutuzy, advertising discourse is losing the characteristics of "pure" informativeness, acquiring highly suggestive evidence, which is not the last role to hypnosis [5, p. 439].

V. Kandyba identifies the following elements of hypnosis 1) real estate and fixation in a certain position for some time, 2) strong emotional exaltation, 3) fear, and 4) a sudden and sharp stimulus, 5) monotonous, pleasant, rhythmic stimulus, 6) is out, the most convenient Sleep, 7) frequentative procedures, 8) fixing terms, 9) rhythmic rocking, etc. [3, p. 30]. S. Gorin, R. Mokshantsev, V. Sheinovo, V. Shuvanov emphasize that in advertising (mostly in television and print) used many techniques guided trance state where your trance behavior, use of natural trance states, age regression, overload consciousness the gap pattern of the full uncertainty, unpredictability, the use of artificial words, scattering technique, perseveration, appeal to authority, and others. [1, p. 439-449, 6, p. 125-128, 8, p. 292-304, 9, p. 151].

Therapists say that by showing trance behavior can quickly give trance. Feature of this technique is to demonstrate the finished behavioral model, particularly in the advertising message described or shown behavioral pattern - a definite response to the advertised product. There is identification, identification with advertising character, thus is a projection of what real people buying that product will briefly dive into a trance.

In the advertising content used as natural trance states, including: display status after waking up (advertising coffee, bedroom furniture) and condition before falling asleep, and in commercials with the plot of "vacation near water" (fishing, beach picnic); your trip in the car; showing characters who contemplate scattered pictures of nature.

The successful hypnotic technique is guided trance inducing age regressions, where the advertising played up the behavior of pupils and students, grandmother and grandson. When a man deeply immersed in its past, despite the open eyes, she seemed absent in the present - this is trance state [2, p. 43].

Dive into trance is also possible due to overload of consciousness is achieved in the following ways: a) in television commercials at the same time speak two or more characters, and b) rapid and chaotic alternation of images in a frame in combination with rapid speech, c) a large number of ads in one ad unit where nychastotnishym way is to last.

Hypnotic technique - breaking template used in advertising by showing situations in which a character suddenly torn from his affairs and explain to him the benefits of the advertised product or demonstration tense situations that unexpectedly pleasant resolved by ADR advertised goods and more.

Vehicles full of uncertainty and unpredictability is that recipient until the last moment did not realize and can not predict what is advertised.

Bringing trance possible and using artificial or obscure words, which are ekzotyzmy, barbarism and terms that can be the basis erhonimiv, trademarks, and elements of advertising discourses.

Effective technique in advertising is the technique of scattering (most common in print advertising) - distinguishing keywords in the advertising message: "If any neutral in content text

insert specific keywords and highlight them in some way (font, color, pause, etc.) unconscious then accept them as a guide to action "[5, p. 442].

Quite an effective way to increase suggestibility advertisement researchers found perseveration - repetition of the same message within the same application or multiple media.

Very often when creating advertising specialists, advertisers use technology ericson hypnosis launched American psychiatrist and psychotherapist Milton Erickson Highland to treat people suffering from mental disorders. Today, these hypnotic techniques are widely used not only in medicine but also advertising, management, business communication and so on. Essence ericson hypnosis is that when you hover a hypnotic trance hardly give direct orders, and comment, ask consulted. However, used verbal strategies allow to get the result (the order is executed) and not get conscious resistance of the order. Speaking with this hypnosis most vague, blurred, leading to load their own sense of space that creates the initiator to traps for consciousness recipient. And the effect is achieved by the consistent application of not one but a series of techniques [8, p. 295].

Researchers S. Gorin, T. Kovalevskaya, R. Mokshantsev call such naychastotnishi verbal strategies utilization ericson trance in hypnosis, which are mainly used in advertisements:

Truism - generalized or superheneralizovane expression, that truism is hypnotic replacement team, describes it as a property that is inherent to all or the majority. Tryuyizmu purpose - to cause consent. For example: Everyone loves to buy. Good or hostess like "Lustre".

The illusion of choice is based on the destination offers a choice between several advertised products / services of one company / brand choice is limited, but this restriction is not recognized recipient. For example: The huge billboard shows two packs of cigarettes a brand. At the same title written in red and white, the second - white on red. Below big laconic inscription - "Choose!"

Hypnotic technique complete selection or presentation of all alternatives is that the advertising message enumerate all possible choices, however desirable and undesirable choice advertiser represented as desirable and undesirable for the addressee. For example, you can use the old detergent, spending money, and you can try the new "Tide".

The strategy assumptions (presupposition) command is required as a prerequisite for action is less important than the team needed. This action is easy to conscious control, with the proper team avoids censorship consciousness. In building a presupposition of particular importance is the sequence of components expression: reverse, indicating the time sequence or condition for the enjoyment of hypnotic command instruction less important than team performance, implementation of which can control consciously. For example: Before you buy a product, look for its price!

Feature engineering orders, hidden in the question is that the text begins with the question whether a person is able to complete a request, instead of the actual request to do something. The reaction of the recipient - action, not an answer. Preferably in this strategy using the following phrases: Do you know that ... you realize that ... if you remember that ... For example: Did you know that only we, buying this product you get a guarantee for 24 months? [5, p. 442-443].

When creating promotional materials, modern advertising specialists actively using techniques of neurolinguistic programming (NLP) - a special kind of psychological suggestive influence. Manipulating words and visuals, building them in a certain order, asking a certain rhythm of presentation, dosing information required limits, the creators of advertising reach of the brain begins to respond to the need incentives and focus on them. This is due to communication models and techniques of NLP that can accurately select information and provoke rapid changes in the thinking of the client, mostly on an unconscious level - without his conscious participation [4, p. 119].

Using NLP in advertising makes it more effective precisely because these models and techniques. NLP is used for solving the following tasks:

- Identify metaprogramnoho profile of the target audience - expression inherent in the target audience defined filters attention and thinking strategies. Using this method allows you to create advertising appeal by encoding them in those neuro-strategies that people understood, and broadcasting those channels in the perception that these people most peculiar. This not only gives

the most accurate hitting advertising ideas in the minds of the target audience, but also provides a high enough percentage of people taking this idea as their own.

- Use creativity to design advertising campaigns. Creativity is not only remembered, but also to be understood. If you use certain colors or images, they should be the most relevant object that is advertised as a minimum and strongly emphasize supplement, explain - as a maximum. Otherwise - incomprehensible creativity will only lead to rejection and advertising, and ideas and goods.
- The use of advertising appeals techniques that allow for the impact on an unconscious level. Given that most of the decisions about the purchase is made on an unconscious level mechanisms of the psyche, the use of these techniques makes commercials really powerful tools, thereby significantly increasing the level of their influence on the background of an information noise.

John Grinder, co-founder of NLP, NLP distinguishes three stages, which have recently been increasingly used in advertising:

- subtext (second sense) - using only a single physical subtext image has a double meaning because of its structure. For example, "skate on the rink" can be skating as possible - putting asphalt;
- synesthesia (mixing or switching channels of information) - the phenomenon of perception, when stimulation of one sensory organ along with his characteristic sensations feeling inherent different senses. That signals given by different senses, overlap, mingle. For example, a person not only sees the fresh fragrant bread that is advertised, but it feels like odor. Or is cooler than the room air conditioner on, the colors become bluer;
- Use humor - evokes positive emotions that are transferred to an image that is advertised.

All of the above are extremely effective - but it is on an unconscious level. By voiced three techniques using NLP in advertising, you can add a few more:

- metaphor - the hidden message in the form of stories or the figurative expression which uses comparison. In NLP a metaphor includes simple comparisons and parables and allegories (expression of abstract ideas or concepts through concrete artistic images);
- Fine values - provides loan values, habits, details of conduct to gain rapport (relationship of mutual trust and understanding);
- Submodalities - it is the differences within each representative of the person (modality). Submodalities one experience easily transferred to another person or even a similar event to be held in the future. Regardless of the context, Submodalities amount will be the same for all the sad cases, and Submodalities joy - all happy. Therefore, once programmed for certain consumer Submodalities can cause the necessary reaction at the right time [7].

In addition, one of the NLP "formulas" psychological impact is DIBABA (except AIDA, ACCA, DAGMAR), which describes the six stages of selling the advertised product:

First stage: the need arise, ie occurrence in human acute feeling that something is missing her. This requirement encourages people to realize the necessity of complex action, aimed at eliminating discomfort;

Second step: finding ways to meet the needs that need to transform a problem to be solved urgently, it is necessary that in the minds of the audience was a combination of the needs of the trade proposal;

Third stage: should "tell" the audience to go and buy proreklamovane as it meets its needs;

Fourth stage: implementation of when to rely on the predictable reaction of the audience;

Fifth stage: stimulation desire to purchase;

Sixth stage: we must create an atmosphere conducive to purchasing advertised products.

This model is based on the laws of rational thinking, while recognizing the importance of emotional moments and positive attitude of consumers to vendors, stores, catalog [4, p. 119].

Thus, today, hypnotic techniques and methods neurolinguistic programming are widely used in the creation of advertising in order to effectively influence the target audience. The correctness of using the above techniques requires thorough knowledge and interdependencies of the level of professionalism of promotional activities. Prospects for further research in the study of features see the use of manipulative techniques depending on the types of advertising.

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GENDER ASPECTS OF PRINT ADVERTISING

Гендерний аспект друкованої реклами

Problematyka płci drukowanej reklamy

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Number of characters: 30 160 (with abstracts). Number of images: 0 x 1 000 characters (lump sum) = 0 characters.

Total: Number of characters: 30 160 (with abstracts, summaries and graphics) = 0,754 sheet publications.

Keywords: gender, advertising, publicity text, gender stereotypes.

Ключові слова: гендер, реклама, рекламний текст, гендерні стереотипи.

Ключевые слова: гендер, реклама, рекламный текст, гендерные стереотипы.

Abstract

In the article gender problems are analysed in the texts of advertising on the pages of mass-media. It describes modern gender roles which are represented in modern Ukrainian newspaper texts.

Резюме

У статті здійснено лінгвістичний аналіз рекламних текстів, опублікованих на сторінках друкованих ЗМІ, через призму гендерної проблематики. Описано сучасні гендерні ролі, образи, які репрезентовано в сучасних українськомовних газетних текстах.

Резюме

В статье произведен лингвистический анализ рекламных текстов, опубликованных на страницах печатных СМИ, с позиции гендерной проблематики. Описаны современные гендерные роли, образы, которые представлены в современных украиноязычных газетных текстах.

Even now in Ukrainian society dominated by stereotypical views on social roles of men and women, then reliable material for research of any changes in society and the existing gender situation it is language print media of communication, ie orally transmitted word and recorded on paper . But if the question of gender in the texts of contemporary print media are not again become a subject of research in modern Ukrainian linguistic science (AM Volobueva [4], OR Kis [10], NF Ostapenko and NM Sidorenko [18], VV Slinchuk [19] and others), almost entirely omitted by remaining issues of gender aspects advertisement published in modern periodicals. For advertising today has one of the most important places in the mass media. Moreover, the advertising message becomes increasingly informative signs, becoming an instrument of influence on the minds of the consumer, is a means of manipulation, forcing the consumer, along with the belief in the need of buying a product or service and a number of stereotypes, including gender. Gender-marked vocabulary copywriter, published in the current media fills a significant niche in linhvosynerhetytsi media discourse. Without specifically tailored for promotional texts to influence the gender of the recipient linguistic lexical media picture would be incomplete.

Gender problems in advertising, in particular the problem of gender asymmetry in different fields of modern Ukrainian science devoted a number of works of national scientists, including OR Kis [10], YM Galustyan [5], TS Bureychak [2] and others. Researchers thus usually focus on the analysis of advertising images, improper use of the image of women and the exploitation of her sexuality and so on. The problem of linguistic analysis of advertising texts devoted very little attention. In Russian linguistics, this problem has been the subject of scientific research is still in the

80-ies of XX century. (DE Rosenthal and MM Kohtyev [16]), at the present stage of study A Crompton [14], MV Tomska [21, 22], IV Groshev [6], IA Huseynova [7], TM Romanova [17], NV Vertyankina [3], OI Karimova [9], KS Ozhhihina [15], OA Suprun [20] others. In fatherhood linguistics study specific aspects of this problem is found in the works of VV Slinchuk [19], OA Bosa [1], NM Sidorenko and NF Ostapenko [18], VV Zirka (based on Russian material) [8] and others.

Before you perform linguistic analysis of advertising texts published in the media, you should pay attention to the phenomenon of advertising as a communication tool and create specific advertising. For the simplest definition of advertising can serve as an understanding of this phenomenon American Marketing Association: advertising - is any paid form of presentation and promotion of ideas, goods or services of a particular advertiser [22, p. 158]. As the MV Tomska, the reason for which is advertising communication, embodied in the product advertising, ie advertising text [22, p. 159].

In advertising texts operate all the linguistic and extralinguistic features that enable comprehension and understanding of the text and determine the recipient of reaction to it. A Crompton believes that advertising text consists of four major components: title, subtitle, body text and advertising slogan [14, p.80]. OO Kopacz, exploring the structure of the advertising text, notes that it consists of an introduction, main body, conclusion, the final phrase is a slogan [12, p. 324]. OA Boss, moreover, identifies ktematonim (from the Greek. Ktema - property onym - name) - a verbal component trademark logo [1, p. 112-121], that verbalization advertised brand. Yes, published in the magazine (Cosmopolitan. - 2005. - September) advertising is word knematonimom Hugo, "Your scent. Your rules"- a slogan; Elisabeth Arden - knematonim, due concise slogan "Your skin says. Cream hear."

NL Kovalenko, exploring the linguistic structure of hype, trying to figure out whether it is an independent syntactic unit. The author notes that "the reason that can interpret the slogan as an independent sentence, is the fact that the slogan is usually specifying brand that forms in certain consumer products associations connected with the goods" [11, p. 11]. Brand while certainly fills a semantic and in some cases structural incompleteness slogan. As substantive structure, ie a syntactically main component in the form of nominative case, the tagline always belongs to the brand as part of the nominal compound nominal predicate [see: 11].

The main functions of an advertising slogan researchers distinguish attractivity (AD Krivonosov [13]) and informativity (DE Rosenthal and MM Kohtyev [16], A Crompton [14]). Thus, according to A. Krivonosov under attractivity refers to the ability to attract attention and memoryzatsiya. TN Romanova said that the important characteristics of rhetorical slogan is rhythmic and phonetic repetition, contrast language game, the effect of the hidden dialogue. Slogan occupies a central place in the structure of the advertising text, he expresses the essence of advertising concept [17, p. 32-38].

In advertising texts verbalied, visualized and symbolized information not only about the advertised item, but also about the existing social, including gender, relationships [22, p. 159]. In fact, numerous studies show that men and women differently perceive the same object, image, text. Therefore, when creating advertising text should be a gender-perception of information recipient. Creating advertising for women should choose stylistic and compositional techniques inherent emotional approach writing text advertising messages, and for men - actual. In particular, texts designed for women should enrich expressive words, emphasizing the slogan and echo-phrase. In advertising texts written for men should submit detailed specifications and price point products, stressing the company name, product, etc. [see: 23].

The basis of linguistic analysis was used three types of advertising texts, published in the current Ukrainian media, namely:

- Advertisements published in separate sections in newspapers and magazines;
- Materials that are published under the heading "Advertising" or "rule of advertising";

- Materials that are not marked with the word advertising, but written in the style of advertising with PR-technologies.

Advertising texts first group studied not only from the standpoint of problem-thematic approach, but also from the standpoint of gender mainstreaming - including analysis of specificity creation of these texts, taking into account the level of sponsored advertising perception of gender differences recipient. Texts advertising second and third type are analyzed from the standpoint of the problem-thematic approach attempts structuring factual material in the way of display gender and stereotypes.

A series of promotional texts published in the advertising section Buy with newspaper "Exactly evening", can be called such, which is appropriate for the specific information perception by women: by emotionally expressive with a number of words and phrases. For example, the article "General cleaning" contains many expressive vocabulary begins wide entry before submitting basic information: "On the eve of Easter hostess seek to restore order in their homes to meet holiday in clean and comfort. Today, we will help them learn about the best features quickly and qualitatively to make milestones general cleaning, using household chemicals and achievements of national experience and specialized firms ... "(Rivne evening. - 2006. - 20 April). Those characteristics have article "Washing dishes entrust machine": "Scientists estimate that a family of four spends dishwashing about 200 hours per year. If you believe that this time could be used more effectively, it may make sense to buy a dishwasher, which in civilized countries long considered the matter of first priority "(Rivne evening. - 2005. - Dec 15.) And" Hair Colors ": "In every woman's life (and not only) occurs when unbearably want to change something in their own appearance. The best way - to change your hairstyle or even hair color. If "his" barber you do not have a masters go to strangers scared, you can try to paint hair at home. Moreover, we will help you in "(Rivne evening. - 2005. - Aug 4.).

One of composition writing this type is concise title that directs recipients to the nature of the information given in the article (needed or not needed), then presents a broad introduction to the text and expressive vocabulary for setting the recipient to a positive perception. Analyzed articles differ in problem-thematic: the first demonstration of steady seeing in our society gender stereotype "Woman-Keeper" - author appeals to the consciousness of caring lady that cares about providing home comfort before the holiday, find expression in the third stereotype of "Barbie" - dolls that cares about the beauty of the body. The text of the second of the articles analyzed changes in the established stereotypes, and although he is for structural and semantic characteristics belongs to women, submit an appeal to every family member.

Quite different in character presentation of the material is promotional text, designed for the male audience (brevity is not only the name, but the text, the actual presentation of the material), for example.: In his article "ATL Trophy: real problems for real men" (Vidomosti. - 2009. - 19 Jun). clearly communicated the nature and location of the event, noted for its organizers, as well as the reason and purpose of competition.

Thus, the analysis in advertisements published in the Ukrainian press, makes it possible to distinguish several major problems that indicate a violation of gender equality in Ukrainian society. First, newspapers are full of advertisements marital nature, such as "I am a woman ..." "Waiting for a man ..." "Attractive woman seeking a husband ...", which is operated as a female and male sexuality, the object offered inflated standards of beauty. It is in such cases see a manifestation of gender stereotypes "Superman" and "Barbie". Second, the expression patterns "Barbie" marked almost all advertising for women, published in magazines. However, today observed a tendency to leveling the stereotype of female beauty, formed in the pages of magazines like tall, slender blonde with a small amount of gray matter in the brain, obsessed with the pursuit of fashion trends and permanent weight loss.

For journalistic texts promotional, designed for male audience, they usually or promotes the image of a male politician or advertise a product or service for men. The second type of advertising texts usually accompanied by an expression of gender stereotypes, particularly in phrases for real

men, men on the right, etc. "" MOTOR'ROLLA ": songs real men" (Family and home. - 2011. - February 12.), "Flora - employment for these men?" (Hreschatyk. - 200. - Dec 7.), "Work for Real Men "(Lviv newspaper. - 2008. - February 29.).

Today researchers gender issues in journalistic texts [18, p. 26] increasingly emphasize the abuse of the phrase for these men to create the advertising because it restricts consumer audience. The first was criticized in television and print ads beer "Arsenal" in the text in phrases for real men, on the one hand, the ousted beyond consumer audience of women - beer lovers "Arsenal" on the other - could hurt the stronger sex because to cohort of these men are just beer drinkers "Arsenal" [18, p. 26].

Linguistic analysis copywriter discovers a range of stylistic and morphological tools for creating apt slogans or headlines that would immediately attracted the attention of the recipient. Yes, advertising texts are frequent rhyme for better memoryzatsiyi "Medobiotin - Your beauty vitamin ..." (Diva. - 2009. - November).

At the syntactic level is effective in the use of personal appeals and exclamatory sentences: "Dear lady! Beautifully be easy! ", "Savour fun! ", "Your technique will live longer without lime: cost and convenient! "(Diva. - 2009. - November)," You are protected during the day "(Blyk. - 2010. - June). Moreover, as noted by A. Kopacz [11, p. 324], exclamatory sentence with a verb in the imperative mood used in text advertising for youth: "100 beautiful girls. Join us! "(Oho. - 2010. - Jun 17.)" Set up your inner world "(Lyza. - 2010. - June)," look upon closer: There never seemed natural look so perfect! "(Lyza. - 2009. - October).

Significant stylistic role in advertising texts perform metaphor. Yes, her mother's soft embrace designed to comfort children cradle, which is accompanied by verbal advertising, for example.: "I love my mother's arms, but then mothers should relax. When mother is not nearby, with me her love and care by Sweetpeas "(Polyna. - 2010. - Jun 17.).

To arouse the curiosity of the recipient, often sponsored advertising texts used interrogative sentence: "How to be a princess? Little Beauty 2010 "(Oho. - 2010. - Jun 17.)," Preparations for the wedding continuous trouble and fuss? Not with us! "(Oho. - 2010. - Jun 17.)" Do not believe the rumors? We tested them for you! "(Oho. - 2010. - Jun 18.)," And your oil has passed the test? "(Lyza. - 2010. - June).

Advertising texts than a slogan, with eloquent title or subtitle: "Stone - guard your health" (Blyk. - 2010. - June), "Filorha - Laboratory youth and beauty" (Woman magazine. - 2009. - March); "Beauty - is fun: Give your skin the luxury of feeling", "hair removal in water. Proved - less pain "(Lyza. - 2010. - June).

Significant stylistic provide opportunities to hype and headlines different syntactic shapes - ellipse, repetition in a sentence similar contract structures: "In him all waiting ... asking about him ... Charming lotus - the art of weight loss" (Edynstvennaya. - 2008. - September 9.) , "a luxury that everyone notices: changes that you feel" (Lyza. - 2009. - December).

Calculated on minded housewives (another expression patterns) advertising appliances, spices, etc. consists mainly of simple rhyming speech: "At half the world nazhar! Oil Stozhar "(Lyza. - 2009. - December)," A generous gift! Health gift "(Lyza. - 2010. - June).

In the advertising magazine discourse media workers used token novelty and accompanying adjectives and participles: New, new, new, new. To attract consumers, advertising texts along with these tokens occur Anglicisms and borrowed their names, eg.:

- "Meet the new fragrances Dissreet" Summer freshness "" (Lyza. - 2010. - June);
- "EVELINE sosmetiss. Formula new generation of DNA Somplex skin - protecting the DNA of skin, protecting the skin from photo-aging "(Polyna. - 2010. - Jun 17.)
- "For the first time in the history of technology Pantene Pro-V revealed the full potential of nature. The new Pantene collection "Nature Fusion" strengthens thin and brittle hair to the tips so that it again became glitz and power "(Lyza. - 2010. - June).

In support of the program of gender equality in Ukrainian society today is increasingly appearing in the media journalistic materials belie stereotypes. An article that promotes specificity

and prospects of the Ukrainian rugby, entitled "A game for true men and ... women "(Young Ukraine. - 2009. - 31 January) - eliminates the stereotype that some types of sports are just for men. Article "Camouflage and makeup. Male Beauty - terrible force "(Kontrakty. - 2004. - 20 September) that advertises cosmetics for men and talks about the difference between male from female beauty salons, eliminates stereotypes that the pages of periodicals may be material only about the beauty of women and cosmetics and advice for them. Particular expression title provides comparison (Camouflage - makeup, beauty - force). There are many articles that follow a long-established gender stereotypes: "Women face success has distinct male traits" (Mirror Weekly. - 2006. - September 30. - 6 Oct.).

Analysis of journalistic materials advertising character through the prism of coverage they have given to gender issues highlight some key gender issues arising in the press, and therefore exist in the Ukrainian society. However, we can say that in a society positive changes towards obtaining gender equality: in journalistic materials, published in the current periodicals, paid more attention to the image of a business woman politician with emphasis on its success in the social or political sphere. But the problem is still serious gender inequality on women, primarily in a number of advertisements in the press - the depiction of women through the prism of stereotypes "Keeper", "Barbie", "Sacrifice". In the image of women in advertising texts notable changes have occurred: the journalistic article presents the image of a man-policy according to his achievements in politics or social life. To describe in advertising texts masculine and feminine images used words: beauty, princess, real housewife, business woman, superman, a real man, macho, etc. that complement *linhvosnyerhetyku* modern media gender discourse.

It should be noted also that the advertisement published in the pages of Ukrainian press for structural and compositional characteristics lexical composition and method of presentation meets the requirements of building effective advertising text: advertising, designed for women's perceptions indicated a high level of expression and emotion, a broad introduction to representation of the basic material, whereas texts designed for men thinking - concise and factual presentation. Although gender is not a linguistic category, despite the fact that the dichotomy of articles designed society and culture and reflected in the language, the content of gender can be revealed by analyzing the linguistic phenomena that explains the importance of linguistic competence and accuracy for the study of social representations of gender in print advertising. We consider that the advertising as part of mass communication plays an important role in the socialization of society, may be the driving force survey gender stereotypes.

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PHYSICAL ACTIVITY IN THE LEISURE TIME OF PUPILS FROM THE COUNTRY PRIMARY SCHOOL IN WIKTORÓWEK

Aktywność fizyczna w czasie wolnym uczniów z wiejskiej Szkoły Podstawowej w Wiktorówku

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Number of characters: 24 500 (with abstracts). Number of images: 17 x 1 000 characters (lump sum) = 17 000 characters.

Total: Number of characters: 41 500 (with abstracts, summaries and graphics) = 1,0375 sheet publications.

Keywords: physical activity; leisure time; basic school; Wiktorówek.

Słowa kluczowe: aktywność fizyczna; czas wolny; szkoła podstawowa; Wiktorówek.

Abstract

A physical activity, which plays the very important role in keeping the health, is one of the invaluable factors of the preservation of health. Very much, a lot of time sacrifices itself for tests of the participation of this physical activity in the leisure time of both girls and boys.

It is known, that the phenomenon of the move accompanies the man through the entire life, the motor activity is exchanged as one of the essential biological needs but yet nowadays we deal with the progressing restriction of the one indeed of important field of our life. They conducted research at the primary school named Mikołaj Kopernik in Wiktorówek, altogether among 66 pupils were polled (30 boys and 36 girls). In tests, a method of the diagnostic survey was applied, however a questionnaire form was a technique. The questionnaire of the questionnaire form consisted of 17 questions and served as the research tool.

On substitute's findings, the following conclusions were drawn:

1. Both boys and girls most often in their free time use the computer.
2. To surprising the author of the work girls prefer the more active model of spending time than the walk. Among boys, a cycling enjoys the greatest interest.
3. Girls to the surprise of the author are very in good shape physically.
4. At girls, a laziness is the biggest obstacle to taking the physical initiative, and the ill health at boys constitutes the biggest obstacle lack of the access to sports facilities.
5. The Internet is a source from which boys draw much information very much. However, the large portion of girls thinks that the most they inquire from game teachers.

Streszczenie

Jednym z nieocenionych czynników zachowania zdrowia jest aktywność fizyczna, która odgrywa bardzo ważną rolę w utrzymaniu zdrowia. Bardzo wiele czasu poświęca się na badania udziału tejże aktywności fizycznej w czasie wolnym zarówno dziewcząt jak i chłopców. Wiadomym jest, że zjawisko ruchu towarzyszy człowiekowi przez całe życie, aktywność ruchowa wymieniana jest jako jedna z podstawowych potrzeb biologicznych a mimo to w dzisiejszych czasach mamy do czynienia z postępującym ograniczeniem tej jakże ważnej dziedziny naszego życia. Badania przeprowadzono w Szkole Podstawowej im. Mikołaja Kopernika w Wiktorówku, ankietowano łącznie wśród 66 uczniów (30 chłopców i 36 dziewcząt). W badaniach zastosowano metodę sondażu diagnostycznego, natomiast techniką była ankieta. Kwestionariusz ankietowy składał się z 17 pytań i posłużył jako narzędzie badawcze.

Na podstawie wyników badań wyciągnięto następujące wnioski:

1. Zarówno chłopcy jak i dziewczęta najczęściej w swoim wolnym czasie korzystają z komputera.

2. Ku zaskoczeniu autora pracy dziewczęta wolą bardziej aktywny model spędzania czasu aniżeli spacer. Wśród chłopców największym zainteresowaniem cieszy się jazda na rowerze.
3. Dziewczęta ku zaskoczeniu autora są bardzo sprawne fizycznie.
4. U dziewcząt największą przeszkodą w podejmowaniu aktywności fizycznej jest lenistwo i zły stan zdrowia u chłopców największą przeszkodę stanowi brak dostępu do obiektów sportowych.
5. Internet jest źródłem z którego chłopcy czerpią bardzo dużo informacji, jednakże duża część dziewcząt uważa, że najwięcej dowiadują się od nauczycieli wychowania fizycznego.

Introduction

A health is an invaluable, irreplaceable value, and therefore, it is necessary to care for her and to run through the entire life. Giving somebody our best wishes on the occasion of the birthday, the name day or other opportunity, almost always on the top one spot, we say the one's indeed eminent words: It wishes you much health of the word the ones we often say unwittingly, just like this out of habit. But very well, such words are uttered from our mouth and what's more okay, at the very beginning we express assemblies of wish's concern for the health of the second man. None of the other values recognised by the man has such a reflection in the colloquial speech (Cendrowski 1996). But very words won't be enough for no particular reason, on cue, our health to be kept and kept on the level satisfying us. Here something is needed more. A physical activity which plays the very important role in keeping the health is one of the invaluable factors of the preservation of health. Very much, a lot of time sacrifices itself for tests of the participation of this physical activity in the leisure time of both girls and boys. It is known, that the phenomenon of the move accompanies the man through the entire life, the motor activity is exchanged as one of the essential biological needs but yet nowadays we deal with the progressing restriction of the one indeed of important field of our life.

Awareness about elements of a healthy lifestyle to which they belong mainly: motor activity, the correct way of feeding, keeping the proportion between the time for the work and the dream, is coping with stress characteristic rather of educated persons being included in a middle class. In the group of people doing physical labour this awareness is much lower. In this group, a model consumer as dominating in the leisure time which is filled up with passive forms of the move watches each other so as: ride lift instead of walking up the stairs, drive in a car instead of the walk. Of civilization, development (communication, computerization) causes reducing the physical activity in the daily living. Media also contribute to the sitting lifestyle. One should emphasize that restricting the motor initiative takes place only at the certain part of the society. The rest part which all the time grows realizes that the physical activity is a permanent element of a healthy lifestyle. The contemporary dynamically living man must rest equally intensively, but also into the intent and rational way (Wolańska, Mogiła-Lisowska 1989). More and more health benefits resulting from behavior, including the physical activity are appreciated. It is known that much evidence showing the health potential of the physical activity exists. Appropriately selected exercises can contribute to improve the health of individual persons as well as the entire populations (Wolańska 1995).

Material and methods

We conducted research in class IV - VI of respondents, there were 30 boys and 36 girls. They conducted research at the primary school named Mikołaj Kopernik in Wiktorówek. For conducting the tests concerning the motor activity in the leisure time they used the method of the diagnostic survey. As the research technique a questionnaire form was used, however, a questionnaire of the questionnaire form was a research tool. It consisted of 17 questions among which dubious questions were and conjunctive.

Results

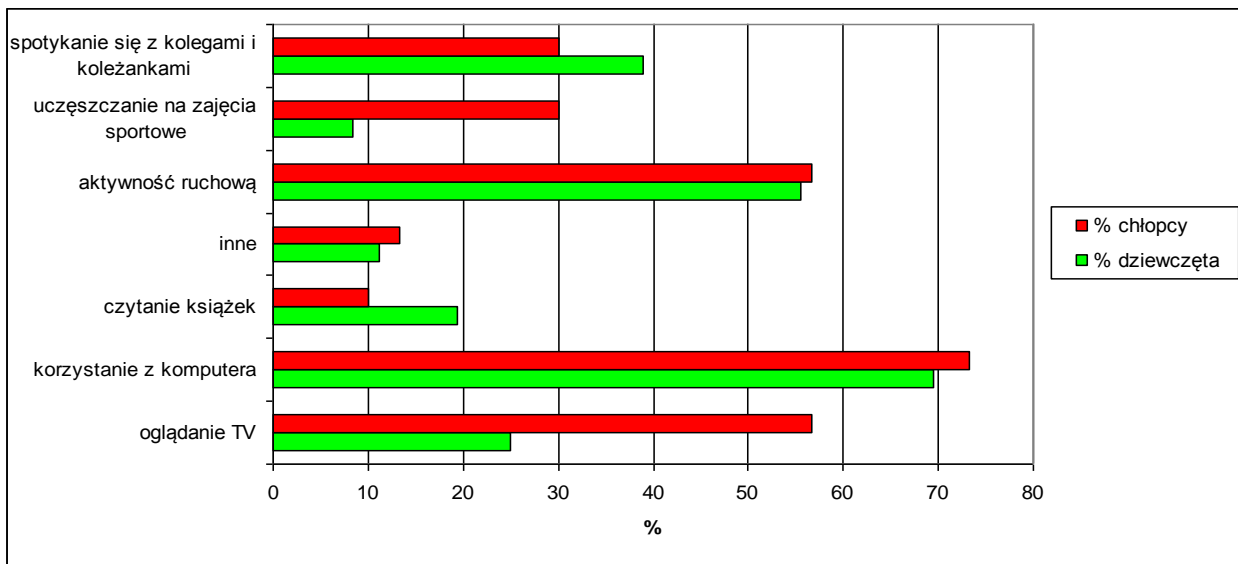


Figure 1. What do you allocate the most leisure time for?

Results exceed the 100%, since respondents could choose more than one reply. It is regarding the majority of Figures.

It examined boys in over the 70% as well as about declare the 70% of girls, that the most once set the time off aside for using the computer (Fig. 1). Boys and girls allocate for the motor activity over the 55% once. Girls (about 40%) more than boys (30%), prefer to meet with friends and friends in the leisure time. Very much once boys spend before the television, it is over the 55%.

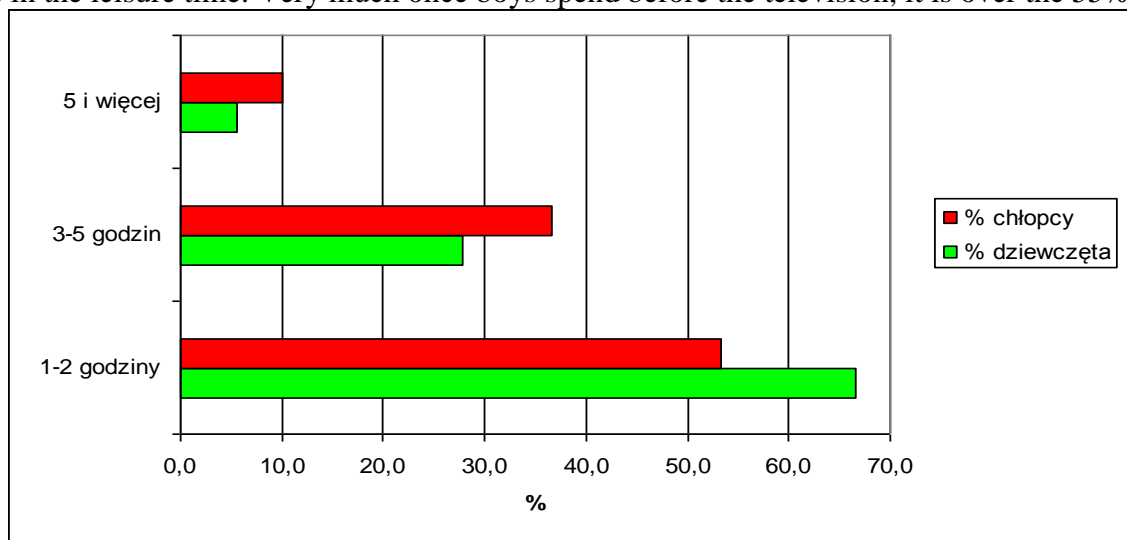


Figure 2. How many hours per day you allocate for the physical activity (apart from classes PE)?

In response to the asked question it is possible to notice, that over the 50% of boys and about the 70% of girls per day allocates for the physical activity 1-2 hours (Fig. 2). Few girls of the 5% as well as boys of the 10% allocate more than five hours for the activity per day.

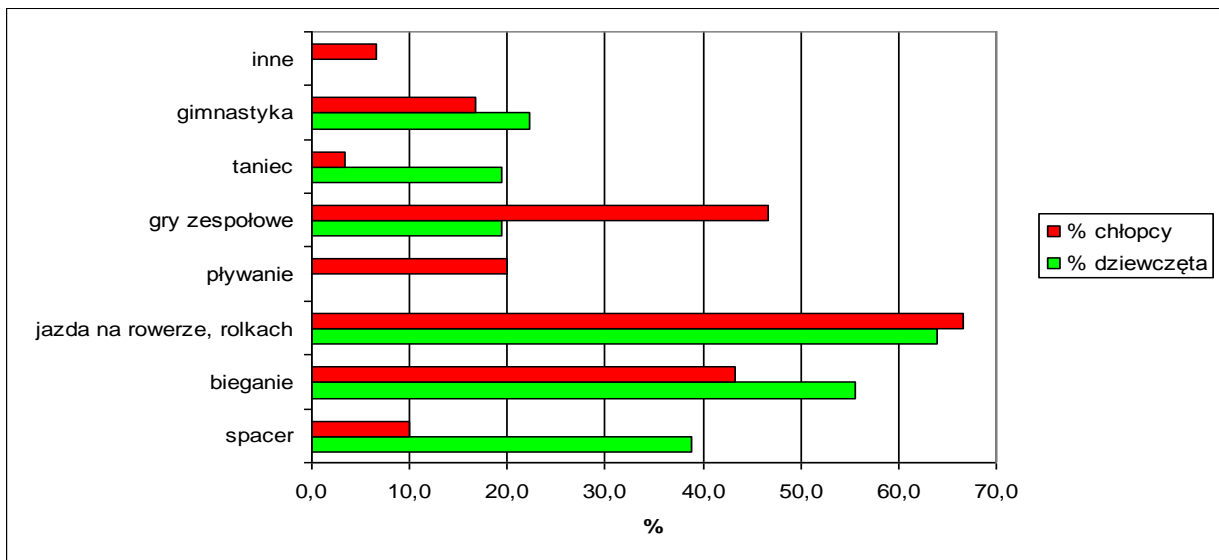


Figure 3. What forms of the activity do you most often take?

A cycling is most often taken initiative and roller blades. Girls in over the 60% but boys in about please the 70% oneself with such a form of the activity. Over the 50% of girls he declares that running is the most frequent form of the activity, considerable part, about the 40% likes to walk. They put the gymnastics, the dance and team games on more distant places (Fig. 3). However, boys very much like to meet and to compete collectively, answered so almost 50% of respondents.

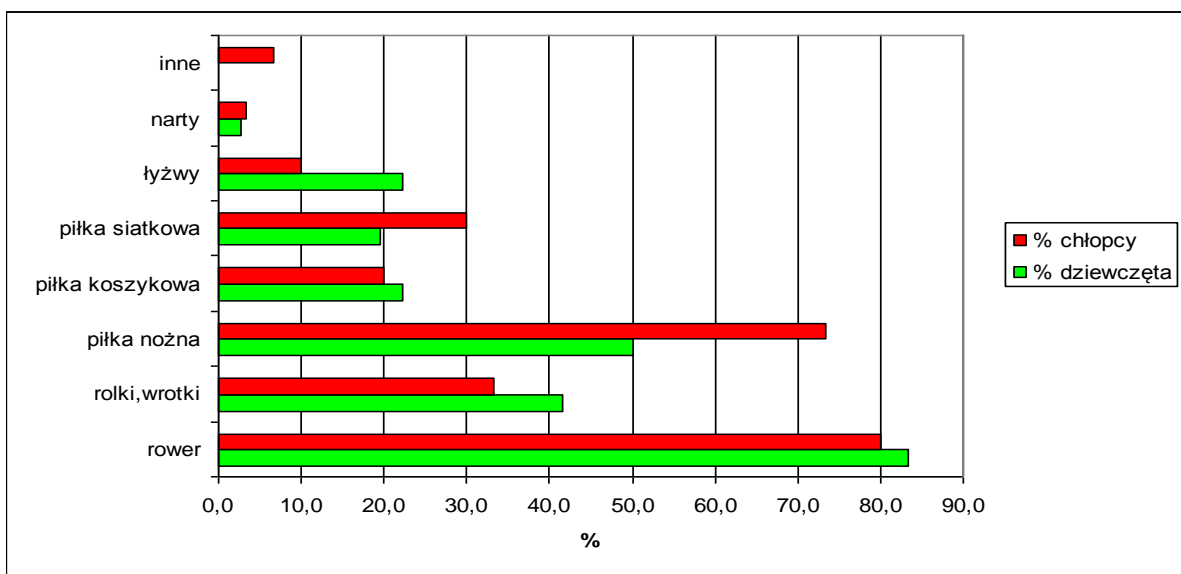


Figure 4. What sports equipment do you have at home?

At home almost everyone has a bicycle crunch. Still a considerable part of respondents also answered. Over the 80% of girls and the 80% at home a bicycle crunch has boys (Fig. 4). It doesn't surprise also the fact that the 73% of boys has a football, a volleyball of the 30% and the roller blade, a roller skate over the 30%. Girls also have balls at home for team games, but also declare that they have skated in over the 20%.

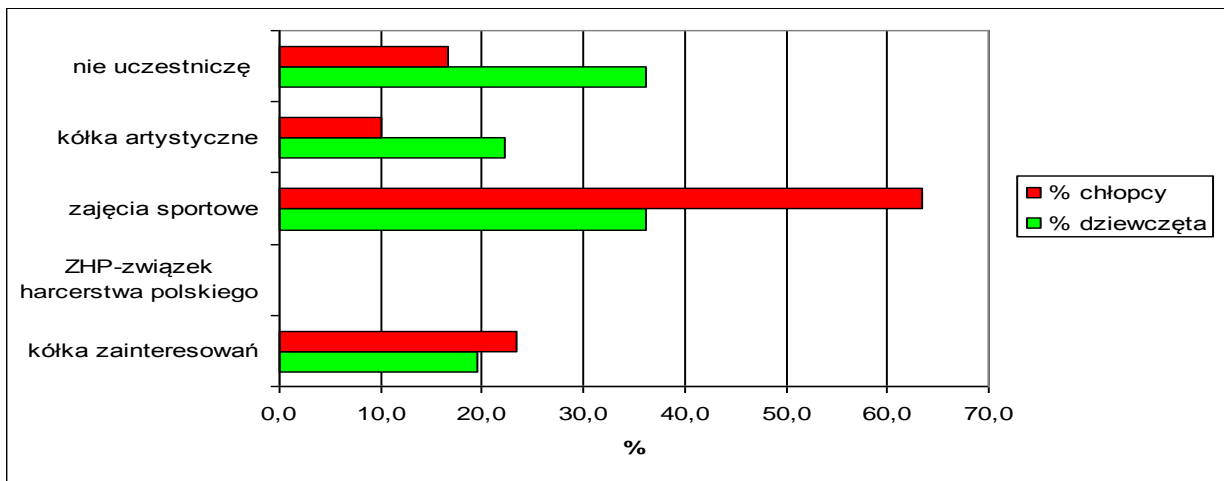


Figure 5. Are you involved in after school classes? If yes, it of which?

Over the 60% of boys he is involved in after school classes and are these are most often sports classes (Fig. 5). Of girls using sports classes he is over the 35%, in the same per cent aren't involved generally speaking in after school classes. We can see that boys as well as girls aren't involved in an association of the scouting.

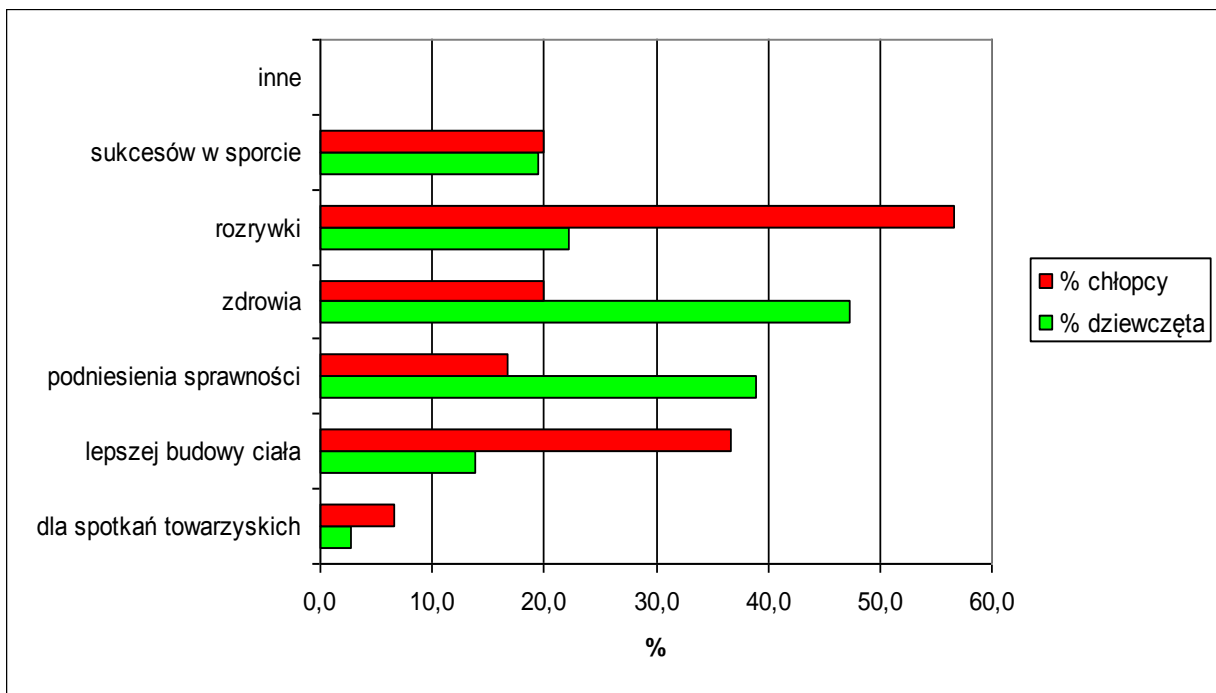


Figure 6. Why do you undertake the physical activity?

On Figure 6, we can see, that boys in over the 55% undertake the physical activity for an amusement. Girls declared in about 50% take the physical initiative for the health as well as for raising the physical fitness (about 40%). On the second place at boys, we notice that they plant the physical activity in order to improve one's built - was in favor of it over the 35% of respondents. Almost the 20% of girls and boy's exercises wanting to achieve success in sport (Fig. 6).

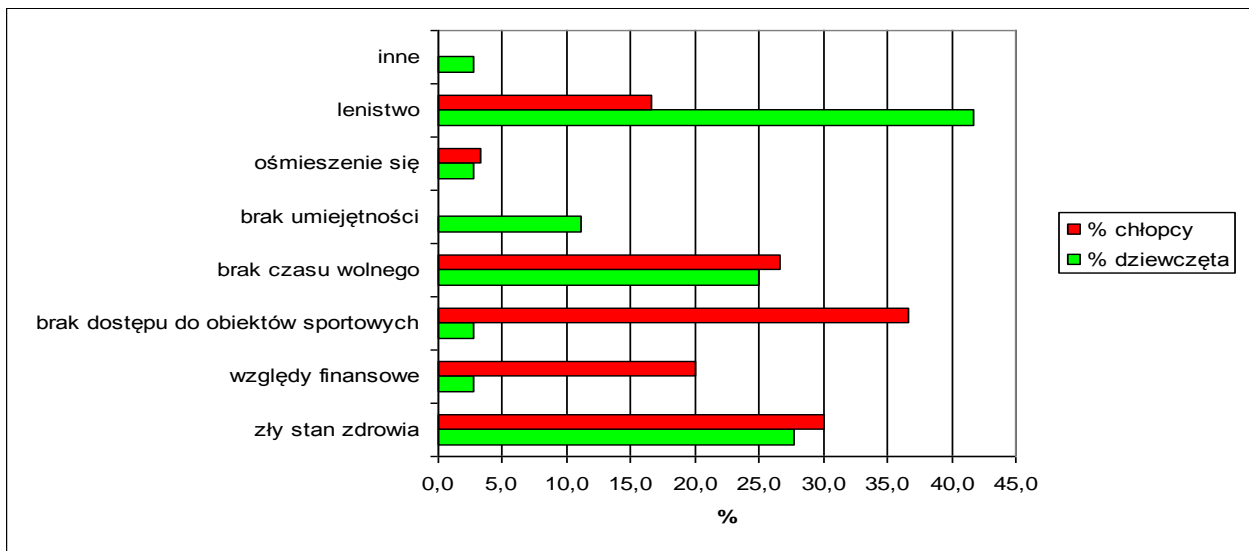


Figure 7. What according to you is the biggest obstacle in making physical activity?

At girls, a laziness is the biggest obstacle to taking the physical initiative (over the 40%). At boys, however, a lack of the access to sporting facilities constitutes the biggest obstacle (Fig. 7). The lack of the leisure time as well as the ill health very much disturbs to be active in terms of physics 25% for girls and boys.

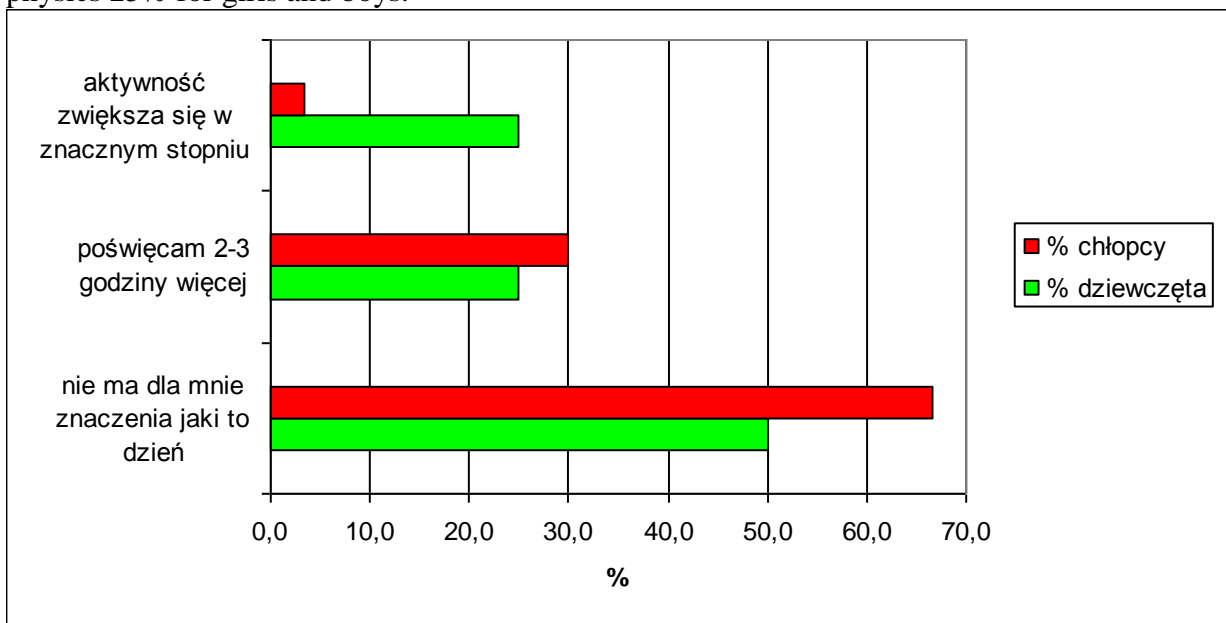


Figure 8. Or on weekends, you spend more time on physical activities than on a weekday?

On Figure 8, we can see that what day he isn't significant for almost 70% of boys actively in spend time. Girls also told similarly themselves - the 50% declares that it isn't significant for them. About 2-3 more in the weekend a 30% of boys allocate hours for the physical activity and over the 20% of girls. However, the considerable part of girls declares that their physical activity in the weekend increases to a considerable degree (Fig. 8).

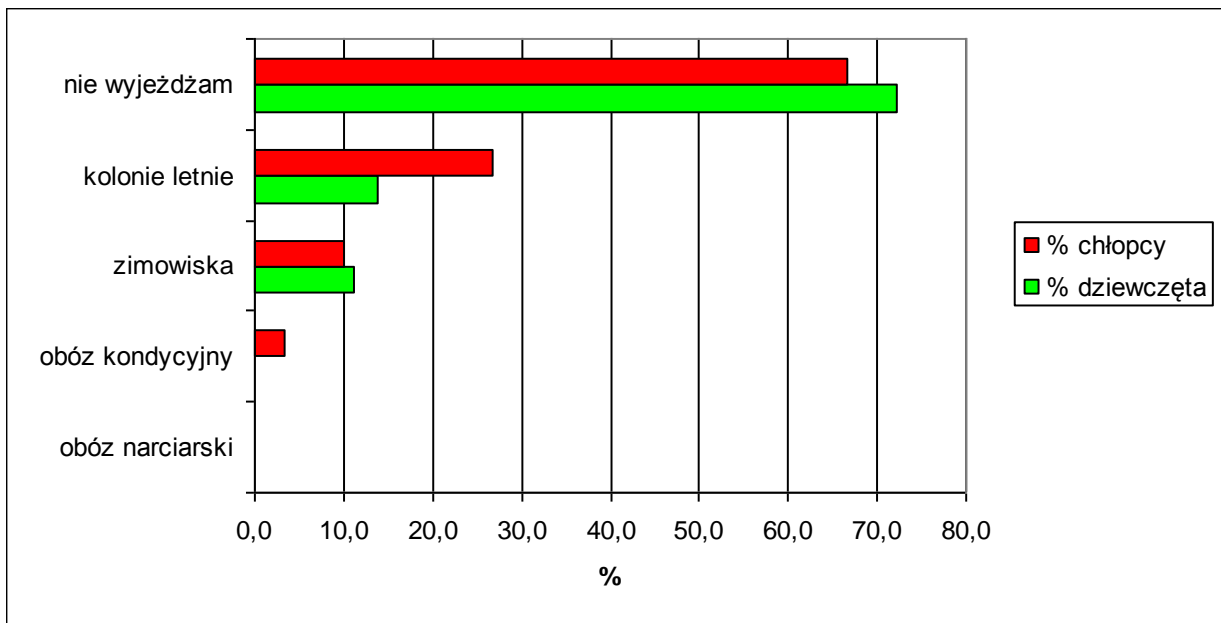


Figure 9. If during the summer holidays and winter holidays going on camps, sports and leisure colonies? What?

Asking about whether children leave during holidays and holidays to camps or colonies, straight majority of boys over the 60% as well as of girls over the 70% declares that he is not going anywhere. To summer settlements, it goes over the 25% of boys. Girls go for winter resorts, this way answered over the 10% of respondents.

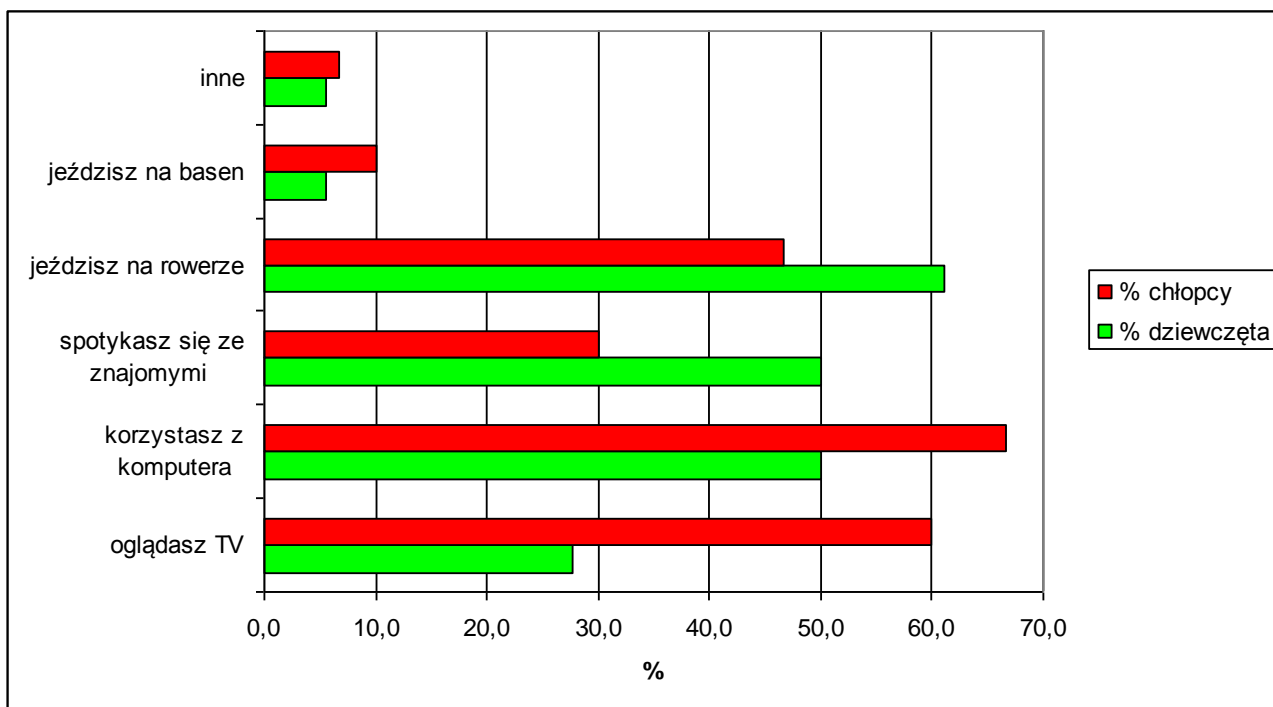


Figure 10. If you stay at home it as mainly do you spend the leisure time?

On Figure 10, we can see, that boys sitting at home in over the 65% use the computer, or examine the TV of the 60%. Girls, however, what can surprise, they are more active physically and most often go by bike over the 60%. They meet also with acquaintances. This way answered 50% examined. Of few examined boys and girls goes to the bedpan.

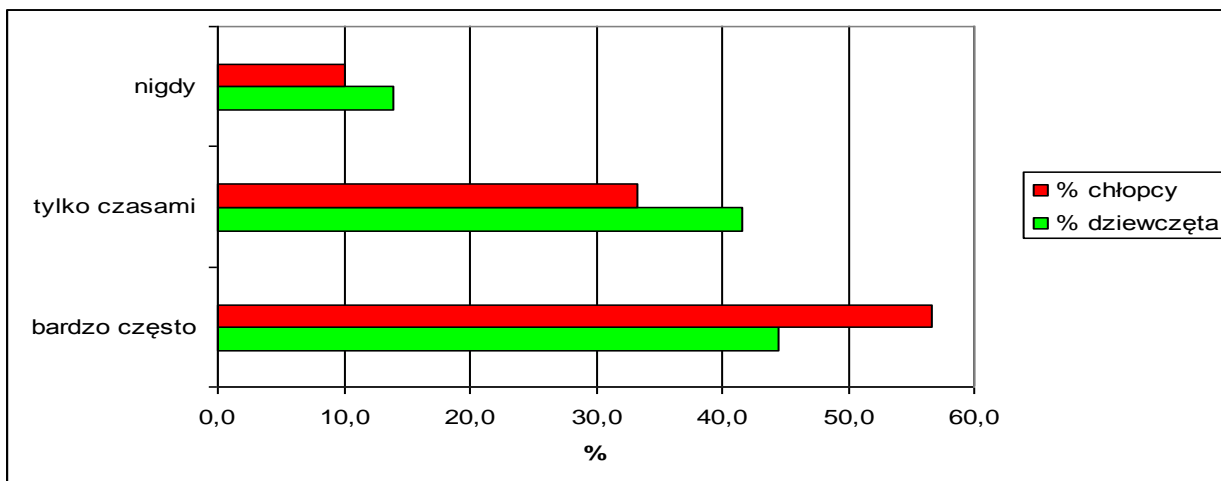


Figure 11. Do parents encourage you for active spending the leisure time?

We notice that parents very often encourage children for active spending the leisure time (Fig. 11). Over the 40% of girls he thinks that they are only sometimes encouraged by their parents. The 10% of boys declares that they aren't encouraged by their parents for active spending the leisure time.

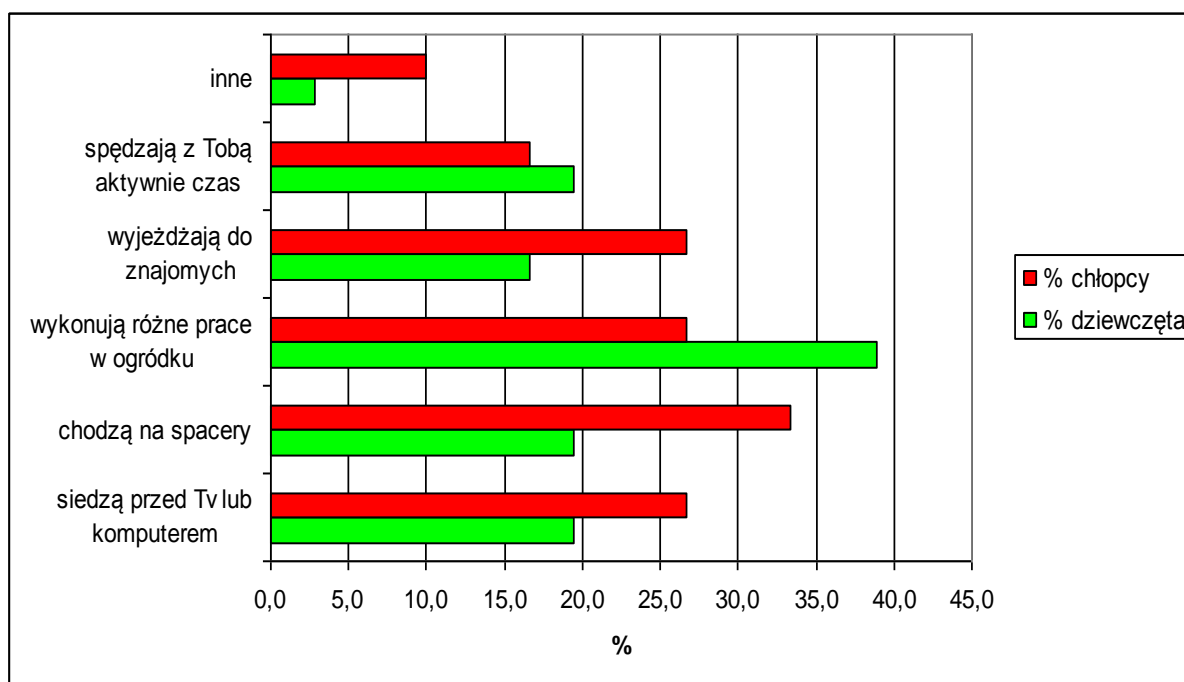


Figure 12. As your parents (careers) do spend the leisure time?

Girls claim that their parents in the leisure time perform different jobs in the small garden, this way answered over the 35% of respondents. About the 20% of girls declares that they go to walk, sit in front of the computer or examine the TV. The most boys think that parents in the leisure-time go to walk - over the 30%. Over the 25% he thinks that they leave for acquaintances, perform different jobs in the small garden, sit in front of the computer and examine the TV.

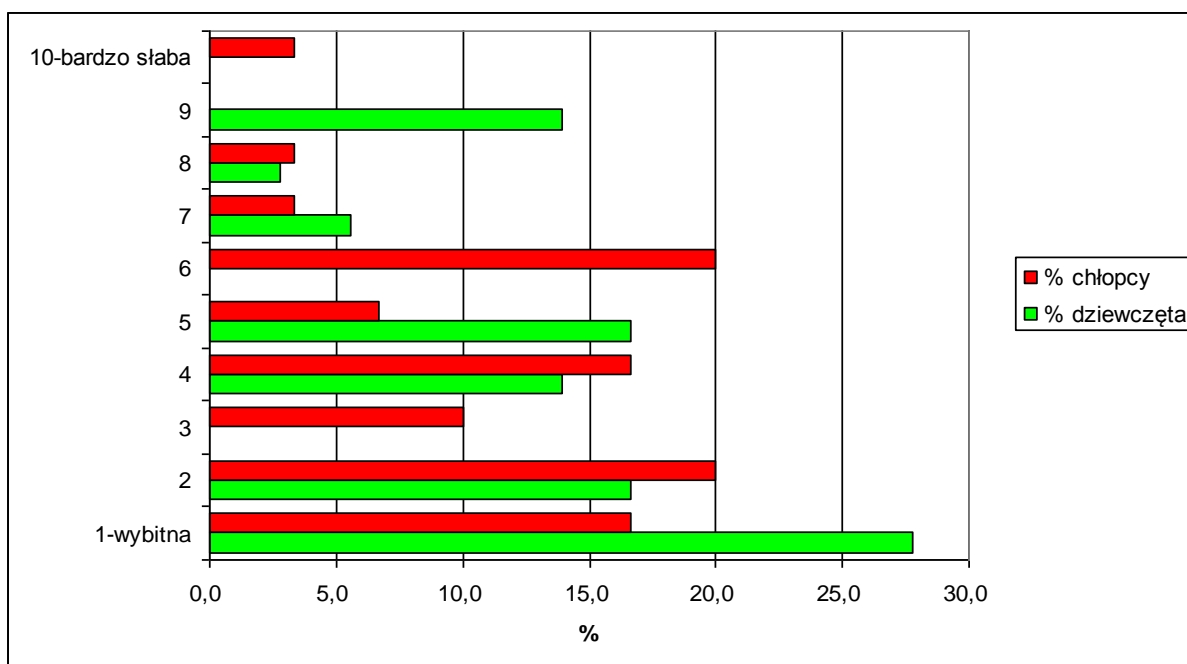


Figure 13. How do you assess your physical fitness? 1 - outstanding, 10 - very weak

To the asked question about its physical fitness over the 25% of girls he thinks that she is outstanding. Over the 15% of boys he considers himself too outstandingly efficient. Very much, he declares the weak efficiency over the 3% of boys.

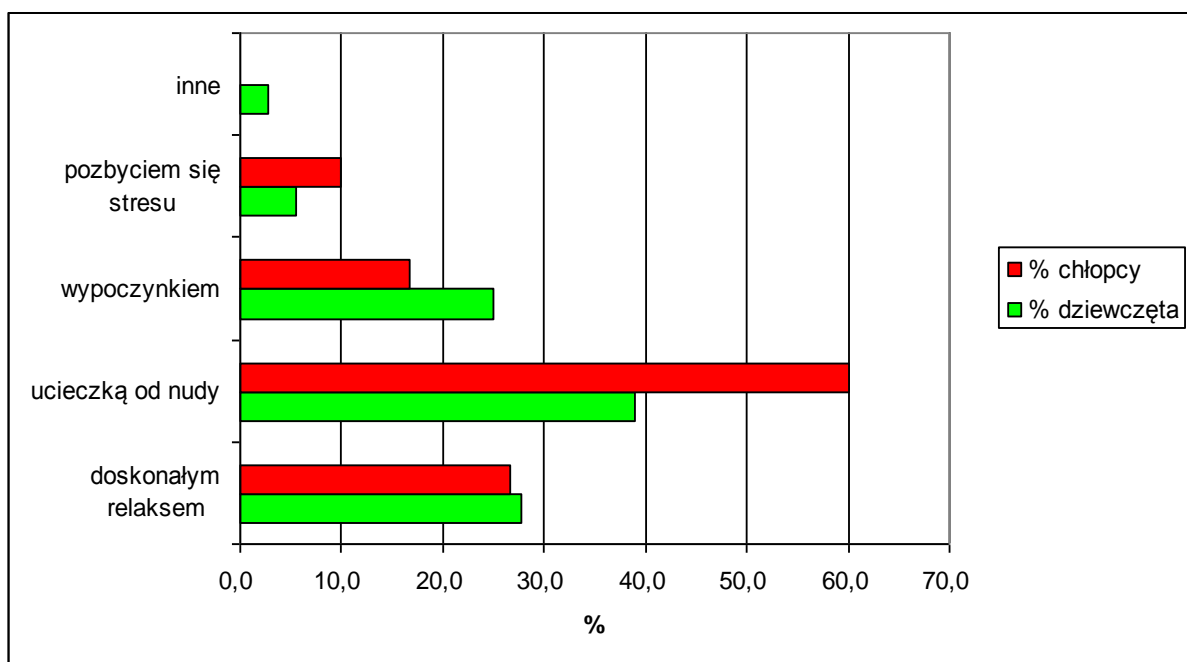


Figure 14. Are classes associated with the physical activity for you?

For the 60% of boys classes are only associated with the physical activity and with exclusively a breakaway from boredom. Almost the 40% of girls is of the same sentence.

However, almost the 30% of boys and girls regards the physical activity as the excellent relaxation. Boys being involved in sports classes think that it is for them brush-off of the stress (Fig. 14).

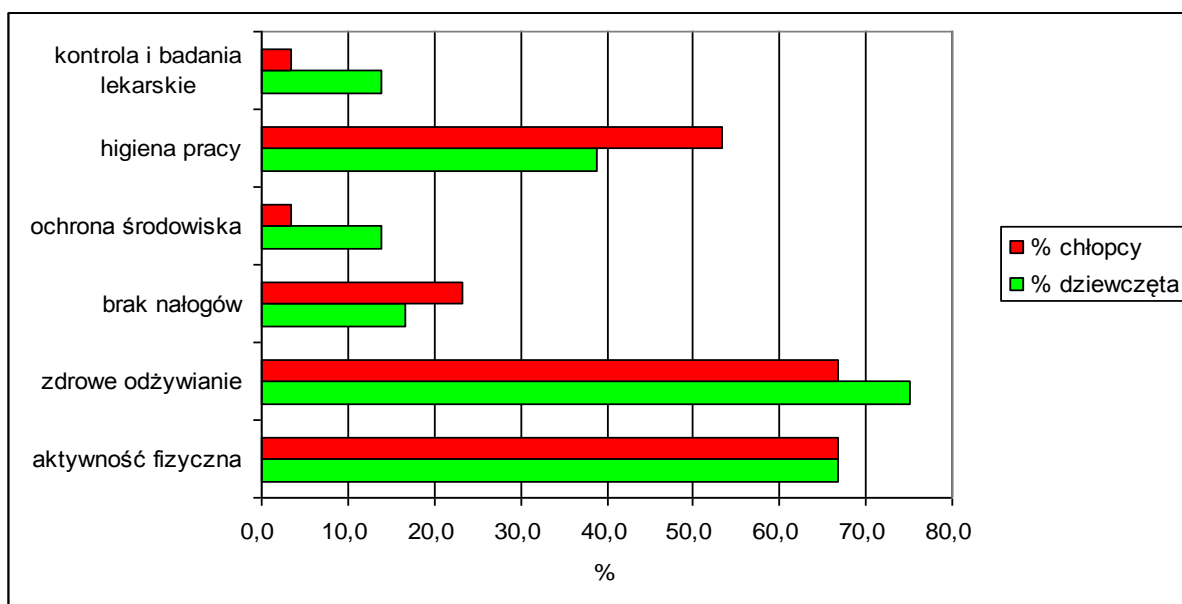


Figure 15. What for you does a healthy lifestyle mean?

What for you does a healthy lifestyle mean? To this question, we can see comparable answers of girls and boys. Respondents regard most important healthy feeding (girls in over the 70% and boys over the 65%). A physical activity was on a second place (over the 65%) (Fig. 15). Over the 20% a lack of addictions regards boys as a healthy lifestyle and for over the 10% of girl's medical check-ups.

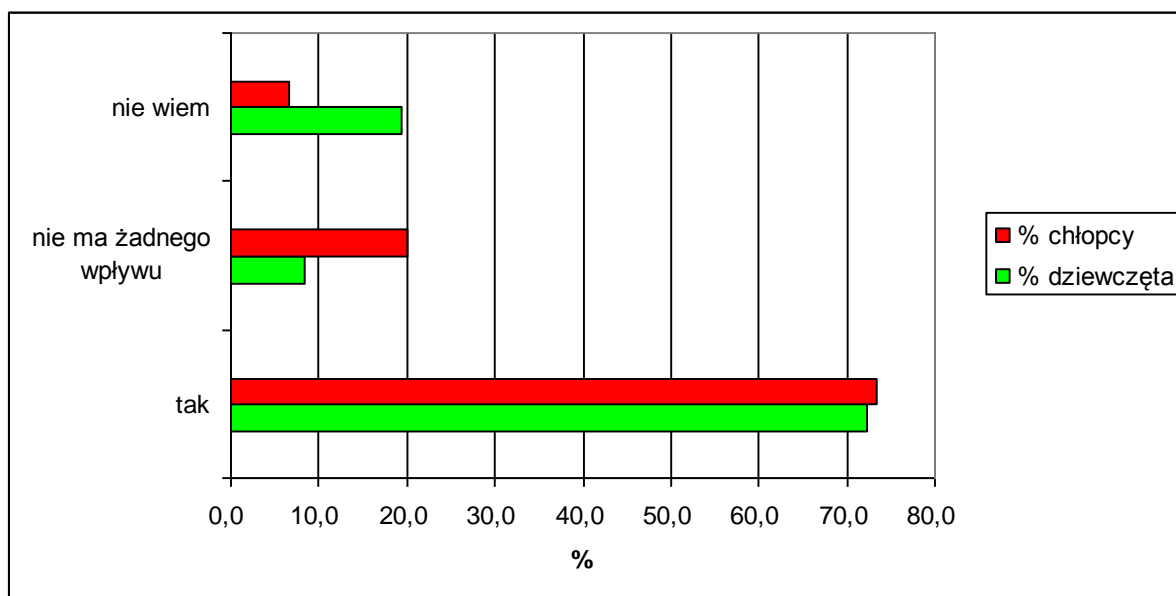


Figure 16. Do you think that the physical activity affects your health?

Over the 70% of boys and girls he declares that the physical activity enjoys considerable influence very much to our health and the 20% of boys thinks that the physical activity has no impact on health. Of undecided girls, there are almost a 20%.

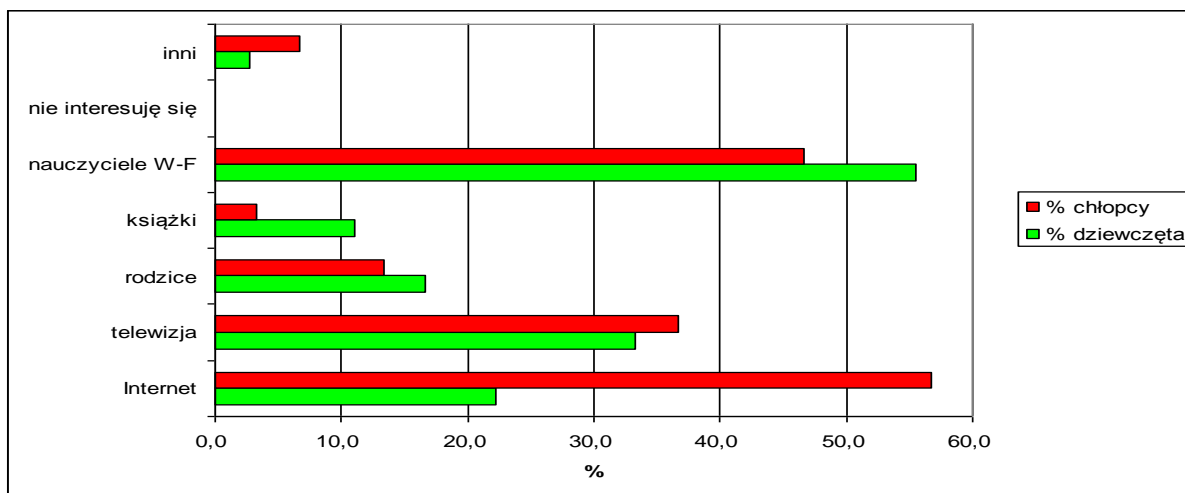


Figure 17. Where from you obtain information about sport (of physical activity)?

On Figure 17, it is possible to notice the very great significance of the Internet in obtaining information about sport. Over the 55% of boys he uses this possibility. Girls declare that the most they inquire from their game teachers (Fig. 17). It examined to learn from television about sport (over the 30%) and from parents (about 20%). Scarcely searching for the 3% of boys of sports information uses books.

Discussion

The move is a biological need of the human organism, and man creating the contemporary civilization as if forgot about this fundamental rule. And of the move in the state nothing is to replace. The development brings a lot of threats and negative consequences behind itself to the civilization. Because after all instead of to go to the shop on foot, we get on into the car, and we go. Instead of to go to the pool or to run around, we lie down on the bed comfortably, and we watch TV. It is alarming, particularly that above all the youngest society is endangered, which "reaches" one's computers how much they will only give. And worried about their solaces parents are pleased that for their children, an injustice doesn't happen and at home, in front of the computer won't get tired and won't perspire. After all the move and the active lifestyle, above all at children are an irreplaceable factor and a drive in achieving the physical, mental and social health. Lately, in our country cut open there is more and more club's fitness, of the fitness room, saunas or club's aerobics. It is very important in order to create conditions to lead the active lifestyle. At least, it is known not starting from today the outdoor exercise has the beneficial impact straight out for our organism, above all he helps to oxygenate the brain and in the end facilitates the concentration and the ability to remember. After even a short walk or the jogging we feel well rested and relaxed and what's more is most important. Above all one should be cognizant, that the rest must not at all consist in lying before the television or for reading the book. Of course, it is sometimes possible to permit itself the passive relaxation. However, much a so-called active leisure is more recommended.

Why are sports and the active lifestyle as important and regarded as one of the roads to the health? Sport is after all a cheapest and simplest way for the preservation of health. Health not only physical, but what is also important, of mental health. Sport and the active lifestyle give satisfaction, give the possibility relaxing after the difficult day, relaxations and at least for the short timeout let forget about all problems and duties. Here above all parents and teachers have a great scope for activity, not only game teachers. However, it, or parents will pass habits of an active lifestyle on to their children. Weather will show their kids, that the move does the organism good depends also on, whether such habits are included in their psyche and the behavior. Despite everything teachers should install for their charges, that exercising, we cause that our life becomes better, because our organism becomes better.

The healthy man is happy, can be pleased with every day, and should pass on his optimism and satisfaction to everyone for people surrounding him. Because how Zbigniew Cendrowski writes - on health and happiness, it is possible to build its future effectively, closest and of society as a whole. So talking about ideals to which we aspire, besides great matters we will write down this way as basic as our own health and happiness. Being healthy it is easier for happiness, with more difficulty to attain happiness, when they are a sick person (Cendrowski 1996).

Every healthy man is clear, happy and totally different looks at the world. A lot, he can be pleased surrounding him reality, notices what the man ill and tired of life unfortunately will never observe. Being healthy, strong and happy we are able to be pleased with every day, we can find the beauty even in difficult times of the life. Let us realize it, that our health, our fate and our life is as the intact sheet of glass. Now only from us alone he depends, whether the sheet of our life will be transparent, like not destroyed and not outlined, whether perhaps will be dirty, splashed and scratched. , When the pane of our life will break also depends on us, and pieces of broken glass will be turned into small change, which already rotten will be useful to nobody. Therefore, let us start caring and nursing our health already today, let us already today commence the race for the health. However, let us remember that the active lifestyle will be of help to us in it very much.

The problem of the physical activity bothered many researchers. Inter alia, M. Napierała, R. Muszkietka and W. Żukow described the activity of secondary school young people of pupils from the junior secondary School of No 3 in Gniezno (Cieślicka et al. 2009, Napierała et al. 2011, Cieślicka et al. 2011). Tests confirm still lasting occurrence of the decreasing motor activity of girls in the period of growing up. Of girls practicing sport it is fewer than of boys, less they stay in the fresh air as well as far more girls are dismissed from classes of the physical education. Pupils from the Gniezno junior secondary school claim that the practicing sport is very important and has a positive effect on a healthy lifestyle. They dealt with the activity of the elderly M. Cieślicka, B. Stankiewicz, M. Napierała, W. Żukow, M. Brzeziński (Napierała et al. 2009, Cieślicka et al. 2011). It conducted tests allowed finding the reply: with what for older there is a physical activity. For examined persons a state of satisfaction from effort is a pleasure physical activity, but the emotions associated with the motor game give which to the man, - everything has it soothing, often unsung influence on the frame of mind of the man.

Observing a big and growing interest in computers, the Internet and television to suppose it is possible, those are these are factors, which are able very much to restrict the motor initiative. The hypothesis advanced in the work worked. It is visible to boys in over the 70% and of girls c 70%, which answered that in the leisure time they most often used the computer, pushing the physical activity off to the background. However, it is possible to be pleased with the fact that the activity is a motor higher than examining the TV. It presented results not entirely confirm earlier assumptions since a great interest in the motor activity surprised by girls. Next, boys largely prefer to go by bike than to meet and to play team games. Hypothesis in the process constructed for the work among boys team games enjoy the greatest interest didn't find the confirmation.

Referring to the next establishment and comparing them with achieved results it is possible to state that girls much higher assess their physical fitness than boys. None from girls overshadowed it efficiency as very much weak, however, a few boys were in favor of a too weak efficiency. At girls, a laziness is the biggest obstacle to taking the motor initiative c the 42% and the ill health over the 25%, however at boys we don't have a confirmation, since regard the lack of the access to sports facilities as the biggest obstacle pushing off the ill health and the lack of the leisure time to the background. About 60%, that the most information about sport learns from the Internet pushing off W-F teachers and television to the background. Girls declared that it was not an Internet is their main source of knowledge, but game teachers what opposed to a constructed hypothesis.

Findings authorize to draw the following **conclusions**:

1. Very much, girls demonstrate an great interest in the motor activity what can be surprising, but certainly pleases desire for active spending the time.

2. To notice it is also possible, that at girls, a laziness is the biggest obstacle to active spending the leisure time. Boys aren't so lazy but for them, a lack of the access constitutes the biggest obstacle to sporting facilities.
3. Very little children during holidays go for camps or summer colonies.
4. We notice that very much in active spending the leisure time by its children parents outweigh.

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FEEDING A HEALTHY LIFESTYLE AS THE ELEMENT IN THE OPINION YOUNG PEOPLE OF THE TEAM OF BUILDING SCHOOLS NAMED OF JURIJ GAGARIN IN BYDGOSZCZ

Odżywianie jako element zdrowego stylu życia w opinii młodzieży Zespołu Szkół Budowlanych im. Jurija Gagarina w Bydgoszczy

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Number of characters: 24 500 (with abstracts). Number of images: 17 x 1 000 characters (lump sum) = 17 000 characters.

Total: Number of characters: 41 500 (with abstracts, summaries and graphics) = 1,0375 sheet publications.

Keywords: diet; healthy lifestyle; young people.

Słowa kluczowe: odżywianie; zdrowy styl życia; młodzież.

Abstract

An attempt to show was a purpose of research values of a healthy lifestyle as well as how warning all elements is important for keeping the health of the entire organism. In tests, a method of the diagnostic survey was used. In the kept questionnaire form trainee, young people participated in the Team of Building School in Bydgoszczes. Juniors while conducted examining filled in a questionnaire conscientiously and carefully. After analysing questionnaire forms filled in I drew the following conclusions:

1. Girls most often in a day eat fruits, milk and cereals, whereas boys meet the milk and fruits.
2. Too many juniors only sometimes eat the breakfast, as far as the 40% of girls and the 30% of boys, and it is the most important meal of the day giving the energy for the entire school day.
3. Extra portions of vitamins in the form of pills and only a small proportion of boys eat only girls.
4. The majority of polled juniors drinks two litres of liquids every day.
5. Almost the half of juniors practises sport devoting to it within the limits of from four up to seven hours every week.
6. Almost all juniors think that a healthy diet, a sense of well-being and a systematic physical activity comprise a healthy lifestyle.

Streszczenie

Celem badań była próba pokazania wartości zdrowego stylu życia oraz tego jak ważne jest przestrzeganie wszystkich elementów dla utrzymania zdrowia całego organizmu. W badaniach wykorzystano metodę sondażu diagnostycznego. W prowadzonej ankiecie brała udział młodzież ucząca się w Zespole Szkół Budowlanych w Bydgoszczy. Uczniowie podczas prowadzonego badania wypełnili ankietę sumiennie i starannie. Po przeanalizowaniu wypełnionych ankiet wysnułam następujące wnioski:

1. Dziewczeta najczęściej w ciągu dnia spożywają owoce, mleko i produkty zbożowe, zaś chłopcy mięso mleko i owoce.
2. Zbyt wielu uczniów tylko czasami spożywa śniadanie, aż 40% dziewcząt i 30% chłopców, a jest to najważniejszy posiłek dnia dający energię na cały dzień w szkole.
3. Jedynie dziewczeta spożywają dodatkowe porcje witamin w postaci tabletek i tylko niewielka część chłopców.
4. Większość Ankietowanych uczniów wypija codziennie dwa litry płynów.
5. Niemal połowa uczniów uprawia sport poświęcając na to w granicach od czterech do siedmiu godzin tygodniowo.

6. Prawie wszyscy uczniowie uważają, iż na zdrowy styl życia składają się zdrowe odżywianie, dobre samopoczucie oraz systematyczna aktywność fizyczna.

Introduction

The physical activity undoubtedly is for us necessary in every period of our life and in every age group. Along with age, the significance of the move changes and however always evolves remains one of the main gauges of the health. In our life, the physical activity plays a huge role. Unfortunately, the majority from us doesn't remember about her, and only few practise the active leisure regularly.

A physical activity is a work performed by skeletal muscles along with the entire team of functional changes accompanying her in the human body (Drabik 1997). This physical burden by which we are defeated in the everyday life is - while performing careers, home, while spending the leisure time. She can be spontaneous or planned and in the right way organised to our personal needs meat (Drabik 1996).

In every age group and at every stage of our life, the physical activity is essential for us. Along with age, however, the significance of the move changes and evolves, but always remains one of the main factors' conditioning health area (Kiełbasiewicz-Drozdowska et al. 2001, Cieślicka et al. 2009). The man moulds the health in all stages of his life. The physical activity is an important factor in keeping the appropriate physical fitness. It is possible so to tell the physical activity the motor efficiency is an indicator in a way and in the main measuring cup determines her. A physical activity is undertaking games of a different kind in frames of an active holiday, performing the diverse university class and sports for pleasure, of the recreation and the health, enhancements of the force capacity, of getting the physical fitness and special abilities, prevention of coming into existence of illnesses, increasing favourable influences on the ability to perform the physical as well as psychological work. The physical activity can take various forms and should be repeated regularly several times during the week but best every day. The balanced content of energy and nutrients in the all-day food conditions the normal development of young organisms, helps keep the optimum psychophysical function as well as helps to keep the health up to the advanced years (Ziemiański 2001).

Norms of feeding have population character. Today it is known that in the reaction of the organism to individual nutrients an inside population changeability exists and perhaps in the future possible Fig. up norms taking individual predispositions of the man into account will be (Flis et al. 1998). Through correct feeding regular eating such foods with which they provide the organism of the optimum quantities of energy and recommended nutrients understands one another in right proportions and with the appropriate frequency. The wisdom of a well-balanced diet consists in keeping its balance in taking individual nutrients. Neither the excess, nor the deficiency of the food are favourable to a health point of view (Ziemiański 1998). Delivering to the organism the optimum quantity of energy is one of the fundamentals of rational feeding. Optimum, namely so which will let for keeping the due to body weight. The provided energy along with the food is consumed mainly for three processes: the basal metabolism, the physical activity and processes associated with taking, etching and absorbing the food. In the food carbohydrates, the canailles and proteins are main energy sources.

Therefore, so hat feel healthily, but above all are healthy, one should spend the leisure time actively, to go e.g. for walks or to bicycle along rides. At voluntary taking the initiative so that for her, the level is optimum for every man is an important component, because she is conditioned with individual needs of every man, his possibilities, the age, the sex or the medical condition.

Material and methods

Young people of the Team of Buildietng Schools were provided with tests named of Jurij Gagarin in Bydgoszcz. In the conducted poll fifty girls and fifty boys took part in the century from 16 up to 19 years.

Results

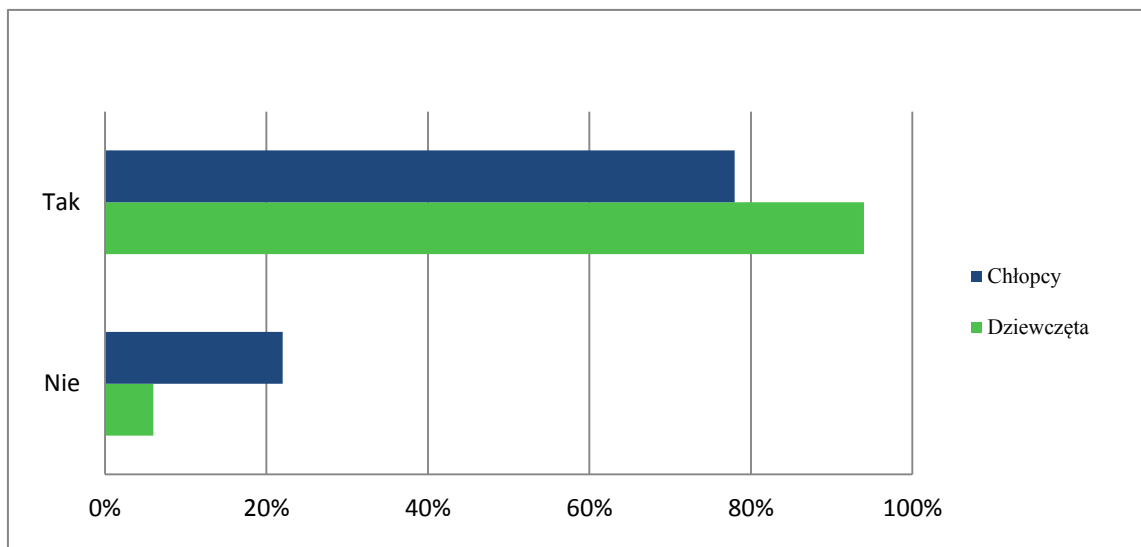


Fig. 1. Do you know what the so-called acrobats' pyramid of Healthy feeding is?

Amongst the examined population, the 94% of girls and the 78% of boys know what the so-called acrobats' pyramid of Healthy feeding is, however granted the negative answer the 6% of girls and the 22% of boys to the question (Fig. 1).

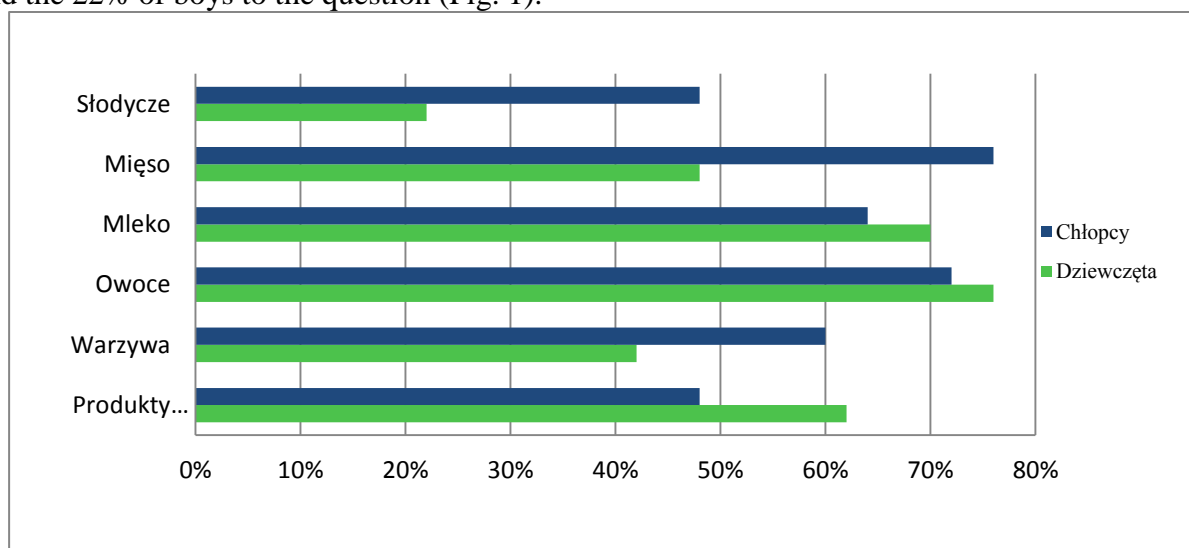


Fig. 2. What groups of products you most often eat (in a day)? - you can choose repeatedly

The most, because as far as the 76% of girls eats fruits in a day, the similar number of polled boys of the 72% eats fruits every day, next a milk was the most frequent response marked by girls of the 70%; boys also often eat the milk, and his preserves because emphasized such a reply 64%. By girls of the 62% it was the third most often marked reply cereals, here however the difference in replies amongst girls and boys had a bigger divergence because granted such a reply only a 48% of examined boys. By boys of the 76% a meat has most often been a given answer to that question. This reply much differed from the response of girls, of which only chose the 48% this variant. With

a next conclusion, it is possible to take which out of this graph it results that both girls of the 22% and boys of the 48% most rarely eat sweets (Fig. 2).

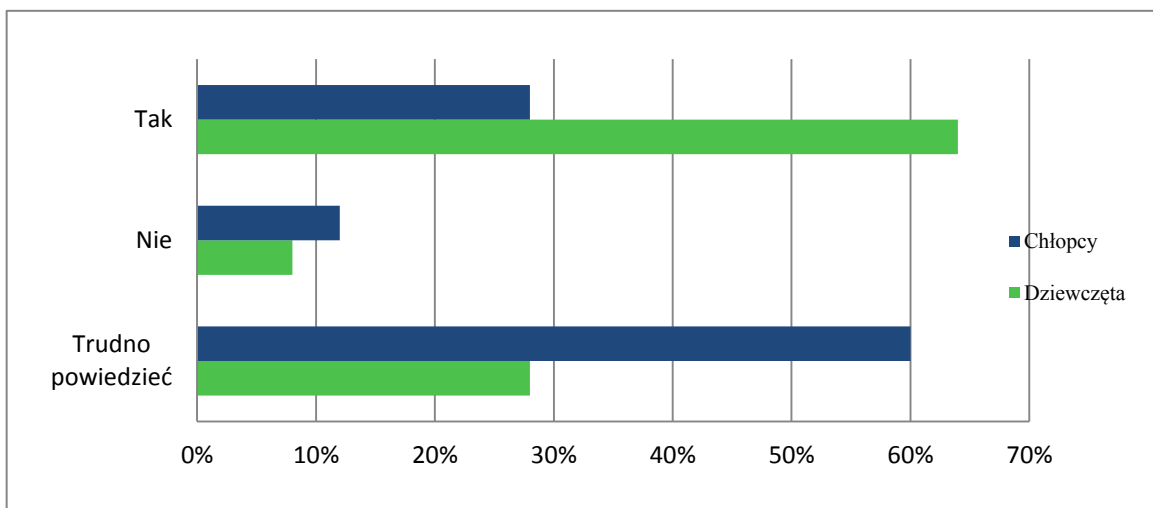


Fig. 3. Are your meals diversified?

For diversifying their meals girls care definitely more than boys. Because as far as 64% of girls it answered that he ate diverse meals and only granted such a reply the 28% of boys. However, many polled juniors didn't know whether their meals were diversified and chose such a reply the 60% of examined boys and the 28% of girls. A 8% of girls and a 12% of boys don't care about the diversity of their diet (Fig. 3).

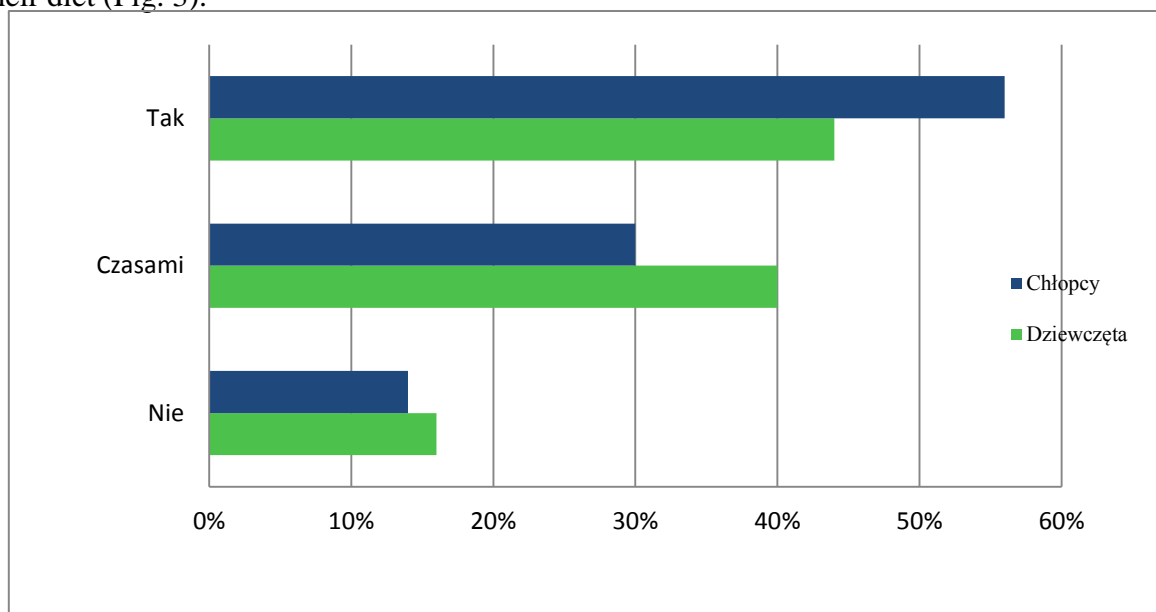


Fig. 4. Do you eat the breakfast?

The straight majority of polled juniors every day eats the breakfast, until, however, the 44% of girls and the 56% of boys eat the 30% of boys and the 40% of girls sometimes but only the 16% of girls and the 14% of boys don't eat the breakfast breakfasts never (Fig. 4).

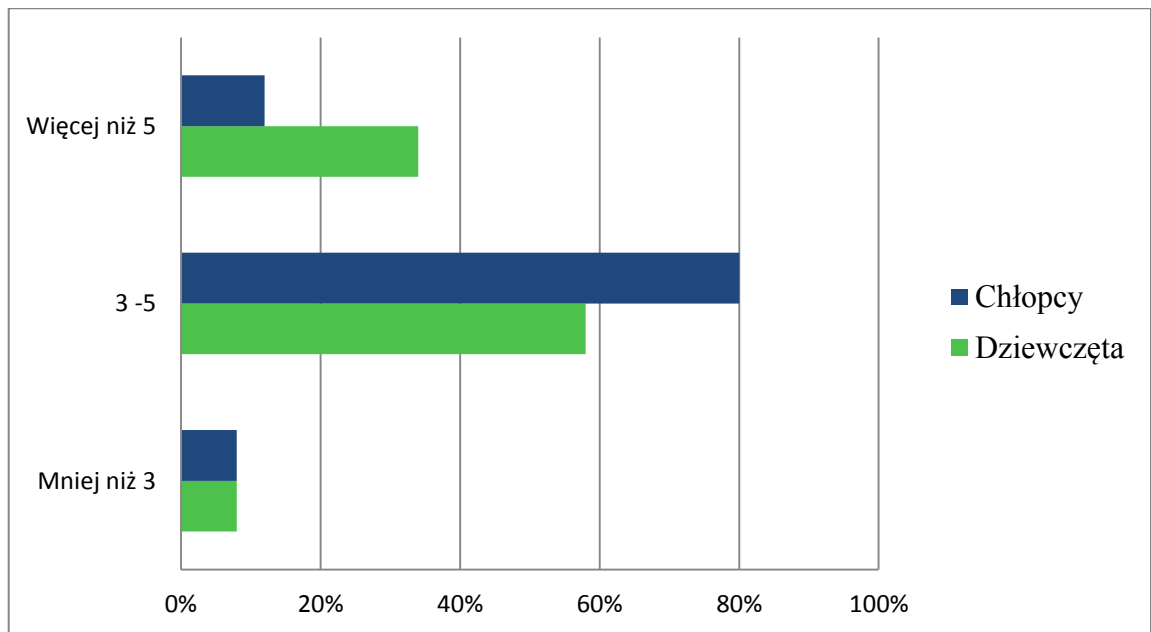


Fig. 5. Per day how many meals do you eat?

With the most frequent answer to a question: how many meals per day do you eat? There reply to 3 to 5. It granted such a reply the 80% of boys and the 58% of girls. For the response fewer than 3 meals per day answered 8% of both boys and girls. However, more than five meals per day eat the 34% of girls and the 12% of boys (Fig. 5).

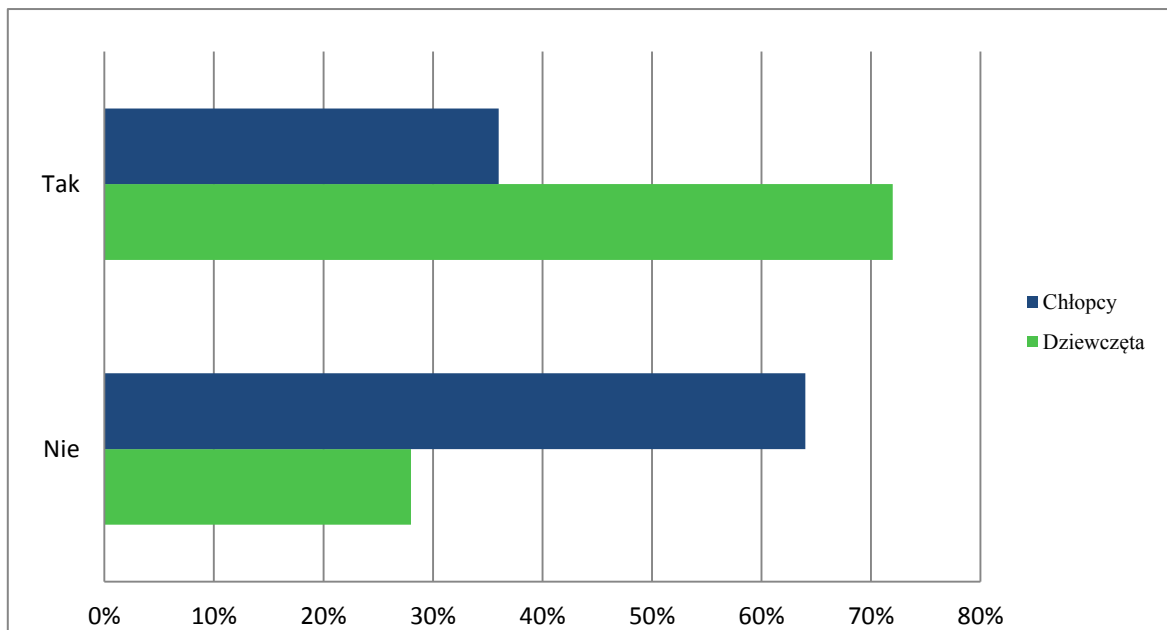


Fig. 6. Do you eat extra portions of vitamins in the form of pills?

Extra portions of vitamins in the form of pills much more often eat girls of the 72% and for the half of fewer boys of only a 36%. However, the 28% of girls and the 64% of boys don't eat extra portions of vitamins in the form of pills (Fig. 6).

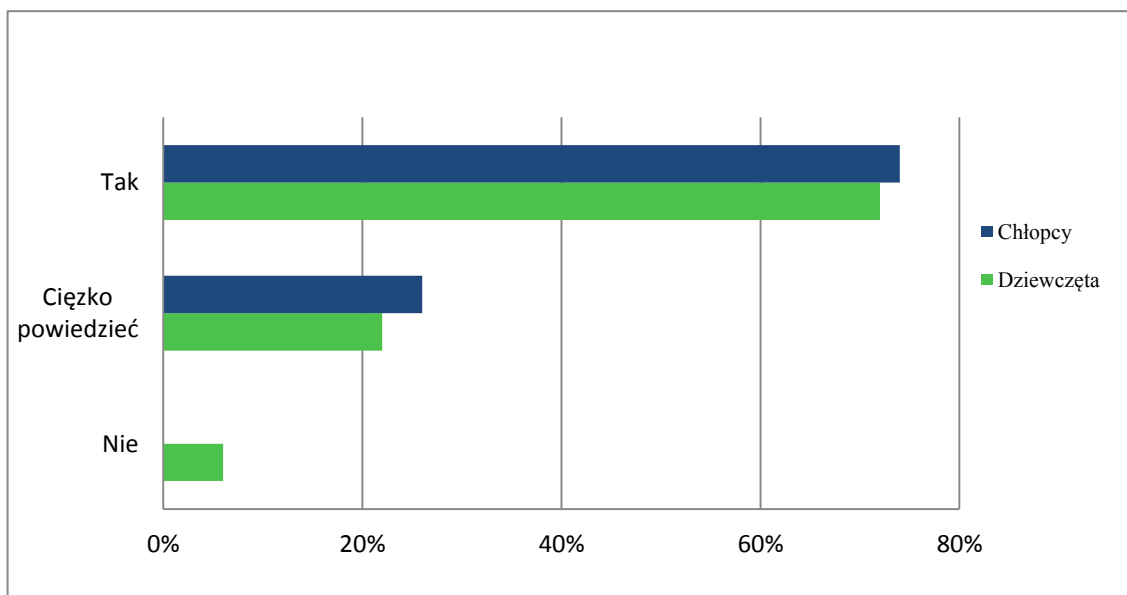


Fig. 7. Do you drink 2 min. litres of liquids per day? (water, tea, and the like)

As for an answer to a question of liquids by the number drunk in a day replies slightly differed. Both boys and girls in the straight majority (boys of the 74%, girls of the 72%) confirmed that they ate over 2 litres of liquids per day. However, the part of juniors answered that it had been hard for them to determine how many litres of liquids, they eat these are a 22% of girls and a 24% of boys. It granted the 6% of girls, that didn't eat two litres of liquids per day (Fig. 7).

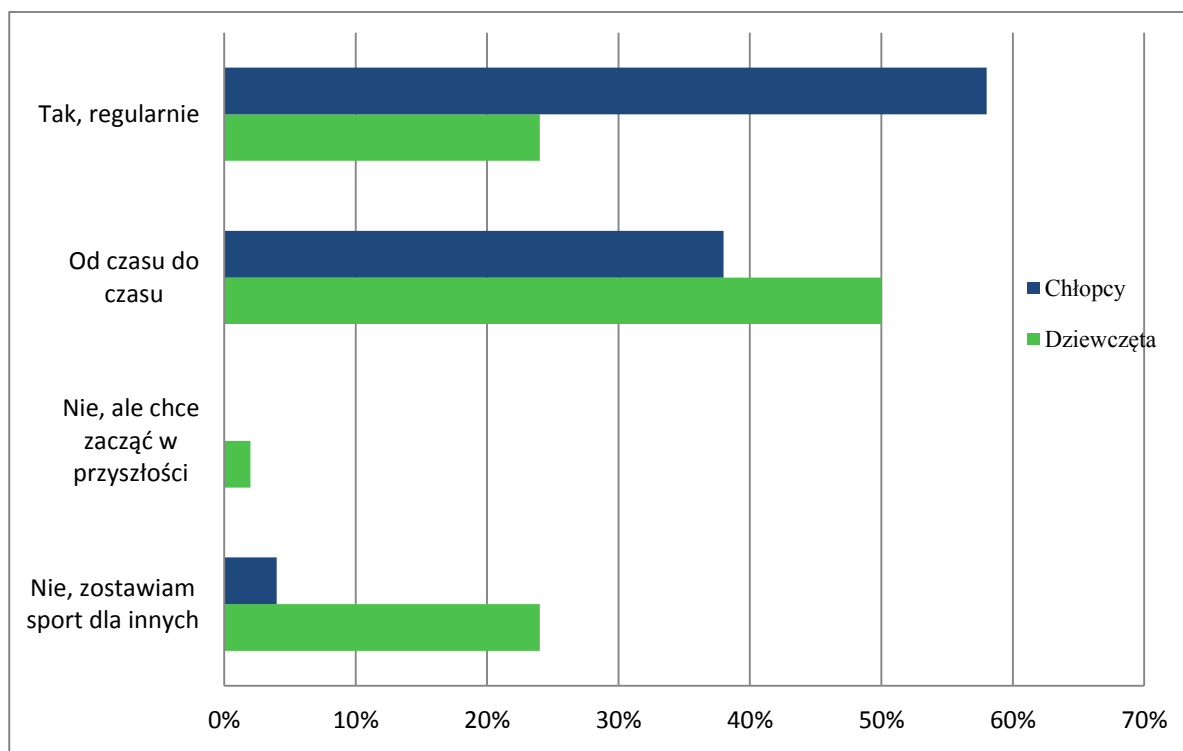


Fig. 8. Do you practise some sport?

If it is about a practicing sport by the young stock at this school regularly a 58% of boy's practises sport, however, girls are definitely less active in terms of physics and regularly only a 36% practises sport from them, whereas from time to time the 38% of boys and the 50% don't plant girls, the 24% of girls and the 4% of boys and doesn't want to practise any sport (Fig. 8).

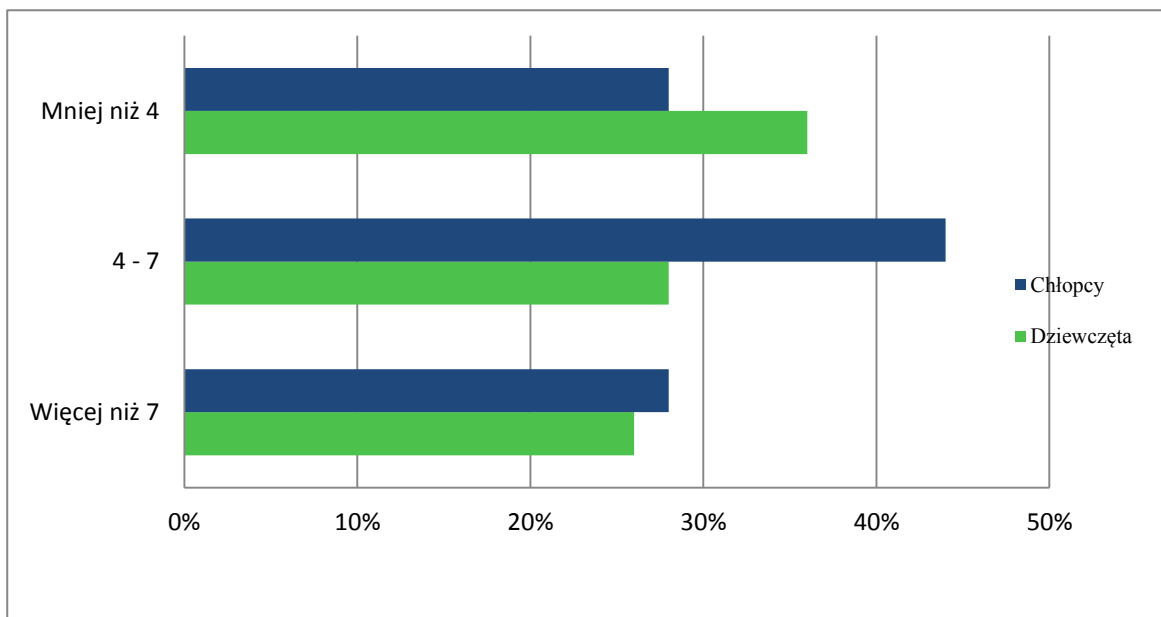


Fig. 9. How many hours every week does you devote for sport?

It polled oys and girls devote the similar amount of time every week for sport. Majority of juniors answered that he devoted from 4 up to 7sevenhours every week for sport (boys of the 44%, girls of the 38%). Every week for sport a 28% of boys and a 36% of girls devote fewer than 4fourhours. However, ore than 7sevenhours every week for sport devote the 28% of boys and the 26% of girls (Fig. 9).

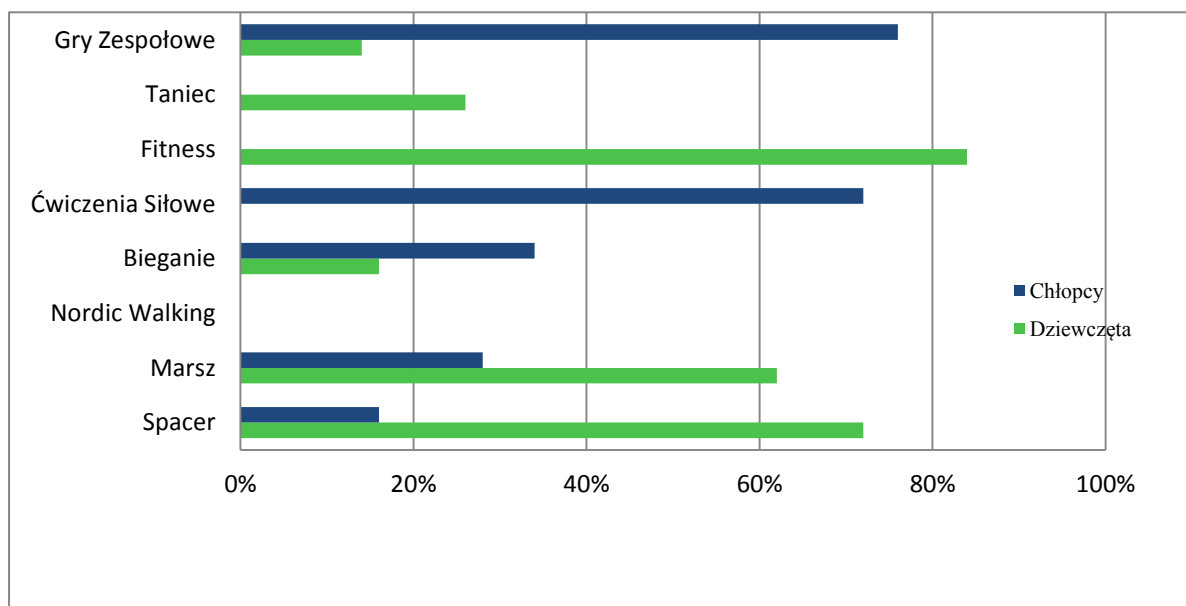


Fig. 10. Which you withdraw from forms of the physical activity in the leisure time? (you can choose repeatedly)

In question 10 juniors had to choose from not one and a few replies. Girls in the leisure time most willingly choose such forms of the physical activity as: the fitness of the 84%, the march of the 62% and spacer 72%, however, none of them chose Nordic bash king and of weight training. At boys such as replies enjoyed the greatest popularity how weight training of the 72%, team games of the 76%, none of the boys didn't choose the dance as the physical activity in the free time, fitness and whack vole's king (Fig. 10).

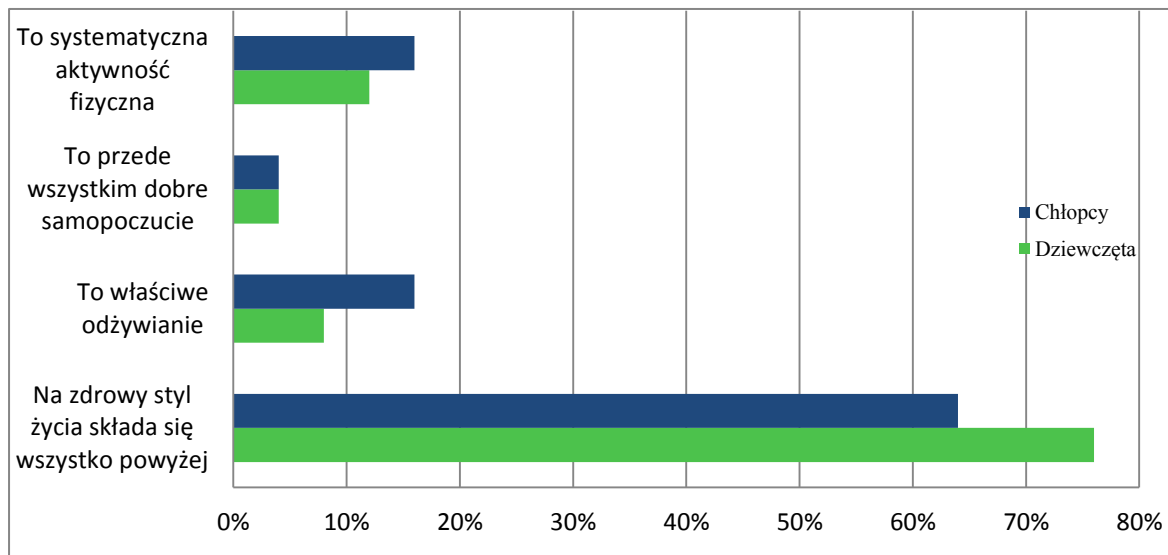


Fig. 11. What according to you does a healthy lifestyle consist in?

According to the majority of respondents, all exchanged replies comprise a healthy lifestyle, choice of the reply of girls of the 76% was very similar to responses given by boys of the 64%. Few juniors put also to the systematic physical activity of the 16% of boys and the 12% of girls and for due feeding the 16% boys and the 8% of girls. According to respondents the lowest significance feels well because granted such a reply both 4% of girls and boys. (Fig. 11).

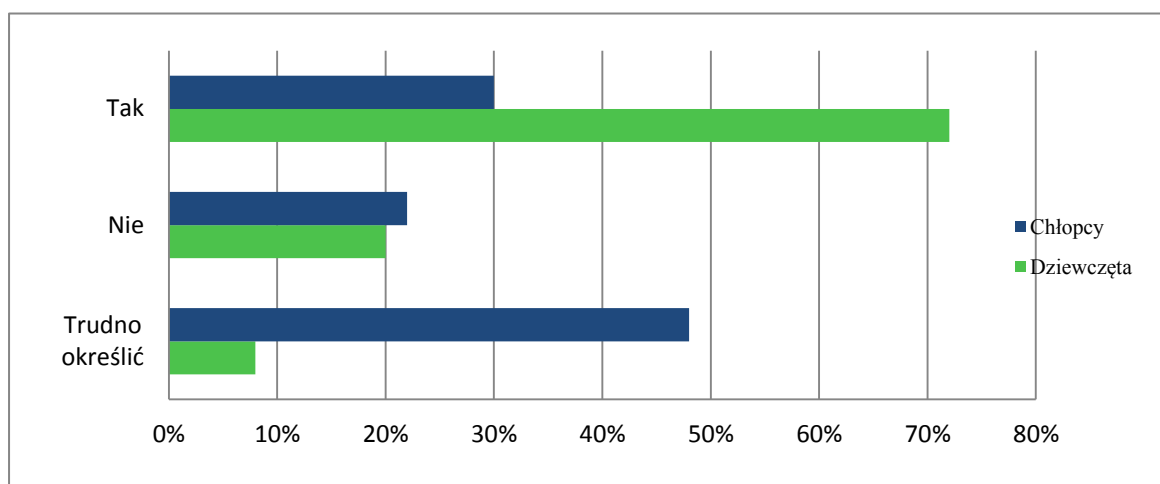


Fig. 12. In your opinion do you lead a healthy lifestyle?

In question 12 I noticed big disproportion amongst replies of girls, but boys. In the opinion of girls as far as the 72% from them leads a healthy lifestyle, however, of boys of only a 30%. However, it was hard to describe the 48% boys whether lead a healthy lifestyle, of undecided girls it

was only 8%. For leading an unhealthy lifestyle a 20% of girls and a 22% of boys were granted (Fig. 12).

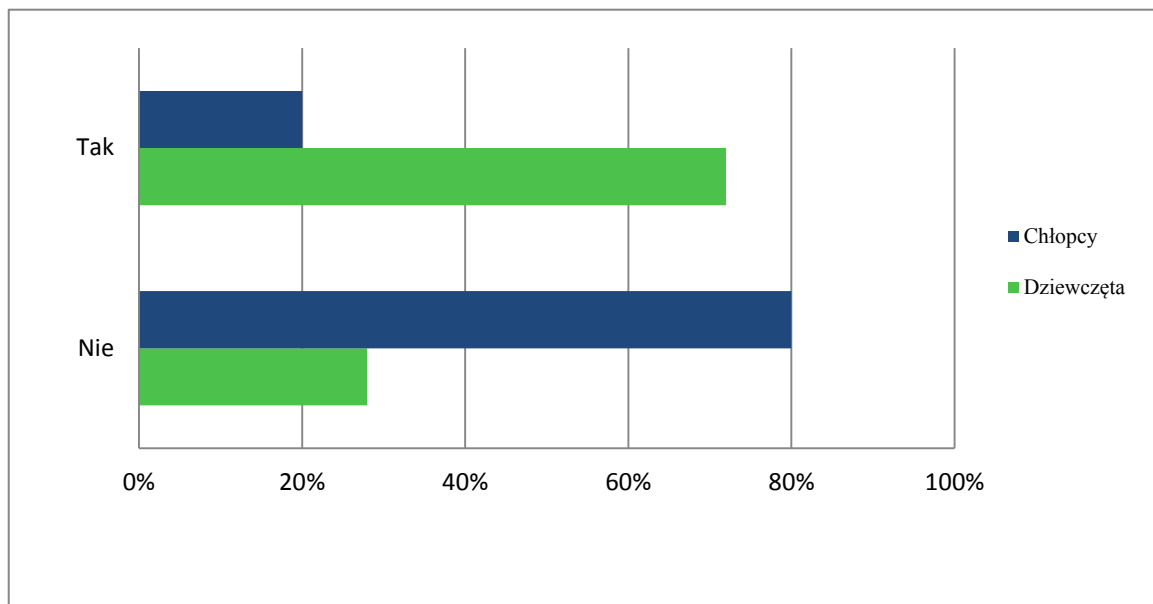


Fig. 13. Do you read articles on a healthy lifestyle?

In question 13 amongst replies of polled girls and boys, it is possible to notice the huge difference. Largely, girls read articles on a healthy lifestyle, as far as the 72% and only a 20% of boys, however straight majority of boys as far as the 80% and the 28% of girls don't read such papers (Fig. 13).

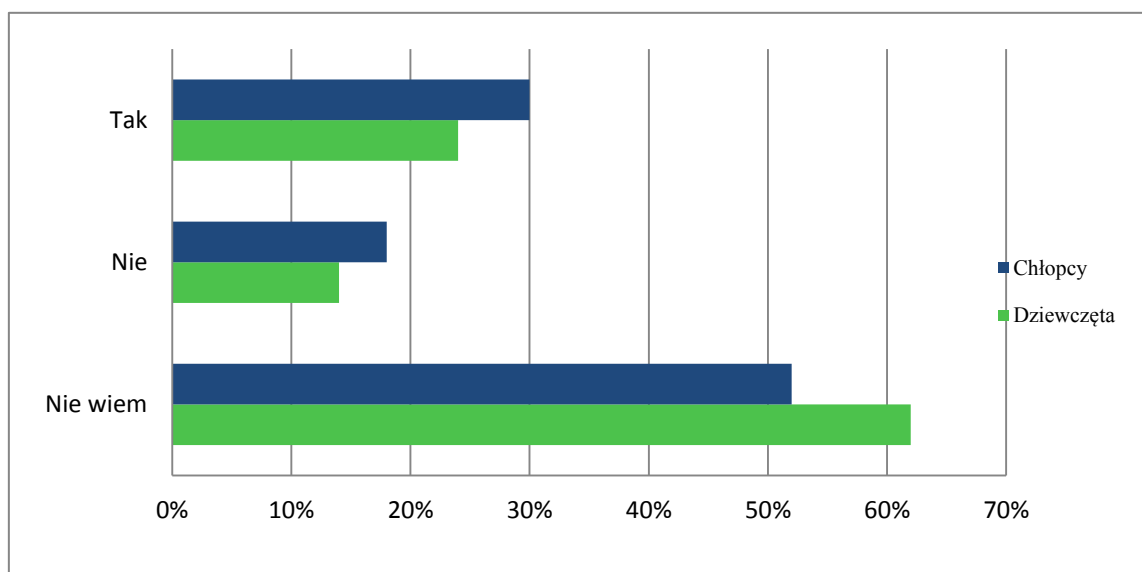


Fig. 14. Do you think that observing general rules of a Healthy lifestyle is something fashionable nowadays?

Question 14 turned out to be the problem for polled juniors, because the 52% of boys and the 62% of girls answered that he didn't know whether the adherence to the principles of a healthy lifestyle is something fashionable. However, the 30% of boys and the 24% of girls think around observing general rules of a Healthy lifestyle is something fashionable and the 14% of girls and the 18% of boys think following these principles isn't trendy (Fig. 14).

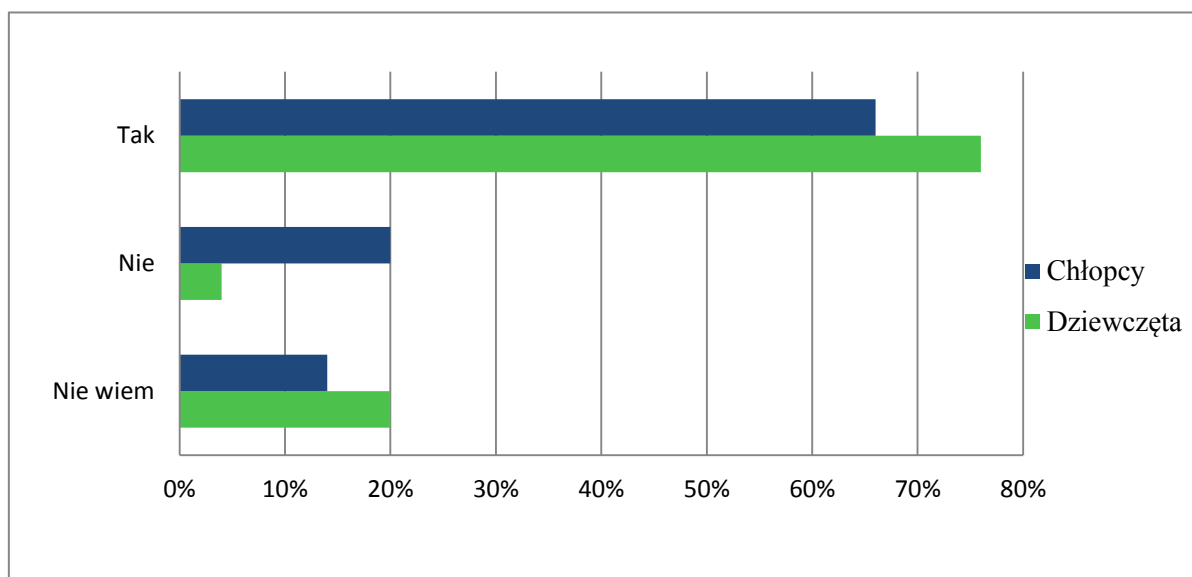


Fig. 15. Do you think that a physical effort, and the rational diet are able to prolong the life?

A physical effort and the rational diet are able to prolong the life, this way a 66% of polled boys and a 76% of girls, only a 20% of boys and a 4% of girls were said disagreed from the one with reply. Respondents stayed in that is the 20% of girls and the 14% of boys don't know whether the balanced diet and a physical effort are able to prolong living (Fig. 15).

Discussion

In every age group and at every stage of our life, the physical activity is essential for us. Along with age, however, the significance of the move changes and evolves, but always remains one of the main factor's conditioning health area (Kielbasiewicz- Drozdowska et al. 2001). The man moulds the health in all stages of his life. The physical activity is an important factor in keeping the appropriate physical fitness. It is possible so to tell the physical activity the motor efficiency is an indicator in a way and in the main measuring cup determines her. A physical activity is undertaking games of a different kind in frames of an active holiday, performing the diverse university class and sports for pleasure, of the recreation and the health, enhancements of the capacity wysiłkowej, of getting the physical fitness and special abilities, prevention of coming into existence of illnesses, increasing favourable influences on the ability to perform the physical as well as psychological work (Napierała et al. 2010, Cieślicka et al. 2011). Therefore, so so that feel healthily, but above all are healthy, one should spend the leisure time actively, to go e.g. for walks or to bicycle along rides. At voluntary taking the initiative so that for her, the level is optimum for every man is an important component, because she is conditioned with individual needs of every man, his possibilities, the age, the sex or the medical condition (Cieślicka et al. 2009). Through correct feeding regular eating such foods with which they provide the organism of the optimum quantities of energy and recommended nutrients understands one another in right proportions and with the appropriate frequency. The wisdom of a well-balanced diet consists in keeping its balance in taking individual nutrients. Neither the excess, nor the deficiency of the food are favourable to a health point of view. The balanced content of energy and nutrients in the all-day food conditions the normal development of young organisms, helps keep the optimum psychophysical function as well as helps to keep the health up to the advanced years (Cieślicka et al. 2009).

Norms of feeding have population character. Today it is known that in the reaction of the organism to individual nutrients an inside population changeability exists and perhaps in the future possible Fig. up norms taking individual predispositions of the man into account will be. Delivering to the organism the optimum quantity of energy is one of the fundamentals of rational

feeding. Optimum, namely so which will let for keeping the due to body weight. The provided energy along with the food is consumed mainly for three processes: the basal metabolism, the physical activity and processes associated with taking, etching and absorbing the food. In the food carbohydrates, the canailles and proteins are main energy sources. Similar tests for tests conducted by me based on the diagnostic survey were also conducted in the Team of Schools No. 1 named of J. S. Cezak in Zgierz and at the Public junior secondary School named of Wincenty Witos in Piława by teachers of these schools. In Zgierz a "School promoting the Health" is a participation in the programme overcome the team of Schools.

Programme School promoting the Health (SzPZ) in Poland from 1991 yr is carried out The popularization of the SzPZ idea was begun with the three-year-old pilot project (1992-1995) N: "School promoting the Health", of initiated by WHO/EURO, carried out under direction Senior Lecturer Prof. Barbara Woynarowska. This project caused grass-roots action (move) of schools, the health in accordance with the strategy developed at 14 so-called school's design and promoting the networking of schools on the split level. The first web was formed in 1992 in Ciechanów prov. As part of popularizing the programme a structure supporting the SzPZ – development of networks was created a Team was created for of promotion of health, a Domestic Coordinator was appointed for the promotion of health at school and of provincial coordinators. Currently networks of schools exist in all provinces, in some even nets regional, district or municipal, created to the purpose of simpler coordinating and more effective supporting the functioning of schools function. At present, apart from schools of different types, other educational-education institutions belong to provincial SzPZ networks, so as: playgroups, halls of residence, houses of the children's holiday. Juniors of secondary schools the way they established in the average rank attach importance to issues associated with correct feeding and the suitable physical initiative, it was also confirmed that.

However, girls tied the greater attention to eaten meals boys are definitely more active in terms of physics. Girls eat cereals; fruits and milk preserve; however, boys instead of cereals more often eat the meat and vegetables. Meals of boys little are diversified. However, girls try to care for so that their diet more is balanced. The number of eaten meals in a day, the way I established, takes out largely from three to five per day. Amount of hours juniors devote which to the physical activity. It is most often from four up to seven hours every week.

Conclusions from conducted tests:

1. Juniors know what the acrobats' pyramid of healthy feeding is.
2. Girls most often in a day eat fruits, milk and cereals, whereas boys meat the milk and fruits.
3. Meals of girls are diversified, and it is hard for boys to determine it.
4. Too many juniors only sometimes eat the breakfast, as far as the 40% of girls and the 30% of boys, and it is the most important meal of the day giving the energy for the entire school day.
5. Extra portions of vitamins in the form of pills and only a small proportion of boys eat only girls.
6. The majority of polled juniors drinks two litres of liquids every day.
7. Almost the half of juniors practises sport devoting to it within the limits of from four up to seven hours every week.
8. Almost all juniors think that a healthy diet, a sense of well-being and a systematic physical activity comprise a healthy lifestyle.
9. Unfortunately, girls and the few part of boys only read articles on a healthy lifestyle and in their opinion the healthy person leads a lifestyle.
10. Juniors aren't able to take a stance it of whether a healthy lifestyle is something fashionable nowadays, yet know that the balanced diet and the systematic physical activity are able to prolong the life.

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THE ACTIVITY BUT THE PHYSICAL FITNESS OF SECONDARY SCHOOL YOUNG PEOPLE

Aktywność a sprawność fizyczna młodzieży gimnazjalnej

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Słowa kluczowe: aktywność fizyczna; sprawność fizyczna; młodzież gimnazjalna.

Abstract

Issues of the physical activity, the development and the physical fitness of children and secondary school children are included in the different studies most oftentimes undertaken by representatives associated with the biological, physical and intellectual development with man. Rich documentary harvests concerning different periods of the ontogenic development, morphological changes and happening changes in the physical fitness were gathered. The level of the general efficiency is connected with growing and biological ripening. Students being students of the Public junior high School were provided with tests in Siemnowek. Tests were conducted amongst 104 persons (of 51 boys and 53 girls) of students from the, II, and III class I junior high school. In tests an attempt of the evaluation of the physical fitness was made based on the grade transcript of physical fitness of Krzysztof Zuchora. In tests a method of the diagnostic survey was also used. However as the research tool a questionnaire form was used. The following conclusions result from tests:

1. The physical activity enjoys considerable influence to the health
2. The physical activity is an indicator of the fitness level
3. Students are active and at the same time in good shape physically
4. Young people know that it is necessary to be active, to care for one's health, to watch one's figure, to eat healthily
5. Conclusions of the grade transcript of the physical fitness showed that the activity was important for young people and in spite of low abilities of the practicing sport, students demonstrated the average level of the physical fitness.

Streszczenie

Zagadnienia aktywności fizycznej, rozwoju i sprawności fizycznej dzieci i młodzieży szkolnej należą do najczęściej podejmowanych przez przedstawicieli różnych nauk związanych z rozwojem biologicznym, fizycznym i umysłowym człowiekiem. Zgromadzono bogate zbiory dokumentacyjne dotyczące różnych okresów rozwoju ontogenetycznego, zmian morfologicznych i zmian zachodzących w sprawności fizycznej. Poziom ogólnej sprawności wiąże się ze wzrastaniem i dojrzewaniem biologicznym. Badaniami objęci zostali uczniowie będący uczniami Publicznego Gimnazjum w Siemnowku. Badania przeprowadzone zostały wśród 104 osób (51 chłopców i 53 dziewcząt) uczniów z klasy I, II, i III gimnazjum. W badaniach podjęto próbę oceny sprawności fizycznej na podstawie Indeksu Sprawności Fizycznej Krzysztofa Zuchory. W badaniach wykorzystana została również metoda sondażu diagnostycznego. Natomiast, jako narzędzie badawcze wykorzystano ankietę. Z badań wynikają następujące wnioski:

1. Aktywność fizyczna ma duży wpływ na zdrowie

2. Aktywność fizyczna jest wyznacznikiem poziomu sprawności fizycznej
3. Uczniowie są aktywni a zarazem sprawni fizycznie
4. Młodzież wie, że trzeba być aktywnym, dbać o swoje zdrowie, dbać o sylwetkę, odżywiać się zdrowo
5. Wyniki Indeksu Sprawności Fizycznej wykazały, że aktywność jest ważna dla młodzieży i mimo małych możliwości uprawiania sportu, uczniowie wykazali średni poziom sprawności fizycznej

Introduction

Issues of the physical activity, the development and the physical fitness of children and secondary school children are included in the different studies most oftentimes undertaken by representatives associated with the biological, physical and intellectual development with man (Napierała et al. 2009, Cieślicka et al. 2009, Milczarek et al. 2009). Rich documentary harvests concerning different periods of the ontogenic development, morphological changes and happening changes in the physical fitness were gathered. The level of the general efficiency is connected with growing and biological ripening. Worldwide a system of the school physical education is a basis of the physical culture. The physical education entertains with being examined, the test and constructing of program of raising and the development of the man, that is prepares the man for active participating in the physical culture. Above all he molds the man, in it a healthy person arouses a lifestyle and directs in what way to spend the leisure time and not only. A game lesson is molding the physical maturity and psychological, following the personal hygiene, implementing the habit to the motor regularity and the care of the health by the move and also healthy feeding. Comprehending the physical culture is a broad subject but all at the same time very important for every man. The regular physical activity molds, supports, and what's more restores to health. Numerous publications backed up with tests underline a positive effect of exercises of different kind on the organism and adverse effects of the motor inactivity (Cieślicka et al. 2011). Mainly a lifestyle affects the development of functional features including his motor activity, that children show big diversifying the motor activity e.g. in sports classes. The stress factors caused by the lifestyle have not a dubious impact on development, mainly with physical activity. Oftentimes he considers himself, that level of the somatic or functional adaptation of the determined feature, reached under the influence of such stress factors, mighty to consider oneself optimum for the scope of the individual norm of the reaction. Not depending however they from these extreme adaptive effects think that a determined level of the effort burden is needed for the life for every man under the influence of different forms of motor activity. How the sentence propagates “the move is a life, the life is a move”. In order to achieve the optimum adaptive effect one should adapt forms of the physical activity to the ontogenic defined phase, properties adaptive of organism, genetic factors, features surrendered to the effect of stress factors and to existing environmental conditioning

(natural and social cultural) which the individual lives in. Current very big academic achievements attest to the existence of relationships between the development and the physical activity (Paczuski et al. 2011). It results even if from comparisons of the physical fitness of groups of people living in diametrically different climatic conditions, as well as in incomparable conditions of feeding. However he doesn't have conclusive evidences to the influence of the physical activity on the development of morphological basic features of both functional children and young people (Szczepanowska et al. 2008).

Disregarding biological advantages of the physical activity, her meaning educating the course of the physical development in the period of the childhood and the youth will be reflected in a physical fitness and adaptability associated with her in mature years and older. Deliberations above a positive effect of the physical activity on the biological development of the man must be applied in case of taking the period into account of advanced catagenesis of the development (Kozłowski 1987). At the work they undertook the test on the reply to the following questions:

1. What do you allocate the most leisure time for?
2. What forms are accessible to the physical activity at your school?
3. What forms are accessible to the physical activity in your region which you can participate apart from lessons in?
4. How many hours every week do you devote to the physical activity?
5. Whether with your sentence does taking the physical initiative do ... good?

Material and methods

Students being students of the Public junior high School were provided with tests in Siemnowek. Tests were conducted amongst 104 persons (of 51 boys and 53 girls) of students from the, II, and III class I junior high school. In tests an attempt of the evaluation of the physical fitness was made based on the grade transcript of physical fitness of Krzysztof Zuchora. The test consists of 6 performed functions which it is possible to get behind from 0 to 6 points. To a maximum it is possible to receive 36 points. It is test quite often practised which best is done at the beginning of the school year and at the end. With reason of it there is a possibility of seeing differences between the beginning and the end of the work with the student. It is possible in this way to judge whether the student raised his level of the efficiency whether lowered him. Done tests were above only once in May and are used for a comparative analysis of boys and girls. At the work a method of the diagnostic survey was also used. However as the research tool a questionnaire form was used.

Results

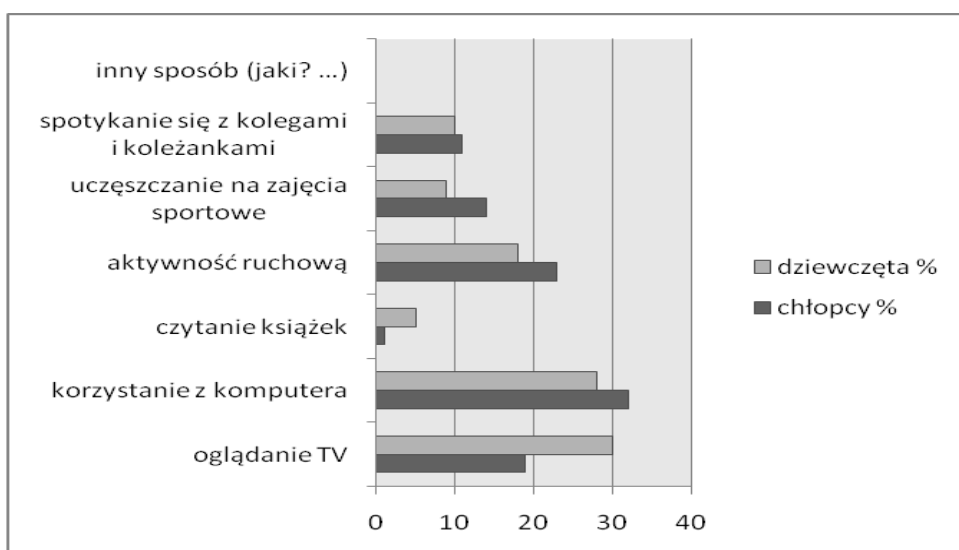


Fig. 1. What do you allocate the most leisure time for?

Young people allocate the most leisure time to examining the TV, using the computer, the motor activity and attending sports classes. Girls watch TV in the 30%, however boys most oftentimes use the computer of the 32%. Boys more oftentimes in the leisure time are active in terms of physics (23%) than girls (about 20%). To meetings with acquaintances the leisure time allocates the 11% of boys and the 10% of girls. Young people allocate least leisure time for the reading books because only a 1% of boys and the 5% of girls. The detailed data is above (Fig. 1).

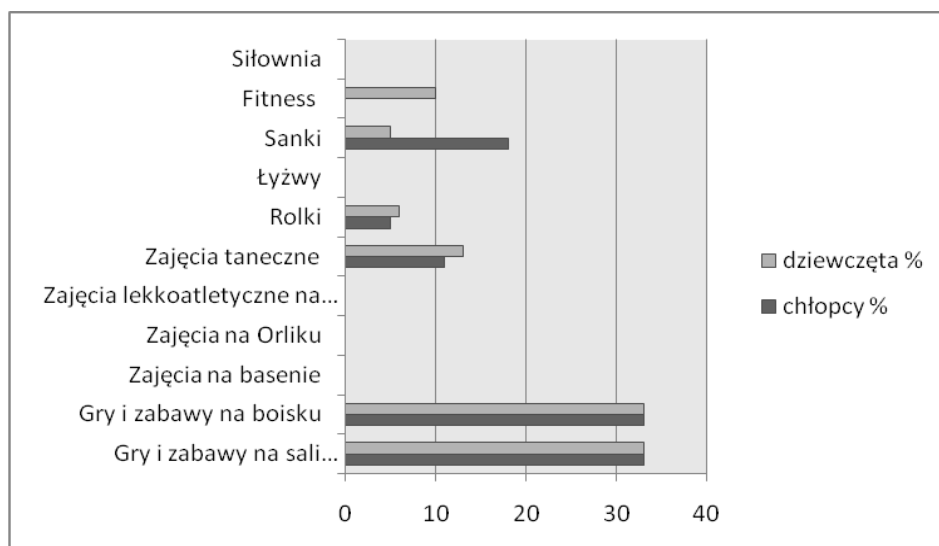


Fig. 2. What forms are accessible to the physical activity at your school?

The examined young stock has small options of forms of the physical activity. The most boys and girls get hooked on the participation in games and games on a gymnasium (33%), and on the court (33%). In dance classes it declared its participation the 11% of boys and the 13% of girls.

Part examined goes on roller blades, the toboggan and the 10% of girls a fitness participates in classes (Fig. 2).

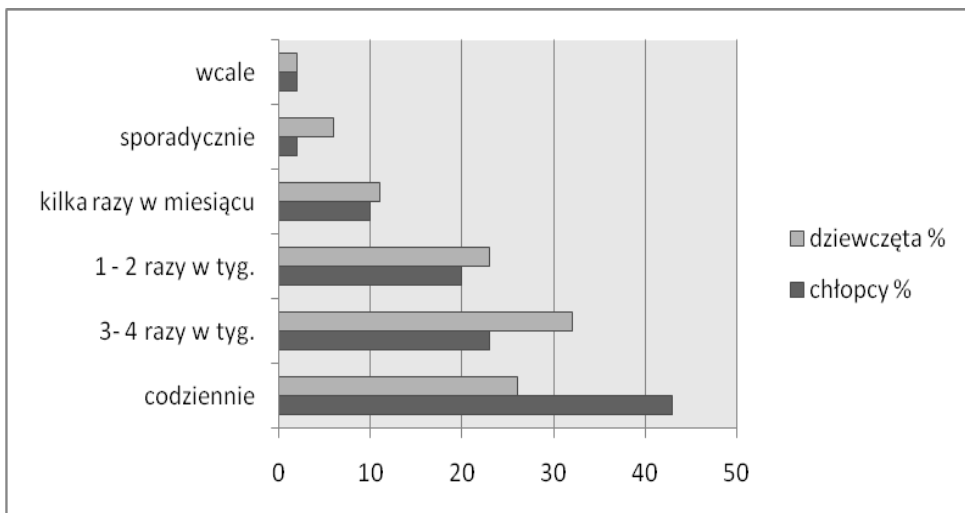


Fig. 3. How often do you take the physical initiative?

Examined girls and boys think that quite often they are active in terms of physics (Fig. 3). Every day he declares the physical activity about 45% of examined boys, 3-4 times during the week 23%. Girls most oftentimes are active 3-4 times during the week (32%) and every day (26%). It emphasized only a 2% of boys and girls in the questionnaire form, that didn't take the physical initiative at all. It is possible to conclude that they are examined willing for motor classes.

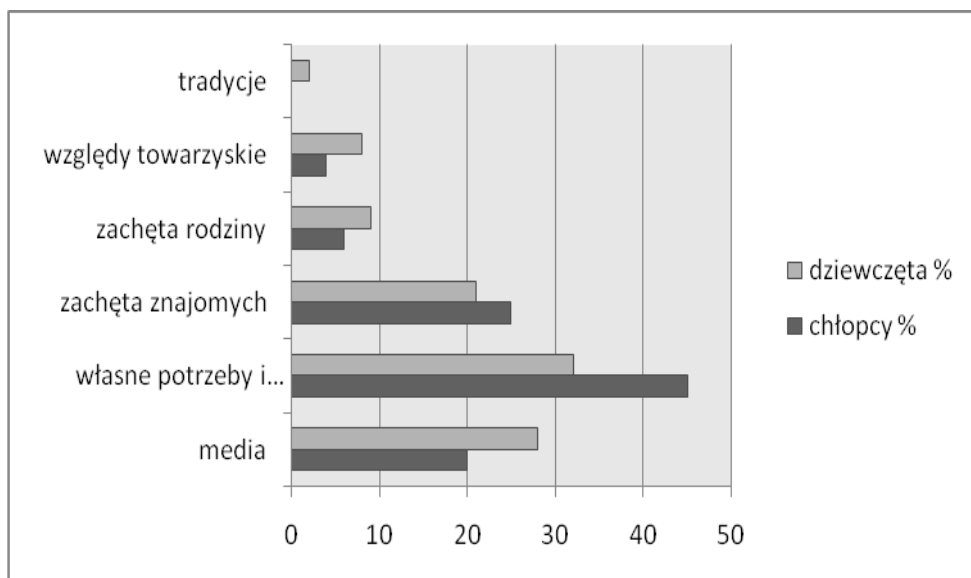


Fig. 4. What was a reason of taking by you the physical initiative?

Students of this junior high school think that personal needs and interests are the greatest reason of taking the physical initiative - the 45% of boys and the 32% of girls. An incentive of acquaintance-s of the 25% of boys and a 21% of girls are a next reason. The 20% of boys and the 28% of girls decide on activities under the influence of media. However the honour of respondents makes up its mind thanks to the incentive of the family and social considerations. Only (2%) of girls

answered that a tradition was a reason of her activity. (Fig. 4).

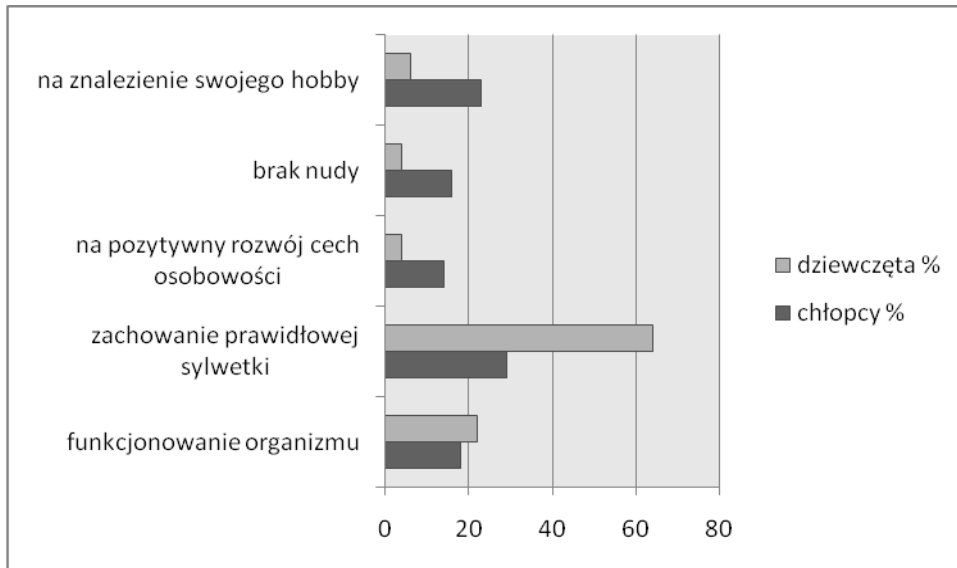


Fig. 5. Whether with your sentence taking the physical initiative does good on:

Alike keeping the correct profile of the -29% of boys and the 64% of girls are most important for boys as well as girls. Examined pledged themselves for functioning of the organism- of the 18% of boys and the 22% of girls. For a few replies to the positive development of features of the personality i.e. the 14% of boys and the 4% of girls however it was, that a bore of the 16% of boys and the 4% of girls was missing. the 23% of boys and the 6% of girls answered that the activity did good for finding its hobby (Fig. 5).

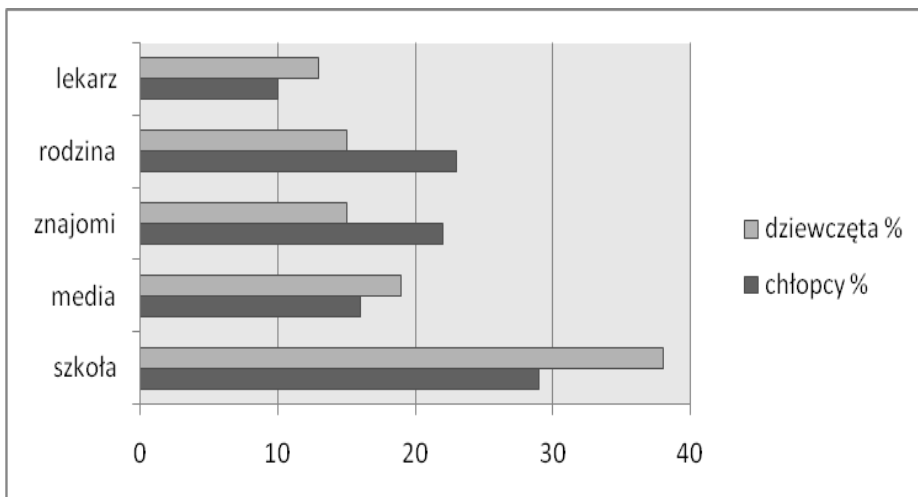


Fig. 6. Where from do you have a knowledge about the influence of the physical activity on the health of the man?

Above all young people learn at school that the physical activity has an impact on health of the man (the 29% of boys and the 38% of girls). Next reply-s media (the 16% of boys and the 19% of girls), acquaintances (the 22% of boys and the 15% of girls) family (the 23% of boys and

the 15% of girls). Thanks to the doctor a 10% of boys and a 13% of girls take the physical initiative (Fig. 6).

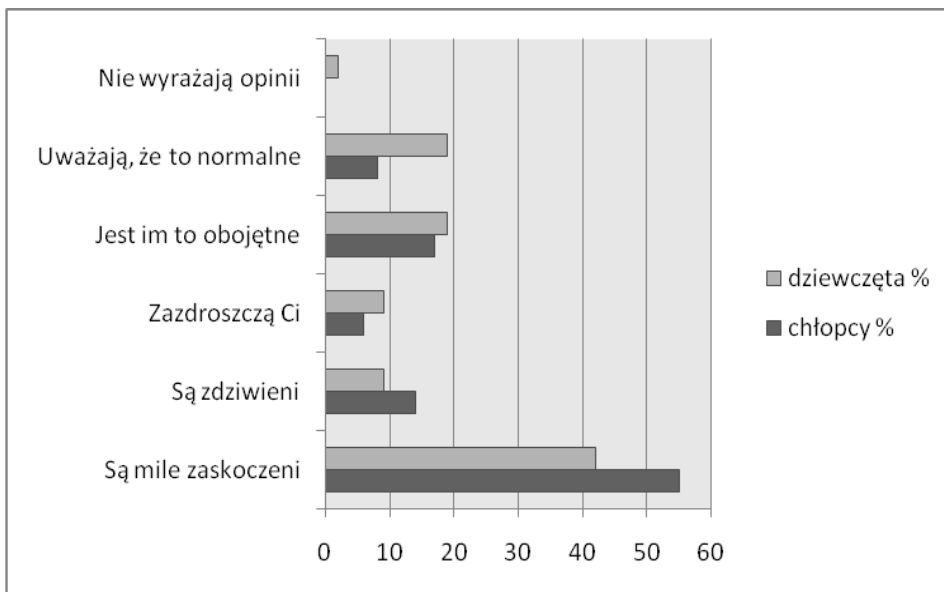


Fig. 7. If people react, when do you tell them that during the physical activity you spend your free time?

Examined (Fig. 7) they claim that people are pleasantly surprised when hear that one's free time chases the young stock off during the fizycznej-55 activity % of boys and the 42% of girls. It is for them neutral a 17% of boys and a 19% of girls claim. However are surprised a 14% of boys and a 9% of girls think. For the 8% of boys and the 19% of girls it is regular. Answer that they envy you emphasized the 6% of boys and the 9% of girls. However (2%) don't express girls of opinion.

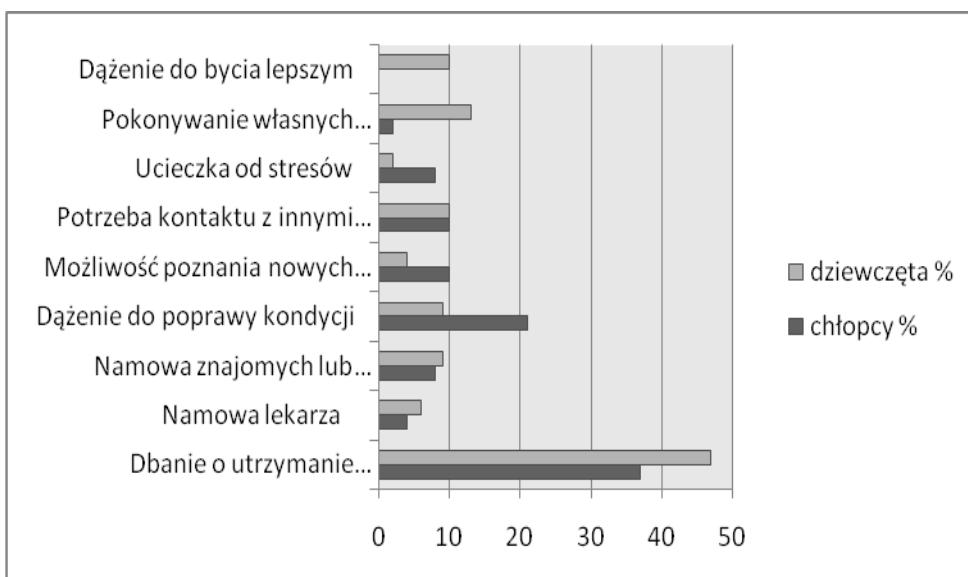


Fig. 8. What your motives for taking the physical initiative are?

The most students answered that caring for keeping correct mass of the body- was their motive girls of the 47% and the 37% of boys. Similar replies were put forward that through the persuasion of the

doctor of the 4% of boys and the 6% of girls, and the persuasion of acquaintances or families of the 8% of boys and 9 % girls, but the possibility of getting to know new people it had emphasized the 10% of boys and the 4% of girls. As far as (21%) of boys, and only (9%) regard girls an aspiration to the improvement is motivation of condition. It emphasized the need of the contact with other people both (10%) of boys as well as girls. However (10%) wants girls to aspire for being better. From stresses it emphasized the breakaway the 8% of boys and the 2% of girls. And answer about overcoming own weaknesses granted as far as 13% of girls and only (2%) of boys (Fig. 8).

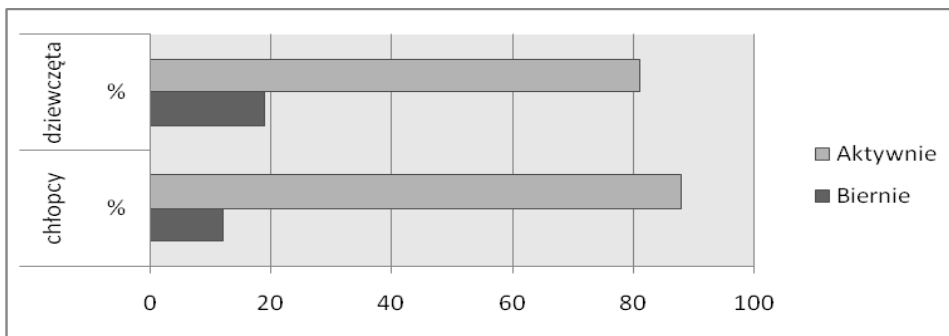


Fig. 9. How do you spend your free time?

Young people of this junior high school largely think that actively- a 88% of boys and a 81% spend their free time girls (Fig. 9).

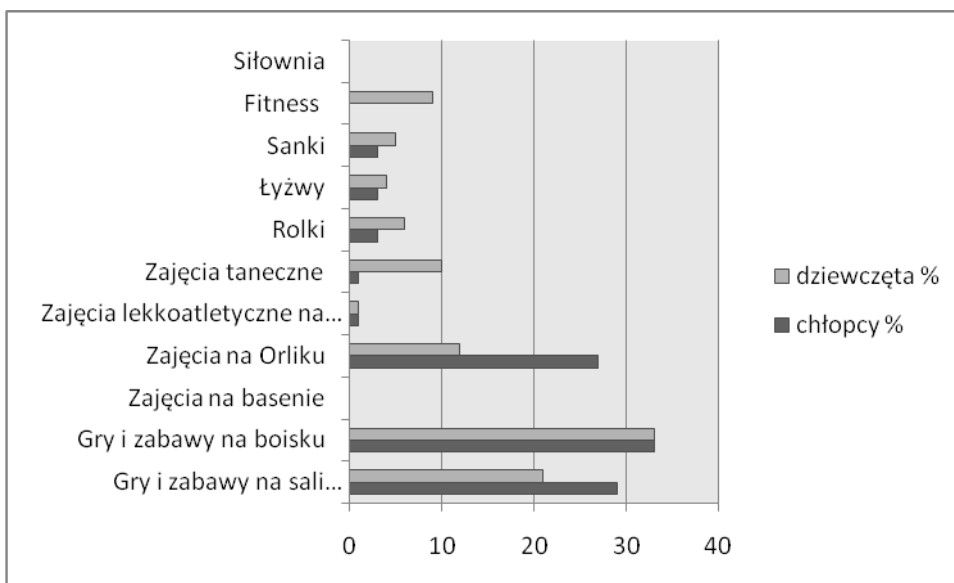


Fig. 10. What forms are accessible to the physical activity in your region which you can participate apart from lessons in?

The most boys and girls get hooked on the participation in games and games on the court (33%), and on a gymnasium of the -29% of boys and the 21% of girls, however in classes at the eaglet- of the 27% of boys and the 12% of girls. Completely they rank classes: dances, roller blades, skate, the toboggan and the fitness (Fig. 10).

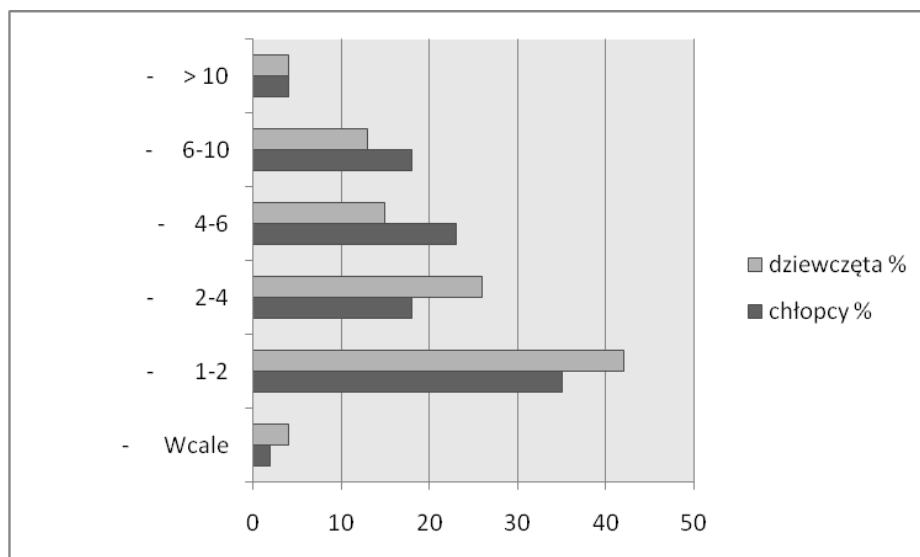


Fig. 11. How many hours every week do you devote to the physical activity?

Examined answered that they were active in terms of physics: 1-2 tygodniowo-35 hours % of boys and the 42% of girls, 2-4godz.- of the 18% of boys and the 26% of girls, 4-6godz.-23 % of boys and the 15% of girls, but 6-10godz.-18 % of boys and the 13% of girls. C 4 % examined thinks, that more than 10 hr And at all - granted the 2% of boys and the 4% of girls (Fig. 11).

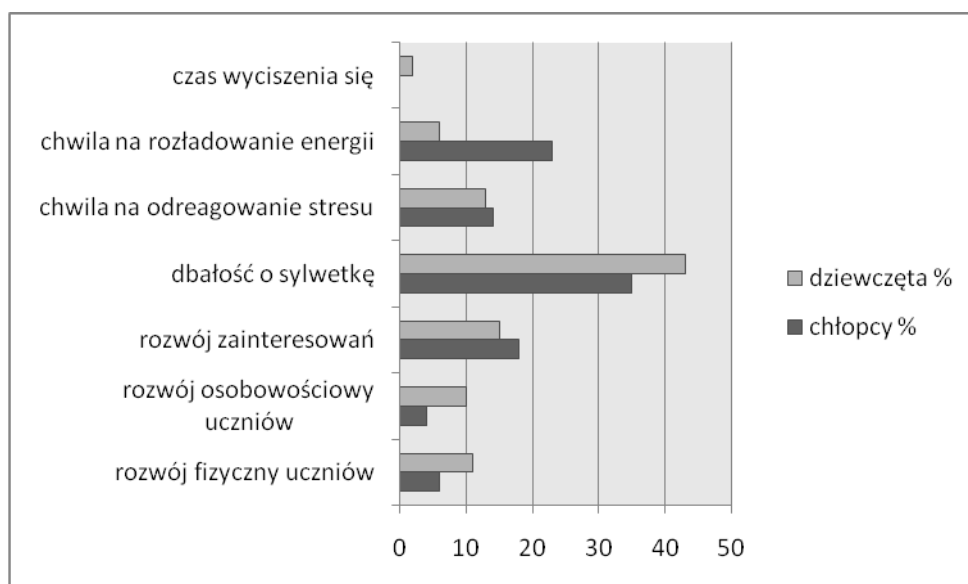


Fig. 12. At school they are your sentence of filling the physical education needed for ...?

Respondents think that the needed physical education is at school because of the care of the silhouette- of the 35% of boys and the 43% of girls. A development of interests of the 18% of boys and a 15% of girls and a moment are an important argument for releasing the stress- of the 14% of boys and similarly at girls of the 13%. (4%) of boys and (10%) of girls claims, that for the personality development, and for the development of the physical 11% of girls and the 6% of boys. (23%) of boys claims that it is moment for relieving the energy, this sentence only holds in regard (6%) of girls. However (2%) regards girls it is time for calming itself down (Fig. 12).

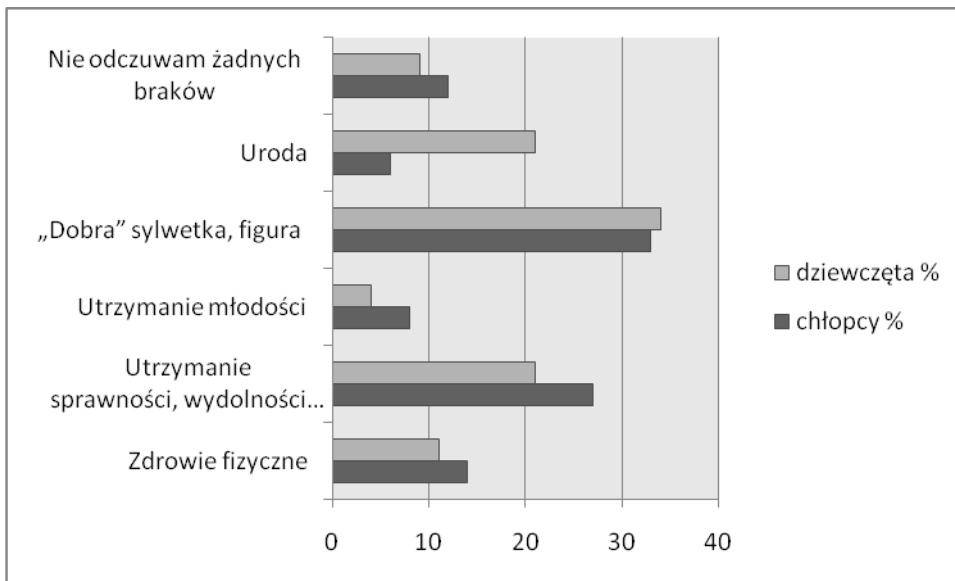


Fig. 13. Which from exchanged fields you lack in?

Students claim that they lack boys and the 34% of girls in terms of the good silhouette, the good figure i.e. the 33%. And the 27% of boys and the 21% of girls think that he has gaps in keeping the efficiency and the physical fitness, however in the health a -14% thinks boys and the 11% girls. Examined which lack none it is a 12% boys and the 9% girls. However, that keeping the youth of the -8% of boys and the 4% girls. Young people have gaps in the beauty a 21% of girls and a 6% of boys claim (Fig. 13).

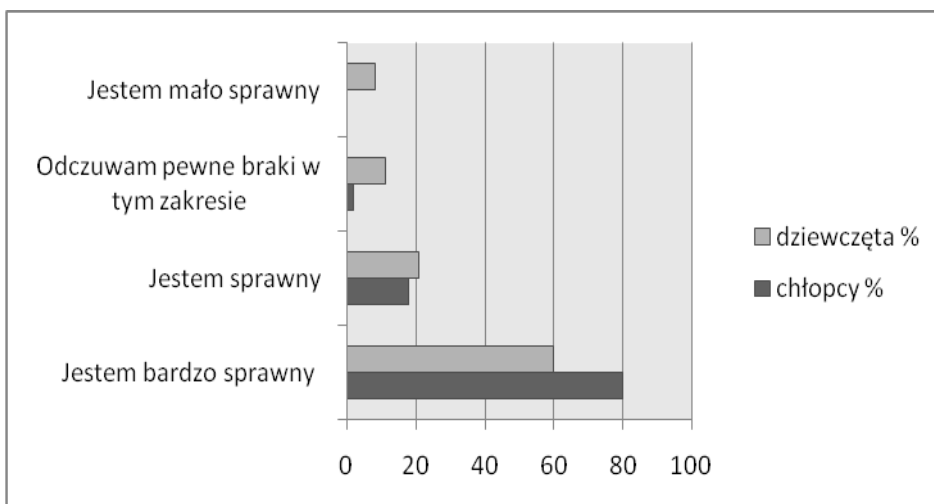


Fig. 14. How do you judge yourself in terms of the physical fitness?

The 80% of boys and the 60% of girls think that she is very in good shape physically, the 18% of boys and the 21% of girls claim that she is skilful. And the 27% of boys and the 21% of girls admit that he feels certain gaps. However (8%) announced girls are not very skilful (Fig. 14).

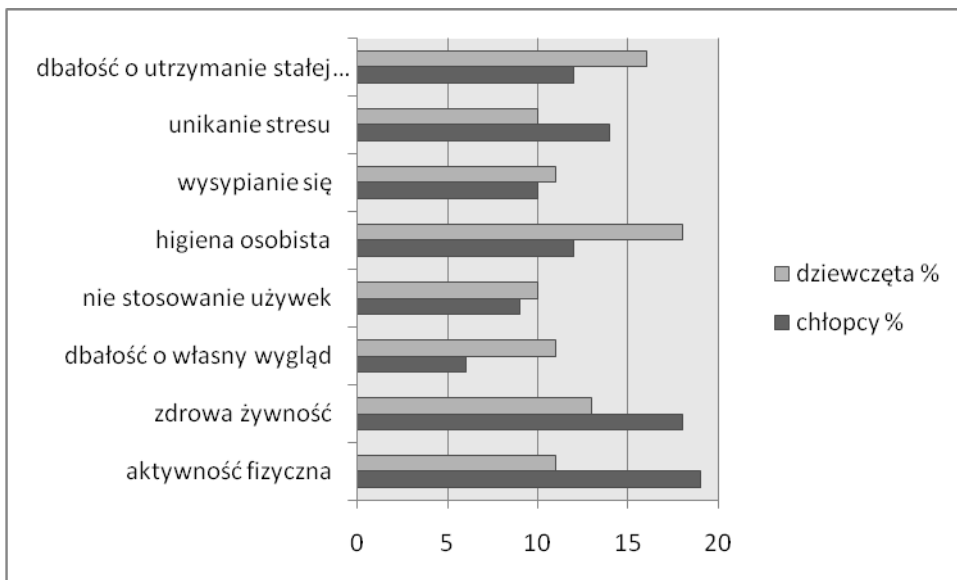


Fig. 15. What important components of a healthy lifestyle are your sentence?

Young people think that with important component of a healthy lifestyle, it is a physical activity of the -19% boys and the 11%. However, the 18% of boys and the 13% of girls claim that a health food is important. It emphasized the personal hygiene 12% of boys and as far as 18% of girls. The care of keeping the fixed body weight declared the 12% of boys and as far as 16% of girls. It announced the care of the own appearance, i.e. the 6% of boys and the 11% of girls that she was important cares of the own appearance. Not applying substances emphasized the 9% of boys and the 10% of girls, and about getting enough sleep the 10% of boys and the 11% of girls and avoiding the stress of the 14% of boys and the 10% of girls.

Test results of the physical fitness of boys and girls from the junior high School in Siemnowek one could consider in three outermost categories: physical fitness on high, on good and on the sufficient level. These results aren't satisfactory- because there is no student from both of sex which would receive 36 points. There are students who received 30, 31 and to rank 32 points it is possible this level to higher than outstanding, but still well such persons were in every class and every generation. As regards averages of classes, it best classified oneself at boys class II (with the average 25.42), then class III (with the average 23.38), and the average was lowest in the class I (with the average 22.17). Averages of all classes develop on the very good level. The highest results taken back stayed in every of classes - what he/she marks, that there are few boys who firmly lower the level of classes. The lowest results appeared in the class I - 1 student had 12 and the other 13 points - their level is sufficient. However, as regards averages of classes it best classified oneself at the II girls class II (with the average 23.94), then class III (with the average 23.47), and the average was lowest in the class I (with the average 22.3). Averages of all classes at the level also develop very good. Where boys had the lowest average 22.17 in the class I but at girls in the class I it amounted to a bit more because 22.3. However, the difference is in the highest averages in the class

II because boys have 25.42 and girls relatively much lower because 23.94. The lowest results appeared in the class I - 1 schoolgirl had 13 and second 14 points. - their level is sufficient like at boys. One can see clearly, that checking the strength of the belly muscles is a weak point of boys and girls. A symptom peculiarly worrying, pointing out to the physical degeneration of contemporary young people, deprived to a large extent of the natural stimulus, with which appropriately an intense and regular movement is on form of any efforts.

Developing the feature according to needs and possibilities of children and gigantic meaning can have young people for improving the general biological state of the contemporary school population. It provided because high-speed exercises influence the state of training the arrangement nervously mainly - muscle, the paper on weight character supplies it for considerable streamlining the body what young people so much care about.

After the analysis of the results, it is possible to state the test of Krzysztof Zuchora, that number of classes allocated at present for the weight development - is determination too small. Long-term and systematic increasing requirements are effective counteracting this disadvantage in the weight scope. Of course, every organism is different and on account of the fact that all students participated in the test (even with some delicate disease-s e.g. obesity) we can see it, that much is of shortcomings of motor features shaped out of these young people. One student has better developed power, but the other endurance is third very much supple but unfortunately, the jumping ability disappoints him. Every student has for doing some work on corner elements but from test results, we can see huge negligence associated with molding of power astomach muscles, and it is necessary with these young people to do some work on it.

Conclusions

Physical activity to the health and consequently, enjoys considerable influence influence on the physical fitness of the man. From here joining these two elements at this work. When young people are active there is a fitness level he/she will grow- because through any movement, we are able to develop our motor features. In tests the meat and potatoes associated with the physical education were received at secondary school schools. At the Public junior high School in Siemnowku tests were conducted through the participation of all students in the poll about the physical fitness and the physical activity. A level of the efficiency was also examined through the grade transcript of the physical fitness of Krzysztof Zuchora.

It results from the poll that senior pupils in (over the 80% of boys and girls) spend their free time actively. The questionnaire survey showed that students for you had a small room for the man oeuvre in choice of forms of the physical - activity had a small access to centres of public- use of

courts, fully fitted gymnasia, eaglets, bedpans, etc. But he results from polls; for themselves, they find alternative options of taking the leisure time. At least from Fig. s we read out, that many people, when have a leisure-time chase him off on watching TV and spending a lot of time by the computer. At the graph about the hourly length of spending the leisure time above the physical activity, we can see that it isn't the group of young people, which practises some sports professionally. Only a 4% of students from everyone from the sex more than 10 hours practise sport every week. The community of this junior high school thinks that a physical education is needed at school mainly because of the care of the silhouette, but the question where students feel gaps answered also in the majority of votes, that in maintaining the good silhouette and the figure. After all there are far more arguments that are valuable as even if attention against our organism, for our health- which in today's reality biggest treasure constitutes for the man. However examined determined largely too much themselves skilful so they are probably conscious, that cannot in their life a time to the physical activity, to in order to eat properly be missing and generally take care of himself. We can acknowledge that students of this junior high school are active in terms of physics the way they determined it in questionnaire forms. One is more active second, they more rarely set about to the physical activity but are always on the go. Individuals should more apply themselves and start doing some work on oneself skilful, lets them this health. It is possible to think, that since this his or her life school is in country area and students also come from local village-s much to owe it is possible so relatively high level of results of the test- of the work, which sure oftentimes these students to do have in households at their parents. It probably enough influences raising the fitness level at these young people and it is very much valuable element, because students have a weak sports base and fly's for oneself to organize classes. Taking the average level of this school into account both sex takes out 23.45 that it is an according to the grade transcript.

The following conclusions result from tests:

1. The physical activity enjoys considerable influence upon the health.
2. The physical activity is an indicator of the fitness level.
3. Students are active and at the same time in good shape physically.
4. Young people know that it is necessary to be active, to care for one's health, to watch one's figure, to eat healthily.
5. Conclusions of the grade transcript of the physical fitness convinced, that the activity is important for young people and in spite of low abilities of the practicing sport, students demonstrated the average level of the physical fitness.

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PHYSICAL ACTIVITY IN THE LEISURE TIME OF STUDENTS FROM THE PRIMARY SCHOOL NO. 38 IN BYDGOSZCZ

Aktywność fizyczna w czasie wolnym uczniów ze Szkoły Podstawowej nr 38 w Bydgoszczy

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Number of characters: 26 500 (with abstracts). Number of images: 8 x 1 000 characters (lump sum) = 8 000 characters.

Total: Number of characters: 34 500 (with abstracts, summaries and graphics) = 0,8625 sheet publications.

Keywords: physical activity; leisure time; students; elementary school; Bydgoszcz.

Słowa kluczowe: aktywność fizyczna; czas wolny; uczniowie; Szkoła Podstawowa; Bydgoszcz.

Abstract

Man living in surrounding world he carries out and fulfils his needs. Without the doubt, a move which a state of the organism in the health allows to support is such a need. So the physical activity accompanies the man every day and in every moment of the life (Sokołowski et al. 2008). Whether forms of the physical activity are taken, how often, from what reasons? A test on the reply was a main purpose of the work in what way students spend the leisure time from the school learning, both into weekdays, and in weekends and the winter holidays and holidays, with special taking into account using this time to the physical activity, and factors which can affect both for developing this initiative as well as her braking. Tests were conducted in the Primary School No. 38 in Bydgoszcz. Students were put through an examination at the age of 11-13. For method of the diagnostic survey randomly two classes 4, two classes 5 and two classes 6 were examined, in total 145 students, including 72 boys and the Test of findings lets 73 the hanging indent of the following conclusions:

1. Students a lot more leisure time to passive rest, than to the physical activity.
2. The amount of time devoted by the student to the physical activity in the weekend increases at least about 2-3 hours towards the amount of this time into weekdays.
3. Majority of students during a holiday and of the winter, holidays use sports-recreational camps.
4. The majority of students are conscious of meaning of the physical activity for a healthy lifestyle.
5. For children in taking the physical initiative, a laziness and a lack of the leisure time are the biggest obstacle.
6. The role of parents in encouraging children to the physical activity is minute.

Streszczenie

Człowiek żyjąc w otaczającym świecie realizuje i zaspakaja swoje potrzeby. Taką potrzebą bez wątpliwości jest ruch, który pozwala utrzymać stan organizmu w zdrowiu. Aktywność fizyczna towarzyszy więc człowiekowi każdego dnia i w każdym momencie życia (Sokołowski i wsp. 2008). Czy formy aktywności fizycznej są podejmowane, jak często, z jakich powodów? Głównym celem pracy była próba odpowiedzi w jaki sposób uczniowie spędzają czas wolny od nauki szkolnej, zarówno w dni powszednie, jak i w weekendy oraz ferie zimowe i wakacje, ze szczególnym uwzględnieniem wykorzystania tego czasu na aktywność fizyczną, oraz czynniki, które mogą mieć wpływ zarówno na rozwijanie tej aktywności jak i jej hamowanie. Badania zostały przeprowadzone w Szkole Podstawowej nr 38 w Bydgoszczy. Badaniu poddano uczniów w wieku 11-13 lat. Metodzie sondażu diagnostycznego przebadano losowo dwie klasy 4, dwie klasy 5 oraz dwie klasy

6, w sumie 145 uczniów, w tym 72 chłopców i 73 dziewcząt. Analiza wyników badań pozwala na wysunięcie następujących wniosków:

1. Uczniowie więcej czasu wolnego przeznaczają na wypoczynek bierny, niż na aktywność fizyczną.
2. Ilość czasu poświęcona przez ucznia na aktywność fizyczną w weekend zwiększa się minimum o 2-3 godziny w stosunku do ilości tego czasu w dni powszednie.
3. Większość uczniów w czasie wakacji i ferii zimowych korzysta z obozów sportowo-rekreacyjnych.
4. Większość uczniów jest świadoma znaczenia aktywności fizycznej dla zdrowego stylu życia.
5. Największą przeszkodą dla dzieci w podejmowaniu aktywności fizycznej jest lenistwo oraz brak czasu wolnego.
6. Rola rodziców w zachęcaniu dzieci do aktywności fizycznej jest bardzo mała.

Introduction

Man living in surrounding world he carries out and fulfils his needs. Without the doubt, a move which a state of the organism in the health allows to support is such a need. Therefore, the physical activity accompanies the man every day and in every moment of the life (Sokołowski et al. 2008). In contemporary reality raising the young generation to the value is a big educational challenge. It consists in leading students into the world of the value, convincing them to a specific way of thinking and molding abilities of choice of circuit races of assessing practical achievements (Koszczyca et al. 2007). Universally, a leisure time is included in recognised individual and social values. It is remaining time after carrying out all, social, educational and professional family responsibilities. It is allocated for rest, entertainment, development of interests, which match avocations and likings of the individual. The leisure time serves a lot as the personalities significant for the development and the quality of life. It creates the chance of relaxation, rest, recuperation. Contents and forms of using the leisure time are different. However, one's task best fulfils when is used actively, e.g. while performing classes in the physical culture among others of the gymnastics, walks, games of both games involving physical movement, the tourism, practicing corner kicks of sports, or classes and entertainment about character cultural educational i.e. press, radio, television, movie, dance, friendly matches, chosen community work (Wilk, Formela 2005).

In concepts of developing the leisure time a physical activity plays an important role. For it the presence in the way and a lifestyle gives the possibility of preserving the centered biological development, psychological and social (Walentukiewicz 2005). Lately unfortunately, drastically a level of physical activity drops among children and young people, which is conditioned with interest, reduced for her. The great importance in correlation with the natural need of performing a physical effort has the progress of civilization. Effort of the contemporary man is edged to minimum values. The new technology popularizes the sedentary lifestyle, integrates conveniences into the daily living in the result of what he limits our action and causes many adverse effects. It is

transferred for keeping children who willingly use their leisure time on spending a lot of time in front of the computer or on watching TV. There is also a growing white-collar work of children not without meaning in entry-levels, which causes staying in the considerable amount of time in a sitting position. He is an effect spreading hipodynamia causing deviations from the correct medical condition. In this way more and more oftentimes appearing abnormal spinal curvatures of the body are a plague. The lack of the activity at children also brings psychological adverse effects. They are it among others: feeling the inferiority complex, feeling jealousy towards other, rejecting towards peers, public rejection, shyness, anxiety of failures (Sokołowski et al. 2008). The restricted physical initiative leads the volume of bodily fluids also to the muscular atrophy, the atrophy of tissues and organs, osteoporosis, lowering the metabolism, unfavorable changes, reducing the immunity, the fall in the physical fitness and the increase in the frequency of contractions of the heart in the rest and after effort (Osiński 2002).

Extremely, and so propagating the physical activity which it is necessary to start already with the youngest years becomes an important component. Children should know, how the health is important and as great meaning in that situation has a move. In molding attitudes to the physical activity parents are the first link. In many tests, they stated that children actively had physical parents in the future 2-6 times greater plausibility to an active lifestyle (Napierała, Muszkieta 2011). Therefore, activity of the family in preparation of the child on the involvement in the physical culture is just leading. Parents should suggest different types of exercises for children, should participate in them with them, to watch exercises of children, to talk to them about their physical daily, or week's activity. They can also increase the activity of children by practicing in their presence, joint exercises after school and Saturdays and Sundays, bringing the organization of the activity eats e.g. to the swimming pool or the skating rink, of limiting in watching TV programmes and using the computer (Drabik 1997). In promoting the physical activity a school which includes the entire population of children is a next very important cell. From the perspective of the health, there is no purpose more important for the school physical culture, like preparing them to be active physically of lifestyle in the maturity (Drabik 1997). And so it is puzzling, what role the physical activity plays amongst children in their leisure time. Whether forms of the physical activity are taken, how often, from what reasons? A test on the reply was a main purpose of the work in what way students spend the leisure time from the school learning, both into weekdays, and in weekends and the winter holidays and holidays, with special taking into account using this time for the physical activity, and factors which can affect both for developing this initiative as well as for her braking.

Material and methods

Tests were conducted in the Primary School No. 38 in Bydgoszcz. Students were put through an examination at the age of 11-13. They answered 15 questions concerning the physical activity in the leisure time. With method of the diagnostic survey randomly two classes 4, two classes 5 and two classes 6 were examined, in total 145 students, including 72 boys and of 73 girls. Fig. 1, 2 presents data concerning the number of respondents.

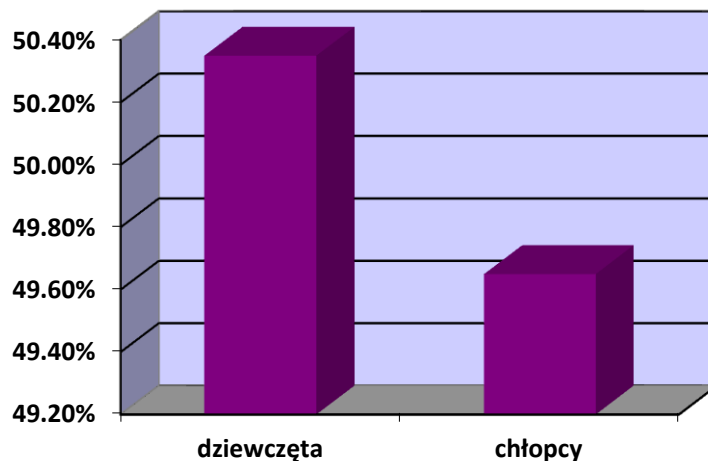


Fig. 1. Nnumber of students examined.

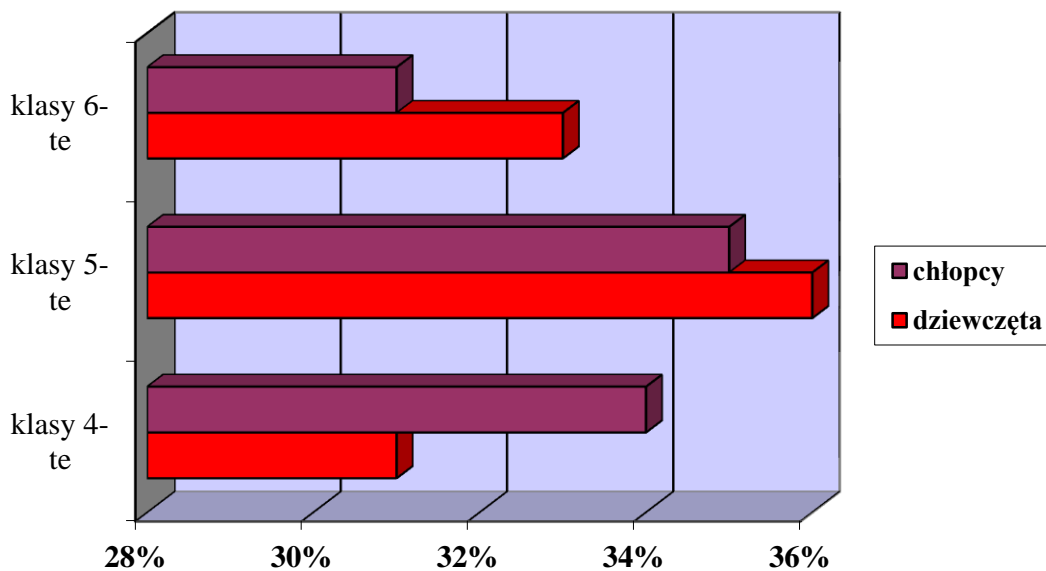


Fig. 2. Material of tests.

Results

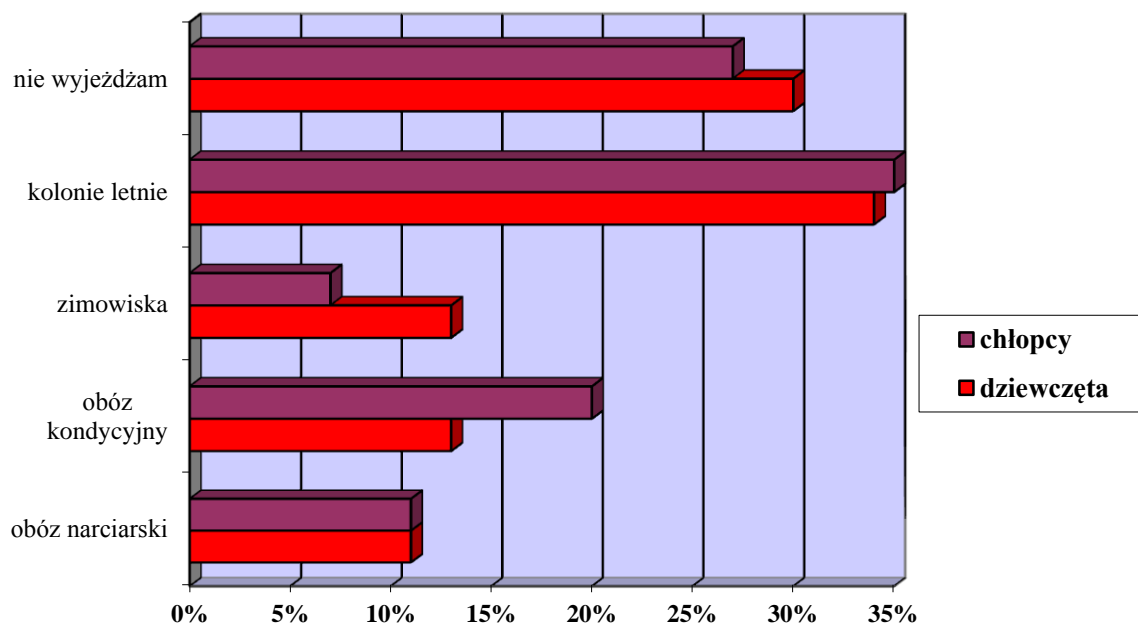


Fig. 3. Whether during summer holidays and the winter holidays you go for sports-recreational camps.

Majority of students (Fig. 3.) during holidays goes for summer settlements. It declares 35 % boys and not quite 35 % girls this way. Very largest group of students, because as far as the 30% of girls and over 25 % boys do not leave to sports-recreational camps. Winter resorts, a keep-fit camp and a ski camp took the more distant places.

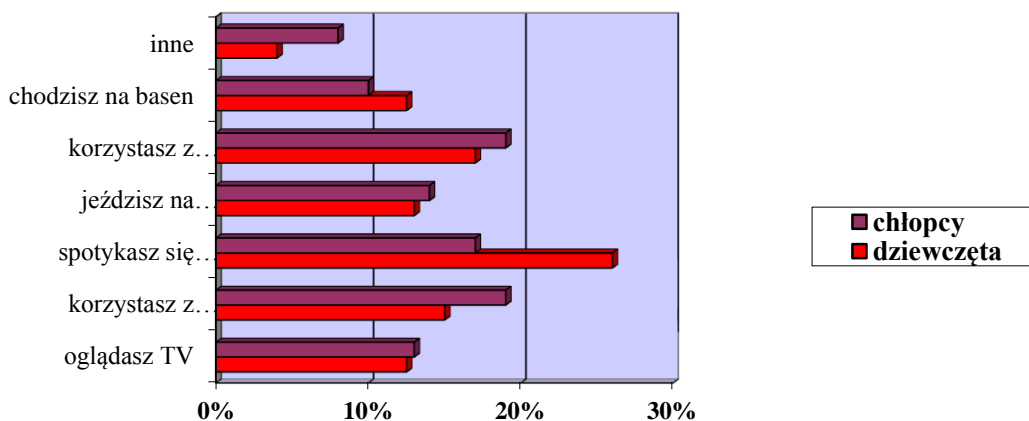


Fig. 4. If you remain in your home, how you spend your free time mostly?

Meetings with acquaintances are a main way of spending the leisure time into summer holidays and the winter holidays by girls - over the 25%. Later, their leisure time is intended to using the Eaglet - over 15 % and using the computer -15 %, where at boys were it is most oftentimes shown the reply. Of meeting with acquaintances, according to the boy-s' over the 15%, are on the third place. More distant places constituted: examining the TV, going swimming and the cycling. Among other ways of spending the leisure-time students changed among other's skateboarding, reading books, listening to music, games with siblings, going to the training.

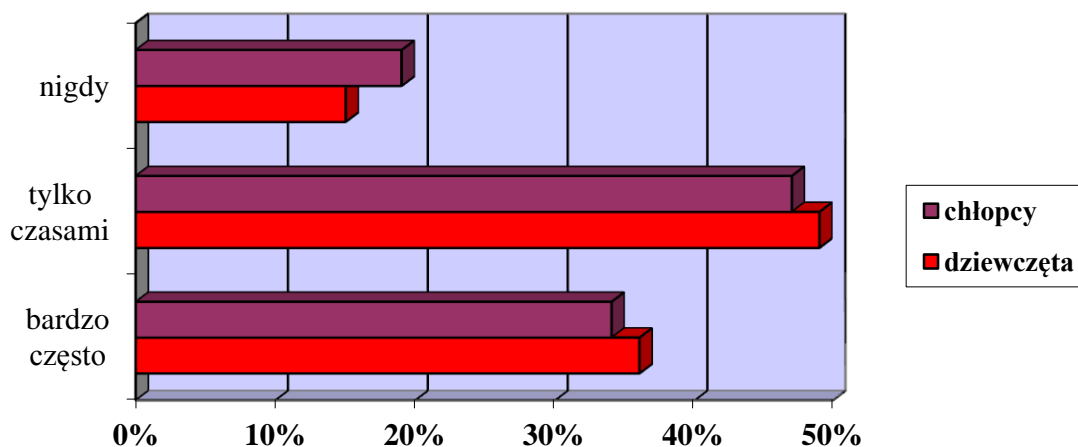


Fig. 5. Do parents encourage you for active spending the leisure time?

In the question in relation to encouraging to the motor activity by parents, replies of girls and boys they turned out to be very similar (Fig. 5). The majority of students are only sometimes encouraged to the physical activity in the leisure time. He declares such not quite 50 % girls and boys. There are encouraged c 35 % boys very often and of girls. 15 % girls never showed the reply and not quite 20 % boys.

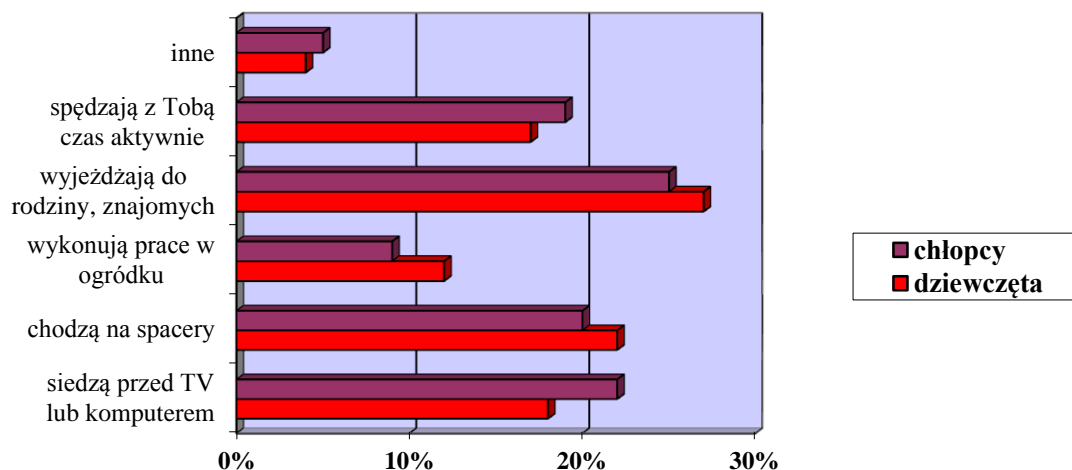


Fig. 6. How your parents (guardians) spend their free time?

Trips to the family and acquaintances are and the most oftentimes appearing way of spending the leisure time by parents both of girls - above the 25% and boys of the 25% (Fig. 6). Parents oftentimes also go to walk as well as sit in front of the TV set or the computer. Only in the fourth order away of spending time by parents with children is on a physical activity. It emphasized this reply not quite 20 % boys and over 15 % girls. In the leisure time, they are other functions, which occupy parents among others lying, reading books, a card game, cinema-going, doing one's homework with children.

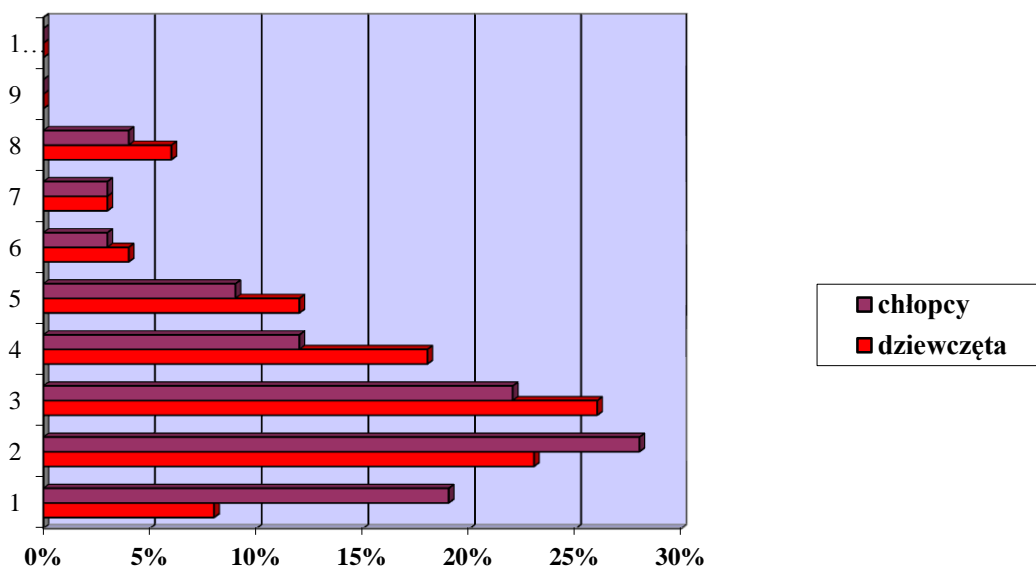


Fig. 7. How would you rate your physical performance? 1-a, 10-very poor.

Students assessed their physical fitness on the high level (Fig. 7). Most oftentimes marked with reply among boys over 25 %, was 2, at girls a little lower 3. Outstandingly, in terms of the efficiency it gave itself a mark not quite 20 % boys and c 10% of girls.

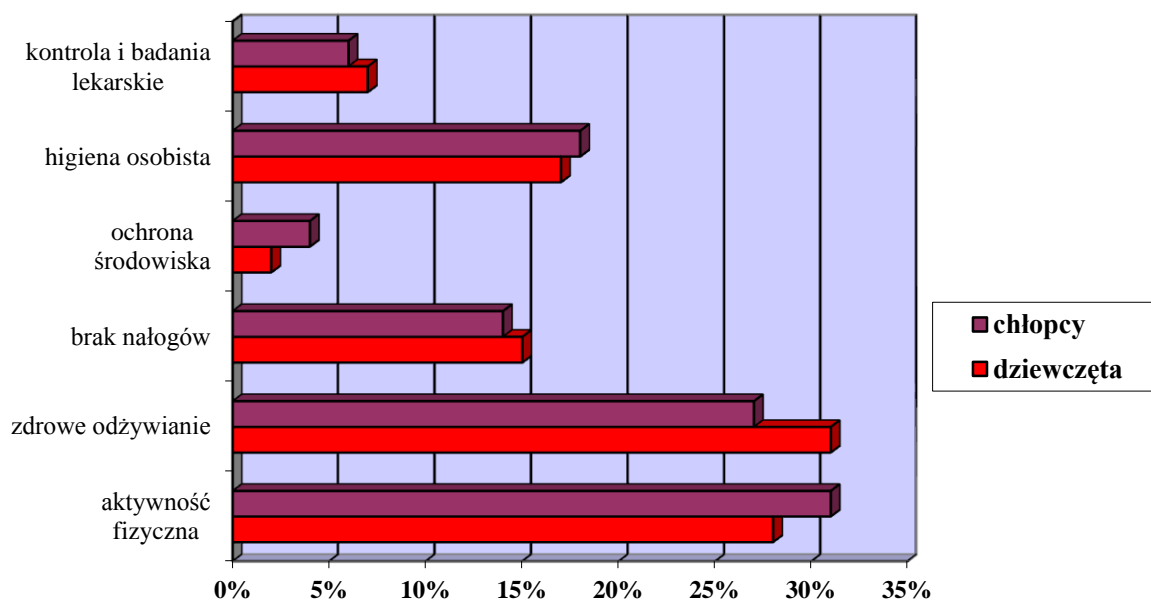


Fig. 8. What means to you a healthy lifestyle?

A healthy lifestyle according to students is connected above all with a physical activity and healthy feeding (Fig. 8). It chose the physical activity above the 25% of girls and over 30 % boys, but healthy feeding over 30 % girls and 25 % boys. Students next exchanged the personal hygiene and the lack of addictions. A control and medical check-ups and an environmental protection took the more distant places.

Results

The physical activity, the health and the quality of life closely are connected with themselves. The human body was constructed for the movement, and therefore, requires the regular physical activity to optimum functioning and avoiding illnesses. Moreover, leading the active lifestyle brings many other social benefits in and psychological. People then feel well both from a physical point of view, which and psychological and are pleased with a better quality of life than persons leading the sitting lifestyle. The physical activity fulfils also a utilitarian objective connected directly with the sphere activities of the weekday. The skilful man physically more quickly adapts to new tasks and motor specialist functions, and at carrying them out consumes energy less and in the process later

tires. Educating different motor characteristics of the man during the move, i.e. the speed supported it, agility, power, motor coordination and the like (Osiński 2002). At children and young people the physical activity arouses interests which they want to deepen, equip them with a wide range of motor habits. Starting from the motor stimulation in the baby period, through the physical education at the school, family, after school classes, sport, for the tourism and the recreation. It is worthwhile also pointing out that taken different forms of the physical activity are an excellent measure to survive oneself of children and young people. Give the chance to the energy to the discharge collected, let give the discount to bad emotions, provide with emotional experiences, develop psyche, imagination, ability of fast intending, mold character and features which they exploit in the further social life (Sokołowski et al. 2008). They can help also with the social development of young people by providing for the possibility expressing oneself, building the self-confidence, the social interaction and integration. It has also been suggested that physically active young people more readily adopt other healthy behaviors (e.g. avoidance of tobacco, alcohol and drug use) and demonstrate higher academic performance at school. Children and active young people physically more easily assume behavior pro healthy e.g. avoid smoking cigarettes, of drinking alcohol and show taller results in the learning. The regular physical activity can protect from many health problems. It counteracts heart diseases and cerebral stroke, is basic in the middle and the most effective in the treatment and the ischaemic prevention of illnesses of the heart; a function improves hearts, lowers the cholesterol count, lowers the blood pressure, what corrects the blood flow through other organs, by what they become better fed up and supplied with needed ingredient's thanks to (Sokołowski et al. 2008). The physical activity triggers also favourable changes in the respiratory system. Enlarging the vital capacity causes, lowering the respiration rate, it corrects dynamics of the respiration and the gas exchange in lungs and tissues, prevents dyspnoea force, improves the function of respiratory muscles, ventilation rest and force, and it also prevents limiting the flow in lungs and impairs disease symptoms, e.g. asthmas, cystic fibroses. (Napierała, Muszkieta 2011). The move stimulates digestive processes as well as corrects rest metabolism. It also favorably works on the system of the move keeping his appropriate development. At children, he causes the development of the skeletal arrangement, counteracts being formed of deformations within the bone, as well as he normalizes the calcium metabolism, what in the future prevents coming into existence of abnormal spinal curvatures. Children as a result of the move improve their construction bone muscle, adapt more easily to burdens and effort (Sokołowski et al. 2008). The physical activity works also on the nervous system and of internal secretion. Among others producing endorphins, i.e. neurotransmitter called the "hormone of happiness" which the good mood causes. The physical activity is a condition of keeping the physical fitness by the entire life.

He leads the health to the improvement, but also is a medicine for many diseases associated with the progress of civilization. One of them, oftentimes appearing at children, there is obesity. Appropriately physical exercises selected to individual possibilities, and the diet constitute the basis of therapy. Speeding up and facilitating the reduction in the body weight not only causes the move, but also let's keep the longer get effect. A physical effort increases the sensitivity of tissues to insulin, what for it, the demand reduces by. Thanks to that he does diabetes of the II type good. The physical activity can help also fight arterial hypertension, heart diseases, pains along the spine, osteoporosis, catch a cold, of depression (Napierała, Muszkieta 2011).

In order to with physical activity favorably to influence, the organism must be played systematically and on the appropriate intensity level. According to the World Organization, they should demonstrate healths of children and school-age young people oneself with everyday physical activity about restrained intensity for at least 60 minutes. Tests showed, that over the half has polled students largely 3-4 hours of the leisure time per day, and 5 and more hours have 30 % boys and over 20 % girls. The amount of this time differs from the amount of the leisure time of children in Złotoryja. There, as a result of tests conducted by Michalczaka and Zakrzycki, children declared that they had mainly 2-3 hours of the leisure time in days of the school learning, that is far fewer than students in Bydgoszcz (2011). It results from tests that the physical activity takes the high place just enough, towards other functions played in the leisure time. Students allocate for the activity, mainly 1-2 hours and more time per day. It is possible to state that the majority of person's fulfils WHO recommendations in relation to spending time on the motor activity, on which children of primary school age should donate 60 mines per day. Only a 9% allocate fewer than an hour for AF of boys and the 11% of girls. Just as well, a situation presents in weekends itself where the devoted time for the physical activity increases both amongst girls as well as boys. They devote then to the minimum 2-3 hours more on AF. However, a fact of the ratio of the physical activity to passive forms of spending the leisure time is Alarming. It results from tests that watching the TV and sitting in front of the computer are the most frequent form of spending the leisure time of children right after the physical activity, and the total devoted time on sitting in front of the screen is bigger than the devoted time to the physical activity. In conducted tests in the Śląski Ząbkowice very using the computer already overbalanced the physical activity. The same the situation looks in tests of Michalczak and Zakrzycki where above all sitting in front of the computer is a main way of spending the leisure time (22%) or examining the TV (21%), and active forms i.e. walks, the cycling and the ballgame filled the low per cent of all replies (2011). In the leisure-time team, games are main forms of the physical activity exchanged by respondents (the 30% of boys and the 20% of girls) and cycling (of 25 % boys and girls). It most probably involves coming into existence

by the school of the complex of court's Eaglet 2012, which constitutes the excellent space for the active leisure of children. As a result of tests amongst students in the Śląski Ząbkowice activities are also predominant form's cycling, roller blades and sports games. All respondents answered that they had their sports equipment at home. Most oftentimes it is the bicycle crunch, roller blades and balls for different team games. It agrees with declared forms of active spending the leisure time. Amongst children after school classes enjoy the great interest. Above all special interests groups which were and most oftentimes exchanged reply. Over 40 % boys and c 25 % girls participate in sports classes. A very low attendance of participating children at after school class's acts in tests of Michalczak, Zakrzycki. Over 60 % students in Złotoryja and the 51% of students from the Ząbkowice are involved in no extracurricular classes (Michalczak, Zakrzycki 2011). Entertainment is a main motive for taking the physical initiative. Children are aware that AF is an element of a healthy lifestyle, but entertaining her for health purposes takes out not quite 15 % at boys and 20 % at girls. Laziness turned out to be the biggest obstacle to taking the physical initiative (c 30 % boys and 25 % girls). In the second-order students exchanged the lack of the leisure time which is most probably caused with the domesticity and the learning. Children examined by Machnik also exchanged the lack of the leisure time of 25 % replies as one of the main obstacles (2001). The majority of students spend holidays and the winter holidays apart from the house. Summer's colonies enjoy the greatest interest (of 35 % girls and boys). However, there is a sizeable group of people, which participates in no sports-recreational camps. Over 25 % boys and 30 % girls stay at home. However, it is not large percent compared with other findings. In Złotoryja of 80 % children and in Śląski Ząbkowice 46 % does not go for sports-recreational camps (Michalczak, Zakrzycki 2011). Staying at home during a holiday and of the winter holidays students spend the leisure time into the similar manner like into weekdays during the school year. Mainly, they devote him on meeting with acquaintances, for using from the Eaglet and from the computer. Parents in preparation of children for the physical culture should encourage them to active forms of rest. However, the majority of students declared that parents only sometimes encouraged of them to AF. It probably forms where spend this time, mainly on trips to the family or acquaintances and on sitting in front of the TV and with the computer. The time for the physical activity with children assigns only c 20 % parents according to students. In the Śląski Ząbkowice, to the question about the person, which motivates you to the physical activity, reply- parents only made a profit 28 % of all replies. The main hypothesis assumed that the physical activity of students of the elementary school in Bydgoszcz took the distant place of No. 38 amongst functions undertaken in the leisure time from the learning, into both weekdays, weekends and holidays and the winter holidays. It turned out completely inversely. According to respondents, the physical activity takes the high

place of students in ways of spending the leisure time (boys - over 25 %, girls 21 %). The physical activity of students of the Primary School No. 38 in Bydgoszcz takes the high place amongst functions undertaken in the leisure time from the learning, into both weekdays, weekends and holidays and the winter holidays. Children have an appropriate equipment for taking active forms of rest, cannot also complain about the sports base and available extracurricular classes. Students allocate the appropriate amount of the leisure time for the physical activity. Therefore, it's no wonder that in the question concerning its physical fitness, they gave themselves a mark on the high level. The test of above findings allows for the hanging indent of the following conclusions:

1. Students a lot more leisure time to passive rest, than to the physical activity.
2. The amount of time devoted by the student to the physical activity in the weekend increases at least about 2-3 hours towards the amount of this time into weekdays.
3. Majority of students during a holiday and of the winter, holidays use sports-recreational camps.
4. The majority of students are conscious of meaning of the physical activity for a healthy lifestyle.
5. For children in taking the physical initiative, a laziness and a lack of the leisure time are the biggest obstacle.
6. The role of parents in encouraging children to the physical activity is minute.

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ACTIVITY IN THE LEISURE TIME OF YOUNG PEOPLE FROM THE COMPREHENSIVE SECONDARY SCHOOL NO. 15 IN BYDGOSZCZ

Aktywność w czasie wolnym młodzieży z Liceum Ogólnokształcącego nr 15 w Bydgoszczy

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Abstract

Determining the state of the physical activity of students was a purpose of research of comprehensive secondary school No. 15 in Bydgoszcz and the comparison of results with regard to the sex examined.

Methodology was grounded on thorough research own, which were taken in February 2012 a questionnaire of the questionnaire form was a method of the diagnostic survey, but an applied tool. Of prepared questionnaire forms, there were 150 pieces. Back 140 pieces of questionnaire forms were received, what 120 questionnaire forms were correctly from fulfilled and that's that stayed included in hereby Fig. up. As a result of it 120 students were provided with the test secondary school, and including 70 girls and 50 boys. Majority examined was in the age group of 17-18 years. From conducted tests and the analysis of the results, it is possible to draw the following conclusions:

1. Young people have much leisure time sufficiently in order to take the physical initiative.
2. Young people most oftentimes spend their free time in front of the computer.
3. Most oftentimes by boys a football is a chosen form of the physical activity. For the whole examined the cycling and running are a popular form.
4. Both girls and boys most oftentimes undertake the motor recreation in the circle of acquaintances, of friends. The individual activity oftentimes is also met among students.
5. A lack of the free time is a main barrier of the physical recreation of students.
6. Boys more oftentimes take the motor initiative from girls.
7. Satisfaction from the taken initiative is a main purpose which motivates respondents for being involved in a motor recreation. An improvement in the efficiency and the physical fitness is also a next important motive. It examined also stated that desire for the change of a lifestyle was a reason, for which they take the physical initiative.
8. The trace amount of students only has no equipment sportingly - recreational, and the majority from them has a bicycle crunch at its disposal. Many persons have balls also of a different kind for team games and skipping rope.
9. Respondents are the most frequent objects which they use: swimming pool, courts for recreational games and fitness room.
10. Considerable majority examined thinks that appropriately developed areas are in their domicile for practicing the physical recreation.
11. Healthy lifestyle for respondents these are above all a physical activity and a healthy diet.

12. At being involved in a motor recreation respondents feel positive emotions mainly so as: satisfaction, joy, happiness or feeling the freedom. Only few have negative feelings during exercises.

Streszczenie

Celem badań było określenie stanu aktywności fizycznej uczniów Liceum Ogólnokształcącego nr 15 w Bydgoszczy oraz porównanie wyników względem płci badanych.

Metodologia została oparta na badaniach własnych, które zostały przeprowadzone w lutym 2012 roku metodą sondażu diagnostycznego, a zastosowanym narzędziem był kwestionariusz ankiety. Przygotowanych ankiet było 150 sztuk. Z powrotem otrzymano 140 sztuk ankiet, z czego 120 ankiet było poprawnie wypełnionych i tyle zostało uwzględnionych w niniejszym opracowaniu. W wyniku tego badania objęto 120 uczniów liceum, a w tym 70 dziewcząt i 50 chłopców. Większość badanych była w grupie wiekowej 17-18 lat. Z przeprowadzonych badań i analizy wyników można wyciągnąć następujące wnioski:

1. Młodzież ma dostatecznie dużo czasu wolnego by podejmować aktywność fizyczną.
2. Młodzież najczęściej spędza swój wolny czas przed komputerem.
3. Najczęściej wybieraną formą aktywności fizycznej przez chłopców jest piłka nożna. Dla ogółu badanych jazda na rowerze i bieganie jest najpopularniejszą formą.
4. Zarówno dziewczęta jak i chłopcy najczęściej podejmują rekreację ruchową w gronie znajomych, przyjaciół. Aktywność indywidualna jest również często spotykana wśród uczniów.
5. Główną barierą rekreacji fizycznej uczniów jest brak wolnego czasu.
6. Chłopcy częściej podejmują aktywność ruchową od dziewcząt.
7. Satysfakcja z podejmowanej aktywności jest głównym celem, który motywuje respondentów do uczestniczenia w rekreacji ruchowej. Kolejnym ważnym motywem jest również poprawa sprawności i kondycji fizycznej. Badani stwierdzili również, iż chęć zmiany stylu życia była powodem, dla którego podejmują aktywność fizyczną.
8. Tylko śladowa ilość uczniów nie posiada żadnego sprzętu sportowo – rekreacyjnego, a większość z nich dysponuje rowerem. Wiele osób posiada również różnego rodzaju piłki do gier zespołowych oraz skakankę.
9. Najczęstszymi obiektami, z których korzystają respondenci są: pływalnia, boiska do gier rekreacyjnych oraz siłownia.
10. Znaczna większość badanych uważa, że w ich miejscu zamieszkania znajdują się odpowiednio zagospodarowane tereny do uprawiania rekreacji fizycznej.
11. Zdrowy styl życia dla ankietowanych to przede wszystkim aktywność fizyczna i zdrowe odżywianie.
12. Przy uczestniczeniu w rekreacji ruchowej respondenci odczuwają głównie pozytywne emocje takie jak: zadowolenie, radość, szczęście czy poczucie wolności. Tylko nieliczni mają negatywne odczucia podczas ćwiczeń.

Introduction

In the life of the contemporary man, a phenomenon of the expanding store of the leisure time is observed. This situation develops thanks to the revolution scientifically - mechanical which among others led to the increased mechanization of the work. On that account in the life of the man, a sphere of living apart from the work started developing very firmly. Rational using this time is one of the most important problems for the man at present. Raising the time off until is such area, thanks to which it is possible to learn how well to use him up. One should, however, get the adequate knowledge and learn abilities of correct using the leisure time. Rest which is divided into an active and passive rest is main setting the leisure time. At the submitted work, we will be

interested in a more practicing side of the rest, and she is called the recreation. However, a physical recreation which is one of the kinds will be a main subject of deliberations of recreation. The physical activity has a great importance above all for the health but also for the psyche of the man and is a factor affecting the social life. Therefore, raising for the physical recreation, and in it getting the awareness of swimming benefits from for her taking, is a problem very important, at present taken by the considerable crowd of authors. One should return the particular attention for behavior in this respect of children and young people, because it is they need correct models and behavior. In this period, they should develop habits, to get the knowledge and abilities to the entire life. Disregarding the diversity of notions of the leisure time and the different opinion to this theme of many authors, in one they match: the lack of the leisure time and consequently, has involvements in the physical recreation negative effect upon the man. This fact has an also negative influence on the personality, satisfaction from the life and from world or from the work, an intense impact on health has a man (Walczak 1994.). This way so one should mold and hold through the entire life on the appropriate level the physical activity. However, the physical activity in a young age is particularly important, because affects our later life. Habits purchased during the childhood, habits but above all awareness and willingness to the activity pay off in the future. Therefore, raising for the recreation is a very important problem which he must carry out a lot of institutions. To raise for the recreation however need not only children and young people, but also adults in order to pick right direction and a lifestyle, in which the motor recreation will take one of the most essential places in every next stage of our life (Wolańska 1988).

Material and methods

Tests were conducted at the comprehensive secondary school No. 15 in Bydgoszcz. Students of a few classes were provided with tests from all levels (1-3). Tests were performed in February 2012. In tests, an environmental survey was applied, that is so, which directly is distributed by the pollster in the given environment (e.g. in the class) (Sztumski 1984). Method which was exploited at this work, there was a method of the diagnostic survey.

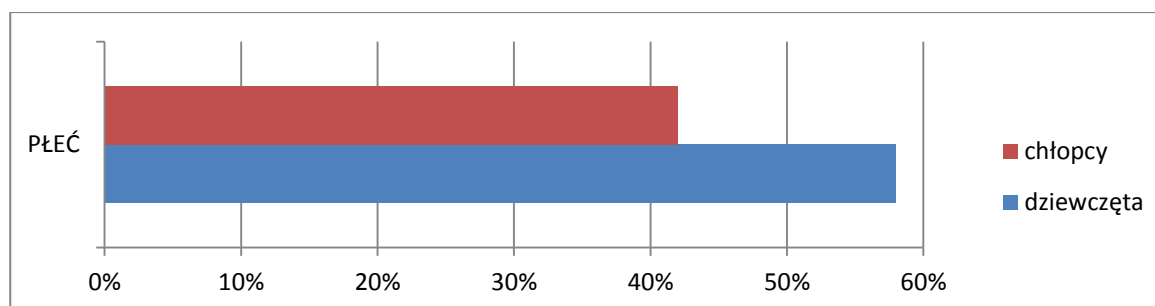


Fig. 1. Sex of respondents.

On Fig. 1 a sex was taken into account respond, and there were 50 boys among them (42%) and 70 girls (58%). Fig. 1 reflects the same data in the annexe of the work.

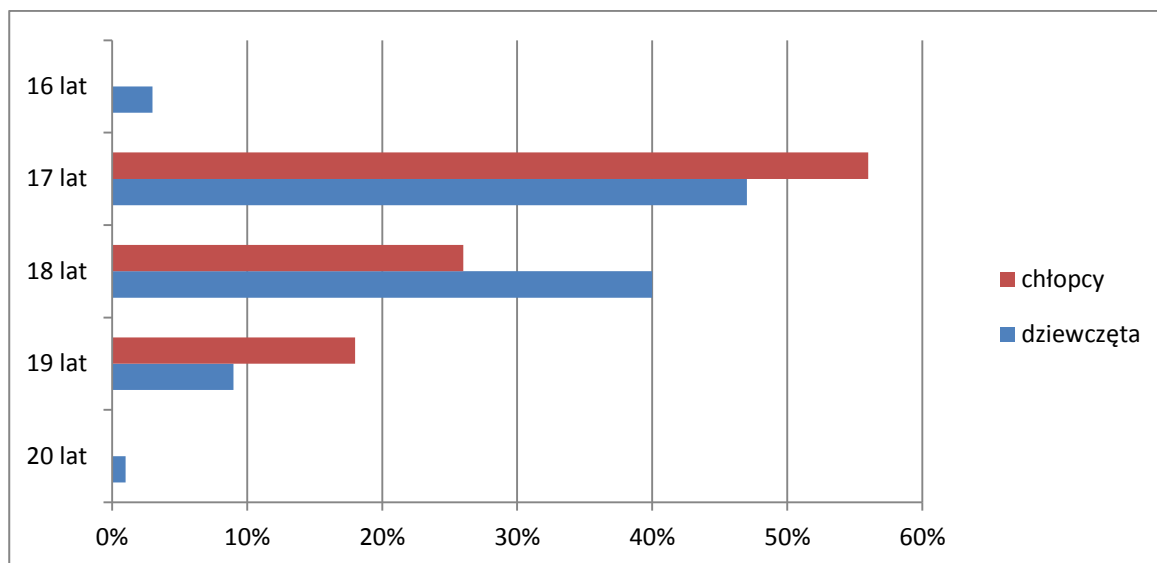


Fig. 2. Structure of the age of respondents.

Fig. 2 shows the age of examined students. The amplitude of the age fluctuated between 16 and 20 with a year of age. 3% of girls was in the age of 16 years, 47% aged 17, 40% aged 18, 9% aged 19 and the 1% at the age of 20. An age bracket of boys was much smaller, hesitated between 17 and 19 with a year of age. 56% of boys there were 17 years, a 26% aged 18 but a 18% in the century at the age of 19.

On the Fig. , it is possible to notice, that straight majority, because as far as 87% of examined girls she was at the age of 17-18, however was the most numerous group of boys the one in the century of 17 years - 56%. Considering the whole examined is the most numerous group the one in the century of 17 years, which decides just over half of everyone examined - 51%.

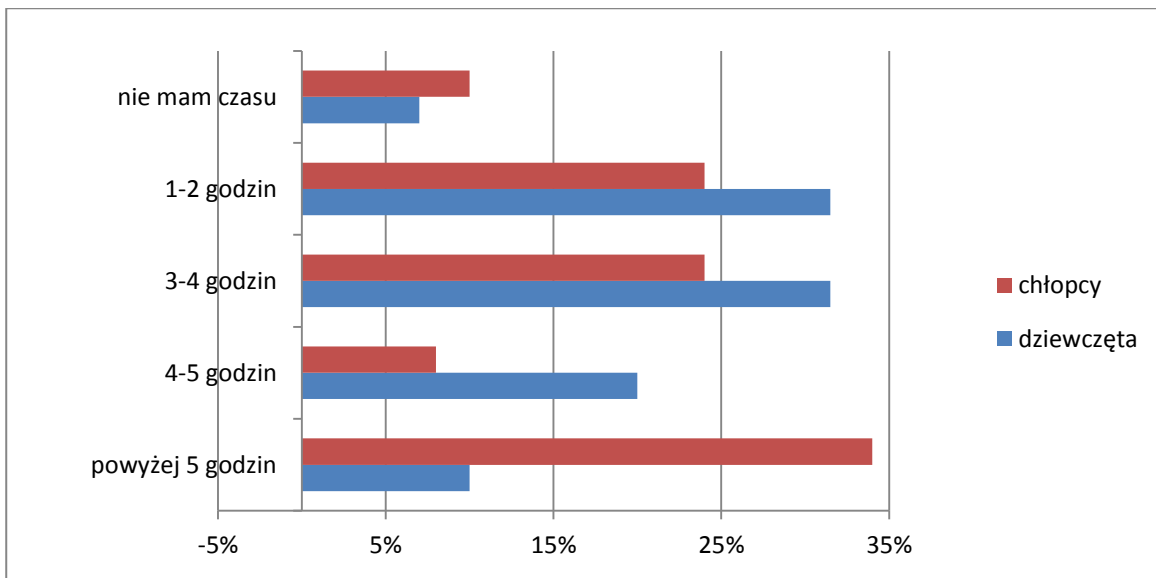


Fig. 3. How much leisure time do you have per day?

How it results from conducted tests (Fig. 3) the most examined girls have from 1 up to 4 hours of the leisure time per day (essentially 63%); however, the one which has above 5 of hours of the leisure time per day is the most numerous group of boys (34%). Amongst boys almost the half from them has 1-2 hours or 3-4 hours of the free time (essentially 48%). Similarly, the situation develops in the whole examined, because the 56% has 1-2 hours or 3-4 hours of the free time per day. Persons having above 5 of hours of the free time also constitute the largest group (20%), and mainly it is caused by the very numerous group of boys in this period.

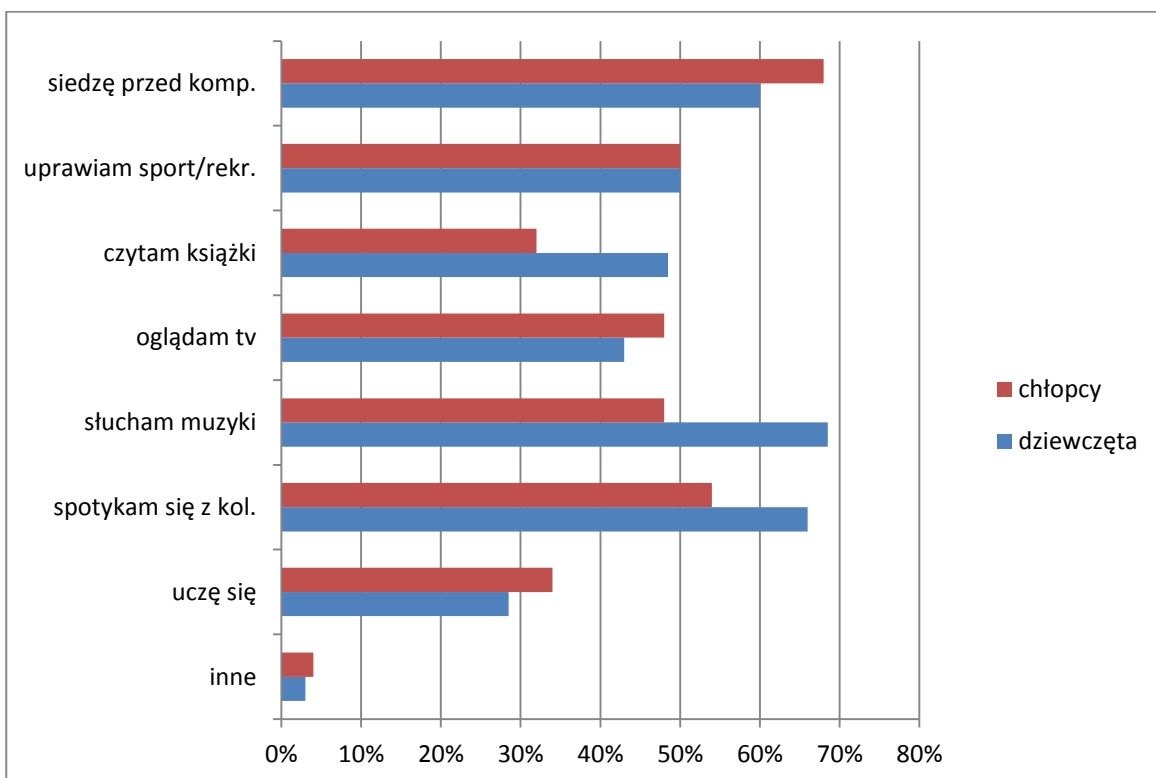


Fig. 4. What do you do in the leisure time?

(Results exceed the 100%, since respondents could choose more than one reply. It regarding the majority of Figures).

Fig. 4 shows that girls in the leisure time most oftentimes listen to music (68.5%) or meet sociably (66%), but also spend time in front of the computer (60%). Almost a half from them (48.5%) in the free time he reads books and the 43% watches TV. At boys whereas sitting in front of the computer definitely was the most frequent job in the leisure time (68%). Apart from that the 54% meets with friends or friends, the 48% listens to music and next the 48% watches TV. As for fulfilling the leisure time through the physical activity these statistics aren't impressive, however exactly emphasized the 50% of both girls and boys this reply in the questionnaire form. The every third-person study in the leisure time, but the 3% examined it granted also other, own replies, and they sounded: I sleep. I dance. I have additional classes. I go to lessons of the driving licence.

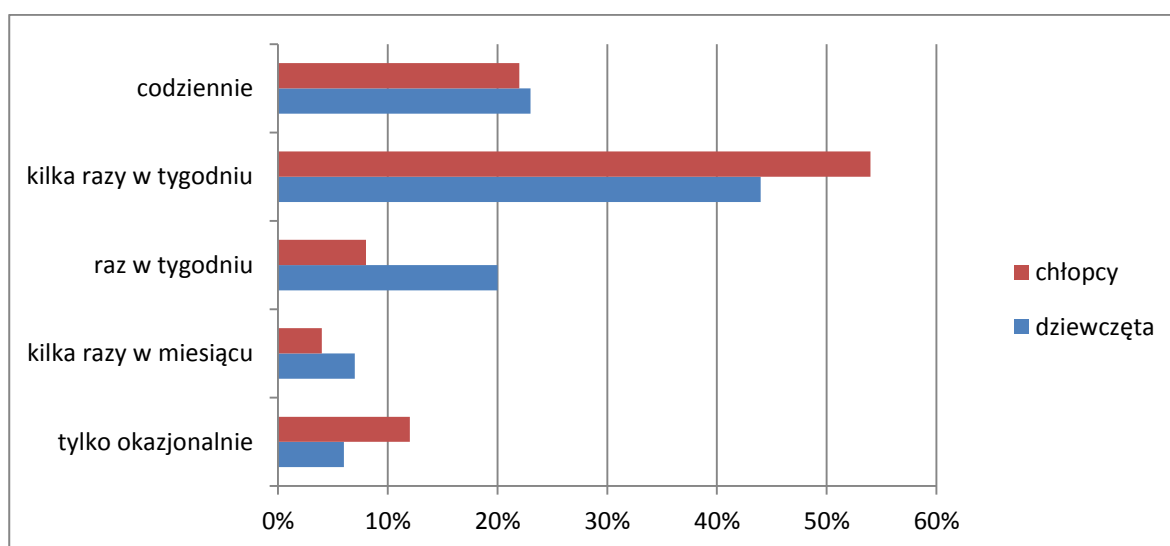


Fig. 5. How often are you active in terms of physics?

It examined demonstrated, that almost a half from them (48% examined) is active physically several time during the week (Fig. 5). In this way, it answered the 44% of girls and the 54% of boys. In terms of the number of the response, a group of person was the second group of respondents practicing every day (23% examined), from this 23% of examined girls and the 22% of examined boys. These two desired groups, in terms of the involvement in the physical recreation, essentially constituted the 71% of students. Persons training several times in the month were the least numerous groups (6%) and occasionally (8%).

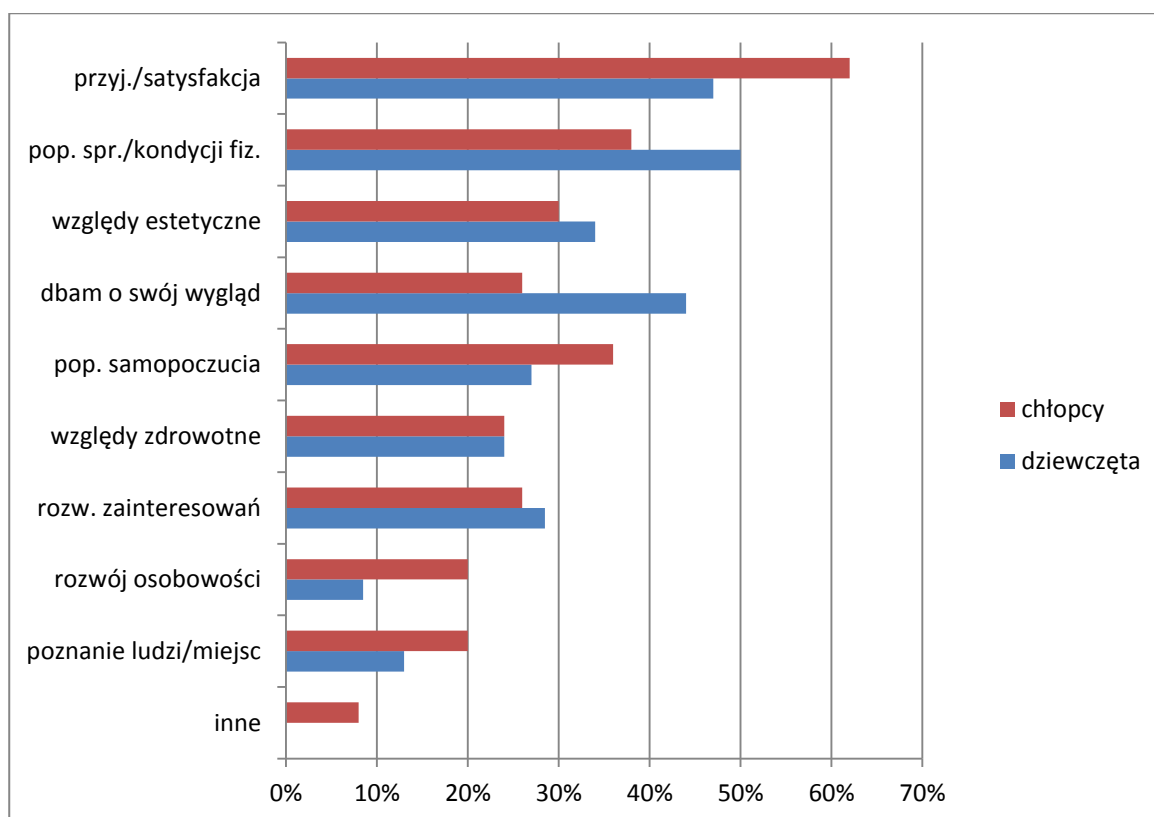


Fig. 6. What purpose are you active in terms of physics to?

Boys showed (Fig. 6) that Fig. from it pleasure was a main purpose of their physical activity, of satisfaction - 62%. An improvement in the efficiency and the physical fitness is also the aspect important for them (38%) and improvement in the frame of mind (36%). The rest of the reply was not very essential, and least by boys a development of the own personality and a possibility of getting to know new people were a desired objective of the physical activity, of places (for the 20%). Additionally, it passed the 8% of boy's own cells of the physical activity. First, there was a sports success, 2 boys wrote about need associated with game lessons, and one it passed. That wasn't active in terms of physics. Next he is main purposes of the motor recreation of girls: caring for its appearance (44%), pleasing, of satisfaction (47%) and improvement in the efficiency, of physical fitness (50%). As similarly as at boys, a development of the own personality isn't the purpose important for them of the recreation (8.5%) and a possibility of getting to know new people or places isn't also (13%) through the motor activity. Considering generally examined the thing becomes clear very similarly. With a main purpose examined there are pleasure and satisfaction (53%) from the taken initiative. An improvement in the efficiency and the physical fitness is also an important component examined (45%). Respondents attached the scarce weight range to the development of the own personality with the physical activity (13%) of both the possibility of getting to know new people and places (16%). Furthermore, health accounts (24%) don't constitute the essential purpose examined.

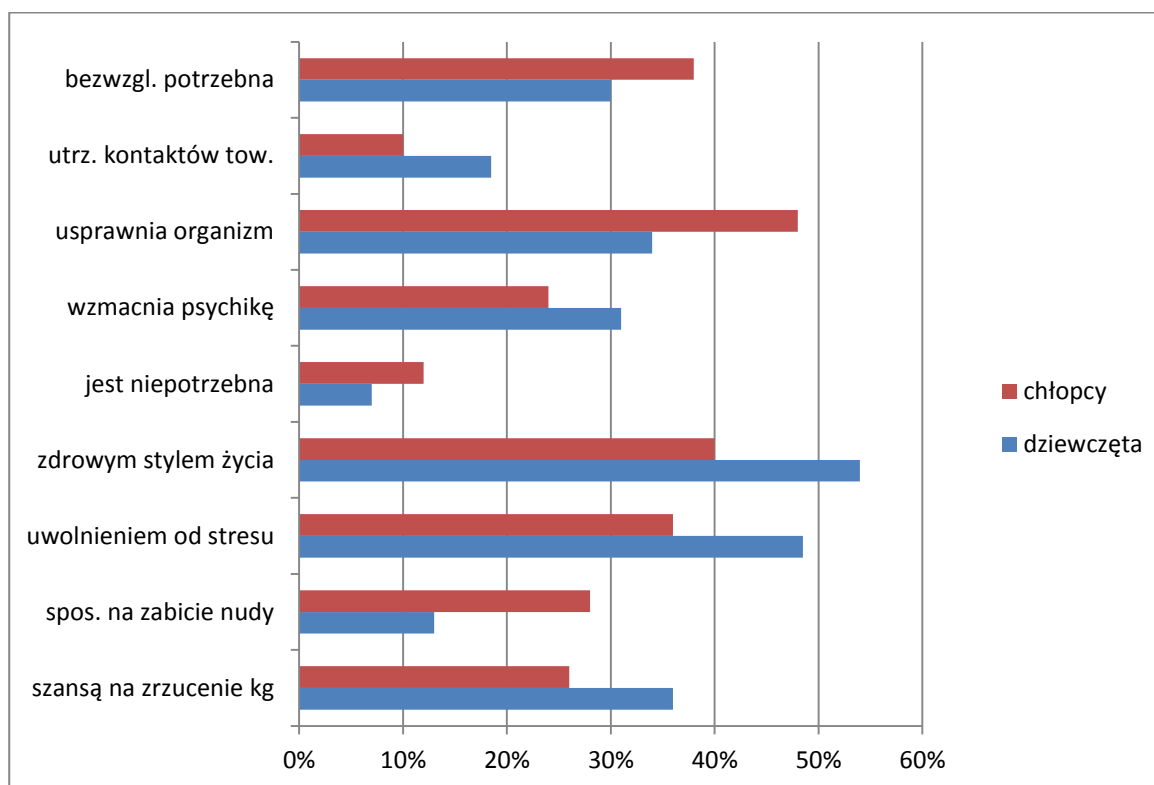


Fig. 7. What for you is the physical activity?

Fig. 7 shows, that the physical activity for girls is a healthy lifestyle above all (54%), but also with freeing oneself of the stress (48.5%). According to them, he can be also: with chance of knocking the extra poundage off (36%), with streamlining the organism (34%), or with a condition of the health (30%) and with a possibility of improving the psyche (31%). It stated the 7%, that the physical activity was unnecessary, and 13% is a way to overcome boredom. For boys most oftentimes the physical activity manifests itself with streamlining the organism - 48% and according to the 40%, she is a healthy lifestyle. It stated the 38%, that was absolutely needed; he is a condition of the health, and recognised the 36% of examined boys, that was freeing himself of the stress. To unnecessary, recognised the physical activity it stated the 12% of boys, but the 10%, that she was a chance of holding or acquiring the new social contact. For the 48% of the whole examined the physical activity is a healthy lifestyle. For the 43% he is freeing himself of the stress, and according to the 40% streamlines the organism. Some think that the motor recreation is a chance of knocking the extra poundage off (32%) and with ruthless condition of the health (33%). Only a 9% examined acknowledged that it was unnecessary.

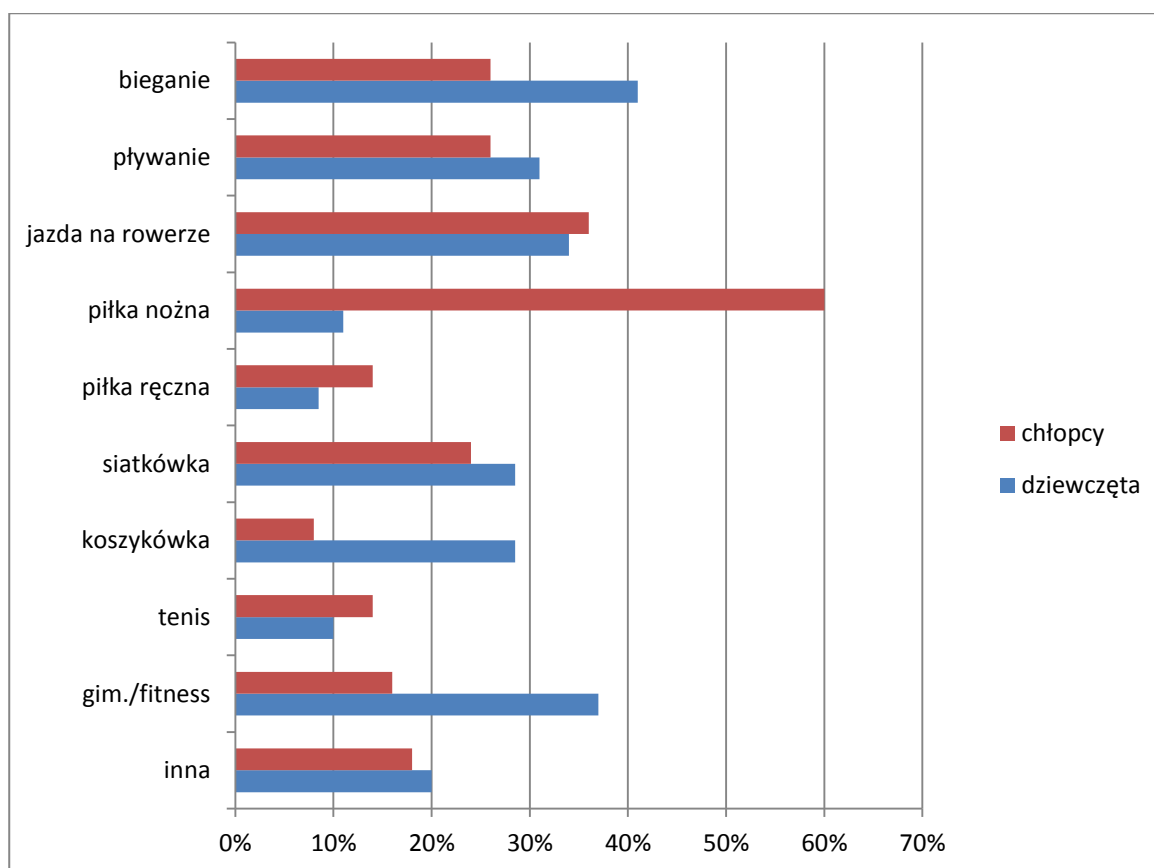


Fig. 8. What form of the physical activity most oftentimes did you like to take in the leisure time?

On Fig. 8 it is possible to notice that they are main forms of the physical activity played by girls: running (41%) and gymnastics, fitness (37%). Next, planes among girls are popular forms: cycling (34%) and swimming (31%), as well as team games so as the volleyball and the basketball (for the 28.5%). A handball enjoys the lowest interest (8.5%), tennis (10%) and football (11%). Definitely, the most among boys a football turned out to be the popular form - 60%. Cycling (36%) is an also oftentimes taken form of the physical recreation. They are also essential: running and swimming (for the 26%) and volleyball (27%). For boys, a basketball turned out to be the least interesting form - 8%.

Among everyone examined (Fig. 8) running and the cycling is popular forms (for the 35%) and football - 32% examined what probably results from a lot of boys who emphasized this reply. With next oftentimes played forms through examined are: swimming (29%), gymnastics (fitness) - the 28% and the volleyball (27%). By respondents, they were the least desirable forms' handball (11%) and tennis (12%). 19% examined granted own answers to that question, from this 20% of girls and the 18% of boys. Girls answered: skis, yoga, dance, roller blades, skate, martial arts, horse riding. Boys wrote about such forms as: survival, the fitness room, the rowing, chess, martial arts, but three boys wrote that activities didn't like to take any.

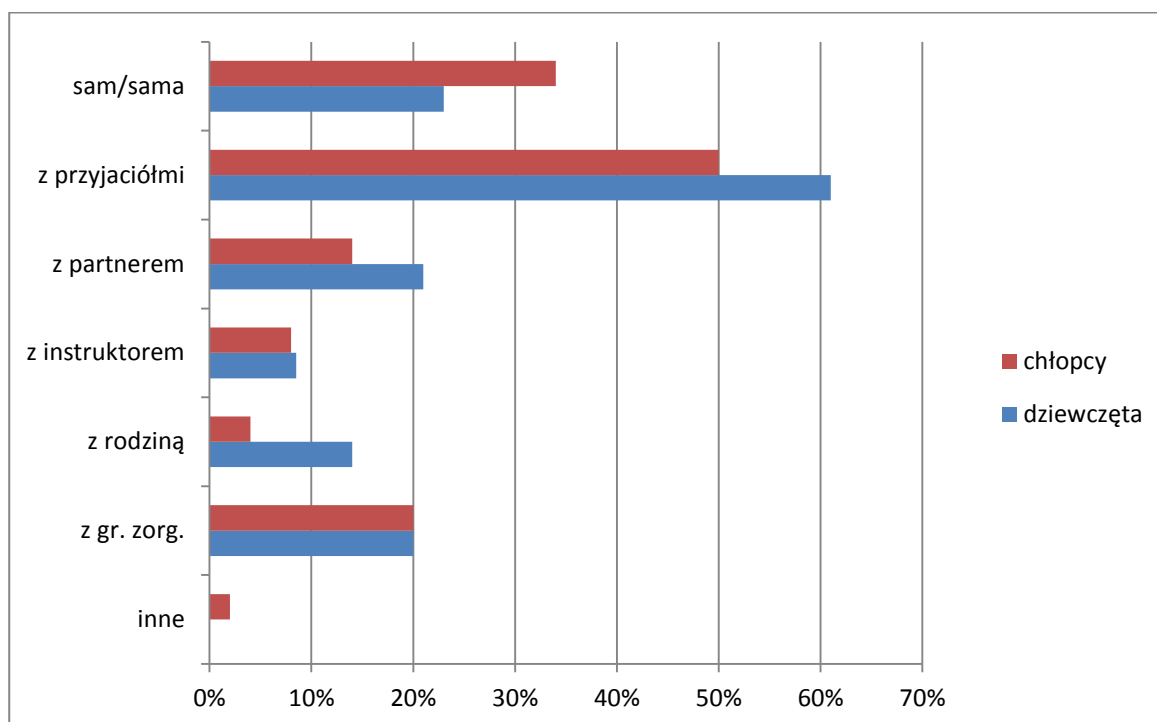


Fig. 9. Whom most willingly do you plant the given form of the recreation with?

Over half (57%) examined emphasized that most oftentimes they practised the physical recreation with their acquaintances, with friends (Fig. 9). In this way, it answered the 50% of boys and the 61% of girls. The 27.5% of respondents alone takes the physical initiative, 20% with the organised group and 18% with the partner. Data from Fig. 9 shows that the 34% trains boys itself, and 20% with the organised group. Least, because 6% of boys, takes the physical initiative of the family, and 8% with the individual instructor. Next girl's practice retreats (23%), with the partner (21%) or in the organised group (20%). Least from them it practices with the individual instructor (8.5%).

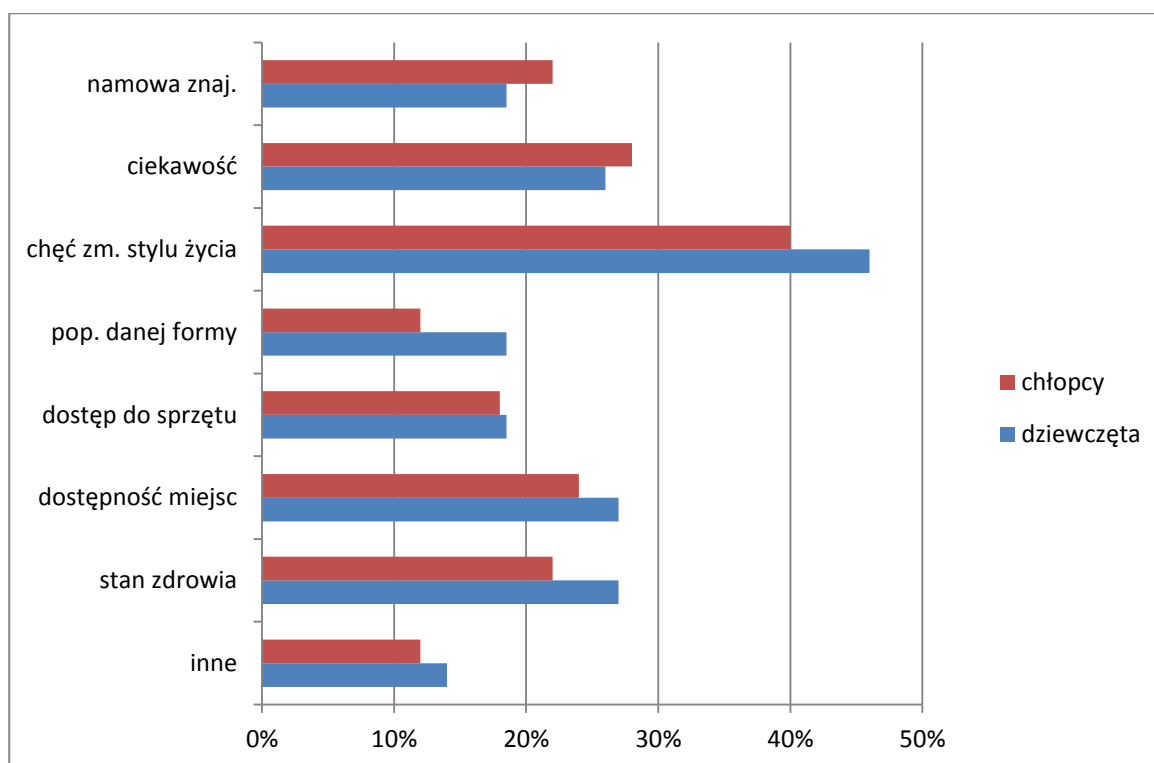


Fig. 10. What induced you to this form of the physical activity?

If the results from Fig. 10, desire for the change of a lifestyle is the most frequent cause inducing respondents to taking of physical activity. In this way, it answered 43% examined, and from this 46% of girls and the 40% of boys. Apart from that examined use given forms of the recreation out of curiosity (27%), be on account of the availability of places, where it is possible to take the given form of the recreation (26%). For taking the initiative induced the 25% of respondents desire for taking care of the medical condition. It examined also announced that many other aspects induced them to the motor recreation (13%) that is: above all passion, but also the hobby, physical development, advertisement TV, persuasion of the coach, desire for spending the free time apart from the house, knocking the extra poundage off. Girls apart from desire for the change of a lifestyle emphasized also taking care of the medical condition and the availability of places (for the 27%) and curiosity (26%). A persuasion of acquaintances or a popularity of the given form of the recreation or an access to the equipment induced the 18.5% of girls recreational. However, the 28% of boys satisfies its curiosity taking the initiative. From them, an availability of places convinced the 24%, where it is possible to take the given form and the 22% performs exercises in order to take care of the medical condition or acquaintances persuaded them.

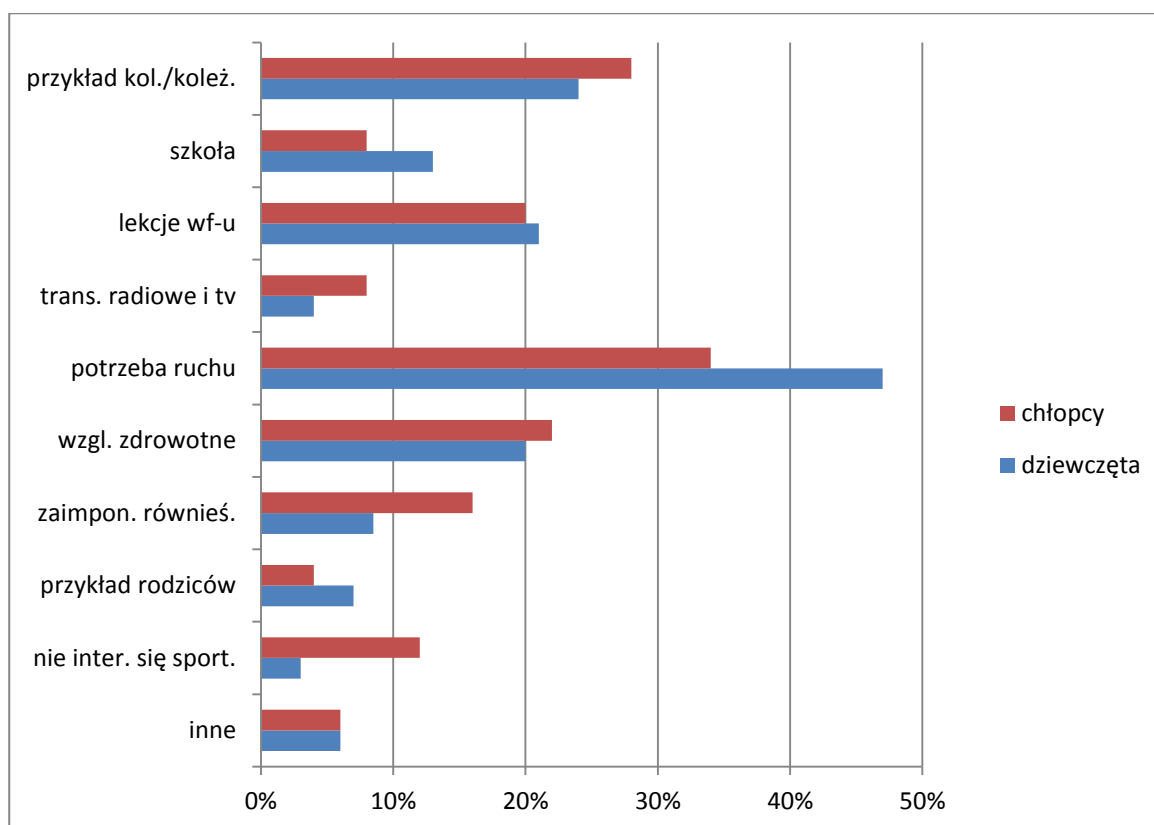


Fig. 11. What affected, that you devoted the leisure time to your sports interests?

Both girls and boys were in favor of the fact that a need of the move was the strongest aspect influencing for taking by them the physical initiative (Fig. 11). It emphasized this reply of the 47% of girls and the 34% of boys. An example of friends and friends also drives girls (24%), lessons of the PE (21%) and health accounts (20%). The 3% of examined girls isn't keen on sport and radio broadcasts affected the 4% and television. However, boys devote their leisure time to the physical recreation not only on account of the need of the move, but also an attitude influenced them (example) of friends and friends (28%), health accounts (22%) and lessons of the PE (20%). To sum up, the 42% of respondents answered that the need of the move was a dominating factor causing being involved in sports classes. Moreover, influence on examined has an example of friends and friends (26%), lessons of the PE and health accounts (for the 21%). It only stated the 6% significant influence on its participation in the physical activity of radio broadcasts and television and the example of one's parents (for the 6%). Respondents granted the 6% of own replies: passion, own willingness, physical development, desire for reaching the given level.

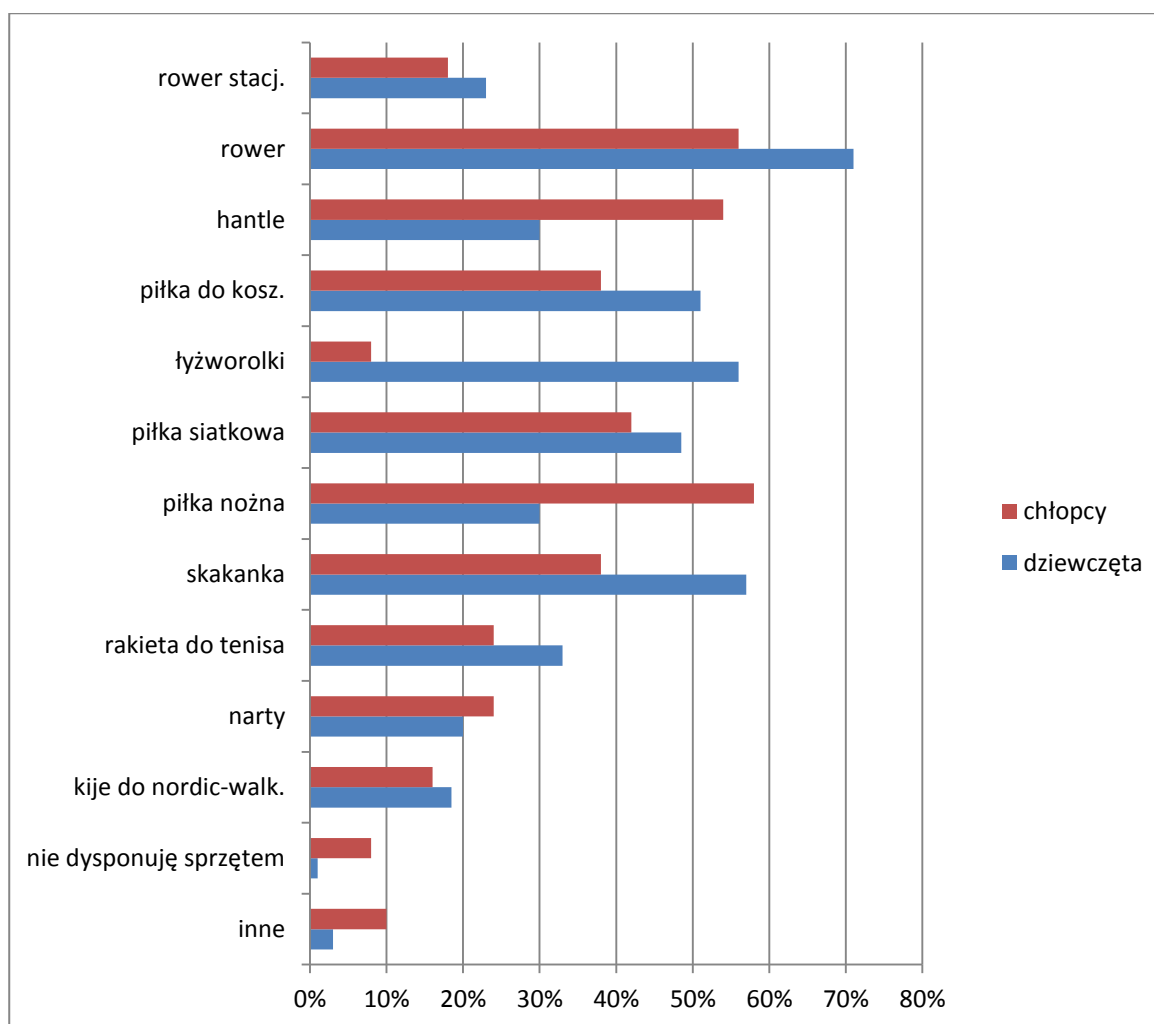


Fig. 12. With what equipment sportingly - recreational do you have at your disposal?

Straight majority examined, because the 65% has bicycled, and it is the most frequent recreational equipment appearing in houses respond (Fig. 12). The 49% has a skipping rope at home and the 46% has a basketball or a volleyball at its disposal. 42% examined has a football but a 40% in its source's dumb-bells. At the 36% of persons we will find roller blades, and at the 29% tennis racket. The 4% of respondents has no equipment sportingly - recreational, and the 6% has another equipment, not listed in the questionnaire form, and are it: a snowboard, a medicine ball, expander, barbell - small bench, bar, boxing gloves, has a good time - jump, rackets and the agree for the shuttlecock.

As far as the 71% of girls has a bicycle crunch, 57% the skipping rope, the 56% of the in-line skate but the 51% basketball. Almost a half (48.5%) has a volleyball at his disposal. The 33% is a 30% has in possession tennis rackets but a dumb-bell or a football. The 1% of girls has no equipment. Most oftentimes in houses of boys a football is an equipment come across - 58%. Over the half from them also has a bicycle crunch at its disposal (56%) and with dumb-bells (54%). A lot it has also a volleyball (42%), basketball (38%) whether skipping rope (38%). The 8% has no equipment.

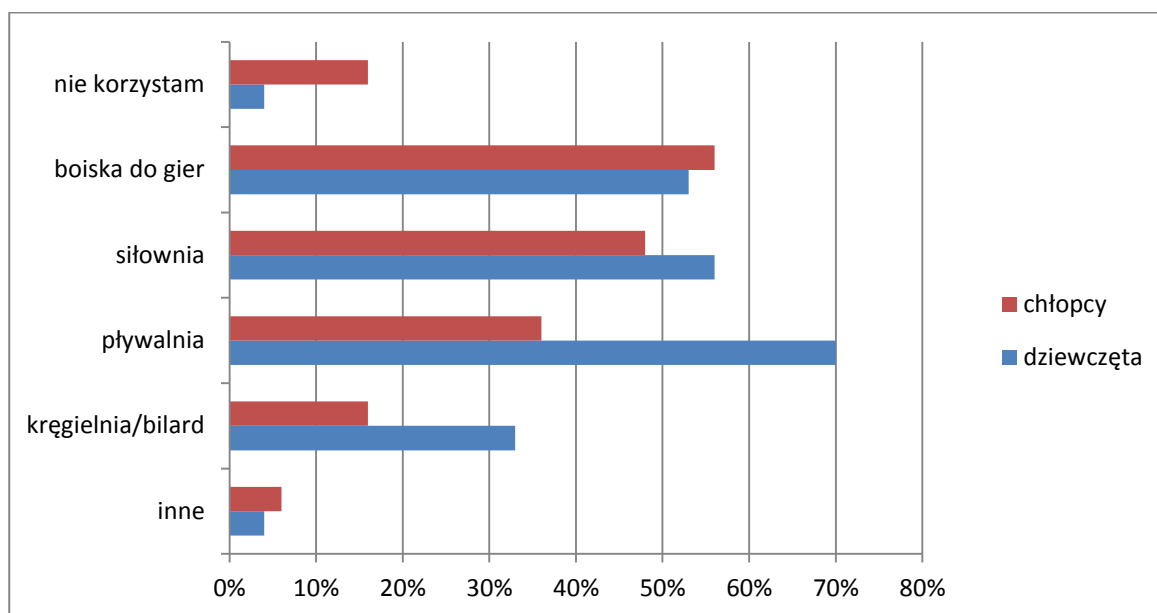


Fig. 13. From what objects sportingly - recreational do you use?

With the most frequent object sportingly - recreational respondents attend which a swimming pool showed itself (56%). From Fig. 13 which it also results, shows results that 54% examined use's courts to recreational games, but the 52.5% from the fitness room. The 26% uses favours of the bowling alley and the 9% doesn't use objects generally speaking sportingly - recreational. Girls definitely most oftentimes use the swimming pool, because as far as 70%. The 56% frequents the body building gym and the 53% uses courts for recreational games. The 4% of girls uses no objects, and next the 4% uses from other, so as: the skating rink, the stud of vaulting horses or the dance hall. Boys most oftentimes use courts for recreational games (56%), the 48% uses the fitness room but the 36% from the swimming pool. The 16% doesn't use objects sportingly - recreational or trains in a sports club.

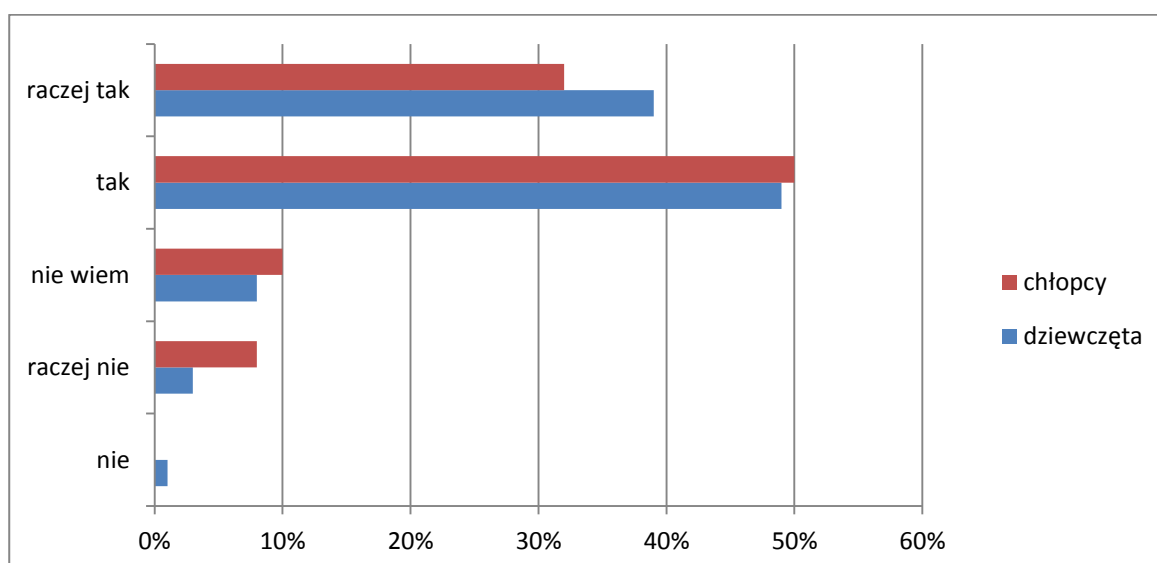


Fig. 14. Do you think that there are possibilities in your domicile for practicing the physical recreation?

Fig. 14 shows graphically, that confirmed the 49% of girls and the 50% of boys that areas were in their domicile for undertaking the motor recreation. Almost a half of respondents (49%) thinks that possibilities exist in his domicile for practicing the physical recreation. 36% it answered this question rather this way, and only stated the 1%, that these areas were missing. Essentially 85% examined answered a question this way or rather this way for recreational possibilities in the domicile.

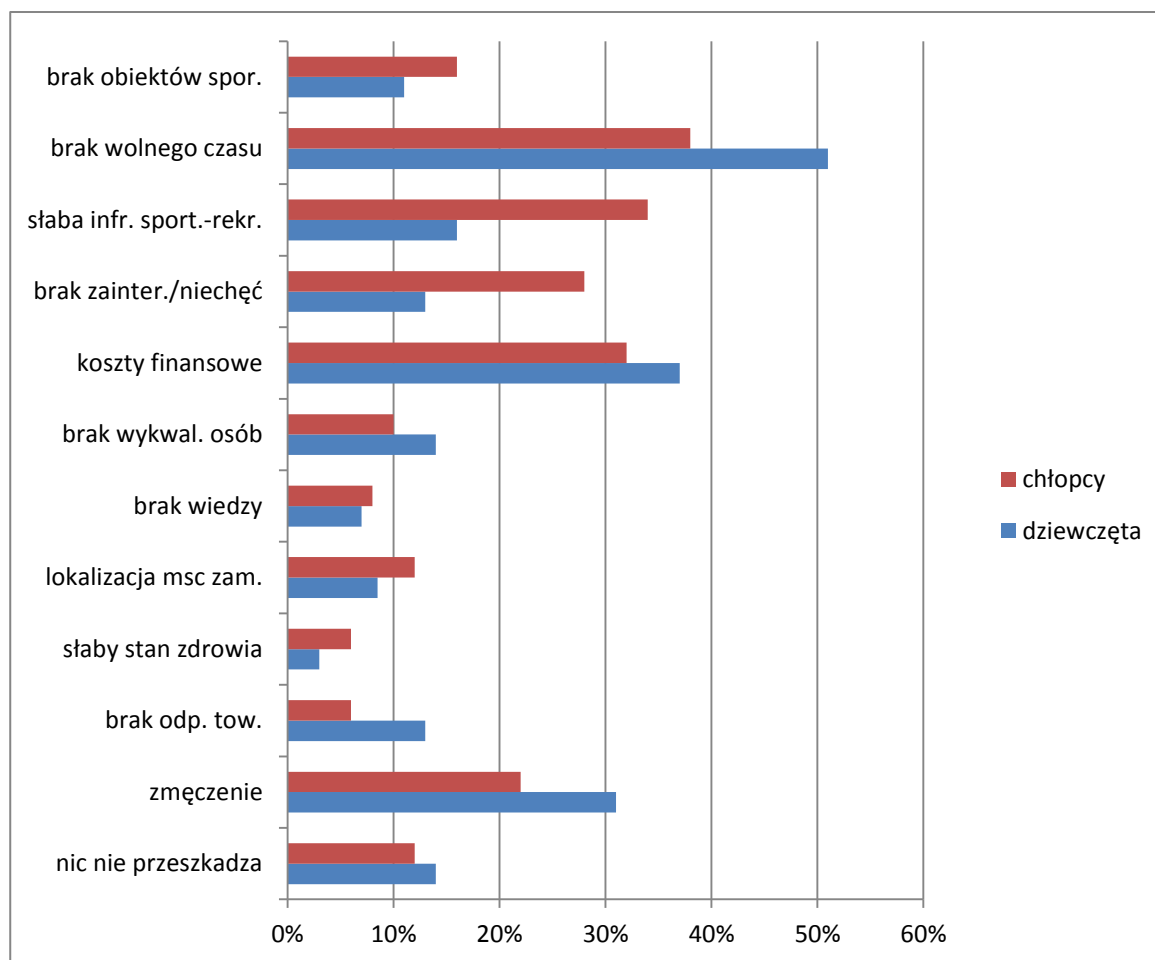


Fig. 15. What main causes discouraging you for the participation in different forms of the physical activity are?

From Fig. 15 to read out it is possible crash barriers of the physical activity, and for examined most important from them a lack of the free time showed itself (46%). Finance charges are a next essential crash barrier (35%) and tiredness resulting from a made effort (27.5%). it revealed the 23%, that a little developed infrastructure was a cause discouraging them from a physical effort sportingly - recreational, or it is missing. the 13% of respondents declares that nothing stands in the way in order actively to spend time. However, a weak medical condition reduces the 4%. Definitely, the most a lack of the free time disturbs girls (51%), finance charges

(37%) and tiredness (31%). Boys also complain about the lack of the leisure time (38%), but also to the lack or the little developed infrastructure sportingly - recreational (34%) and finance charges (32%). The slight part from them complains about the weak medical condition, whether a competent company is missing (for the 6%).

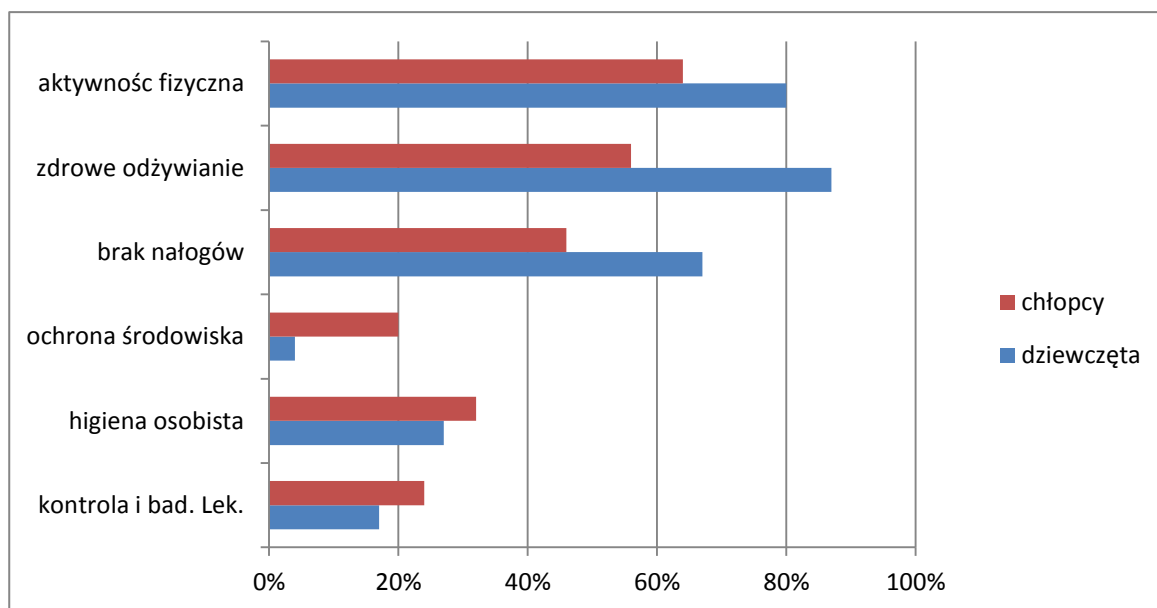


Fig. 16. What for you does a healthy lifestyle mean?

Healthy diet (74%) and physical activity (73%) these are two factors meaning a healthy lifestyle according to respondents what we observe on Fig. 16. Moreover, the 58% claims that a lack of addictions is also an essential aspect. The 29% thinks that a personal hygiene is essential, the 20% talks about the control and medical check-ups and the 11% still adds the environmental protection. The 87% of girls emphasises that the healthy diet is a base of a healthy lifestyle, the 80% talks about the physical activity as the crucial factor. Furthermore, a lack of addictions is important (67%). It is at boys a little similarly. However, in replies here a physical activity leads the way (64%). Of course, the healthy diet is also essential (56%), but also lack of addictions (46%) is a crucial element.

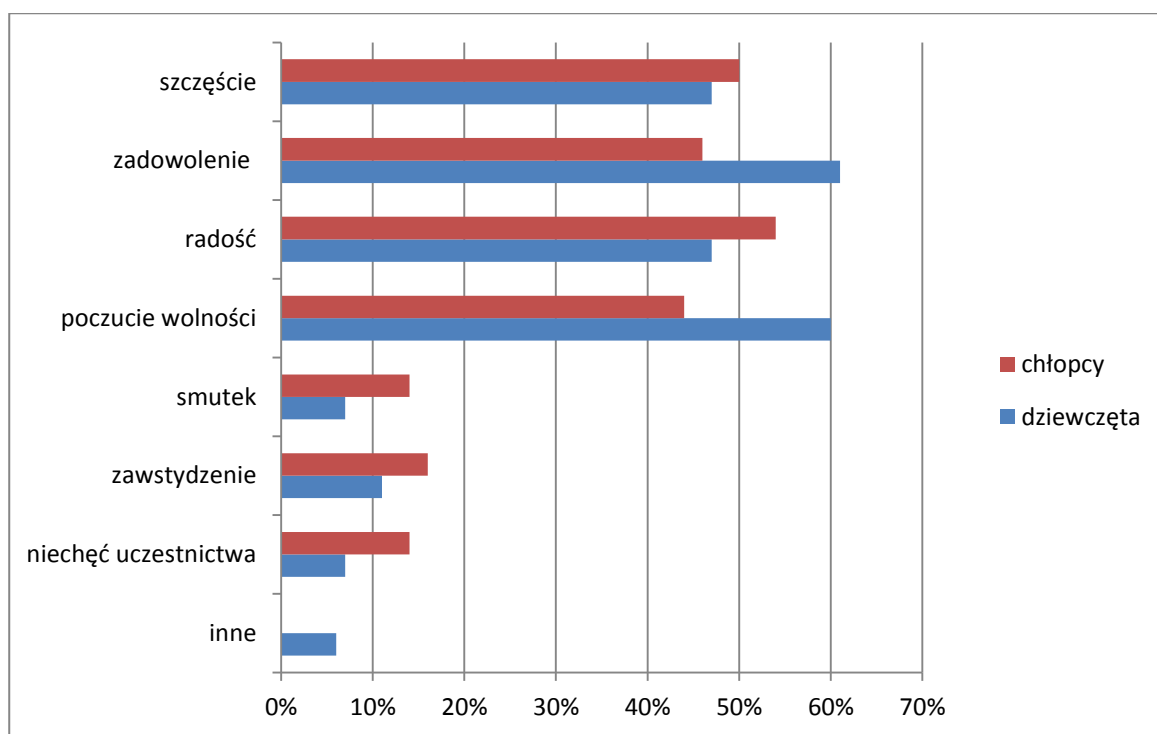


Fig. 17. What emotions accompany you during the involvement in the motor recreation?

Majority respond feels positive emotions at performing physical exercises. The 55% feels satisfaction, 53% feeling the freedom, the 50% joy but the 48% happiness. However, the 13% feels embarrassed (embarrassment), 10% sadness or the dislike for another participation. The 3% feels pleasure or satisfaction from the achieved result. Girls are pleased with performing motor exercises (61%) or have been feeling the freedom (60%) at taking different forms. The 47% from them is happy during recreational classes and next the 47% feels joy. The determined minority picks negative emotions up so as: sadness (7%), dislike for another participation (7%) whether embarrassment (11%). Over half of boys (54%) feels joy at taking the physical initiative, and half from them happiness. The 46% feels satisfaction and the 44% has been feeling the freedom. However, the 16% is confused during exercises and sadness or the dislike for another participation feels the 14%.

Results

The leisure time is the most essential part of the life of every man at present. It is filled up with entertainment, of a different kind with classes chosen of their own volition and for own pleasure. Definitely, more children and young people and elderly people have him (on the retirement pension), towards adults (working). L. Korczak (1987) he claims that on average children, and young people have three hours of the leisure time per day, of course it is diversified with regard to the sex - boys always have time more from girls. Tests showed, that 63% respond has 3 and more hours of the leisure time per day; the 28% has from one to two hours, but only a 9% declared the lack of the leisure time. Moreover, as far as the 34% of examined boys has a leisure time of five hours per day. Perhaps to be caused it with the fact that girls have more domesticity and are more responsible. However, boys oftentimes don't fulfill their duties, replacing them with entertainment. The leisure time which is the time freed from duties of all kinds should be this part of living, during which we find fulfillment acquiring the knowledge and abilities, realizing our passions and dreams, we look after oneself. It is the time intended to molding a hierarchy of values and personalities of the individual. Active rest is responsible for a health side, of which should be like the most. Unfortunately, children and young people too briefly and too rarely take the physical initiative replacing her with a passive rest (Kędzior i Wawrzak-Chodaczek 2000). Obviously, it is possible to notice this disproportion in conducted tests. Young people definitely spend the majority of their leisure time in front of the computer playing games of a different kind, viewing a web page. Lot of time in final years "they lose" on community portals, which more and more replace a direct contact with the second man. Of examining Jolanta Ads demonstrated, that largest group, because the 48% favours secondary-school pupils to spend time in front of the computer (Kubińska and Nałęcka 2009). These tests are similar because as far as 63% examined in this way, one's leisure time spends. Next in tests B. Sowińska of almost a 75% of respondents spends the leisure time looking through websites but almost a 40% in front of the computer. These results are alarming on account of the passivity during classes of this type and isolation from the society.

In the leisure time reading ambitious books was other important played forms 42-46 %), examining the TV was on the diversified level because from 36 up to the 83%, listening to music was a frequent choice of students (60%), at Sowińska as far as 90% examined. These forms of spending the leisure time dominated before, when there was no computer in every house. Then television was main entertainment, which appropriate everyone examined regarded essential (96% - Martyńska 1975). The reading books and listening to music also mattered greatly and such authors mention it as: T. Terejko (1975), M. Martyńska (1975), L. Erdman (1985) whether L. Korczak (1987). However, all these forms are passive forms, which don't motivate students about the motor

meaning, and as everybody knows physical exercises are essential elements of the normal development. Unfortunately young people sufficiently aren't prepared for undertaking the motor recreation; there are no habits and needs associated with her. Despite everything the motor activity didn't fall out reprehensibly, albeit only a 50% in these tests, as well as tests of other authors, where these values very much are moved close (J. Adach, B. Sowińska), fulfilling the leisure time in the very way declares what isn't a stunning result. However, exchanged tests only achieved a so good result. Other authors show, that practices only from the 30% up to even a 4% of examined persons. These results say alone for themselves and depict what problem the lack of the activity is in the society. What is worse they stated that before 90% of the disbursed energy during the work it fell to the work of the muscles, at present this indicator amounts to only a 1% (Kędzior i Wawrzak–Chodaczek 2000). Therefore, we must make up for these motor arrears at the leisure time and even though a tendency increasing in this respect is noticed, however she isn't sufficient.

Peer meetings achieved an also high result. However, it differed much in tests of other authors. The 61% achieved in these tests, similarly was at L. Korczak (1987) and L. Erdman (1985), and at B. Sowińska took out as far as 85%. At Adach, Martyńska and Terejko were on the rock bottom. However, such a form of spending time of time off is more productive than sitting at home and not-moving off the proverbial couch. This indicator could be more prominent, if young people more firmly were interested in a joint action and creating, rather than only passive spending the leisure-time, e.g. on gossiping. And so they confirm both examining from this work, and other authors established earlier hypothesis young people most oftentimes spend their leisure time in front of the computer. What isn't a good choice on account of the needs associated with the movement in their century.

Many authors pass, that a problem of the lower physical activity of girls is noticeable in the adolescence towards the opposite sex. Probably, it is a truth, however this participation depends on many factors. They can be these are possibilities associated with extracurricular classes organised by the school or other institutions. Financial resources of the family, in which a child is raised, are an important component. Habits and the attitude of parents to physical exercises also have an influence on behavior of the child (Chromiński 1987). However, in submitted tests this difference isn't so huge. To the question associated with the frequency of practicing the motor recreation of the 67% of girls and the 76% of boys it answered that they practised every day or several times during the week as in their century is sufficient (Fig. 5). Albeit norms of quantities of the movement in the age group examined (mainly 17-19 years) are determined as needs of the row of 4.5 hour per day for girls and 5 hours per day for boys (Chromiński 1987). Next Wolańska writes that a motor activity of only a 25% of children, and young people is satisfactory. The 60% is on the rock bottom,

but the 15% on very low (Kędzior i Wawrzak–Chodaczek 2000). Such a level causes many illnesses. Therefore, tremendously raising for the physical recreation is an important aspect. One should make the physical activity aware about caused threats of the lack of young people. However, as regards the difference between sex it isn't she too large, at least almost all tests show, that of boys actively spending the leisure time it is always of more than girls. It results from it that the 71% trains students every day or several times during the week. What is a quite good indicator. However, the every third person isn't already so often active in terms of physics or doesn't practice almost generally speaking. Analyzing passed higher norms of the move. However, it is much fewer than young people in this century need what can have a destructive influence on the body of these young people or lead to many illnesses now and in the future. Considering the frequency of the taken initiative in the leisure time through the whole examined she matches tests of other authors, because largely from them about the 50% of secondary-school pupils is a few active times during the week. In this tests it is 48% of students. It is possible to notice the slight difference at practicing every day, because it results from this tests that every day, however, the 23% of person's trains in other tests it as the tenth person are or this indicator is a little bit higher. Even though these statistics don't look at compromised, it unfortunately results from them, that what 7 the person practices just a few times in the month or occasionally. In tests, J. Ada is even worse; what 5 the person practices sometimes or very rarely. Next at D. Puciato and E. Kuras these results are far better and only about 10% examined practices very little (Kubińska and Nałęcka 2009).

According to tests, J. Ada is the most important motives for taking the physical initiative willingness of being athletic and having a nice profile. Respondents of tests have a similar sentence D. Puciato and E. Kuras, where again, molding the silhouette is the most essential motive (Kubińska and Nałęcka 2009). This tests definitively confirm the ones earlier, because caring about one's appearance and esthetic considerations are an important aspect (69.5%). Pleasure and the improvement in the efficiency, and the physical fitness turned out to be only a next important aim of the motor recreation. In tests of other authors such as cells of the activity as physical as relieving the stress or pleasure are also emphasized. T. Terejko (1975) he writes that pleasure from the undertaken physical recreation is a reply most oftentimes come across among respond of his tests. However, at present we live in other timeouts, and at least this motivation still is significant then was saved for the background. At present, young people are interested more in an external appearance and returns the greater attention to his body and his appearance. It is certainly also caused by an interest growing in this century in the opposite sex.

With other concerning establishing the preference of forms of the physical activity the fact that boys most oftentimes choose the football was. Tests confirmed this thesis, because just declared

the 60% of boys this activity, other forms were definitely less important for them. However, the whole examined chose the cycling most oftentimes (35%) or running (35%) (Fig. 8). Tests as J. Adach, D. Puciato and E. Kuras, as well as L. Erdman confirmed such authors that the cycling was a popular form of the physical activity definitely amongst students. With next unusually interesting forms for examined team games, running or swimming showed themselves what apparently agrees with these tests. However, at T. Terejko (1975) a ball game and winter sports turned out to be the popular form. The cycling took the more distant place. Moreover, almost it declared the 30% participation in the sports training (Terejko 1975) what material meaning has. Of however examining L. Erdman (1985) they demonstrated a greater interest in the tennis, however this form is a road to fulfilling regularly enough what creates the financial crash barrier, hence a small interest in her among students.

The popularity of the cycling results from the possibility for taking this form, because a bicycle is exactly a most frequent equipment appearing in inspected houses (65%). Many persons have also balls of different kind and thanks to that willingly team games are undertaken. Apart from the football very much a volleyball becomes popular, probably on account of achieved results by both Teams of Poland (male and female) in this sport. From tests, it is possible to come to the conclusion, that the range of the had recreational equipment has a direct effect of forms for choice planted of the activity. Additionally current possibilities in terms of recreational objects are much greater. In tests, T. Terejko (1975) practicing the bodybuilding only declared the 0.4%, at present over half examined frequents the body building gym. One can see, that taken forms of the recreation also evolved on account of possibilities of taking them and to the awareness from huge benefits of motor recreation. In years 90-itch as the tenth person went by bike from time to time or exercised. What the twentieth person swam, played ball or ran. However, the few, but growing crowd of persons went in for the aerobics, fitness, practised on steeper, with weights or on springs. With time the approach to the value of physical exercises changed, and the average man has a bigger knowledge at present to this theme what results in the increased tendency of the activity.

Apart from objects sportingly - recreational, of possibilities in the domicile examined were also assessed positively. 85% of respondents (Fig. 14) thinks that there are possibilities where he lives for taking the physical initiative. This result is very optimistic, because the recreational infrastructure in the fresh air is an important component very much. Because not everyone has a possibility of paid using sporting facilities.

These tests confirm tests conducted by other authors from which he results from that secondary-school pupils most willingly take the physical initiative with acquaintances or individually, and it is straight majority examined. A result which he provides for the fact that very

little children take the initiative along with the family is a next confirmation. In this tests the 14% of girls only takes the motor initiative of the family and were the most frequent responses the ones mentioned above. The similar situation emerged at everyone examined, because only just the tenth person practices along with the family what tests to also confirm D. Puciato, E. Kuras and J. Adach which write. It is probably tied up with age in which there are respondents, which are affected by a period of rebellion and disapprovals towards parents in (Kubińska and Nałęcka 2009).

However parents just protect children into the equipment sportingly - recreational. And as it turned out the 65% of persons has a bicycle crunch at home. In tests, L. Erdman of almost a 45% has such an equipment, as and similarly as in these results, it is most oftentimes equipment come across in houses of students. Many respond have balls of a different kind at his disposal for team games and with a skipping rope. A lot of students are also of in possession dumb-bells, probably thanks to boys, since over the half from them declared having this equipment. Only a 4% answered that generally speaking they didn't lack of no equipment sportingly - recreational, at L. Erdman was of these persons some more, because 7.5% (Erdman 1985). In tests of the author, many persons have skis and skate, however at present it is enough the expensive equipment, and not everyone is able to have him. However, how the majority of student's results from tests well or even very well she is equipped with the recreational equipment; usually have more than one device.

What object's respondents were also asked sportingly from - recreational use. The present analysis confirms tests of other authors in this issue. Many students declared using sports courts. The swimming pool still enjoys the huge success, but a fitness room which he attends became a novelty over half examined. It caused perhaps it to be a more and more great that kind of availability of places and developing fashions a kind of for attending such places. In hereby Fig. only a 9% of students up to it uses no objects sportingly - recreational what diverges from conducted findings through J. Ada, because they're what the fifth person doesn't use that kind of infrastructures (Kubińska and Nałęcka 2009).

For the participation in the physical recreation, a lack of the free time is a main cause discouraging students. This way because the constructed hypothesis found its reflection in conducted tests 46% examined it answered in this way, and it is the most numerous group (table. 15). Tests confirm it both J. Adach and D. Puciato and E. Kuras and T. Terejko (appropriately the 48%, the 45% and the 45.5%), which the lack of the free time is also the most frequent crash barrier in (Kubińska and Nałęcka 2009, Terejko 1975). In tests of authors, the lack of financial means isn't an essential crash barrier what is contrary to these findings, where for the 35% of students it is an obstacle. And unanimity appears in tests with reference to the underdeveloped recreational infrastructure what he doesn't install optimism in, because, for instance, recreational straightforward

devices are missing in the fresh air, and the move in the open air is one from most important for the organism. Next what 8 the person declares that for the physical recreation. However, J. Adach doesn't have to crash barriers passes, that in her tests what 5 the person can without obstacles take physical exercises up. This dislike can result out of laziness or oftentimes of more interesting possibilities of passive, offered the rest even if by media.

Raising for the physical recreation is carried out by a lot of institutions. Right after the home environment, for this education a school intercepts main lines. Compulsory game lessons which largely have an influence in this respect on students are the most available form. If earlier it was discussed, the program of these classes should be appropriately diversified, saturated with appropriate forms. However, a few authors emphasize that oftentimes a personality of the teacher, a way of taking a class, attitude to students outweighs than very program contents (Chromiński 1987). Therefore, the teacher should hand an interest in sport over through the practicing attitude and the physical fitness in order to encourage students for the active leisure also after school. Tests in hereby Fig. up confirm the slight influence of the family and the school on behavior in the leisure time of students. Of unfortunately examining B. Woynarowska showed that scarcely the father's 11% and the 6% of mothers systematically performed physical exercises. It results in the lack of proper behavior and habits among children and young people, which in the future again will hand over only passive forms of rest to their children (Kędzior i Wawrzak–Chodaczek 2000). And here only a 6% examined acknowledged that the example of one's parents had affected them in order to be active in terms of physics. A school has an influence on a 11% of respondents, and on the 21% lessons of the PE. However, the 26% is already active on account of the example of friends or friends what attests to how a peer group has a great power for persons in this century, in comparing to the influence adults. Next 42% of students it answered that a need of the move simply motivated them, so as can be seen very demand for the motor recreation among students is visible.

And so tremendously motivation and encouraging young people by mentioned above circles are an important factor in the motor activity. Because the slight part of students complains, that during physical exercises feels negative emotions so as: sadness or mainly shaming what leads to the dislike in new participating. Persons arranging classes should this way lead them in order to avoid producing these emotions. One should help such children in order to change their posture with regard to the physical recreation. But how it results from tests it is the physical activity associates the little percentage of students, for the majority examined oneself with positive feelings: with contentment, whether with feeling the freedom. Young people need elements giving positive stimuli which they will inspire for further improving in their lives oneself. Adults should help them achieve these purposes and motivate to the follow-up work.

For taking the physical initiative a medical condition of the individual is an affecting important factor. It makes impossible a lot of diseases or complaints or limits the motor recreation. The medical condition becomes a crash barrier then for motor classes. However, only a 4% of examined students have such an obstacle. Respondents realize, that in order to keep the health one should take the motor initiative. 24% answered that they were active exactly on account of the health. For the 33% the physical recreation is absolutely needed, is a condition of the health. Next the 48% regards the physical activity as a healthy lifestyle, and the 43% thinks that he is freeing himself of the stress. 25% examined desire for taking care of the medical condition induces them to take physical exercises up but the 21% pursue eats due to health accounts.

Respondents realize the value of the physical recreation, but not always transfer this knowledge into action. Over the 70% examined with one of the exponents of a healthy lifestyle recognised exactly a physical activity. Apart from that a healthy diet which well, the saying depicts is an important component "I am what I eat". It is an essential factor to the health of the man of course. These all elements incessantly are connected with themselves and intertwine. It isn't possible to forget or to rule none of them out. Respondents attached the lack of addictions to a healthy lifestyle what again closely is linked with the health of the man. As it can be seen in this respect, however, the knowledge of students is quite extensive she doesn't move for taking by them the initiative. Perhaps one should start talking more about threats a lack of the move can cause which, since about positive action's young people are aware. In spite of it raising for the physical recreation as well as the health education is a very extensive issue and constantly not enough propagated among the society.

The awareness of the weight range of this problem is unusually significant, because at present the 80% of the population of adults has problems of the spine. However, at the 50% of the examined young stock they detected irregularities in the health. Next the 65% has abnormal spinal curvatures but everything it is caused by the lack of the move and the constant seat or in the desk or in front of the computer or the TV set. Tests of the Institute of the Mother, and the Child also showed defects in the physical development and the health at about 40% of the examined young stock. Because of that already in this group a presence of diseases associated with the progress of civilization watches each other (Kędzior i Wawrzak–Chodaczek 2000). And so extremely he is essential in order to teach children taking the physical initiative for the youngest years. The move should become a habit, without which with time they won't be able to live for them. They not without reason say that "a move is a health" what means that he is a prevention, with direct preventing many illnesses which one should apply from the youngest years to the advanced years.

From conducted tests and the analysis of the results, it is possible to draw the following conclusions:

1. Young people have much leisure time sufficiently in order to take the physical initiative.
2. Young people most oftentimes spend their free time in front of the computer.
3. Most oftentimes by boys a football is a chosen form of the physical activity. For the whole examined the cycling and running are a popular form.
4. Both girls and boys most oftentimes undertake the motor recreation in the circle of acquaintances, of friends. The individual activity oftentimes is also met among students.
5. A lack of the free time is a main barrier of the physical recreation of students.
6. Boys more oftentimes take the motor initiative from girls.
7. Satisfaction from the taken initiative is a main purpose which motivates respondents for being involved in a motor recreation. An improvement in the efficiency and the physical fitness is also a next important motive. It examined also stated that desire for the change of a lifestyle was a reason, for which they take the physical initiative.
8. The trace amount of students only has no equipment sportingly - recreational, and the majority from them has a bicycle crunch at its disposal. Many persons have balls also of a different kind for team games and skipping rope.
9. Respondents are the most frequent objects which they use: swimming pool, courts for recreational games and fitness room.
10. Considerable majority examined thinks that appropriately developed areas are in their domicile for practicing the physical recreation.
11. Healthy lifestyle for respondents these are above all a physical activity and a healthy diet.
12. At being involved in a motor recreation respondents feel positive emotions mainly so as: satisfaction, joy, happiness or feeling the freedom. Only few have negative feelings during exercises.

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PHYSICAL ACTIVITY OF RESIDENTS OF BYDGOSZCZ

Aktywność fizyczna mieszkańców Bydgoszczy

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Słowa kluczowe: aktywność fizyczna; mieszkańcy; Bydgoszcz.

Abstract

The physical activity is important both for children and young people as well as adults. The appropriate dose of the move is needed for the development in the physical and psychological sphere. Both the deficiency and the excess of the physical activity can cause adverse effects for the health of the man. Attitude of the man towards activity physical is molded by a lot of factors. However many obstacles which they hamper exist as well as prevent the motor activity from taking. A test on the answer to questions which is was a purpose of research physical activity of residents of Bydgoszcz. Tests were conducted in Bydgoszcz in places, in which sport i.e. the Woody Park of the Culture and Entertainment are practised in Myślęcinek and in the city centre on the marketplace. Randomly chosen people constituted material of tests, their majority was a single condition. They conducted research amongst 106 persons what makes up: 57 women (54%) and 49 men (46%). Examined persons were in an very wide age bracket which began for 18 years and finished on 64 years. In the first age group from 18 there were 69 persons up to 33 years, from what 35 women decided (62% of the whole of examined women) and 34 men (69% of the whole of examined men). The second incipient group from 34 to 49 years consisted of 27 people for herself, where of women was 15 (26%) whereas of men 12 (25%). In the last, third and least numerous age group from 50 there were 10 persons up to 64 years, from what 7 these were women (12%) and 3 men (6%). Analysing the replies concerning the physical activity to conclude it is possible, that:

1. Most willingly residents spend their leisure time practising sport and using it to the social contact.
2. Respondents in harmony claim that actively they plant different physical activities.
3. Examined persons are active physically once during the week or more oftentimes.
4. A health is the most important benefit with itself an active lifestyle carries which.
5. Respondents like to practise sport in their leisure time.
6. Bydgoszcz is a city with the good sports infrastructure.
7. The city is very pleasant for athlete-s of amateurs.

Streszczenie

Aktywność fizyczna jest ważna zarówno dla dzieci i młodzieży jak i osób dorosłych. Odpowiednia dawka ruchu jest potrzebna do rozwoju w sferze fizycznej oraz psychicznej. Zarówno niedobór jak i nadmiar aktywności fizycznej może spowodować negatywne skutki dla zdrowia człowieka. Postawa człowieka wobec aktywność fizycznej jest kształtowana przez wiele czynników. Istnieje jednak wiele przeszkód, które utrudniają oraz przeszkadzają w podejmowaniu aktywności ruchowej. Celem badań była próba odpowiedzi na pytania, jaka jest aktywność fizyczna mieszkańców Bydgoszczy. Badania przeprowadzone były w Bydgoszczy w miejscach, w których uprawiany jest sport, czyli Leśny Park Kultury i Rozrywki w Myślęcinku oraz w centrum miasta na

Starym Rynku. Materiał badań stanowili losowo wybrani ludzie, jedynym warunkiem była ich pełnoletniość. Badania przeprowadzono wśród 106 osób, na co składa się: 57 kobiet (54%) i 49 mężczyzn (46%). Badane osoby były w bardzo szerokim przedziale wiekowym, który zaczynał się od 18 lat a kończył na 64 latach. W pierwszej grupie wiekowej od 18 do 33 lat było 69 osób, z czego 35 stanowiły kobiety (62% całości przebadanych kobiet) a 34 mężczyźni (69% całości przebadanych mężczyzn). Drugą grupą zaczynającą się od 34 do 49 lat liczyła sobie 27 osób, gdzie kobiet było 15 (26%) zaś mężczyzn 12 (25%). W ostatniej, trzeciej i najmniej licznej grupie wiekowej od 50 do 64 lat było 10 osób, z czego 7 to były kobiety (12%) a 3 mężczyźni (6%). Analizując odpowiedzi dotyczące aktywności fizycznej wywnioskować można, że:

1. Najchętniej swój czas wolny mieszkańcy spędzają uprawiając sport oraz wykorzystując go na kontakty towarzyskie.
2. Ankietowani zgodnie twierdzą, że aktywnie uprawiają różne aktywności fizyczne.
3. Badane osoby są aktywne fizycznie raz w tygodniu lub częściej.
4. Najważniejszą korzyścią, jaką niesie ze sobą aktywny tryb życia, jest zdrowie.
5. Ankietowani lubią uprawiać sport w swoim czasie wolnym.
6. Bydgoszcz jest miastem z dobrą infrastrukturą sportową.
7. Miasto jest bardzo przyjazne dla sportowców- amatorów.

Introduction

Physical very important activity at every stage of the life of the man and in every its century. The approach towards the motor activity changes along with age, however a health always remains the basic determinant (Kiełbasiewicz-Drozdowska 2001). The leisure time is a certain good which every man, every group and every society seek. He has a chance to become known only in a social group, outside it doesn't have a *raison d'etre*. The amount of the leisure time depends on above all by the degree of organising the group which seeks him, from relations which rule in it, but also commitments individual of her members of tasks into the realization entrusted them. For them better effects of the work of the group the all the greater possibility of fulfilling tasks entrusted her in time, and hence the greater possibility of finding the leisure time. Just enough of development of the technique both employees dealing during working hours with the work professional, as well as with household chores have more and more leisure time (Tchaikovsky 1979). In relation to the recalled development of the technique the man has more and more leisure time. It is necessary, so appropriate using it. Using the leisure time depends above all on a lifestyle, the personality, character and interests of the person which should for itself organize him. The physical activity is an integral element of the comprehensive adaptation process in the history of the human evolution. He constitutes the crucial and integrating element of a healthy lifestyle (Cieślicka et al. 2009). Without her any strategy of the health, supporting him and accumulating are impossible. She is important in every phase of the ontogenesis. In the developmental century he constitutes the natural mechanism stimulating all processes in the body. The low liveliness of the child can be an indication of many irregularities, restricting the physical initiative can disturb the development and adversely affect the medical condition.

The physical activity of the man is conditioned with his physical, motor, psychological and cultural development. From here for her the level is different at every stage of the life of the man and depends mainly on exogenous factors. The income of the genotype is only estimated on about 20 - 30 %.

The move is a value contributing to the smooth running of all organs for every of heightening the health. The physical activity that is the move mold immunological properties of the organism, correct course of metabolic processes. The appropriate level of the efficiency constitutes the factor in the appropriate way protecting against diseases associated with the progress of civilization. The efficiency also helps get the emotional deuce, simpler adjustment to changing conditions. The physical activity is important both for adults as well as children and young people. The appropriate dose of the move is needed for the development in the physical and psychological sphere. Both the deficiency and the excess of the physical activity can cause adverse effects for the health of the man. Attitude of the man towards activity physical is molded by a lot of factors. However many obstacles which they hamper exist as well as prevent the motor activity from taking. A test on the answer to questions which is was a purpose of research physical activity of residents of Bydgoszcz.

Material and methods

Tests were conducted in Bydgoszcz in places, in which sport i.e. the Woody Park of the Culture and Entertainment are practised in Myślęcinku and in the city centre on the marketplace. Randomly chosen people constituted material of tests, their majority was a single condition. They conducted research amongst 106 persons what makes up: 57 women (54%) and 49 men (46%). Examined persons were in an very wide age bracket which began for 18 years and finished on 64 years. In the first age group from 18 there were 69 persons up to 33 years, from what 35 women decided (62% of the whole of examined women) and 34 men (69% of the whole of examined men). The second incipient group from 34 to 49 years consisted of 27 people for herself, where of women was 15 (26%) whereas of men 12 (25%). In the last, third and least numerous age group from 50 there were 10 persons up to 64 years, from what 7 these were women (12%) and 3 men (6%).

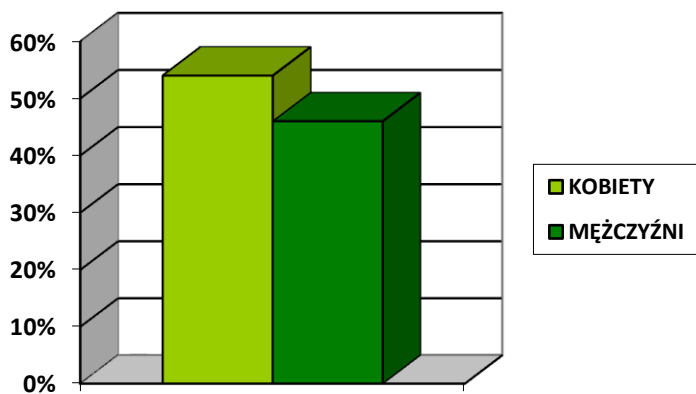


Fig. 1. Percentage number of women and men amongst everyone examined.

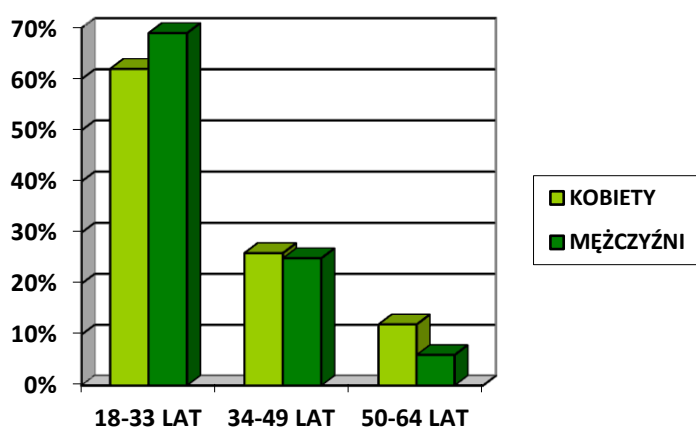


Fig. 2. Percentage number of women and men amongst everyone examined with the division into age groups.

The domicile is diversified, 59 persons (56%) is residing in Bydgoszcz, 47 (44%) lives in her region, from what of women living in a town is 31 (53%) and of men 28 (47%). Of women from surroundings of Bydgoszcz was 26 (55%) and of men 21 (45%).

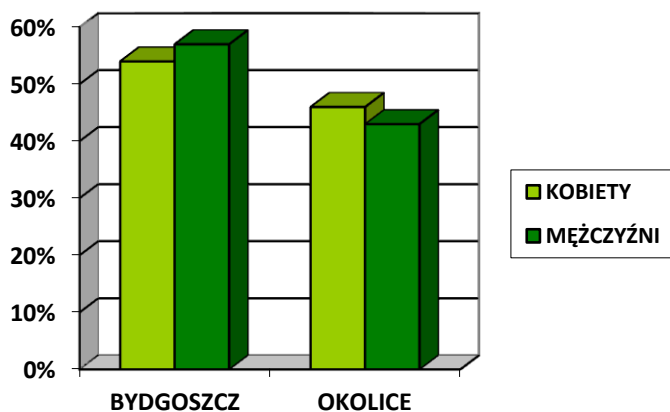


Fig. 3. Percentage number of women and men living in Bydgoszcz and outside it.

Results

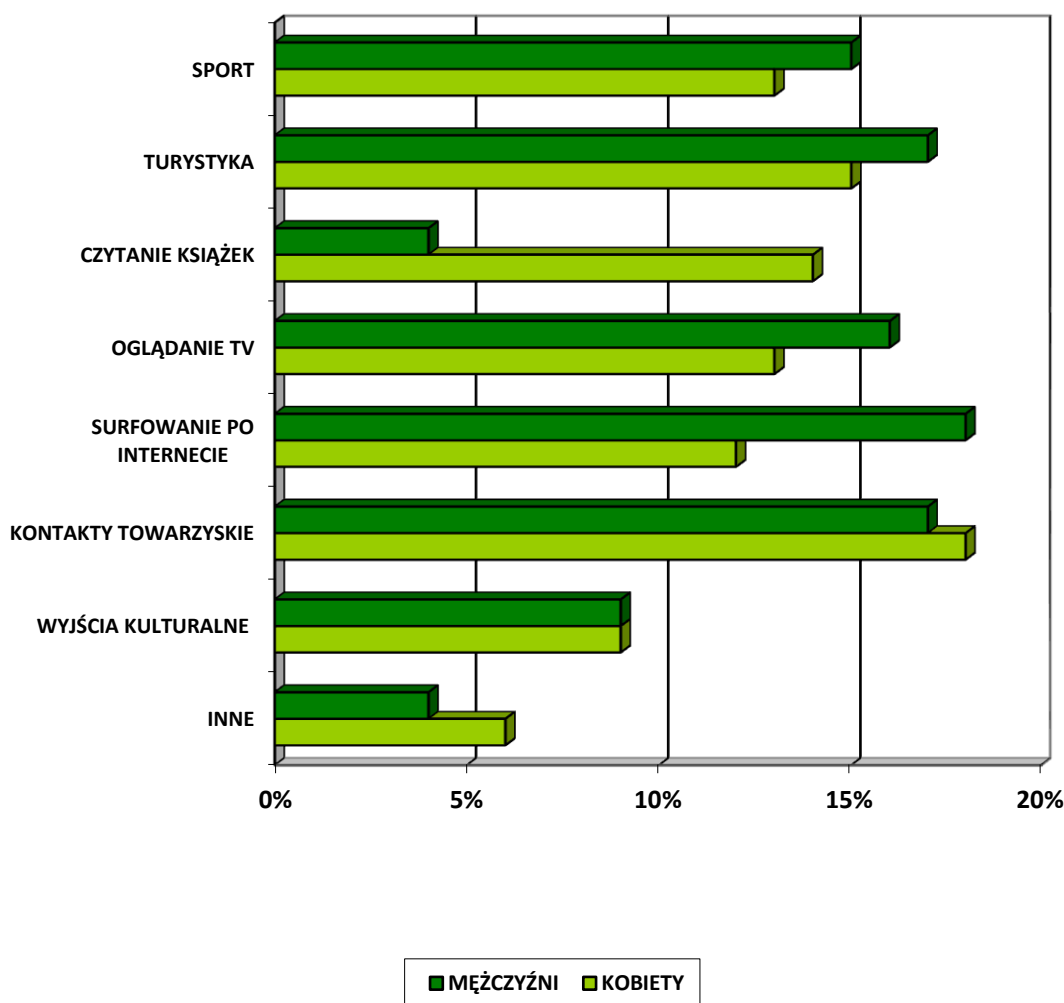


Fig. 4. In what way most willingly do you spend the leisure time?

Examined respondents (Fig. 4) use their leisure time in the following manner: women in the leisure time most willingly participate in the social round (18%), in tourist escapades (15%) and like to read books (14%). Men favour classes with the computer (18%), a social contact appreciates (17%) and take the participation in tourism (17%). Sports classes are appreciated by the 13% of women and the 15% of men. Outings are cultural the same at both of sex (9%). Altogether a 10% of persons favours other forms of spending the leisure time. He belongs to exchanged functions: dance, cooking, doing crosswords or also a fun with the child.

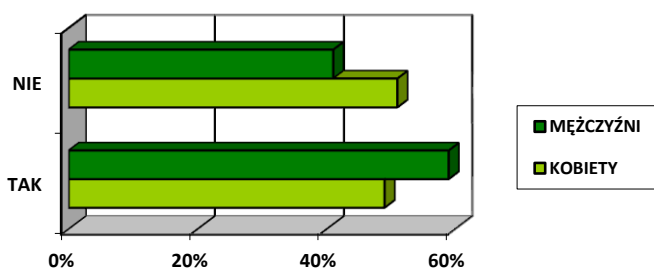


Fig. 5. Do you practise sport?

Tests show (Fig. 5) men practise sport more in the leisure time (59%) than women (49%). Polled at the response "yes" they were supposed to pass, what sport practise. Majority of respondents, of both women and men, answered similarly, that is: fitness room, fitness, running, walking (nordic walking), swimming, cycling, ride on roller blades and dance. Women additionally answered that they liked to play the basketball, volleyball and to ride a horse, whereas men prefer diving and the foot ballgame.

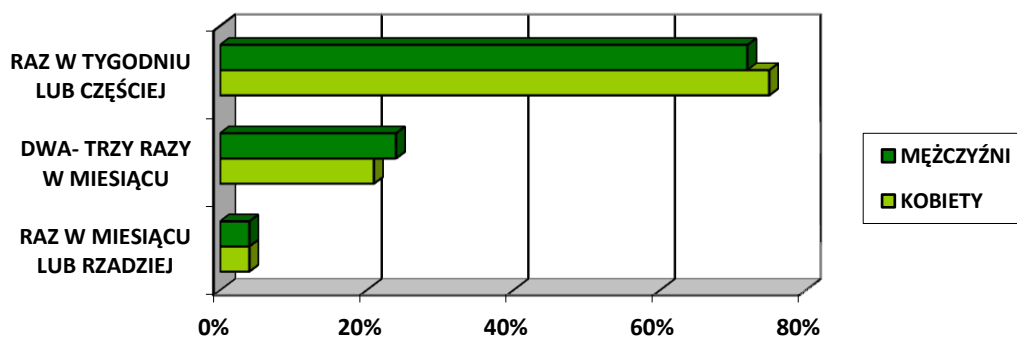


Fig. 6. How often do you practise sport?

From the Fig. 6 results, that majority of persons of respondents which in the priorer question answered affirmatively (women of the 49%, men of the 59%) practise sport very often. As far as the 75% of women spends its leisure time actively at least once during the week, of men of the 72%. Of persons training several times in the month there is a similar amount, because the 21% of women and the 24% of men. Once in the month and more rarely a 4% of both women and men practises sport.

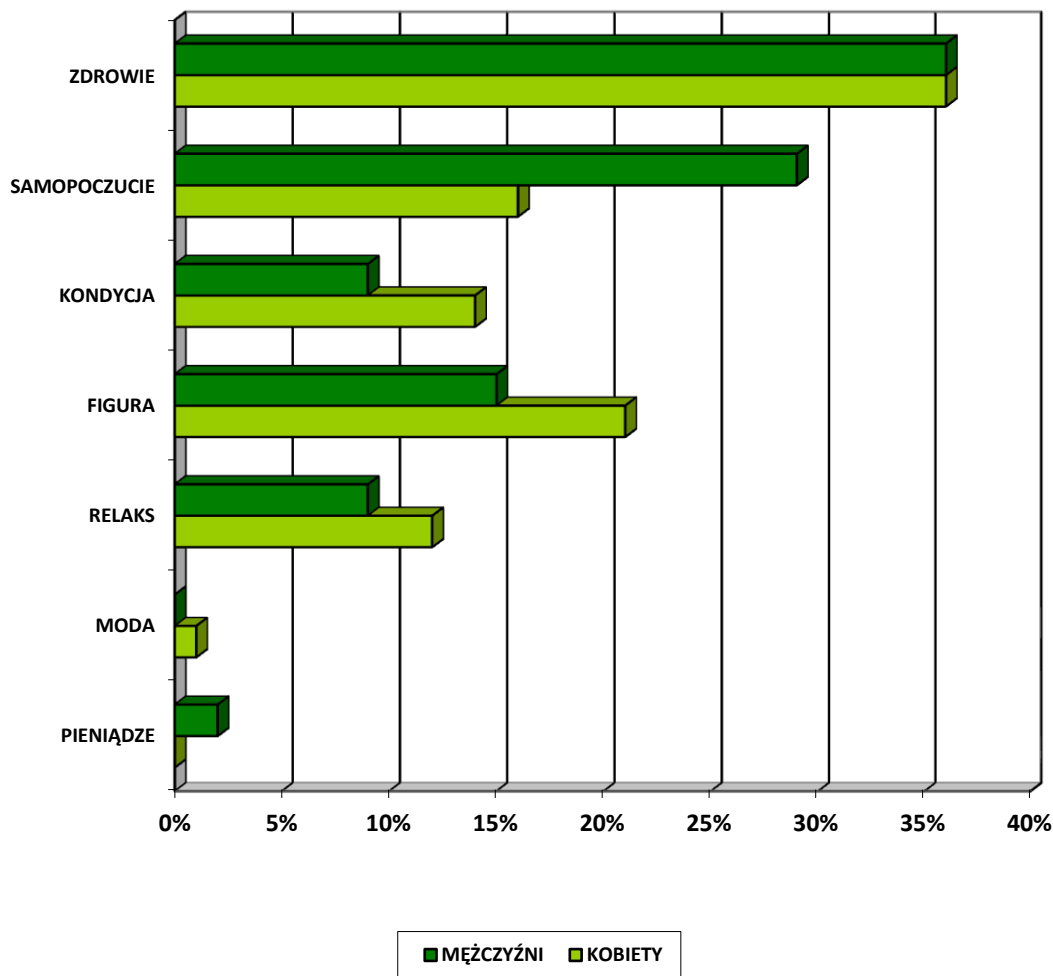


Fig. 7. According to you what benefits are associated with leading the active lifestyle?

According to people polled with active leading the life a health is the most important benefit which is tied and judges this way by the 36% both of sex (Fig. 7). A sense of well-being is a feature which is more important for men, because as far as the 29% returns the greater attention to it at the practicing sport, of women of only a 16%. The condition and the beautiful character more are desired by women, because altogether as far as 35%, men keep an eye on it in the 24%. Active spending the leisure time causes that women feel in the 12% whereas relaxed men in the 9%. A fashion is the last thing to which women pay attention (1%) and fact of the fact that the practicing sport happens more and more popular. Men attach importance to the possibility of earning money by active spending the time or also professional practicing sport (2%).

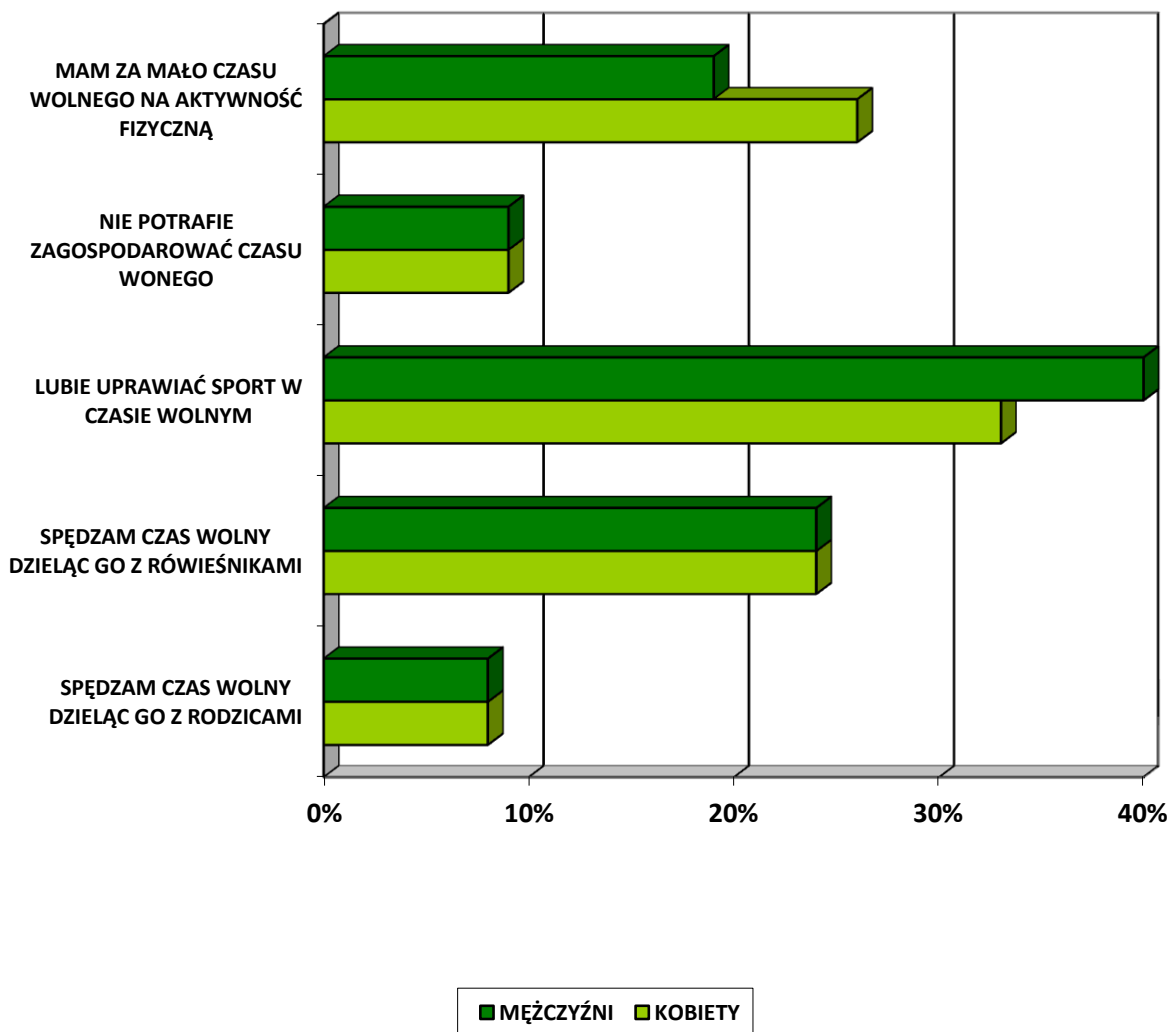


Fig. 8. Which statements copy your attitude with regard to a physical effort?

It results from tests (Fig. 8), that majority of men (40%) as well as of women (33%) likes to practise sport in the leisure time. Too little to the physical activity a 26% of women and a 19% of men have time. A 9% cannot for itself develop the leisure time both of sex, whereas for the 32% of women and men spends his leisure time sharing him with peers and with parents.

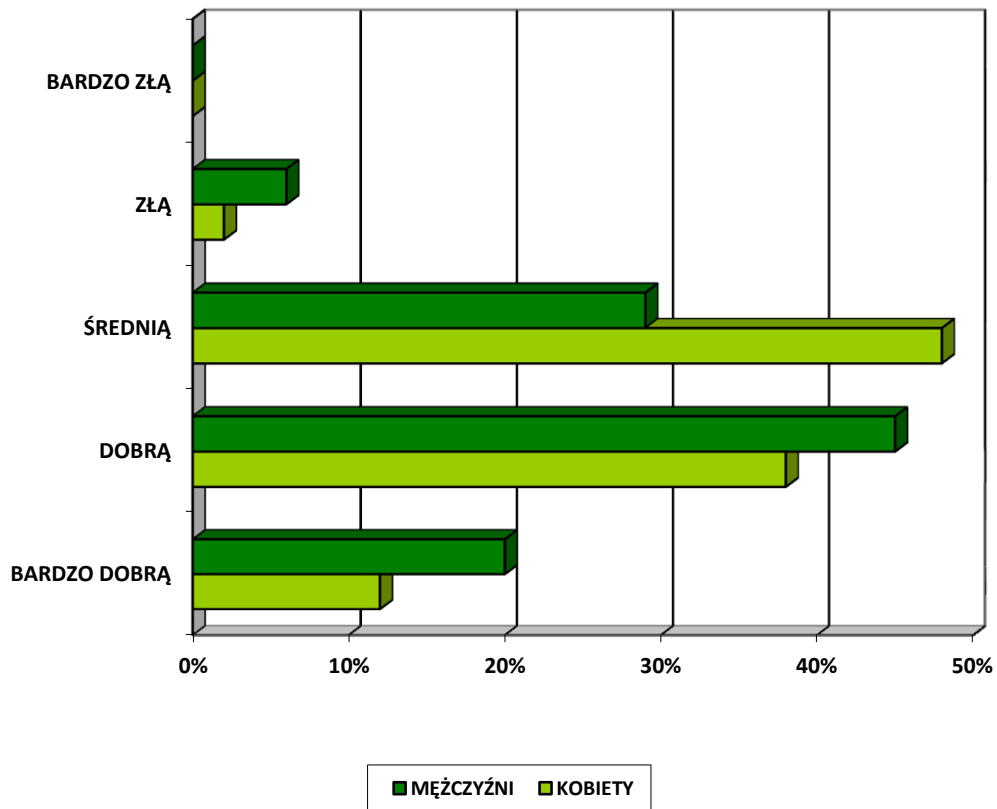


Fig. 9. According to you what sports infrastructure does Bydgoszcz have?

No person from respondents thinks that Bydgoszcz has a very bad sports infrastructure, whereas very little, because only passes 2 % women and the 6% of men such places are missing (Fig. 9). Close half of women, because the 48% and the 29% of men claim that the quantity of sports facilities is on the average level. Over half people polled (the 50% of women and the 65% of men) a city too much developed and attractive for amateurs of the practicing sport thinks.

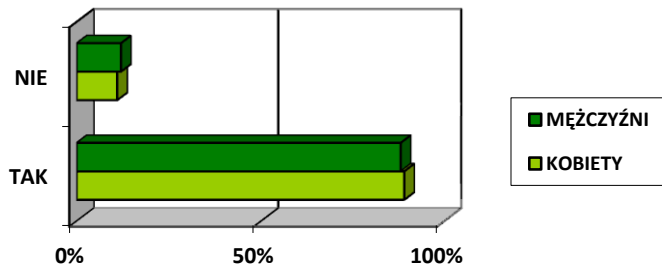


Fig. 10. Is Bydgoszcz a friendly space for athlete-s of amateurs?

Both women and men to the asked question answered affirmatively that Bydgoszcz was a city supporting planting of sports. Of replies manifesting itself positively it was as far as close the 90% at both of sex. Of these amateurs negatively judging turning the city towards athletes it was little, because only a 11% of women and the 12% of men.

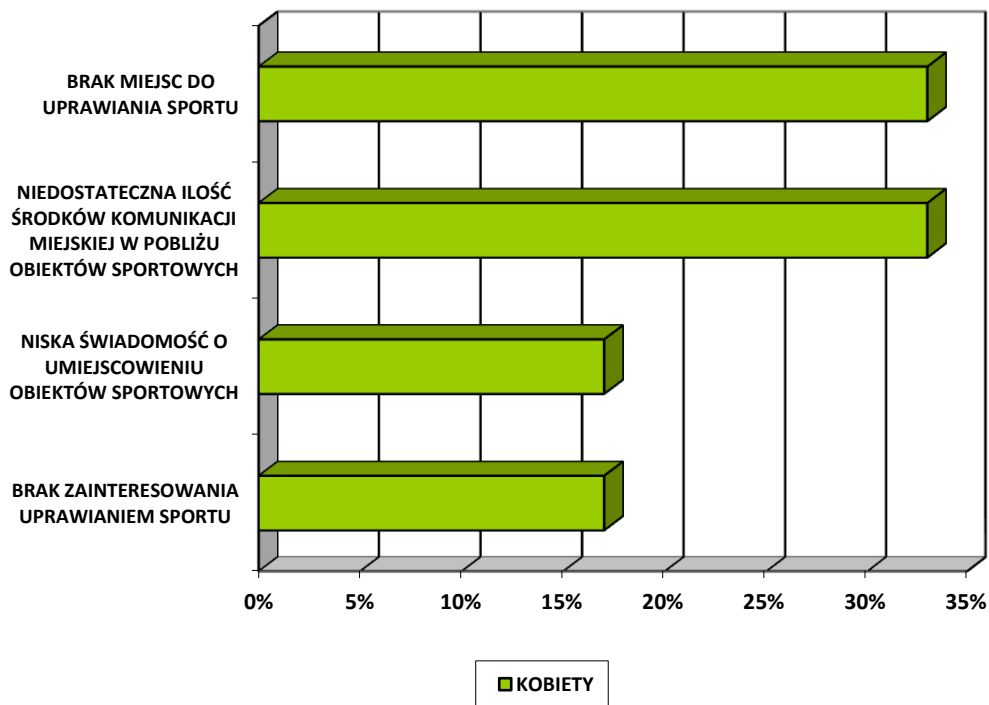


Fig. 11. Justify your response, if in the question of No. 9. you emphasized the reply "not"?

In the closing question it concerned grounds, why the polled person regards unfriendly the city for athlete-s of amateurs. Places are missing in Bydgoszcz, which it is possible to practise sport in he confirms the 33% of examined women, the 33% was said, that amount of centres of the public transport to sporting facilities (fitness room, clubs fitness, of bedpans, and the like) is unclassified what getting to them quickly and efficiently makes impossible. About situating places, in which it is

possible to practise sport a 17% is characterized by a low awareness. The same amount, because the 17% is also granted to the total unconcern by going in for any sports field.

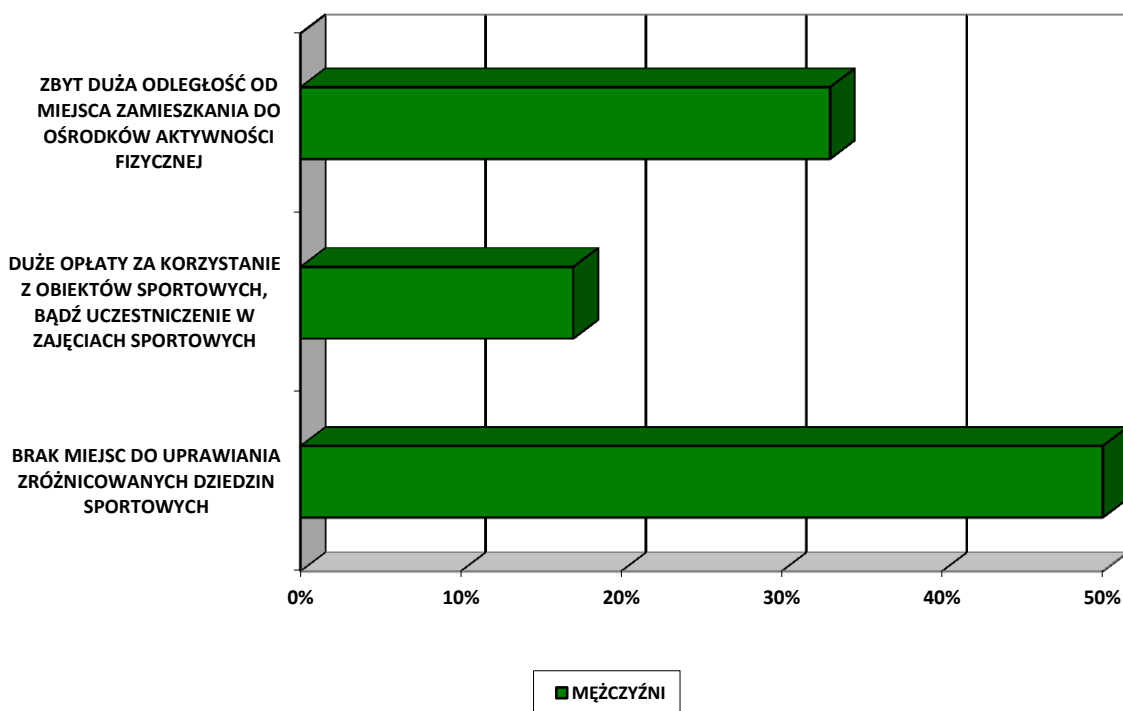


Fig.

Fig. 12. Justify your response, if in the question of No. 9. you emphasized the reply "not"?

The half of polled men thinks that places, in which going in for diversified sports fields would be possible are missing. it said the 33%, that had too far to sporting facilities, thanks to which they could in order to improve one's physical fitness. Whereas the 17% was appointed as too big payments at using sporting facilities or for being involved in any classes (passes, standing tickets, private coach and the like).

Conclusions

Physical very important activity at every stage of the life of the man and in every his century. The approach towards the motor activity changes along with age, however a health always remains the basic determinant (Kiełbasiewicz- Drozdowska 2001). Human needs are in general changeable along with age, education, financial resources. They are subject to constant alterations depending on family circumstances, social status, whereabouts. Needs in the tourism, and hence in the life of the man are also molded under the influence of the tendency and the prevailing fashion, character of the work, tastes and likings in relation to the rest and the relaxation in the leisure time from classes. The move, sport and the recreation are an essential element of our functioning. We

need the deuce both after the cerebration, psychological as well as after the physical tiredness. Increasing the participation of the society in the physical activity regarding especially adults. In case of children for them creating conditions for her accomplishment is urgenter (Drabik 1997). The leisure time fulfils the number of functions from which a lot he can be carried out through the physical activity. The move is a natural need of every organism above all as well as performs the role of the prevention for many diseases associated with the progress of civilization therefore the physical activity should be a part of a lifestyle of the young man. A belief that young people are not very active in terms of physics rules in final years. The great significance is assigned to the physical activity in the period of the childhood (Napierała et al. 2009). It interacts not only with the health of children and young people but a "transfer" enables her for life adult and affects their health in the future (Drabik, 1996). For the starting point active physically living never it isn't too late, neither too early, one should only remember about of appropriately adapted forms of the activity up to the century. A physical activity is a cheapest and simplest way of preventing many diseases and influencing for life of each of us. In twenty-four hours of the development of the contemporary civilization we are witnesses of quickly happening changes in the life of the man. These changes can have positive or negative character. Adults are also influenced by these changes. Issue of right proportions amongst two basic components of the life of the man: with the work and rest has first-rate meaning. Beginning the career, the man starts coming under certain discipline, his time for rest and entertainment reduces, however an assessment of the time for obligatory classes increases - work (Napierała et al. 2009, Cieślicka et al. 2012).

In world of conveniences of the scientifically- mechanical civilization the sentenced man stays for the motor restriction. It influences the quality of existence, causing simultaneously weakening the body's resistance, susceptibility to the stress and various illnesses. A recreation and a tourism are an antidote to the hazards of with civilization. Advantages of forms of developing the leisure time seem through the society undervalued. It is possible to rank the music, computers, literature, the movie, the cinema, the art, the fashion, the dance, the tourism and travels, as well as sport and the physical recreation among forms of developing the leisure time (May 2005, Prusik and wsp. 2009). It is possible to systematize manifold forms and types of the motor recreation according to various criteria. In the leisure time Mirosława Cieślicka, Radosław Muszkieta, Marek Napierała and Walery Żukow also dealt with the subject matter of the motor activity. Tests were conducted amongst 120 students of the Junior Secondary School No. 3 for them. Prof. Eugeniusz Witold of Piasecki in Gniezno whereas was a purpose of the work: getting to know views of students about the motor activity and fulfilling the leisure time and favoured forms of the motor activity (Napierała et al. 2009). Establishing questions to the subject matter of the work were chosen.

Half of those polled in response to the question how you spend your leisure time? answered that it played computer games. Next in terms of the popularity of making in the free time a practicing sport and meeting with acquaintances are. It appears from findings conducted by authors that the physical move largely is practised for the health and a sense of well-being. Respondents largely assess their physical fitness on satisfactory. Amongst forms of the activity favoured are: the cycling, the bedpan, walks and the jogging. Rest of Bydgoszcz secondary school young people was issues of other tests from schools in the province kujawsko- Pomeranian. Tests were conducted by Marek Napierała and Grzegorz Nowicki (Napierała et al. 2004). Quoted questions were chosen on account of the subject matter of this work. In response by the number of the leisure time during the week over the 70% of respondents it answered a question, that within the week had 5 hours and more free time. Majority of persons entire one's leisure time spends actively, whereas over the half gives its opinion, that only has time for sport with weekends. Interests of young people mainly are connected with the practicing sport and whereas using the computer activities are favoured forms largely cycling, swimming, the ride on roller blades or skate and plays the basketball and the volleyball. The awareness of respondents about the favourable influence of the physical activity on the health is very good what proves the next hypothesis. Whereas almost a whole proves the last hypothesis both of sex claiming that Bydgoszcz is an attractive and pleasant city for practising sport by amateurs.

Analysing the replies concerning the physical activity to conclude it is possible, that:

1. Most willingly residents spend their leisure time practising sport and using it to the social contact.
2. Respondents in harmony claim that actively they plant different physical activities.
3. Examined persons are active physically once during the week or more oftentimes.
4. A health is the most important benefit with itself an active lifestyle carries which,.
5. Respondents like to practise sport in their leisure time.
6. Bydgoszcz is a city with the good sports infrastructure.
7. The city is very pleasant for athlete-s of amateurs.

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GENERAL AND SPECIAL EFFICIENCY OF OSSM FOOTBALLERS FROM THE JUNIOR SECONDARY SCHOOL NO. 10 IN BYDGOSZCZ

Sprawność ogólna i specjalna piłkarzy OSSM z Gimnazjum nr 10 w Bydgoszczy

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Keywords: general efficiency; special fitness of footballers; junior high School; Bydgoszcz.
Słowa kluczowe: sprawność ogólna; sprawność specjalna piłkarzy; Gimnazjum; Bydgoszcz.

Abstract

An attempt to determine the physical level of development and motor abilities and a control of the special fitness of foot OSSM footballers were a purpose of the work from the class III Junior Secondary School No. 10 in Bydgoszcz. 20 competitors practising the football were provided with the test. In the destination of the assessment of the level of the general motricity, they used the International Test of the physical fitness, performing tests: of power, the power, the speed, the agility, the endurance and the suppleness. They conducted research April/May 2011 and of 2012. Analysing the special efficiency, they used the test spreading through PZPN: juggling with ball, dribbling the ball with slalom, it being struck by a ball at the target, it being struck by a ball from a distance. Results of the height and body weights were used for the test of the morphological development. On this base a rate of the slenderness of the body was determined for each of examined boys according to the Rohrer indicator, characteristics of Kretschmer and the key of Curtis. Collected data was subjected to the statistical study. Obtained findings were presented in the form graphical. Results of research of the motricity were compared with findings all-Polish. They effected graphical comparing scoring results. Next a test of findings, based on which the following conclusions were drawn was conducted:

1. Analysing the type of the figure examined it is possible to notice that a leptosomatic type dominates.
2. In the course of one year a number of young footballers being characterized by a slender figure of the body increased.
3. All conducted tests showed that in the course of one year a level of motor abilities had risen; results of footballers are more favourable than of peers of all-Polish tests.
4. In the course of one year a level of the special efficiency rose, particularly a juggling with ball.

Streszczenie

Celem pracy była próba określenia poziomu rozwoju fizycznego oraz zdolności motorycznych i kontrola sprawności specjalnej piłkarzy nożnych OSSM z klasy III Gimnazjum nr 10 w Bydgoszczy. Badaniem objęto 20 zawodników trenujących piłkę nożną. W celu oceny poziomu sprawności motorycznej ogólnej, posłużono się Międzynarodowym Testem Sprawności Fizycznej, wykonując próby: siły, mocy, szybkości, zwinności, wytrzymałości i gibkości. Badania przeprowadzono kwiecień/maj 2011 i 2012 roku. Analizując sprawność specjalną, posłużono się testem PZPN obejmującym: zonglerkę piłką, prowadzenie piłki slalomem, uderzenie piłki do celu, uderzenie piłki na odległość. Do analizy rozwoju morfologicznego wykorzystano wyniki wysokości i masy ciała. Na tej podstawie określono współczynnik smukłości ciała dla każdego z badanych chłopców wg wskaźnika Rohrera, charakterystyki Kretschmera i klucza Curtisa. Zebrane dane

poddane zostały opracowaniu statystycznemu. Uzyskane wyniki badań przedstawione zostały w formie graficznej. Rezultaty badań sprawności motorycznej porównano z wynikami badań ogólnopolskich. Dokonano graficznego porównania wyników punktowych. Następnie przeprowadzono analizę wyników badań, na podstawie której wysnuto następujące wnioski:

1. Analizując typ sylwetki badanych można zauważyć, że dominuje typ leptosomatyczny.
2. Na przestrzeni jednego roku zwiększyła się liczba młodych piłkarzy charakteryzujących się smuklejszą sylwetką ciała.
3. Wszystkie przeprowadzone próby wykazały, że na przestrzeni jednego roku wzrósł poziom zdolności motorycznych; wyniki piłkarzy są korzystniejsze niż rówieśników badań ogólnopolskich.
4. Na przestrzeni jednego roku wzrósł poziom sprawności specjalnej, szczególnie zonglerka piłką.

Introduction

Assuming that, similarly to the physical education, they should among others give sport health, efficiency, to prolong the activity and the life of the man - one should aspire to it to show and underline joy, pleasure and factors of entertainment in sports activity. The physical fitness is a quite top-ranking property in a system of values of children and young people (Napierała et al. 2010). She decides on the versatile resourcefulness of the child and is a measure of his health. The efficiency and the constitution condition the broad youth development and for her raising to a considerable degree. Physical fitness of the man, being an indicator of his development and the health is constantly permanent, and in theories about the physical culture with main theme of numerous researches works. An interest in measurements of this efficiency, i.e. ways for her of determining with different motor tests manifesting it doesn't also diminish with achieving the concrete outcome, of tests letting the efficiency the quantitative assessment of the level. The game of the football puts high fitness requirements before competitors. The footballer should be fast, manoeuvrable, tough, lively, should can exploit his physical fitness in different situations in the course of the game. Needs in the efficiency preparation are diversified depending on the position filled by the competitor in the team. Fundamentally one should however assume that on every position such a her level which presenting in the game of its mechanical and tactical abilities, irrespective of the time growing in the function of the game the tiredness will enable is essential. Under comprehending the physical fitness a word of the high state of organs, arrangements and the function of the body of the man, manifesting itself understands one another with effective solving versatile motor problems but conditioned with degree of moulding motor features (Kapera, Śledziewski 1997, Cieślicka et al. 2012). In sports activity the physical fitness manifests itself in three forms: of general, directed and special fitness.

Kapera and Śledziewski (1997, p. 42) define the general physical fitness as (...) motor potential of the competitor, permitting him the performance versatile, diverse, oftentimes not connected with the sport gone in for, of physical exercises. Exercises of the general efficiency usually involve the

entire muscular system of the competitor, constituting the excellent base in the process up to more specialist efforts, (...); quite often a general physical fitness is determined with date condition.

The directed physical fitness, according to recalled coaches', constitutes the indirect plain amongst general but special exercises. In practice it consists on intentional and gradual molding leading motor characteristics of the footballer: of speed, special endurance, power dashing. Oriented exercises are unusually significant, because, particularly in youth categories, protect against the too early dominance of special exercises. A special physical fitness is a state of adapting the organism to starting effort. Exercises of the special efficiency establish with one's character, dynamics and organizational solutions to technical-tactical and motor situations met in the game. These exercises influence the build process and maintenances of the sports form most effectively. Too frequent however applying them creates danger local of overloading the muscular system and can cause psychological tirednesses. Inasmuch as oriented exercises can be held without the participation of the ball, in special exercises for her the participation is compulsory (Kapera, Śledziewski 1997). In recent athletes still performed pasts important part in the public didacticism: gave examples, how to overcome own weaknesses, to get cells marked out for oneself, to compete nobly and to accept defeats with the dignity. It was an ancient Greek ethos kalos kagathos, that is beautiful and good. It was it is an ideal of the man being characterized by the harmonious plenitude of advantages of the body and spirit. Not only a win, but also a moral attitude counted, respect for the value an idea of sport carries which. And the aspiration to these values should be still standing and today. For many years an honourable title admits kalos kagathos for outstanding athletes which achieved considerable successes in the career and social apart from sport. Pierra words express the faith in the unusual mission of sport Pierry de Coubertin: About Sport, you are Beauty! It is supposed to support sport - K. Zuchora underlines (2009, p. 121) - personal potential of the man, to emphasize his subjective values and to determine in the acute dispute with other people inviolable border of mutual respect.

Material and methods

A group of 20 boys aged 16, going in for the football, but improving their abilities in the training centre was put through an examination Sports of Young people in Bydgoszcz. The work in OSSM is oriented on the individual work more with competitors, in particular for improving tactical abilities. Everyone are students of the junior high School No. 10 in Bydgoszcz. They conducted research in April and May 2011, the April and May 2012 on CWZS objects Zawisza Bydgoszcz. The somatic development was determined based on the most characteristic somatic trademarks: heights and body weights. The physical build of children was characterised according to the typology based on the Rohrer sign (Drozdowski 1982):

body weight [g]

$$X = \frac{\text{body weight [g]}}{\text{height of the body [cm]}^3} \times 100 \%$$

height of the body [cm]

Using the mentioned above Rohrer indicator, it is possible to determine the following types of the build, according to the key of Curtis:

- Leptosomatic type $x < 1.27$
- Athletic type $1.28 - 1.48$
- Pyknic type $1.49 - x$

For determining the state of the motor activity they used seven of eight tests on the International Test of physical fitness (Pilicz, Przewęda, Trzeźniowski 1993).

1. Run on distance 50 from the standing start - determining the speed
2. The long jump from place-setting power
3. Run on distance of 1000 m - determining the endurance
4. Forward bend from lying I put on weight determining power and the endurance muscles of abdomen
5. Pendular run 4 x of 10 m - reflecting the agility
6. Bend of the torso ahead on the small bench reflecting the suppleness
7. Determining pulling shoulders up in the overhang power.

Findings were subjected to a statistical analysis and they calculated for every ability

asymmetrical average:

$$\bar{X} = \frac{\sum x}{n}$$

standard deviation:

$$\sigma = \sqrt{\frac{\sum (x - \bar{x})^2}{n - 1}}$$

difference between averages:

$$D = \bar{x}_1 - \bar{x}_2$$

and significance of the difference

$$u = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{\sigma_1^2}{n_1} + \frac{\sigma_2^2}{n_2}}}$$

Critical values were read off on the materiality level $p = 0.05$ and $p = 0.01$. Findings were subjected to statistical processing and presented in Tables and Figures.

Results

A few parameters comprise the type of the build of the man. A height of the body is one of them (height of the competitor). It is factor which in case of the football, among others, the place taken on the court and the usefulness condition in individual fragments of the game. The height of the body determines the physical development of the specimen at individual stages of the biological life and shows physics tendencies of the given organism. Foot footballers are characterized by the average of the height lowest of all team games. Even though he isn't the deciding factor which decides on the class of the competitor, during the game oftentimes plays it greater role. Every of formations, every position he is characterized by a different optimum height and therefore the general increase of foot footballers very much is diversified.

Table 1. Numerical characterization of the height of the body examined (cm)

Kind tests	N	\bar{X}	σ	D	<i>Significance u</i>
I test	20	169.05	8.33	3.95	1.58
II test	20	173	7.51		

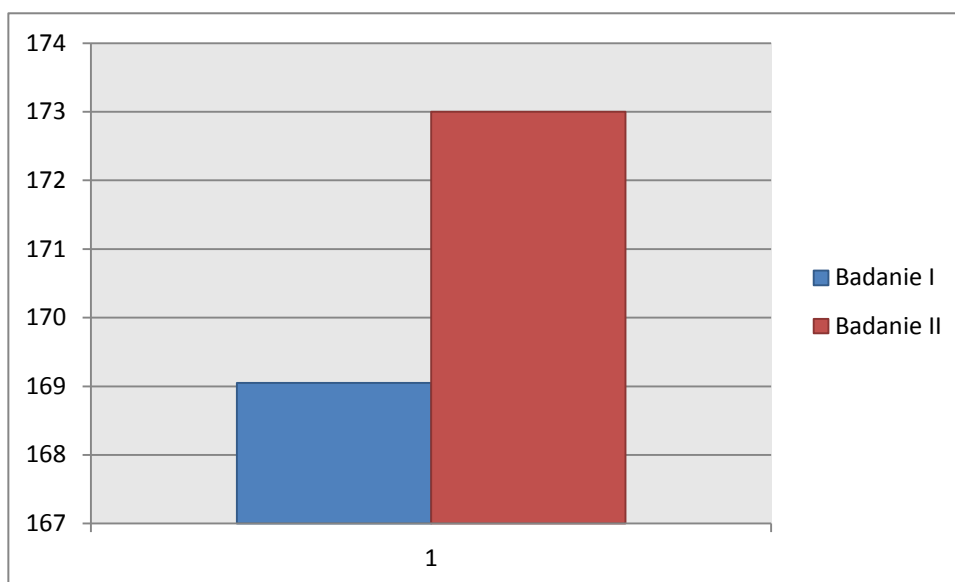


Figure 1.. Graphical image of the height of the body examined (cm)

Comparing average results amongst the first but second test the difference of the height was 3.95 cm what findings of the second test confirm. This difference isn't substantial statistically. The

body weight of foot footballers is one of determining factors oftentimes about parameters of the motor activity of the competitor, in many cases turns out to be crucial. He affects the productivity of the competitor, his endurance, but first of all the speed. The body weight to a large extent influences by force, therefore cannot be too small, since the football is a contact game. The weight can have a competitor, so influence on the direct fight against the opponent. The body weight of persons going in for this sports discipline should have good proportions to the height, of course depending on the stage of the ontogenesis.

Table 2. Numerical characterization of the body weight examined (kg)

Kind tests	N	\bar{X}	σ	D	<i>Significance u</i>
I test	20	60.275	8.76	2.875	1.08
II test	20	63.15	8.04		

Table 2 was presented numerical characterization of the body weight of examined students. Average group results in and for tests are 60.275 kg, however the II results of examining 63.15 kg. It is possible to notice, that body weight examined rose by 2.875 kg. This difference isn't substantial statistically.

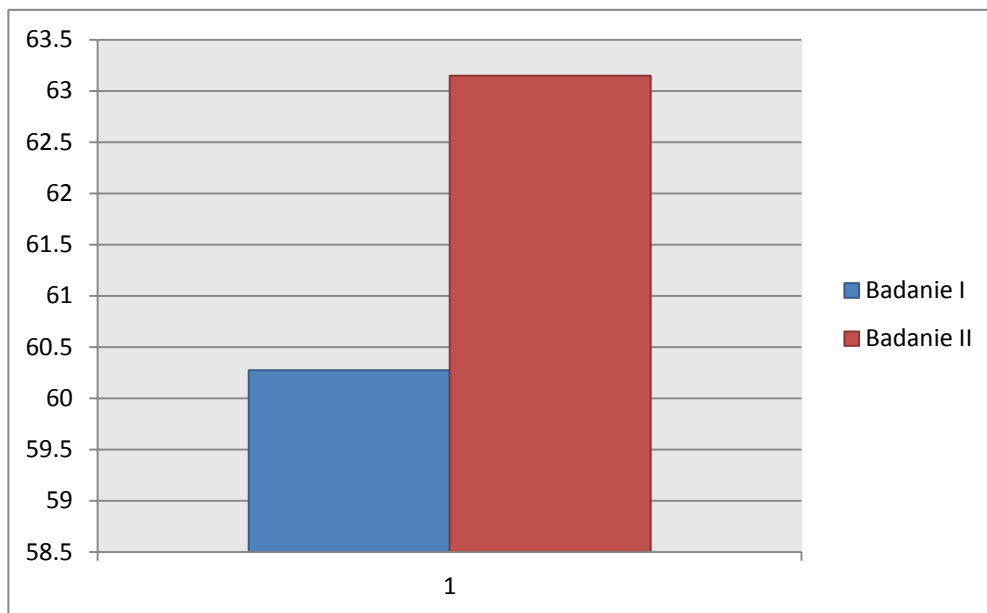


Figure 2. Graphical image of the body weight examined

A typology is systematizing various kinds and types of the structure of the human body in terms of resemblance and differences of individual features.

A. Vanke drew up first in Poland method and systematics. He distinguished three models, kinds, types of the structure:

- first: V type - short torso, wide barges, narrow pelvis, flat chest, great weight range towards the height
- second: A type - longer torso, narrow barges, wide pelvis, barrel-shaped chest, medium weight range
- third: H type - short torso, wide barges, wide pelvis, barrel-shaped chest, medium weight range
- fourth: I type - is of poor construction, a torso holds debts, narrow shoulders, on average wide pelves, the flat chest and the small weight

Men according to Wanke:

X - 1.24 slender

1.25 - 1.36 secondary

1.37 - X obese

Table 3. Typology of the build

I TEST	II TEST
<p>Out of 20 examined:</p> <p>10 footballers had a slender structure</p> <p>6 footballers had an average structure</p> <p>4 footballers had an obese structure</p> <p>Highest Rohrer indicator N. O. (1.43)</p> <p>Lowest Rohrer indicator M. O. (1.05)</p>	<p>Out of 20 examined:</p> <p>13 footballers had a slender structure</p> <p>6 footballers had an average structure</p> <p>1 had footballers obese structure</p> <p>Highest Rohrer indicator J. B. (1.39)</p> <p>Lowest Rohrer indicator P. D. (1.02)</p>

Table 4. Rohrer indicator

L.p.	Surname and name	I TEST			II TEST		
		Height in the cm	Body weight in the kg	Rohrer indicator	Height in the cm	Body weight in the kg	Rohrer indicator
1.	B.B	171	66	1.32	174	67	1.27
2.	B.M.	167	64	1.37	170	66	1.34
3.	G.J.	182	73	1.21	184	76.5	1.23
4.	G.S.	163	55	1.27	168	57.5	1.21
5.	J.B.	156	52	1.37	158	55	1.39
6.	J.R.	173	65	1.25	177	68	1.23

7.	K.A.	158	48	1.22	161	53	1.27
8.	Ł. R.	156	46	1.21	162	50	1.18
9.	Ł. M.	170	62	1.26	175	65	1.21
10.	M. K.	169	62	1.28	174	65.5	1.24
11.	M. D.	180	64	1.10	184	67	1.07
12.	M. O.	163	45.5	1.05	170	53	1.08
13.	N. O.	162	61	1.43	170	62.5	1.28
14.	N. J.	170	69	1.40	175	69	1.29
15.	P. B.	182	74	1.23	184	78	1.25
16.	P. D.	166	49	1.07	173	53	1.02
17.	R. M.	176	68	1.25	178	68	1.20
18.	S. E.	163	51	1.18	167	56	1.20
19.	Ś. B.	181	69.5	1.17	182	70	1.16
20.	T. D.	173	61.5	1.19	174	63	1.19

Table 5. Type of the figure examined

Examined group	Type leptosomatic $x - 1.27$		Type athletic $1.28 - 1.48$		Type pyknic $1.49 - x$		Together	
	N	%	N	%	N	%	N	%
I Test	14	70	6	30	-	-	20	100
II Test	16	80	4	20	-	-	20	100

In table 4. a characterization of three somatic types of examined students was presented. He results from it, that amongst the examined system- in the test and- a leptosomatic type dominates - 14 persons what the 70% constitutes, whereas 6 (30%) represents the athletic type. A pyknic type doesn't appear in this group. Analysis of the results conducted during for the II test demonstrated, that and here a leptosomatic type dominates - 16 persons what the 80% constitutes, a height let notice itself by the 10% of persons about the slender figure, whereas 4 persons are characterized by an athletic type (20%) and here by the 10% a number reduced examined about the athletic type. A pyknic type doesn't appear in this group. And so within one year a number of young footballers

being characterized by a slender figure of the body increased. Boys practising the football are characterized by a build typical of a sports discipline gone in for.

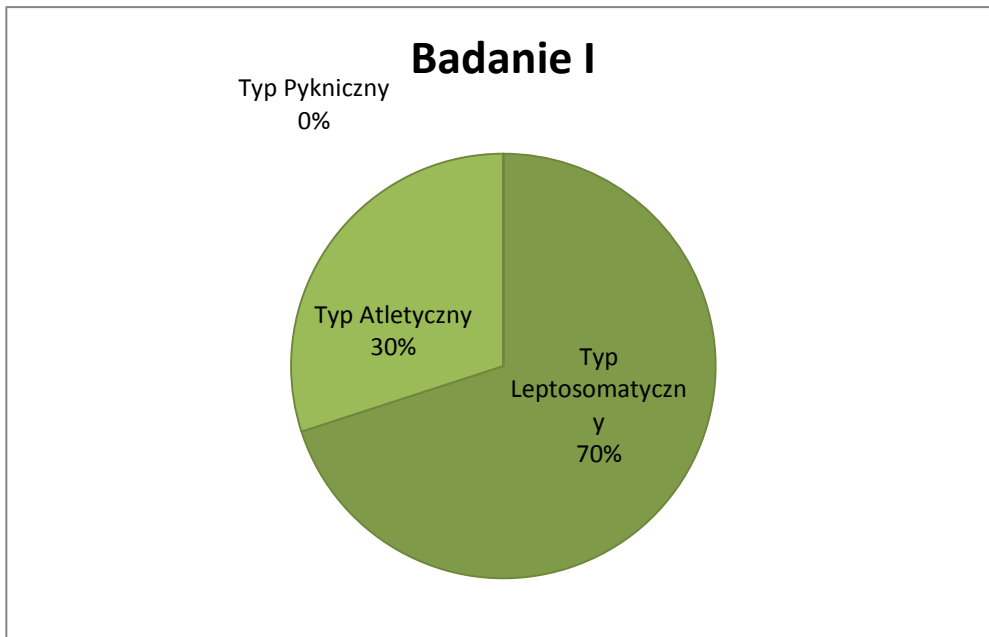


Figure 3. Percentage appearing of types of the build - I test

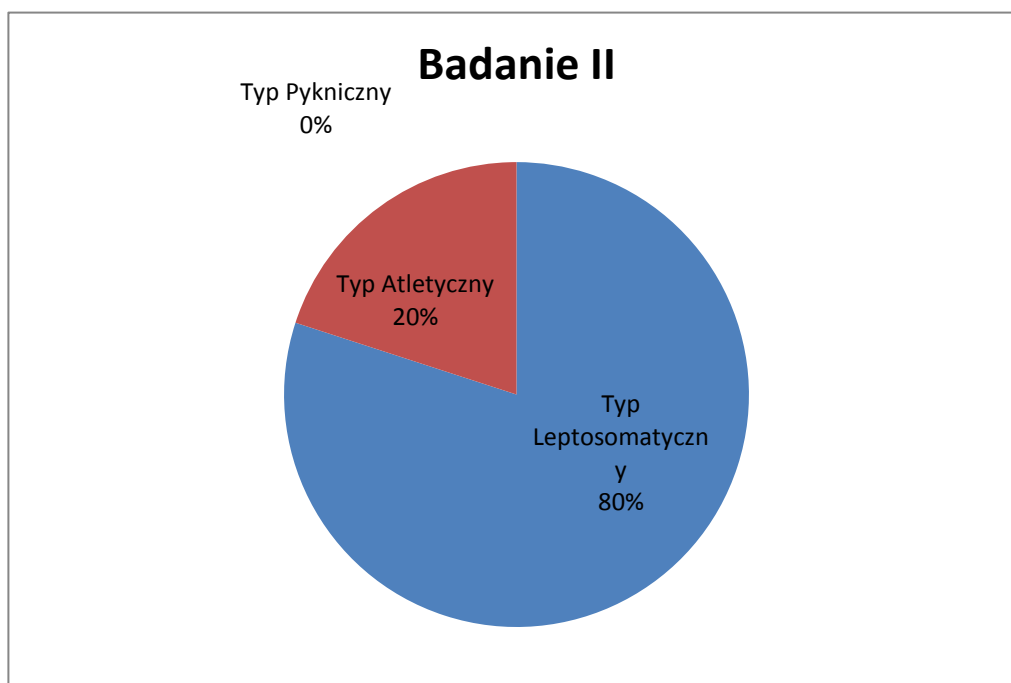


Figure 4. Percentage appearing of types of the build – II test

It effected the test and the evaluation of motor abilities based on seven tests being included in an International Test of physical fitness (MTSF). The test and comparing results were introduced

in turn of conducted tests. The materiality level was appointed on two levels: * $p < 0.05$; * * $p < 0.01$; * $p < 0.05$; $df = 2.02$ * * $p < 0.01$; $df = 2.70$

Run on 50 m from the standing start - speed

Table 6. Numerical characterization of the run on distance of 50 m examined (s).

Kind tests	N	\bar{X}	σ	D	Significance <i>u</i>
I test	20	7.26	0.68	0.08	0.5
II test	20	7.18	0.4		

Table 6 describes comparing results of run of groups on distance of 50 m examined. Average time during I test is 7.26 sec., however in II test ran this distance in the average time of 7.18 sec. comparing these results it is possible to state that boys in II test achieved good results than about 0.08 sec. Difference isn't substantial statistically.

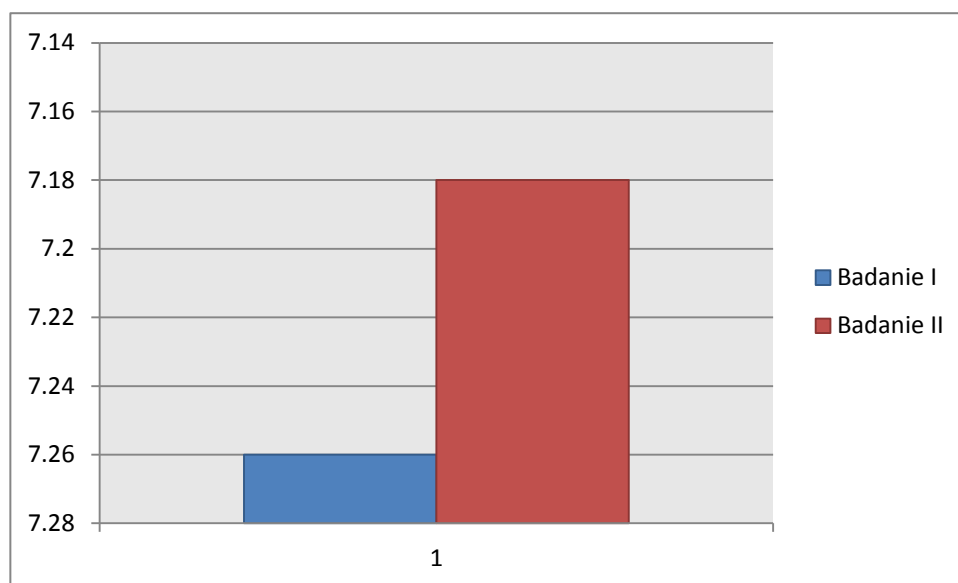


Figure 5. Average results of the race on distance of 50 m (s).

The long jump from the place - power

Table 7. Numerical characterization of the long jump right away examined (cm).

Kind tests	N	\bar{X}	σ	D	Significance <i>u</i>
And test	20	232.7	24.47	8.65	1.17

The II test	20	241.35	22.1		
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Numerical characterization of the long jump right away examined table 7 shows. He results from it, that in during of one year (time which elapsed between I and II test) examined group improved its results about 8, 65 cm. Presented results attest to it, that an increase in the power of quadriceps of the thigh took place. This difference isn't substantial statistically.

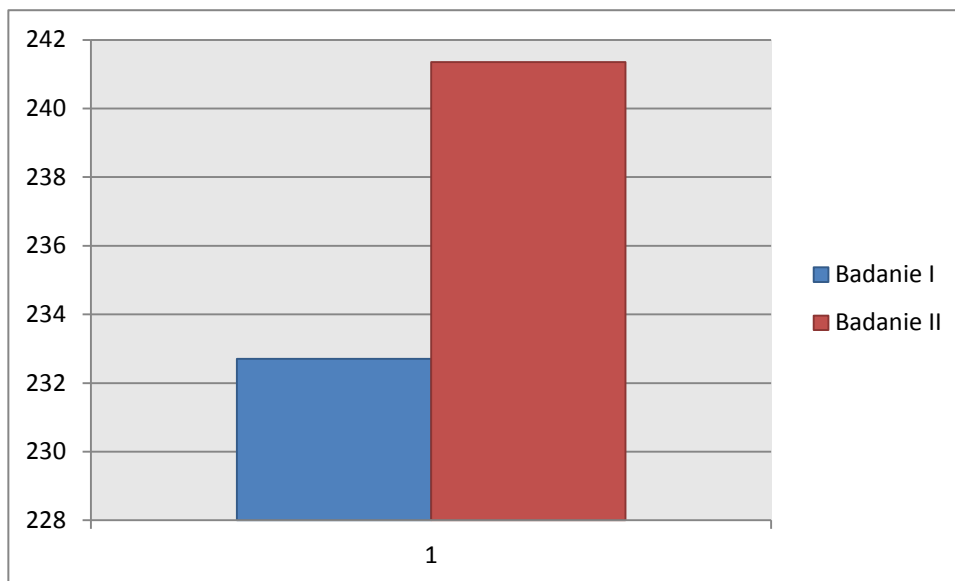


Figure 6. Average results of the long jump from the place (cm).

Run on distance of 1000 m - endurance

Table 8. Numerical characterization of the run on distance of 1000 m examined (s).

Kind tests	N	\bar{X}	σ	D	Significance <i>u</i>
I test	20	214.35	17.47	2	0.4

Analysing findings of the race on distance of 1000 flat, II test showed, that endurance examined develops more or less on the same level. Time difference of results between averages get during I and II tests 2 sec. Table 8 presents the numerical characterization of this test. This difference isn't substantial statistically.

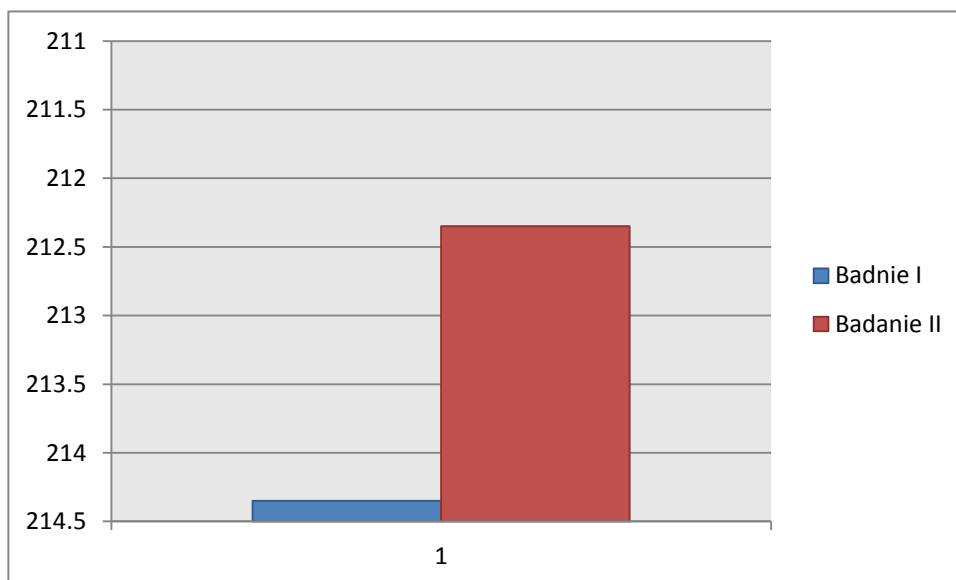


Figure 7. Average results of the race on distance of 1000 m (s)

Forward bend from lying I put on weight - power and the endurance of the belly muscles

Table 9. Numerical characterization of the forward bend from lying put on weight examined (number of repeating).

Kind tests	N	\bar{X}	σ	D	<i>Significance u</i>
I test	20	28.15	4.23	5.1	4.39 * *
II test	20	33.25	3.04		

Analysing findings of the belly muscles diagnosing power and the endurance, it is possible to state that in the second test footballers achieved the result for 5.1 repeating better than in the first effort. This difference is substantial statistically on the level of the 1%. Table 9 describes it.

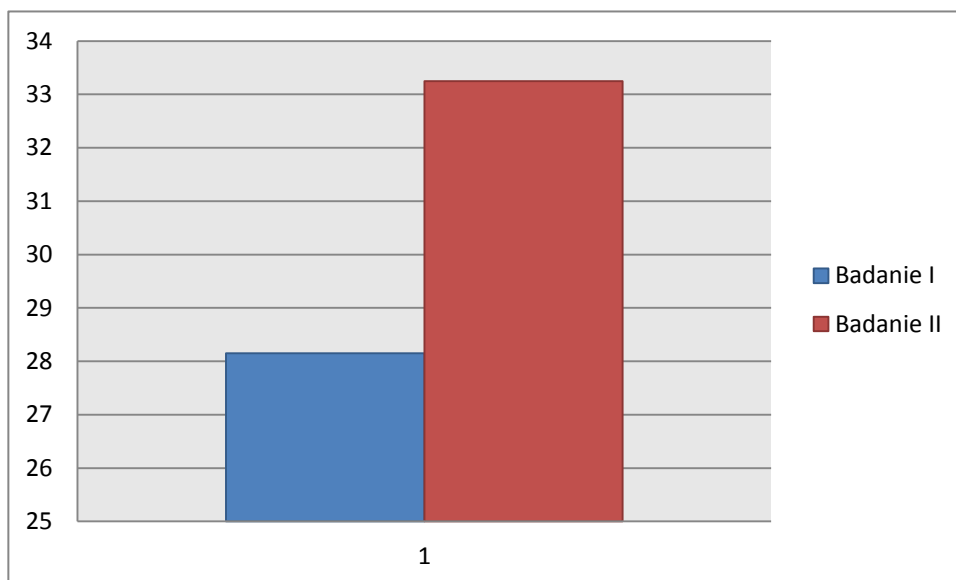


Figure 8. Average results of the forward bend from lying put on weight (number of repeating).

Pendular run 4 x of 10 m - agility

Table 10. Numerical characterization of pendular run 4 x of 10 m examined (s).

Kind tests	N	\bar{X}	σ	D	Significance <i>u</i>
I test	20	9.66	0.37	0.38	4.22 * *
II test	20	9.28	0.28		

The agility was determined with the help of pendular run 4 to x 10 flat The numerical characterization of this test was entered into in table 10. The arithmetic mean of results of the pendular race of the examined group is more favourable in the II test at 0.38 sec. from the arithmetic mean of results of the race in and for test. Differences amongst these tests is essential statistically on the level of the 1%.

Bend of the torso ahead on the small bench - suppleness

Table 11. Numerical characterization of the bend of the torso ahead on the small bench examined (cm).

Kind tests	N	\bar{X}	σ	D	Significance <i>u</i>
I test	20	11.1	5.8	1.7	0.9
II test	20	12.8	6.04		

Table 11 contains the numerical characterization of the bend of the torso ahead on the small bench. This test is used to examine the suppleness. Difference between I and II tests was 1.7 cm. We can state, that average results of the forward bend of the examined group - after the year from the first test - are better. This difference isn't important statistically.

Pulling shoulders up in the overhang - strength of shoulders

Table 12. Numerical characterization of pulling shoulders in the overhang examined up (number of repeating).

Kind tests	N	\bar{X}	σ	D	<i>Significance u</i>
I test	20	5.6	4.72	0.5	0.34
II test	20	6.1	4.51		

Strength of muscles of the shoulder belt was determined based on pulling shoulders up in the overhang. Table 13 presents the numerical characterization of this test. Arithmetic mean of the number of repeating pulling shoulders up in the overhang at examined is about 0.5 bigger in II test. This difference isn't important statistically.

Control of the special physical fitness, that is so which is needed in a determined sports discipline an image gives teams to the coach. It shows, what level of the mechanical education competitors are on as well as what gaps still have. Tests let the special efficiency the objective assessment of the usefulness of competitors for the game of the football. The test of the special physical fitness included:

- slalom with the ball (40 m), the juggling with ball (cycle of the brake light head), it being struck by a ball at the target, it being struck by a ball from a distance.

Slalom with the ball (40 m)

Table 13. Characteristics of dribbling the ball with slalom for the timeout

Kind tests	N	\bar{X}	σ	D	<i>Significance u</i>
I test	20	19.44	1.4	0.36	0.85
II test	20	19.08	1.3		

Analysing findings of the special- efficiency slalom with the ball (40 m)

It is possible to state, that in the second test footballers, dribbling the ball along the outlined path, achieved the result for 0.36 sec. better than in the first effort. This difference isn't substantial statistically.

Table 14. Numerical characterization to flick balls up in the cycle leg-head

Kind tests	N	\bar{X}	σ	D	<i>Significance u</i>
I test	20	15.85	3.81	1.7	1.47
II test	20	17.55	3.53		

Mechanical abilities were checked, applying the juggling with ball in the cycle foot-head. The second test confirmed progress in this element of the special efficiency; the result of the second test was better about 1.7 of blows of the ball in cycles of the hitching- head. This difference isn't substantial statistically.

Table 16. Numerical characterization of the precision of blow-s of the law leg

Kind tests	N	\bar{X}	σ	D	<i>Significance u</i>
I test	20	2.25	0.63	0.15	0.78
II test	20	2.4	0.59		

Table 17. Numerical characterization of the precision of blow-s left leg

Kind tests	N	\bar{X}	σ	D	<i>Significance u</i>
I test	20	1.75	1.01	0.2	0.71
II test	20	1.95	0.88		

It being struck by a ball at the target both right and left turned out to be the leg more accurate in the second test, although this difference isn't substantial statistically.

It being struck by a ball from a distance (2 x NL.NP) - right leg

Table 18. Characteristics being struck by a ball from a distance - right leg

Kind tests	N	\bar{X}	σ	D	<i>Significance u</i>
I test	20	37.85	5.69	0.4	0.2
II test	20	38.25	6.65		

It being struck by a ball from a distance (2 x NL.NP) - left leg

Table 19. Characteristics being struck by a ball from a distance - left leg

Kind tests	N	\bar{X}	σ	D	<i>Significance u</i>
I test	20	29.45	8.95	0.85	0.3
II test	20	30.3	8.72		

It being struck by a ball from a distance, right and left legged it good result in II test;

Also a distance increased hitting of the ball with the left leg

The level of the efficiency should be an object of the systematic control in the course of the work of the coach. At this target useful norms of the physical fitness can just be. On their base if necessary it is possible systematically to correct putting the work on with reference to every competitor individually or the entire group (Wieczorek 2004). Findings of motor abilities were counted on points according to the scale T (Pilicz et al. 2003). Comparing findings according to the scoring scale with findings all-Polish.

Table 20. Scoring values of results of efficiency tests of foot footballers –I test

L.p.	I Test	Result	Points
1	Run on distance of 50 m	7.26	54
2	The long jump from the place	232.7	58
3	Run on distance of 1000 m	214.35	58
4	Forward bend from lying I put on weight	28.15	55
5	Pendular run 4 x of 10 m	9.66	66
6	Bend of the torso ahead on the small bench	11.1	55
7	Pulling shoulders up in the overhang	5.6	51
SUM			397

$\bar{\bar{X}}$	56.7
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Table 21. Scoring values of results of efficiency tests of foot footballers - II test

L.p.	II test	Result	Points
1	Run on distance of 50 m	7.18	56
2	The long jump from the place	241.35	62
3	Run on distance of 1000 m	212.35	58
4	Forward bend from lying I put on weight	33.25	66
5	Pendular run 4 x of 10 m	9.28	70
6	Bend of the torso ahead on the small bench	12.8	58
7	Pulling shoulders up in the overhang	6.1	51
SUM			421
\bar{X}			60.14

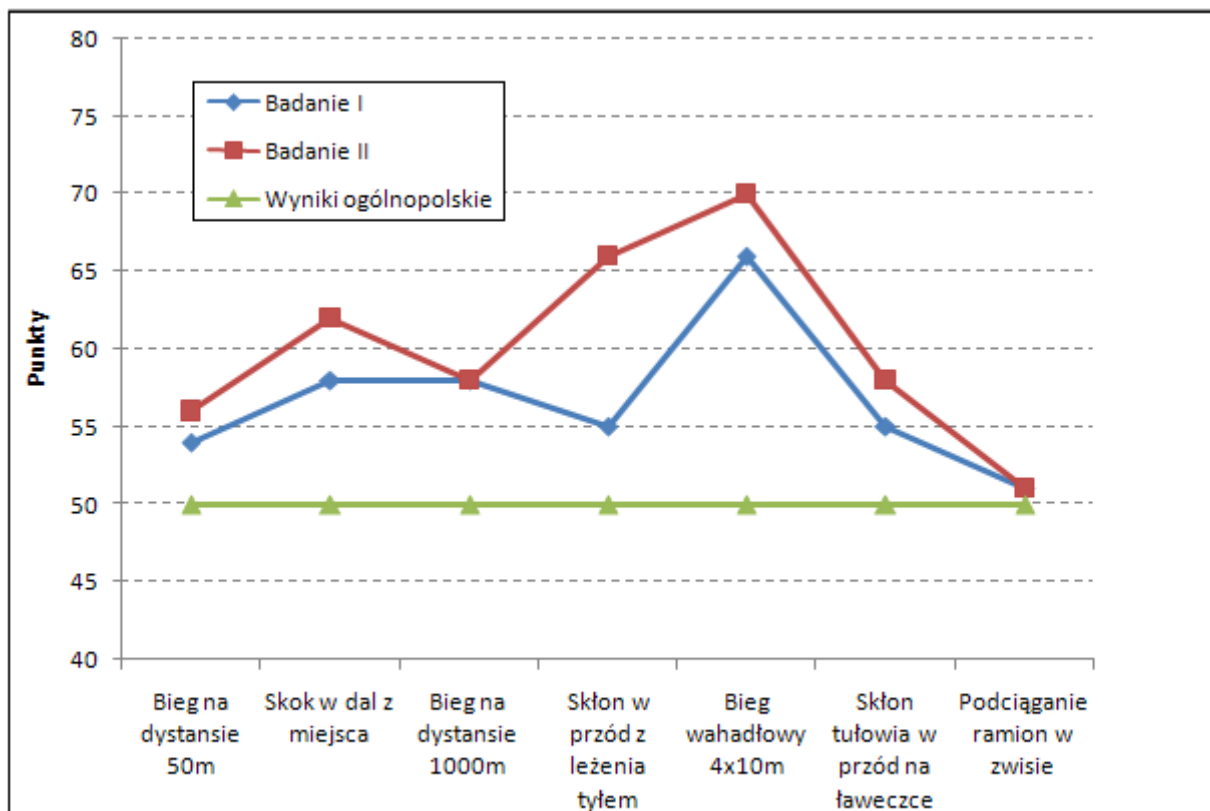


Figure 9. Graphical comparing scoring results

Conclusions

It making the test of the motricity amongst the first but second test, state, that:

1. Group results examined are better than all-Polish findings.
2. In the course of one year biggest diversifying average results appears in the forward bend from lying put on weight.
3. Rock bottom of diversifying the endurance of the examined group in I and II tests it stated in of run on distance of 1000 m and pulling shoulders up in the overhang.
4. Average findings all-Polish in pulling shoulders up in the overhang are almost the same as results I and II examining foot footballers.
5. Biggest diversifying average all-Polish findings and the examined group it appears on the run pendular 4 x 10 m.

Based on findings of the general and special efficiency one should programme the next training cycle, where the strong emphasis will be located for improving elements, in which the smallest increases take place.

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MOTOR ACTIVITY OF YOUNG PEOPLE FROM II SECONDARY SCHOOL SECONDARY SCHOOL IN TORUN

Aktywność ruchowa młodzieży z II Liceum Ogólnokształcącego w Toruniu

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Number of characters: 36 000 (with abstracts). Number of images: 22 x 1 000 characters (lump sum) = 22 000 characters.
Total: Number of characters: 58 000 (with abstracts, summaries and graphics) = 1,45 sheet publications.

Keywords: motor activity; young people; secondary school; Torun.

Słowa kluczowe: aktywność ruchowa; młodzież; Liceum Ogólnokształcące; Toruń.

Abstract

The activity is comprehending about the top stair including generalities the whole of the reaction and behaviours of the organism. We talk about the activity confronting the practising state for passive states of the organism, the stillness or the lack of the reaction. The motor activity of the society as a whole with special taking into account children of young people is essential. It is cheapest, most universal and most versatile with stimulant development of children and young people. It enhances adaptive abilities, gives bigger sense of security, joy, and also increases the body's resistance. The motor activity is a basic component of a healthy lifestyle. Without the physical activity any strategy of the health, as well as the maintenance are impossible and you accumulate and normal development at children. An attempt to find the answer to a question was a main aim of this tests: what level of the participation of secondary school children in the motor activity is? The questionnaire survey was conducted amongst young people at II Secondary School Secondary School in Torun. 107 students took part in tests (of 43 boys and 64 girls) in the century of 16-18 years. The test of the level of physical activity from II Secondary School Secondary School in Torun let young people for expressing the following conclusions:

1. Friendly matches are a form the most favoured of spending the leisure time amongst young people.
2. The lack of the leisure time constitutes the biggest crash barrier in taking the physical initiative.
3. In young people's view the school and teachers working in it systematically encourage for active spending the leisure time.
4. The ratio of the family to the motor activity is indifferent, and a passive rest and watching TV are a popular form of spending the leisure time.
5. Young people willingly are involved in motor classes as well as try actively to spend the leisure time of at least 2-3 times during the week.
6. Young people well assess their fitness level.

Streszczenie

Aktywność jest pojęciem o wysokim stopniu ogólności obejmującym ogół reakcji i zachowań organizmu. O aktywności mówimy przeciwstawiając stan czynny stanom biernym organizmu, bezruchu czy braku reakcji. Aktywność ruchowa całego społeczeństwa ze szczególnym uwzględnieniem dzieci młodzieży jest niezbędna. Jest ona najtańszym, najpowszechniejszym oraz najwszechstronniejszym środkiem stymulującym rozwój dzieci i młodzieży. Zwiększa możliwości adaptacyjne, daje większe poczucie bezpieczeństwa, radość, a także zwiększa odporność

organizmu. Aktywność ruchowa jest podstawowym elementem zdrowego stylu życia. Bez aktywności fizycznej niemożliwa jest jakakolwiek strategia zdrowia, a także utrzymanie i pomnażanie oraz prawidłowy rozwój u dzieci. Głównym celem niniejszych badań była próba znalezienia odpowiedzi na pytanie: *Jaki jest poziom uczestnictwa młodzieży szkolnej w aktywności ruchowej?* Badania ankietowe zostały przeprowadzone wśród młodzieży w II Liceum Ogólnokształcącym w Toruniu. W badaniach wzięło udział 107 uczniów (43 chłopców oraz 64 dziewcząt) w wieku 16-18 lat. Analiza poziomu aktywności fizycznej młodzieży z II Liceum Ogólnokształcącego w Toruniu pozwoliła na sformułowanie następujących wniosków:

1. Spotkania towarzyskie są najbardziej preferowaną formą spędzania czasu wolnego wśród młodzieży.
2. Brak czasu wolnego stanowi największą barierę w podejmowaniu aktywności fizycznej.
3. Zdaniem młodzieży szkoła i pracujący w niej nauczyciele systematycznie zachęcają do aktywnego spędzania czasu wolnego.
4. Stosunek rodziny do aktywności ruchowej jest obojętny, a najpopularniejszą formą spędzania czasu wolnego jest bierny odpoczynek i oglądanie telewizji.
5. Młodzież chętnie uczestniczy w zajęciach ruchowych oraz stara się aktywnie spędzać czas wolny przynajmniej 2-3 razy w tygodniu.
6. Młodzież dobrze ocenia swój poziom sprawności fizycznej.

Introduction

The physical activity is a natural need of the body of the man in every period of his life. It performs the particular role for the physical and psychological normal development in the childhood and the youth. At present young people are subject to stimuli with diverse power greater than at any time and the value. Models and erased attitudes are correct both through various influences of the popularized culture, developed mass media, as well as through unchecked, accidental influences of various forms of the communal life. Therefore for the youngest years one should already prepare children to rational using the leisure time and passing on the knowledge to the theme of influence a move has which to the body of the man. Popularly comprehending "physical activity" is used interchangeably from with "motor activity". The issue of the physical activity amongst young people was and oftentimes is considered on pages of the pedagogical literature. It isn't explicitly understood and defined what in detail was described at this work. The theme of the physical activity of young people is still standing nowadays peculiarly due to the limited activity level of young people in the course of class classes and in the leisure time. So that stress the importance of the theme of the physical activity and appoint correct directions of changes in developing the leisure time of young people, one should above all describe the current state by monitoring him. The motor activity is an integral element of the comprehensive adaptation process in the history of the human evolution. It is one of basic components of a healthy lifestyle, without which any strategy of the health, that is the normal development of the man are impossible at every stage of his development. Both the deficiency and her excess can cause a lot of disorders and illnesses (Drabik 1997). The motor activity changes along with age. It manifests itself from the great excitability and the liveliness of the small child, through so-called craving for the movement

in the pre-school and younger period school, up to the stage of pubescence, where the distinct fall in an interest in the motor activity, causing the motor idleness oftentimes takes place what it is possible to observe particularly at girls. Analysing a lot of findings it turns out that boys display the physical activity in the large degree than girls (Chromiński 1987). Wanting to understand the attitude of the society to the motor recreation one should examine her conditioning. One list being in force of conditioning of the physical activity doesn't appear. It personality, the temperament, the attitude, the abilities, interests and needs rather than only morphological or physiological features have a deciding influence on the form of the activity of the man. According to them motivations and emotions are a crucial element of ultimate choices and decide on forms of the recreation of people (Napierala et al. 2009 a). The motor activity also affects changes in preparation for the work by increasing the capacity to work and for her effectivenesses. It influences the respect of public possessions and the care of a place of employment, as well as to the better labour organization, the self-reliance and the initiative. Psychological and physical increasing the resistance to the tiredness and the height cause adaptive abilities to a changeable workload and different conditions the work in question is held in which (Chromiński 1987).

Material and methods

The questionnaire survey was conducted amongst young people at II Secondary School Secondary School in Torun. Amongst young people of the II comprehensive secondary school 107 students took part in the conducted questionnaire survey (of 43 boys and 64 girls) in the century of 16-18 years. The detailed data concerning the age and the domicile show fig. 1. Thanks to the politeness and for the fullbacks of teachers data which served for writing this work was obtained. Tests had anonymous character.

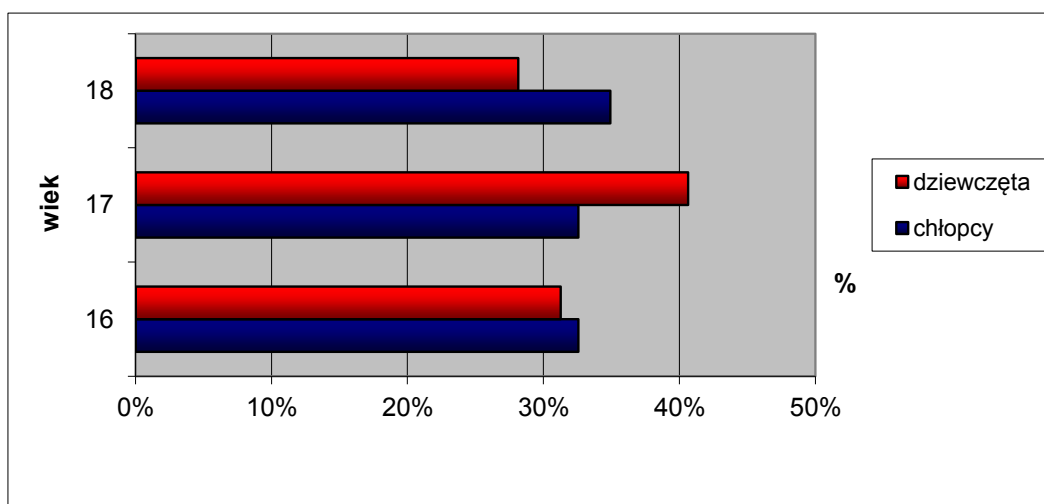


Fig. 1. Age structure of the examined young stock

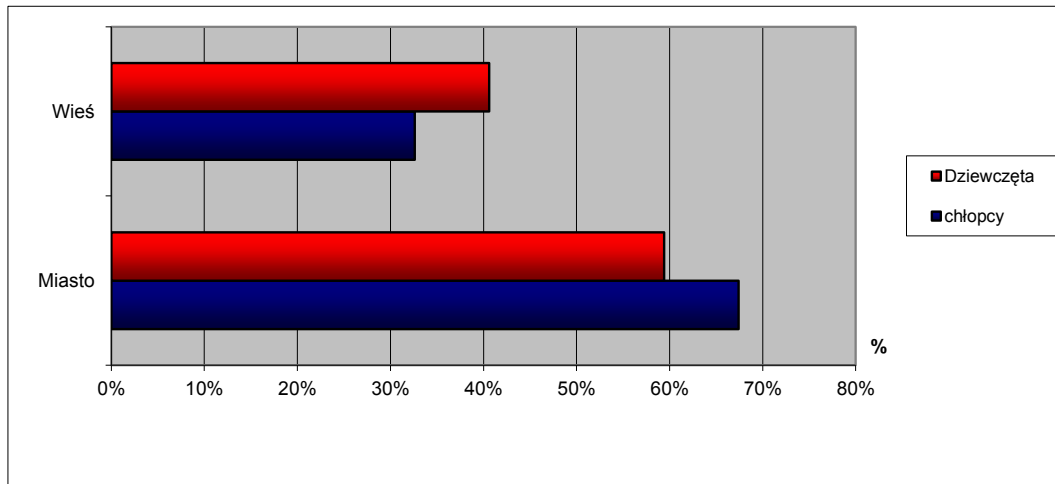


Fig. 2. Domicile of the examined young stock

Results

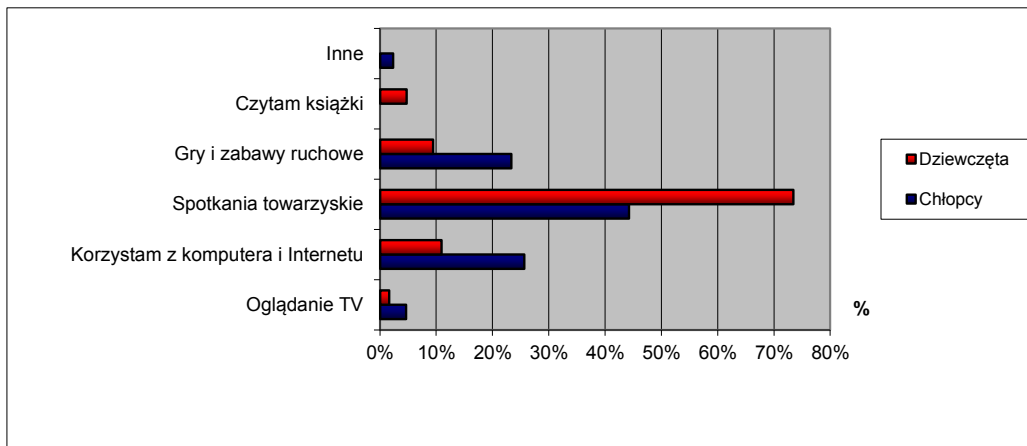


Fig. 3. Which from forms of spending the leisure time you like the most?

It results from drawing 3 that friendly matches are a main form of spending the leisure time for about 73% of girls. Boys also favour free-temporary behaviours of this type, but a low figure declares them - about 45%. He also results from the above drawing, that about the 11% of girls spends the leisure time in front of the computer, and about the 9% likes games and games involving physical movement. In the leisure time most willingly he reads books about 5% of girls (boys at all). Boys willingly also devote their leisure time for using the computer and the Internet - about 26% and for games and games involving physical movement - about 23%, 2% amongst other forms of spending the leisure time pointed at drawing.

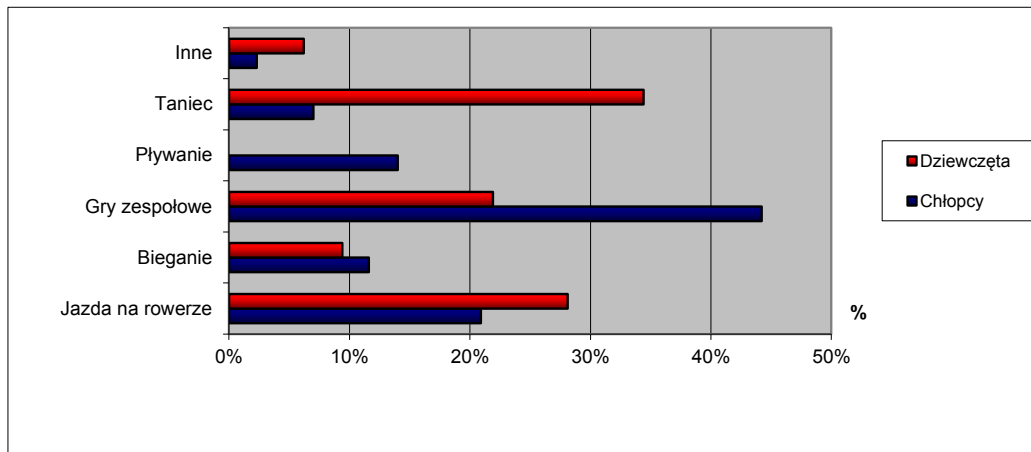


Fig. 4. What forms of the motor activity do you choose most willingly?

Findings point, that amongst most oftentimes chosen forms of the motor activity about a dance indicates the 35% of girls - however boys of the game team- about 45%. About the 28% of girls favours the cycling, and team games (about 22%). Out of forms of the activity running only chose the 9% of examined girls, none of however swimming. Boys also willingly choose the ride on the bicycle- about 21%, 14% of respondents chose swimming, and about 11% running. In the small amount about out of most willingly chosen forms showed the activity the 7% of boys for the dance. Amongst activities different from suggested forms girls pointed at roller blades and skate-s about 6%. Roller blades were also shown by boy-s of the 2%.

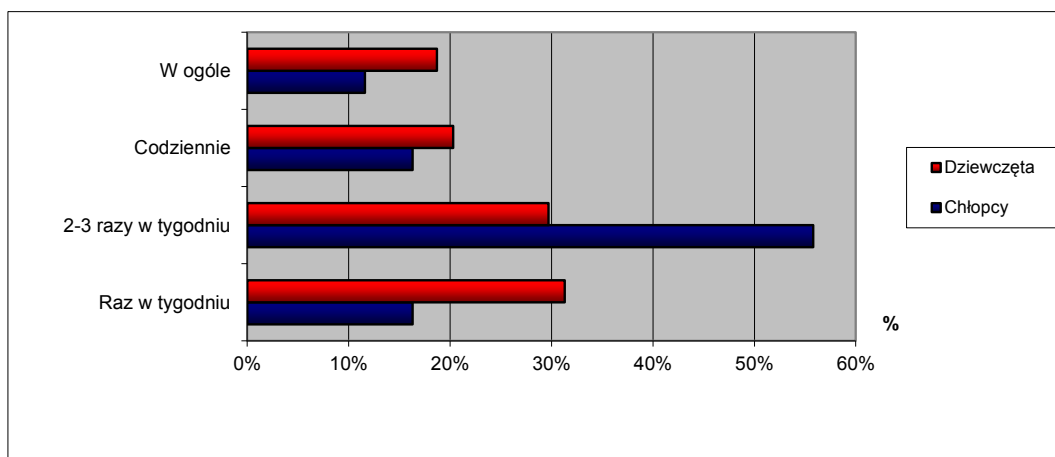


Fig. 5. How much time you devote for motor classes (apart from the class at the school)?

Analysing drawing 5 it is possible to state that boys most oftentimes are involved in motor classes 2-3 times during the week (about 56%), girls granted the same reply in about 30%. The time during the week practises the 32% of examined girls and about 16% of boys. Every day for motor classes a 20% of girls devotes the time and about 16% of boys. Apart from school classes about the 18% of girls and the 11% don't practise boys generally speaking.

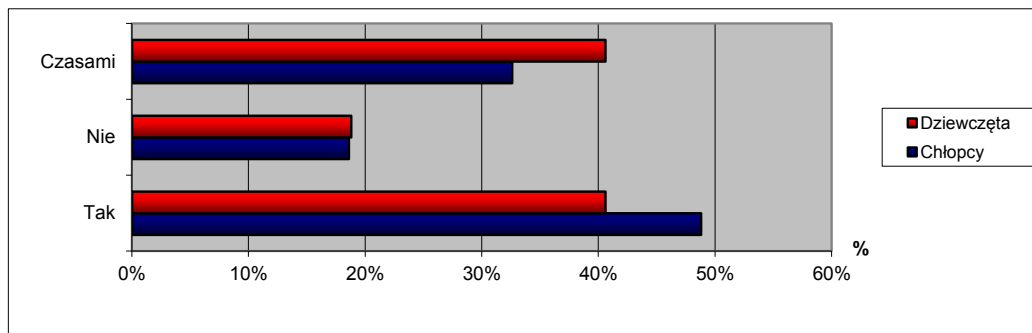


Fig. 6. Willingly do you take the active participation in sports classes?

Amongst the examined young stock of almost a 50% of boys and about willingly in sports classes, unwillingly however the 40% of girls participates about 18% of girls and boys. Replies with "timeouts" granted the 40% of girls and the 32% of boys

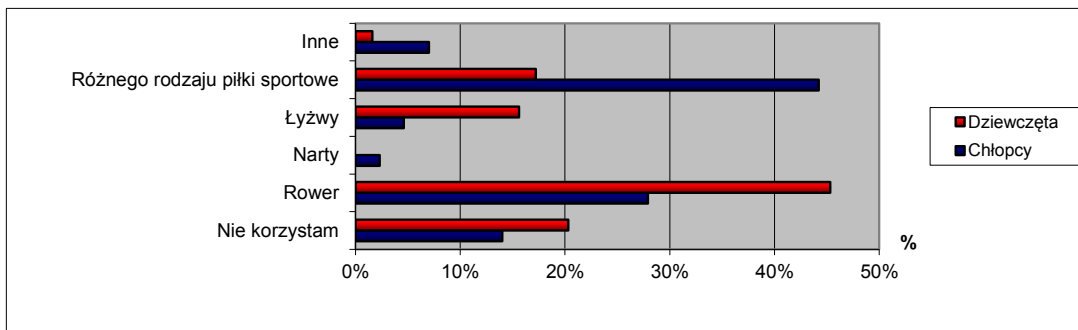


Fig. 7. What sports equipments do you use during motor classes?

It results from drawing 7 that students willingly use the sports equipment. Girls in the 45% chose the bicycle crunch, boys however sports balls of different kind (about 44%). Girls willingly also pointed at ball-s of the 17% and skate-s of the 15%. None from examined girls pointed at skis. Boys willingly choose the bicycle- about the 28%, skis and skate enjoy the lower popularity amongst boys. A 20% of girls and a 14% of boys don't use the sports equipment, however amongst other replies boys called on roller blades and the snowboard, but girls to roller blades.

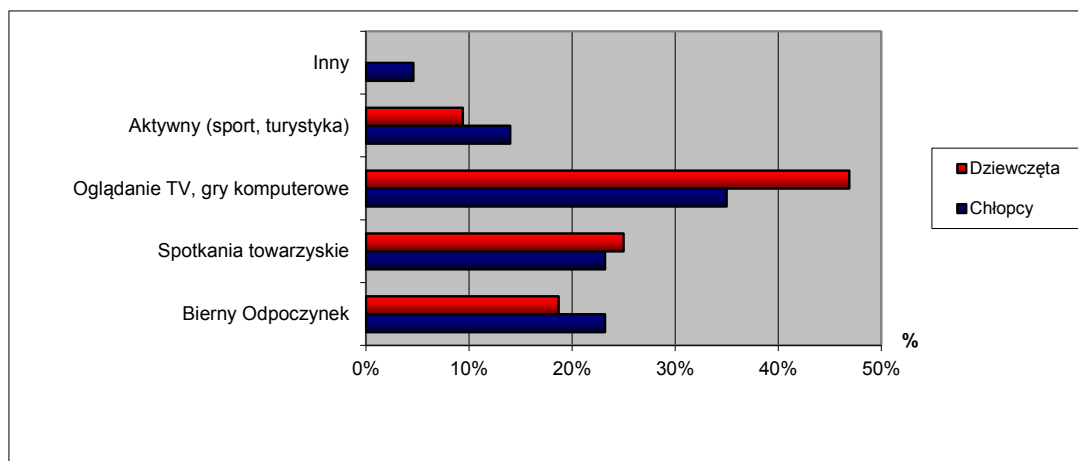


Fig. 8. What way of spending the leisure time dominates in your family?

They in the examined group notice that amongst families of respondents examining the TV, computer games and the passive rest are a dominating form of spending the leisure time. Spending the free time in front of the TV and the computer indicated the 46% of girls and the 35% of boys. According to the 25% of girls and the 23% of boys friendly matches are a next popular form of spending the leisure time by the family. In the similar rank students chose the reply "passive rest". The family in the active way spends the leisure time according to the 9% of girls and the 14% of boys. About indicated the 5% of boys the shopping as the dominating way of spending the leisure time in their family.

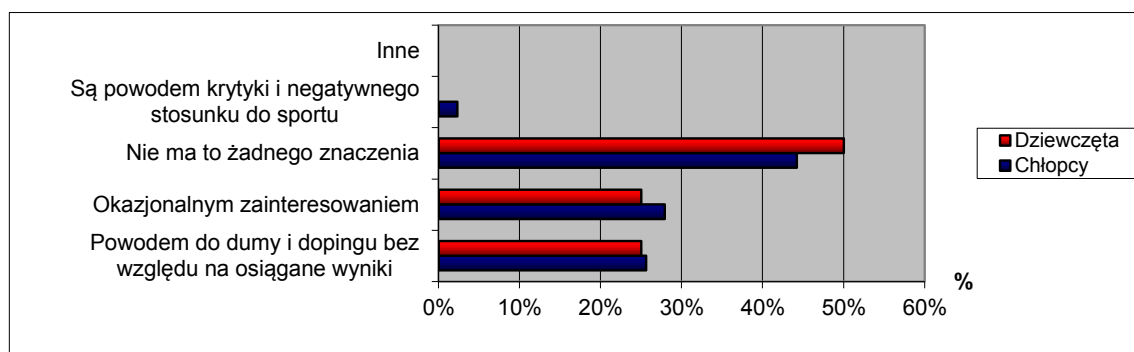


Fig. 9. Your interests in the activity sportingly- recreational are for your family

The sports activity is a source of pride of both encouragement for the 25% of girls and the 26% of boys for the family. The 25% of girls and the 28% of boys think that the family occasionally is only interested in their sports interests. Substantial amount of both girl-s of the 50%, and boy-s about the 45% thinks that these interests not make any difference for their families. The 2% of boys only claims that the family has a negative attitude to sport.

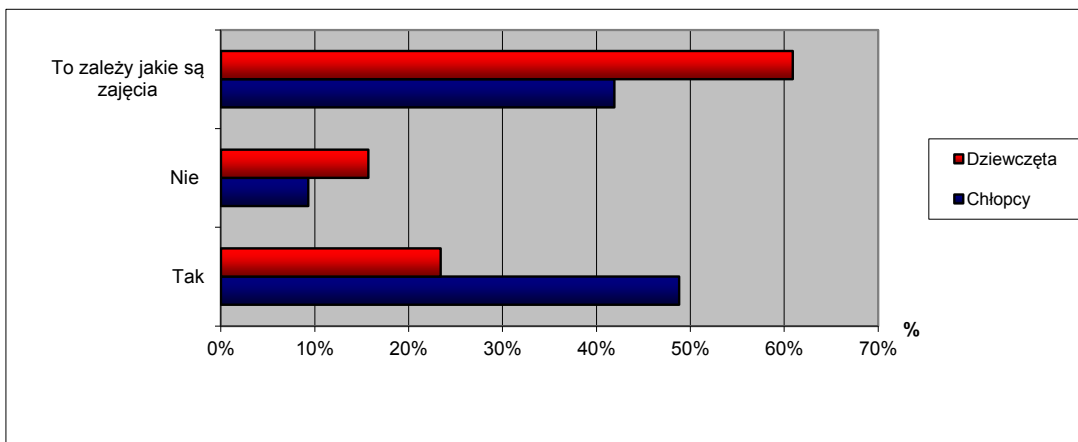


Fig. 10. Do you like the class of the physical education at its school?

Almost a 50% of boys and about the 25% of girls likes classes of the physical education, however about 15 girls and the 9% of boys don't like them the 60% of boys and the 42% of girls think that it is dependent on specific classes (fig. 10).

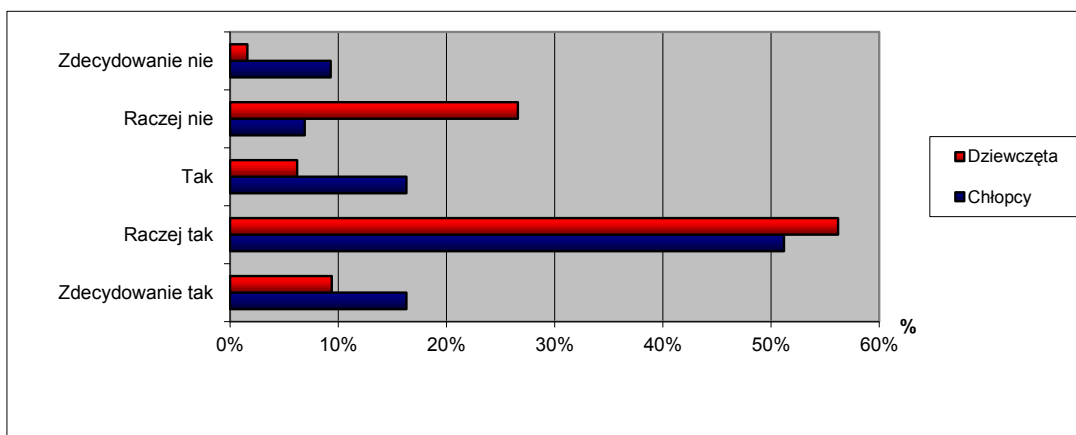


Fig. 11. Whether you think that classes PE at your school appropriately are led?

Findings show that for the majority the class of the physical education at their school is conducted "rather" correctly. This way a 50% declares boys and the 56% of girls. About to this question "deciding this way" granted the reply the 10% of girls and the 16% of examined boys. It expressed the negative attitude to conducting classes of the physical education altogether about the 32% of girls and the 15% of boys.

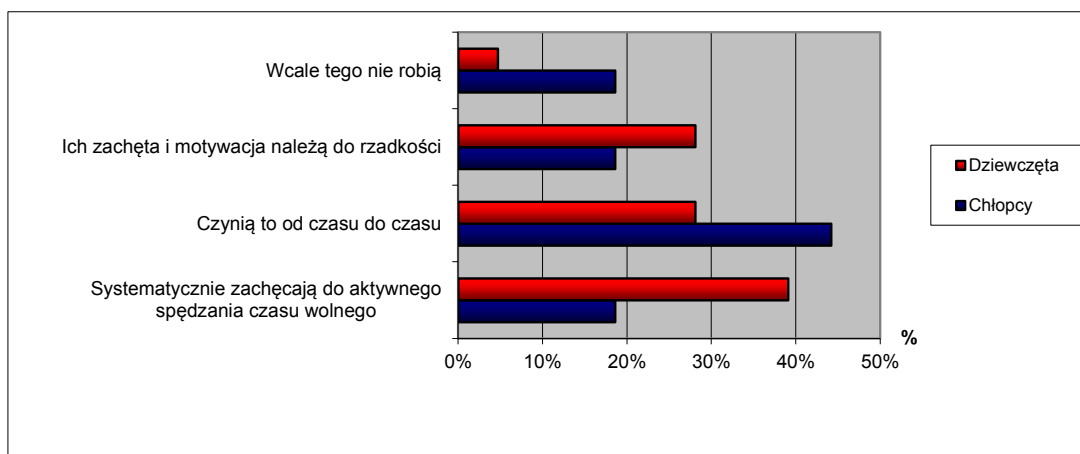


Fig. 12. Whether teachers working at your school

For the 40% of girls and about teachers systematically encourage the 18% of boys for active spending the leisure time. the 28% of girls thinks that teachers persuade to the activity from time to time. Boys are in the majority of the same sentence (about 44%) however according to the 28% of girls and the 18% of boys motivating and the incentive of students by teachers are included in a thinness. According to remaining students teachers don't encourage students at all for active spending the leisure time

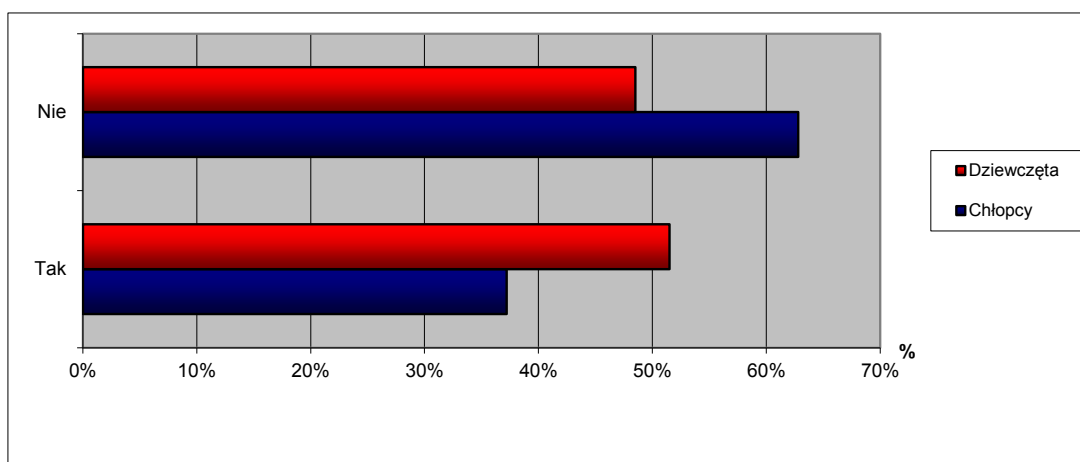


Fig. 13. Whether your school constitutes the problem for you in using extracurricular classes sportingly recreational?

Drawing 13 presents the reply of examined students to the question concerning the role of the school in using extracurricular classes sportingly- recreational. For the 51% of girls and the 37% of blokes the school constitutes the problem in taking the physical initiative apart from lessons. Students gave reasons in the next question. In the negative it answered the same question the 48% of girls and the 52% of boys, according to which the school constitutes no problem in using extracurricular classes sportingly- recreational.

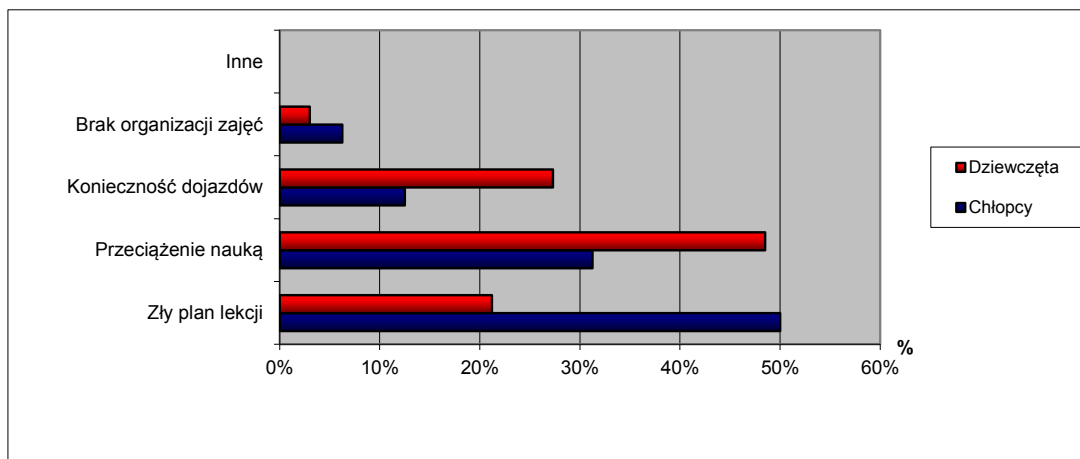


Fig. 14. If yes, it from what reason?

From not using the school base for his physical activity he is associated with the reason most oftentimes exchanged by the young stock for boys (50%) bad lesson plan and for girls overloading with the learning (48%). A need for journeys and a lack of organization of classes turned out to be the smaller reason.

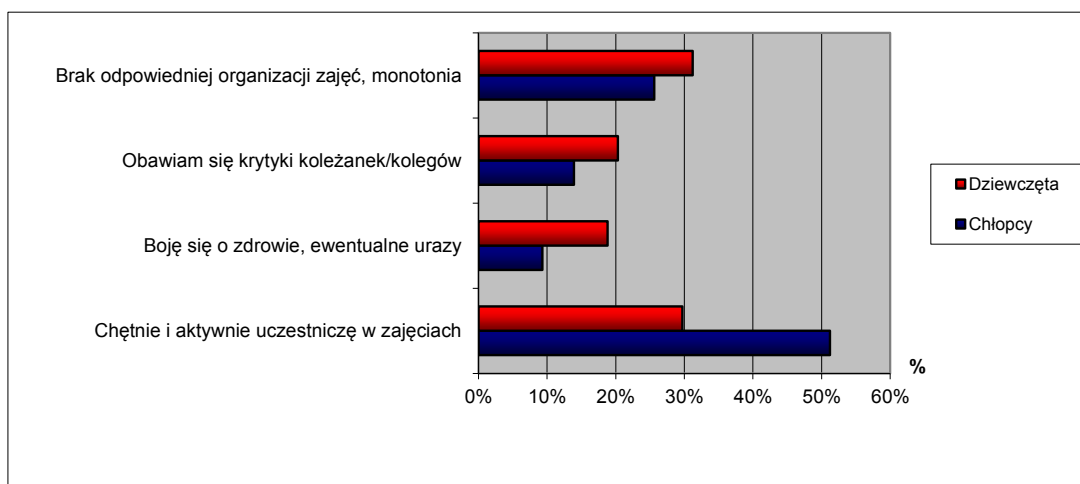


Fig. 15. What is a reason of your dislike of the involvement in motor classes?

Findings presented on drawing 15, show, that over the 51% of boys and about the 30% of girls willingly and actively is involved in motor classes. As the reason young people give fear of injuries and anxiety about the health to the dislike of the involvement in sports classes (about 19% of girls and about 9% of boys). Criticism on the part of friends and friends it is an argument passed by the 20% of girls and about 14% of boys however according to the 25% of boys and the 31% of girls a lack of the appropriate organisation of classes and their monotony are a reason of their dislike for motor classes.

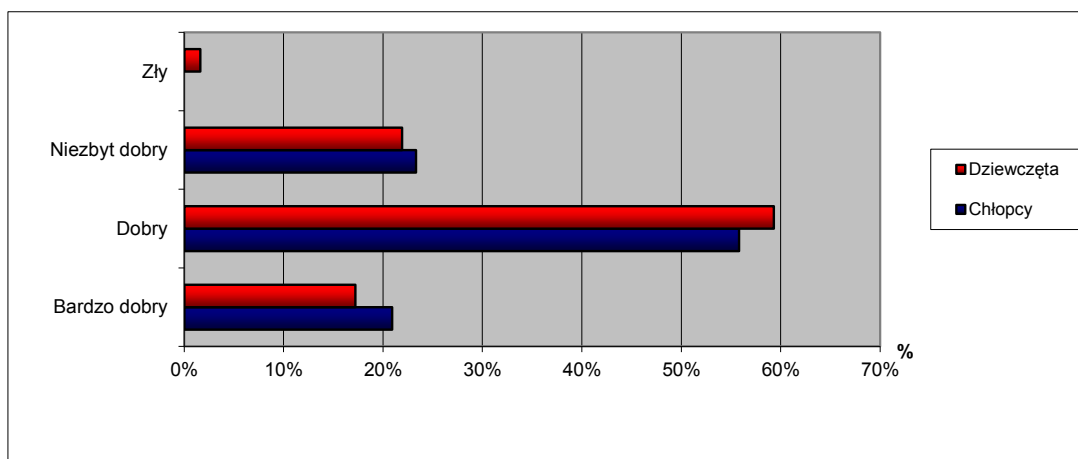


Fig. 16. How do you assess the level of your physical fitness?

It results from drawing 16, that young people "well" assesses his/her physical fitness. It granted such a reply boys and the 59% of girls over the 55%. Very well it assesses his/her physical fitness about 21% of examined boys and about 17% of girls. A little bit worse it assesses his/her physical fitness about recognizing the 23% of boys and the 22% of girls their physical fitness is not very good. It only assessed the 1.6% of girls one's physical fitness as bad. None of boys gave such a reply.

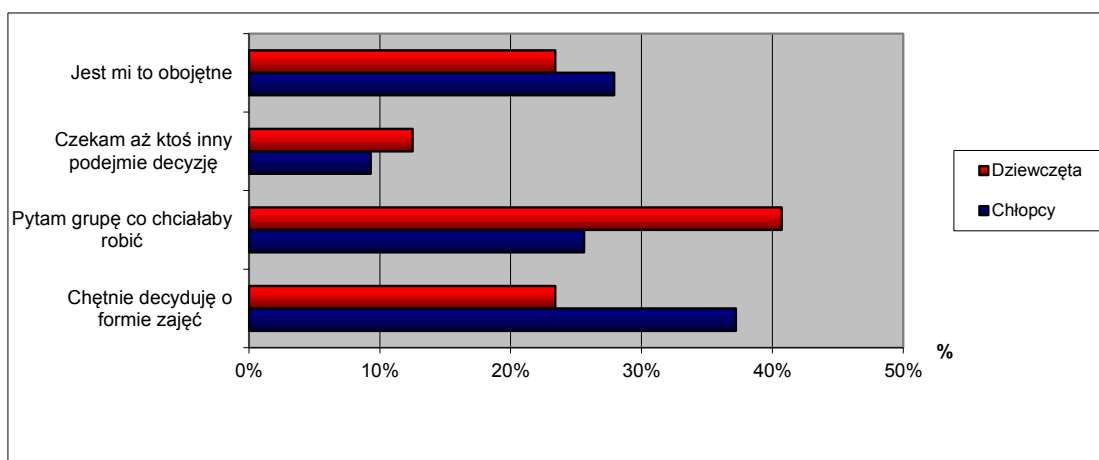


Fig. 17. In case of the possibility of deciding the form of conducted classes

It presents the reply of examined students to the question concerning the possibility of deciding on character and the form of classes sportingly- recreational. Girls most willingly ask the group about the sentence (about 41%). It granted the same reply about 25% of boys. He likes to take the independent decision on the form of classes about 38% of boys and about 23% of girls. He/It waits for the decision of friends and friends about the 9% of boys and the 12% of girls however 28% of boys and about the 23% of girls comes up to it in the indifferent way.

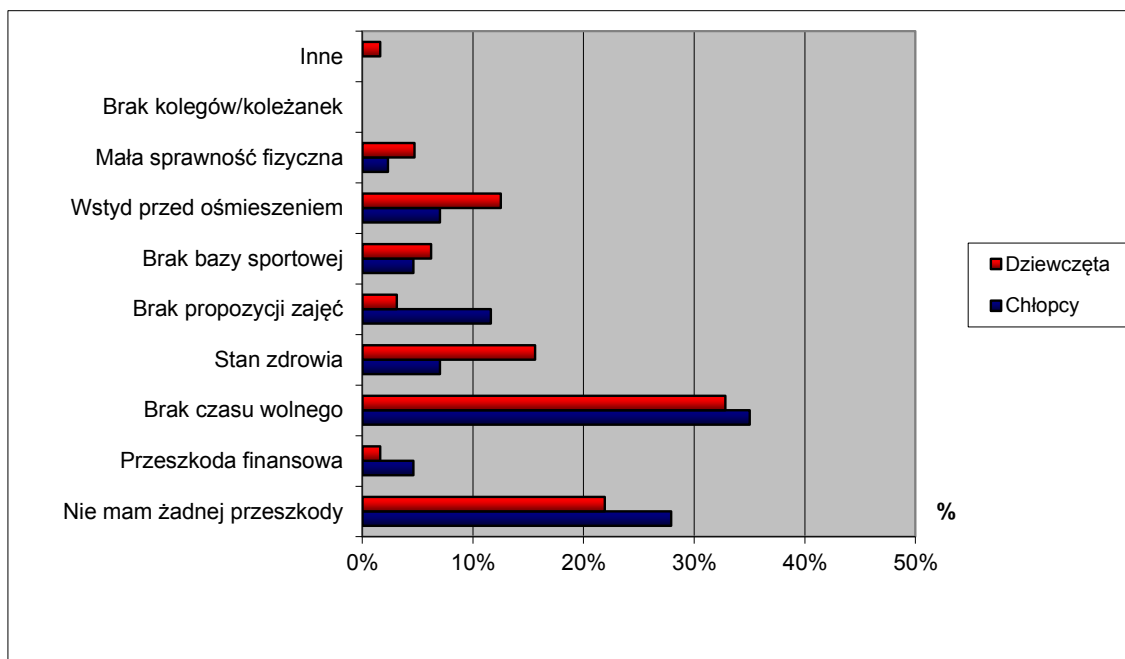


Fig. 18. What is the biggest obstacle to taking the motor initiative for you?

They notice that a lack of the leisure time is a dominating obstacle to taking the motor initiative (about the 33% of girls and the 35% of boys) (fig. 18). A medical condition is a problem of the participation for about the 15% of girls and the 7% of boys. Shame is a next obstacle before ridiculing which called on about the 12% of girls and the 7% of boys. regarded the 11% of boys as the obstacle of the involvement in motor classes a proposal lacks classes. The same sentence to a lesser degree expressed the 3% of girls. Amongst girls different from proposed responses of the 1.6% it recognised the indisposition as the obstacle of its involvement in sports classes. How the above graph shows no obstacle to the practicing sport a 37% doesn't have boys and about 22% of examined girls.

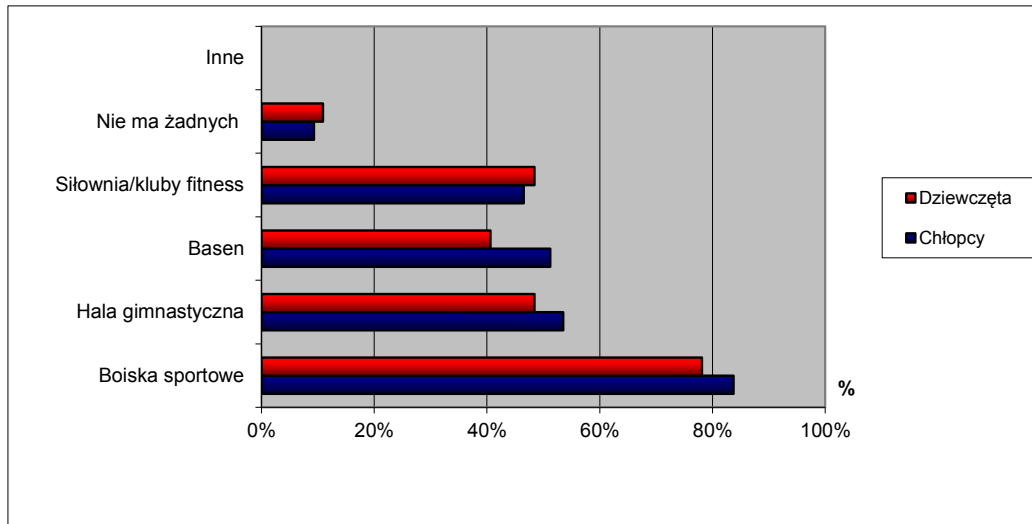


Fig. 19. What sports facilities are located in your town?
 (Results exceed the 100%, since examined had an option more than one reply)

It results from drawing 19, that amongst sports facilities being located in a domicile, young people most oftentimes list sports courts (about the 87% of boys and the 78% of girls). Boys also indicate gymnastic mountain pastures (53%) and bedpan (51%). Girls showed that gymnastic- halls were located in their town about the 48% and the bedpan- about 41%. He also results from the above drawing, that about 48% of girls and about the 46% of boys amongst sports facilities being located in their town replaces fitness rooms and clubs fitness. According to the 9% of boys and about the 11% of examined girls in their town has no sports facilities.

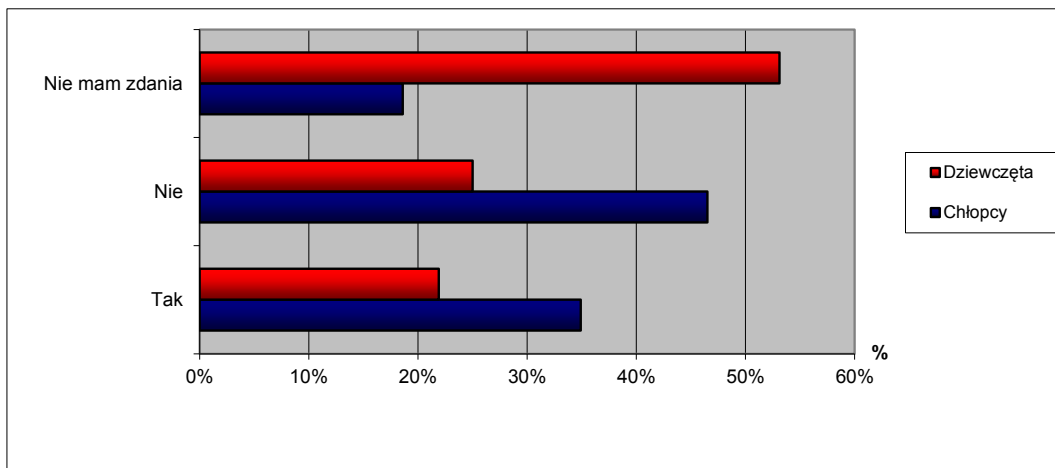


Fig. 20. Whether uses of the town in which you live of the appropriate degree are interested in your sentence with propagating and supporting the motor activity?

Over the 50% of girls and about the 18% of boys doesn't have turning over about propagating and supporting the motor activity by authorities to the town which they inhabit. According to the 25% of girls and the 46% uses of the unsuitable rank support boys in propagate the motor activity. A 35% of boys and a 22% of girls take the opposite view.

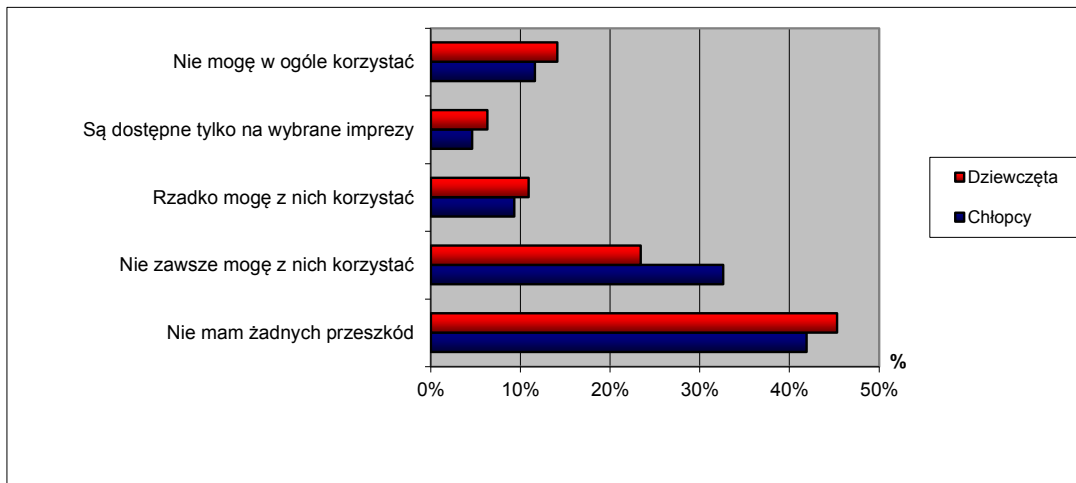


Fig. 21. Can you freely use sports facilities being located in your town?

It results from drawing 21, that about the 45% of girls and the 42% of boys have no problems with using sports facilities being located in their town. the 23% of girls and the 32% of boys think, not always can use them, however the 11% of boys and the 14% of girls claim that he cannot generally speaking use them. According to about of 5% of boys and the 6% of examined girls these objects are available only to chosen does.

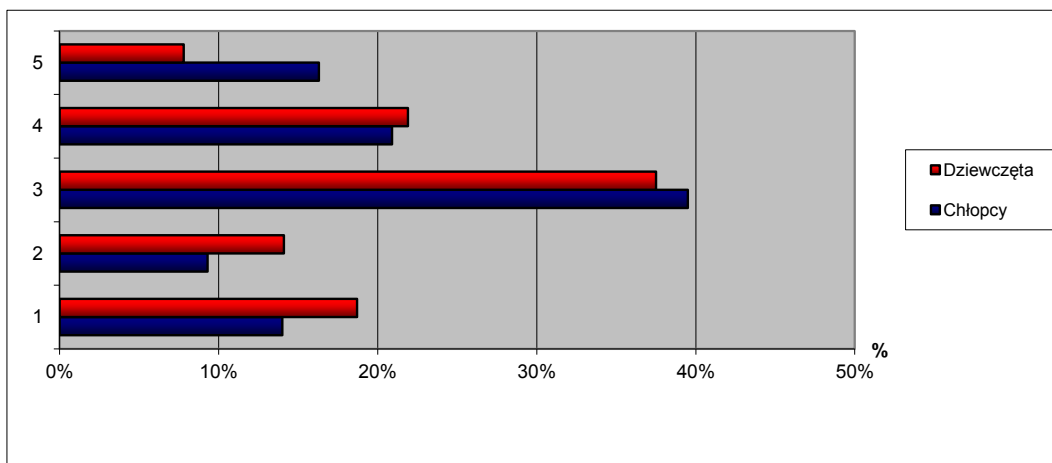


Fig. 22. As assess/and in order to base sportingly- recreational in one's town? (1-5)

The majority of examined students assesses the base sportingly- recreational being located in their town on "3" (the 39% of boys and the 37% of girls). A little bit better base sportingly-

recreational was assessed by the 21% of boys and the 22% of girls. It granted the A 16% of boys and about 8% of examined girls. Less positively the base sportingly- was recreational assessed by the 9% of boys and the 14% of girls which granted her "2". Remaining students judged her on "1".

Discussion

Every man wants to live to the period of the advanced years - clear, finishing the private life into the satisfying way and professional. It is the gifts of fortune, but also certain with "merit" of ancestors and a lifestyle moulded and cultivated in every stage of the life (Kuński 2000).

A physical activity associated with a physical effort is a need of every organism. The man which understands needs of his organism, should fulfil them in order not to be defeated by a decline. In order to implement changes towards behaviours pro-health appropriate conditions are needed. It is possible to create them at school for students, as well as for family through the health education, molding attitudes and behaviours influencing their lifestyle (Toczek-Werner 1998). A lifestyle and health behaviours to a considerable degree determine the condition of the health of children, young people and adults. Above all a low physical activity being an essential element of the psychological, physical and social normal development is included in behaviours which threaten the health of young people (Salita 2003).

The move and a physical effort are one of conditions of the preservation of health and the practical efficiency, therefore choice of the lifestyle is a very significant case. Today we already observe results of the lack of adapting people to changing living conditions, that is appearing of so-called diseases associated with the progress of civilization (Bielińska 1973). She pushed and wsp. (2009 they claim b), that in case of the leisure time his fulfilling which should be considered is a main problem of the society both in the recreational as well as educational meaning. The great duty in this issue lies by the family with the school which should support in understanding the value and help with appropriate choice.

Teachers at school should make students aware, that a physical education isn't only lessons at the school. They should teach to use the leisure time apart from the school to be it is a spent time actively (Wodnicka 2004).

The motor activity over halves of children and young people in Poland gets mainly itself for the participation in classes of the physical education which don't meet the needs of motor young people (Chromiński 1987). The author also thinks that the need of classes of motor students is greater than, a school curriculum predicts it. The test of collected data showed that young people willingly were involved in a physical recreation what proves the constructed earlier hypothesis. Amongst the

examined young stock of almost a 50% of boys and about the 40% of girls willingly participates in sports classes. With the main cause and the crash barrier reducing the possibility of the participation in the activity sportingly - recreational a lack of the leisure time, caused by oftentimes overloading turned out to be the learning (about the 33% of girls and the 35% of boys). A medical condition is a problem of the participation for about the 15% of girls and the 7% of boys however before ridiculing showed shame about the 12% of girls and the 7% of boys.

Of similar sentence is Chromiński (1987), which based on conducted tests limiting the participation to main causes at classes sportingly - recreational ranks the insufficient number of organised motor classes, the lack of the leisure time resulting from overburdening with the learning, as well as the inadequate knowledge at young people about the need of the recreation. Conducted by Skibińska (2001) tests showed that most oftentimes the lack of time caused by the great load was an exchanged obstacle with learning (37%), on the second place a lack of the place and conditions was exchanged for the systematic motor activity (20%). Among reasons also having other perceived interests was exchanged as more important and more interesting- 18 % and stated the 15% lack of the willingness to classes of this type.

The hypothesis concerning the role of the school and teachers in encouraging students for active spending the time off was proven. In young people's view the school and teachers working in it systematically encourage for active spending the leisure time. This way a 40% of girls thinks and about 18% of boys. Hypothesis concerning dominating forms of the physical activity and behaviours of free-temporary young people weren't confirmed. It results from conducted tests that friendly matches are a main form of spending the leisure time for about 73% of girls. Boys also favour free-temporary behaviours of this type - about 45%. About the 11% of girls spends the leisure time in front of the computer, and about the 9% likes games and games involving physical movement. In the leisure time most willingly he reads books about 5% of girls (boys at all). Boys willingly also devote their leisure time for using the computer and the Internet - about 26% and for games and games involving physical movement - about 23%. Amongst most oftentimes chosen forms of the motor activity about indicated the 35% of girls dance - however boys of the game team- about 45%. Girls also favour the cycling, and team games. Boys also willingly choose the cycling, swimming and running.

Get results concerning popular forms of the motor recreation the most correspond with findings of other authors.

In tests conducted by Chromiński (1987) of free-temporary interests concerning contents among girls dominated: the learning, friendly matches, the cultural life and the participation in

homeworks. Amongst boys dominating interests in extracurricular classes it: the cultural life, the learning, the sports recreation and friendly matches. In data literature they also took note that girls amongst forms of the recreation definitely had chosen the cycling, team games and the gymnastics (Salita 2003). According to tests of Skibińska (2001) sports, with which young people display their interests are most popular for both of sex different. Boys in the 55% chose the football, in the second order of the 27% water sports as: swimming, kayaks, yachting next favour the 27% other team games (basketball, volleyball), and 21 % earth and table tennis. Girls chose water sports of the 56%, team games of the 43%, the table tennis and the earth 31% and the fitness and the dance of the 29% on the top one spot. With the whole the examined secondary-school young stock favours water sports of the 42%, next team games of the 34% and the tourism and the mountaineering of the 34%, the table tennis and the earth 26%. Favoured forms of the activity of motor young people also confirm tests of Cieślicka et al. (2009), which the most boys spend their leisure time playing computer games according to and practising sport - appropriately after the 30% examined. However girls most willingly meet with acquaintances what the 30% confirms examined. Using the Internet is one of the most popular ways of spending the leisure time, however not dominating. In front of the TV set or the computer a 74% of the examined young stock spends the leisure time. Conducted tests show that young people willingly listen to music (90%), also while meetings with acquaintances, the rest, the learning and cleaning. A 85% of the examined young stock prefers meetings with acquaintances (Sowińska 2010). Amongst free-temporary behaviours both at girls, and at boys a social life dominates, next at the fair sex listening to music and the cultural activity are next, and a motor activity was on the third place. On more distant places they found looking at themselves of television, computer, reading books. Boys on the second place passed the motor activity (Skibińska 2001). The test of findings allowed to state that boys most oftentimes are involved in after school motor classes 2-3 times during the week (about 56%), girls granted the same reply in about 30%. This result proves the established hypothesis. The time during the week practises the 32% of examined girls and about however the 16% of boys every day for motor classes devotes the time of the 20% of girls and about 16% of boys.

Many authors conducted similar tests. Ones of them move, that the 38% of boys and the 56% of girls allocate the hour scarcely for physical exercises during the week. Findings also show that the majority of young people practises 2-3 times during the week, and the 42% sets aside for exercises 2-3 hours during the week what he lets state, that are these are school hours of the physical education (Salita 2003).

In her tests Skibińska (2001) also brought this problem up which results, from that apart from school classes of the physical culture almost a half examined i.e. the 46% allocates from 1 up to 2

hours for sports-recreational classes within the entire week, 26% from 3-4 hours, 13% - 5 hours, 14% doesn't participate in the active leisure. In this respect also Drabik (2006, 1997) conducted research.

The hypothesis concerning the ratio of the family to the motor activity was proven. Substantial amount of both girl-s of the 50%, and boy-s about the 45% thinks that these interests not make any difference for their families. Undoubtedly it is tied up with the way of spending the leisure time which rules in Polish families. According to conducted tests amongst families of respondents examining the TV, computer games and the passive rest are a dominating form of spending the leisure time. Spending the free time in front of the TV and the computer indicated the 46% of girls and the 35% of boys. It declared the active way of spending the leisure time scarcely the 9% of girls and the 14% of boys. Numerous tests confirm the significant influence of behaviours *prozdrowotnych* of parents for similar behaviours of children. Parents clearly sail out and mold the model of the physical activity ruling in the family. The society devotes the scanty amount of time to the physical activity. A passive rest dominates in front of the TV set or the computer (Piech, Iwanowska 2000). Skibińska (2003) observed that the home environment didn't arouse needs of the active leisure. The little percentage of parents and children only actively spends the leisure time. To watch the majority of respondents of goitres programs about the sports subject matter.

Majority of the society (about 79%) he appreciates the role of the physical activity, but doesn't usually practise sport, neither appropriately doesn't eat. From tests vetch also, that about the 60% of Poles declares the passive manner of rest, but only a 9% of subject-s active. About the 37.5% of young people spends 2-3 hours per day through with TV set, the 25% spends more than 4 hours per day through with the TV set or the computer, and about the 30% devotes fewer than 3 hours during the week for motor classes (Słowińska-Lisowska 2007).

As a result of conducted tests it turned out, that young people "on average" assesses the base sportingly - recreational being located in their town. Undoubtedly it is dependent from the domicile. Remaining students proportionally assessed the sports base in their towns. Simultaneously about it declared the 45% of girls and the 42% of boys, that a 11% of boys has no problems with using sports facilities however being located in their town and stated the 14% of girls, that could not generally speaking use them.

Possibilities of spending the leisure time it is a lot of. One should state that the financial base still grows, and availability of means of entertainment and rest serving developing the own initiative improves more quickly than at any time. Even though not objects and an equipment being used for young people are in every town, the author regards the lack of applying skills as the main brake of

existing base and an appropriately trained team which would be able to develop the need and to wake up for employing young people is missing.

It turned out, that young people "well" assesses his/her physical fitness. It granted such a reply boys and the 59% of girls over the 55%. Very well it assesses his/her physical fitness about 21% of examined boys and about 17% of girls.

Opinion the ones confirm tests of Cieślicka et al. (2009), where the straight majority of boy-s of the 52% and girl-s of the 40% regards satisfying its physical fitness, a little bit the small part thinks that very much it is satisfied. The test of the level of physical activity from II Secondary School Secondary School in Toruń lets young people for expressing the following **conclusions**:

1. Friendly matches are a form the most favoured of spending the leisure time amongst young people
2. The lack of the leisure time constitutes the biggest crash barrier in taking the physical initiative
3. In young people's view the school and teachers working in it systematically encourage for active spending the leisure time
4. The ratio of the family to the motor activity is indifferent, and a passive rest and watching TV are a popular form of spending the leisure time
5. Young people willingly are involved in motor classes as well as try actively to spend the leisure time of at least 2-3 times during the week.
6. Young people well assess their fitness level.

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PHYSICAL ACTIVITY OF YOUNG PEOPLE FROM THE JUNIOR SECONDARY SCHOOL NO. 1 NAMED OF MIKOŁAJ KOPERNIK IN PRUSZCZ

Aktywność fizyczna młodzieży z Gimnazjum nr 1 im. Mikołaja Kopernika w Pruszczu

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Słowa kluczowe: aktywność fizyczna; młodzież; Gimnazjum; Pruszcz.

Abstract

Questionnaire form diagnosing the activity of young people of the Junior Secondary School No. 1 named of Mikołaj Kopernik in Pruszcz was conducted amongst students of class I - III living in different towns of the commune.

Conclusions

1. In the leisure time polled persons most oftentimes use the computer or watch TV programmes.
2. Persons favouring the physical activity, apart from w-f classes, allocate from 1-2 hours for recreational classes, using the sports equipment had at home above all a bicycle crunch and a ball are which.
3. Polled students undertake the physical activity mainly for friendly matches, breakaways from boredom, the improvement in the health and improving the appearance of the body.
4. The lack of the leisure time is a main obstacle according to respondents for taking the physical initiative, therefore the majority of respondents isn't involved in sports after school classes.
5. Majority people polled doesn't go for camps sportingly - recreational, at least largely are examined very often or oftentimes encouraged by parents to the physical activity.
6. According to examined majorities Commune Pruszcz has at its disposal a paucity of recreational, sports and cultural objects. In the commune they are the most desired objects which should come into existence, according to respondents: the bedpan and the hall spectacularly - sports.

Streszczenie

W dzisiejszych czasach człowiek jest zabiegany i zestresowany, otoczony sprawami życia codziennego. Poszukuje on odpoczynku i zrównoważenia. Udogodnienia cywilizacyjne takie jak środki komunikacji czy automatyzacja są w tym wypadku bardzo przydatne, ale niestety zmniejszają aktywność fizyczną w czasie wolnym do minimum. Środki masowego przekazu zabierają człowiekowi coraz więcej czasu i skłaniają do pasywnego trybu życia. Aktywnością fizyczną jest każda forma ruchu. Mogą to być zarówno ćwiczenia czy dyscypliny sportowe, jak również czynności fizyczne wykonywane codziennie, jak chodzenie po schodach, czy praca fizyczna - naturalne formy ruchu. Ankieta diagnozująca aktywność młodzieży Gimnazjum nr 1 im Mikołaja Kopernika w Pruszczu została przeprowadzona wśród uczniów klas I – III mieszkających w różnych miejscowościach gminy.

Wnioski

1. W czasie wolnym osoby ankietowane najczęściej korzystają z komputera lub oglądają programy telewizyjne.

2. Osoby preferujące aktywność fizyczną, poza zajęciami w-f, przeznaczają od 1-2 godzin na zajęcia rekreacyjne, wykorzystując posiadany w domu sprzęt sportowy, jakim jest przede wszystkim rower oraz piłka.
3. Ankietowani uczniowie podejmują się aktywności fizycznej głównie dla spotkań towarzyskich, ucieczki od nudy, poprawy zdrowia oraz polepszenia wyglądu ciała.
4. Brak czasu wolnego jest według ankietowanych główną przeszkodą do podejmowania aktywności fizycznej, toteż większość respondentów nie uczestniczy w sportowych zajęciach pozaszkolnych.
5. Większość ankietowanych osób nie wyjeżdża na obozy sportowo – rekreacyjne, choć w większości badani są bardzo często lub często zachęcani przez rodziców do aktywności fizycznej.
6. Według większości badanych Gmina Pruszcz dysponuje małą ilością obiektów rekreacyjnych, sportowych oraz kulturowych. Najbardziej pożądanymi obiektami, które powinny powstać na terenie gminy są, według ankietowanych: basen i hala widowiskowo – sportowa.

Introduction

The neighbourhood in which we stay has a significant effect for our behaviour in relation to our spending of leisure time. Ability of developing it on in terms of physics is active important for early years of our life in order to hand over good models and swimming benefits from the physical activity. People have extensive knowledges to the theme the physical activity in the leisure time is useful in the fight and preventing diseases associated with the progress of civilization. The society is aware that sport has a beneficial impact on health at every stage of the life. The knowledge unfortunately doesn't transfer itself into the active leisure, therefore a need of bigger practical actions, molding a healthy lifestyle which will reach the awareness of the society results. The lack of the physical activity in the leisure time is caused largely because of laziness and lack of motivation (Cieślicka et al. 2012, Szark et al. 2000, Napierała et al. 2009). Of justifying the type: "lack of time" whether "lack of money", is only an excuse. Motivation for practising the active leisure after "duties of the everyday day" is little, therefore instead of to practise sport the society spends time at home in front of the TV set or the computer. As for lack of funds to the activity, it is next self-justification. He is an accurate statement, that sports which are dear, exist e.g. skiing, diving, but of option it is for developing the leisure time actively very much.

Material and methods

Questionnaire form diagnosing the activity of young people of the Junior Secondary School No. 1 named of Mikołaj Kopernik in Pruszcz was conducted amongst students of class I - III living in different towns of the commune. Altogether 106 persons gave their opinion. Respondents answered anonymously, during classes at school. Obtaining information about ways of developing the leisure time by the young stock and the ratio of senior pupils to different forms was an aim of conducted tests of physical activity. The questionnaire form also contained the questions concerning

the accessibility to objects sportingly - recreational in Pruszcz letting for practising spending the leisure time by the young stock of the local junior high school.

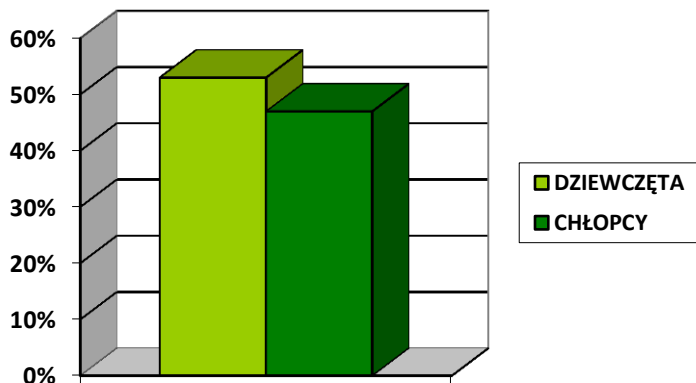


Fig. 1. Percentage number of examined students including the sex

The above graph points, that amongst polled students majority (53%) girls constitute respondents.

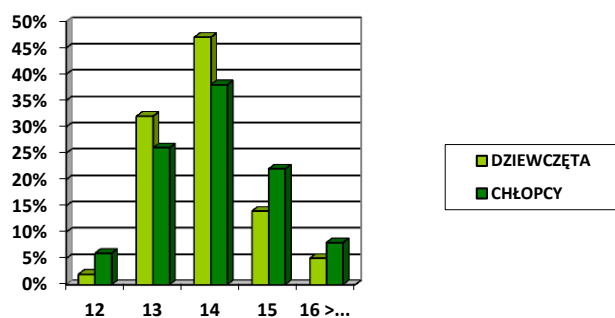
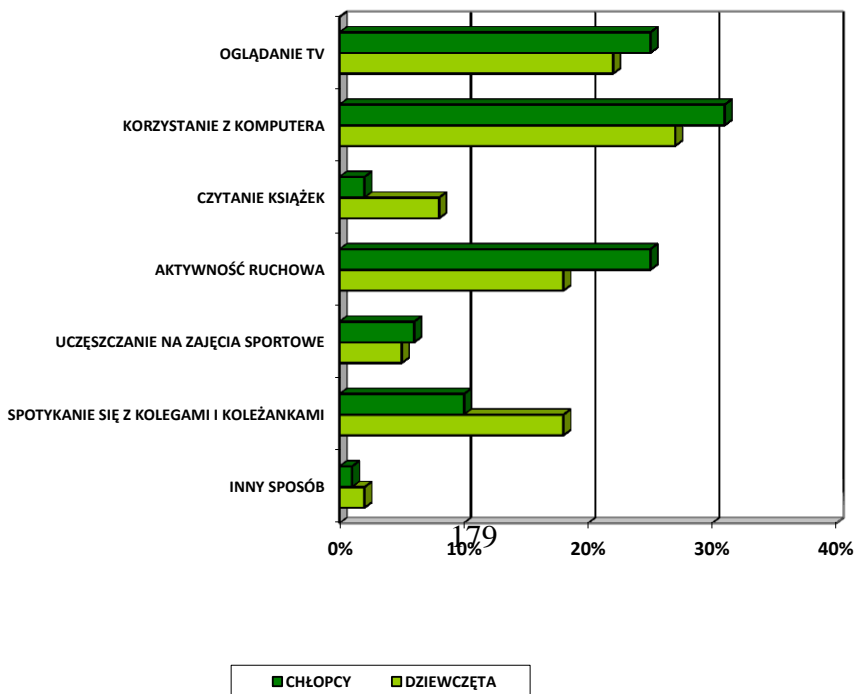


Fig. 2.

Percentage number of girls and boys amongst everyone examined with the division into the century.



A majority

of respondents is persons aged fourteen (the 47% of girls and the 38% of boys). Amongst thirteen-year-old first-class students the junior high school gave its opinion (the 32% of girls and the 26% of boys). Respondents aged fifteen it (the 14% of girls and the 22% of boys). Moreover twelve-year-old students also took part in the test (the 2% of girls and the 6% of boys) and older young people being over sixteen years old (the 5% of girls and the 8% of boys).

Results

Fig. 3. What do you allocate the most leisure time for?

It shows that respondents favour using the computer (the 31% of boys and the 27% of girls), but also value the motor initiative (the 25% of boys and the 18% of girls). Little less per cent giving its opinion watches TV (the 25% of boys and the 22% of girls). A 18% of examined girls and a 10%

of boys favour the social contact. Sports classes are appreciated altogether by the 11% of girls and boys. A reading book enjoys the lowest popularity with forms of spending the leisure time by senior pupils. It emphasized this reply only a 8% of polled girls and the 2% of boys. Altogether a 3% of persons favours other forms of spending the leisure time. They belong to exchanged functions: listening to music, singing, walks, the horse riding or the motorization.

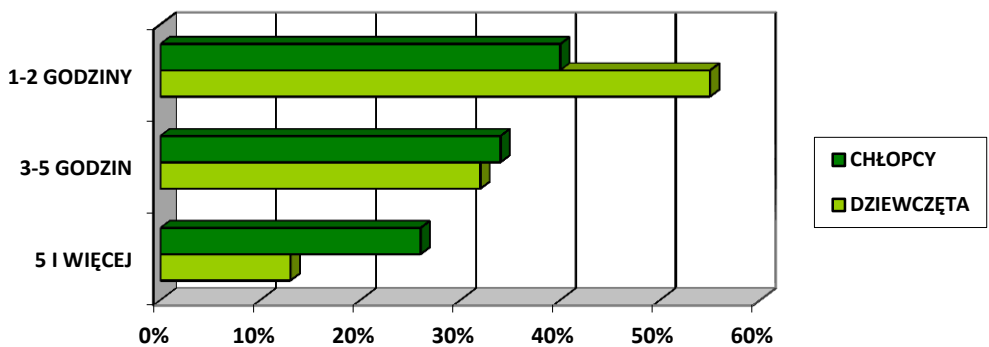


Fig. 4. How many hours per day do you allocate for the physical activity apart from classes of the physical education?

It results that the 55% of girls and the 40% devote boys at least one, two hours per day (irrespective of classes of the physical education) to the motor activity. the 32% of girls and the 34% assign boys three up to five hours per day for an extra jobs rekreacyjno - sports. Beyond the five-hour physical activity fewest persons declared (the 13% of girls and the 26% of boys).

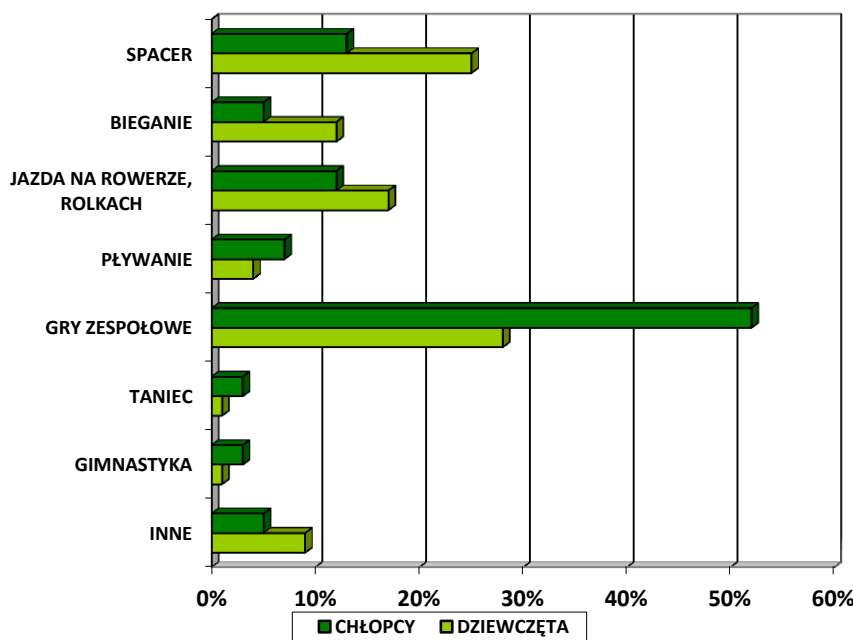


Fig. 5. What forms of the activity do you take most oftentimes?

Most oftentimes team games are a taken form of the activity. A 52% of boys and a 28% of girls favour her. , As the form of spending the free time, it passed the walk the 25% of polled girls and the 13% of boys. With a little bit lower interest according to examined a cycling pleases itself whether roller blades. A 17% of girls and a 12% of boys take this form of the physical activity. Running as the form of the recreation emphasized the 12% of girls and only 5% of boys. Swimming enjoys the lowest popularity (the 7% of boys and the 4% of girls) and gymnastics, with which altogether the 4% plants polled students. As other forms initiatives taken by students appeared: computer games, exercises with weights, plays in unihockey, the motorization, the ice skating or the horse riding.

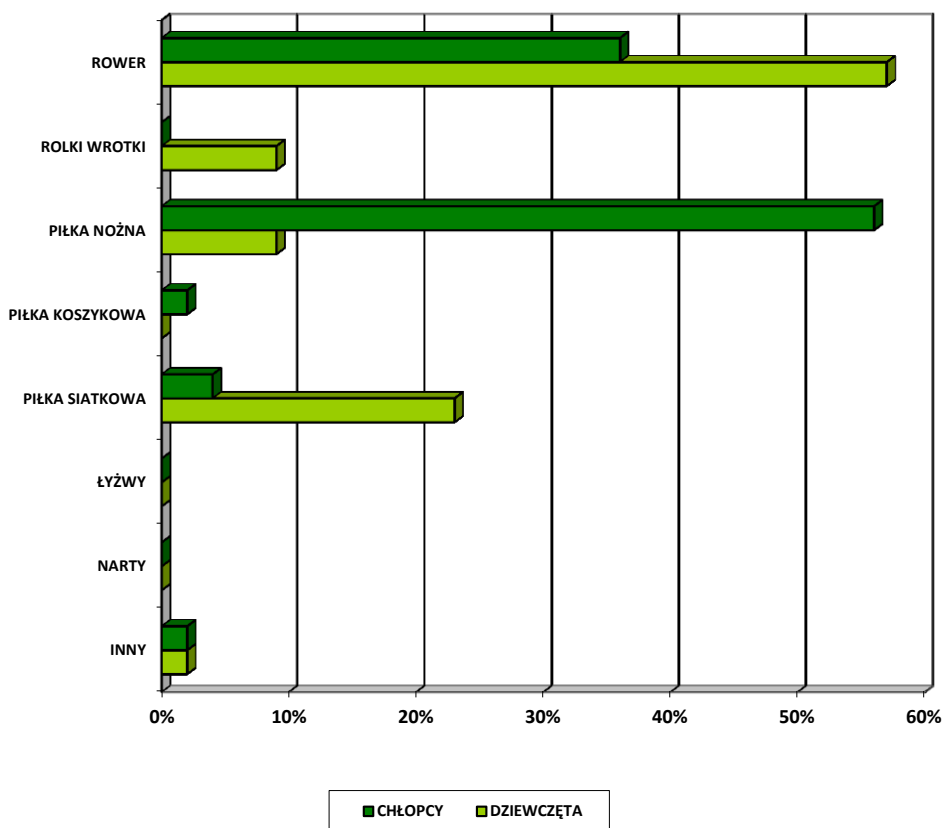


Fig. 6. What sports equipment do you have at home?

The most people polled answered that he had a bicycle crunch (the 57% of girls and the 36% of boys). Over half of polled boys (56%) has a football at home. For the game of the volleyball above all girls have a ball (23%). Few polled students have roller blades and roller

skate (9%). Scarcely the 2% of respondents has a ball at home for the game of the basketball. Examined persons didn't mark the reply of the ski or the skate, however have other sports equipments as: set for the game in unihockey whether running shoes.

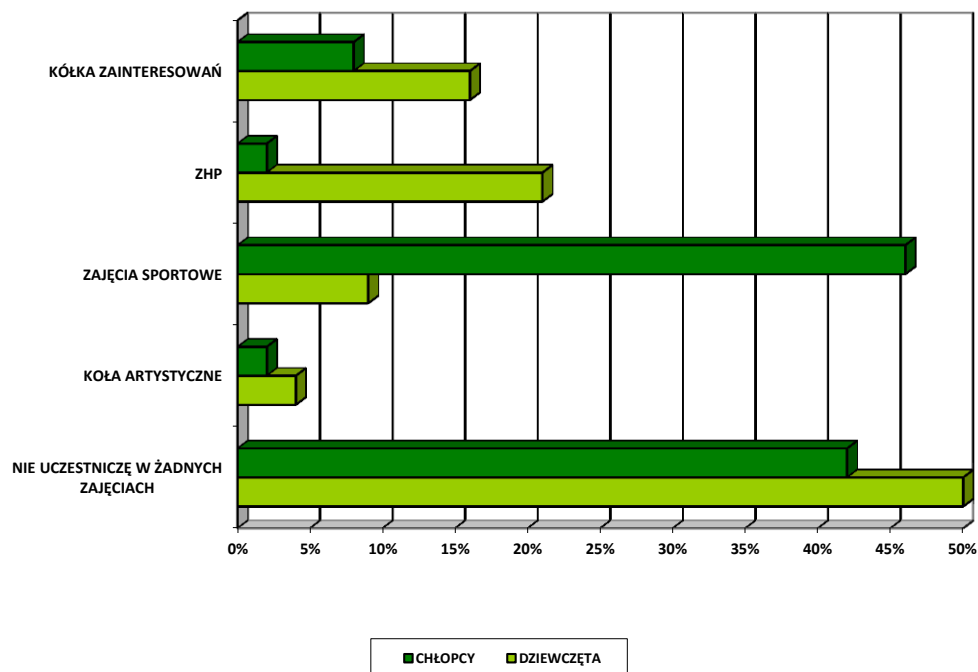


Fig. 7. Are you involved in after school classes? If yes, it in which?

Examined respondents in the predominating number (the 50% of girls and the 42% of boys) answered that in the leisure time they weren't involved in after school classes. The drawing shows that the 46% of boys spends its leisure time on sports classes, and only a 9% of girls favours this form of the activity. Largely polled girls were involved in ZHP classes (21%) and participated in classes of special interests groups of different kind (16%). Least giving one's opinion in the questionnaire form (altogether only a 6%) pointed out to the participation in artistic special interests groups.

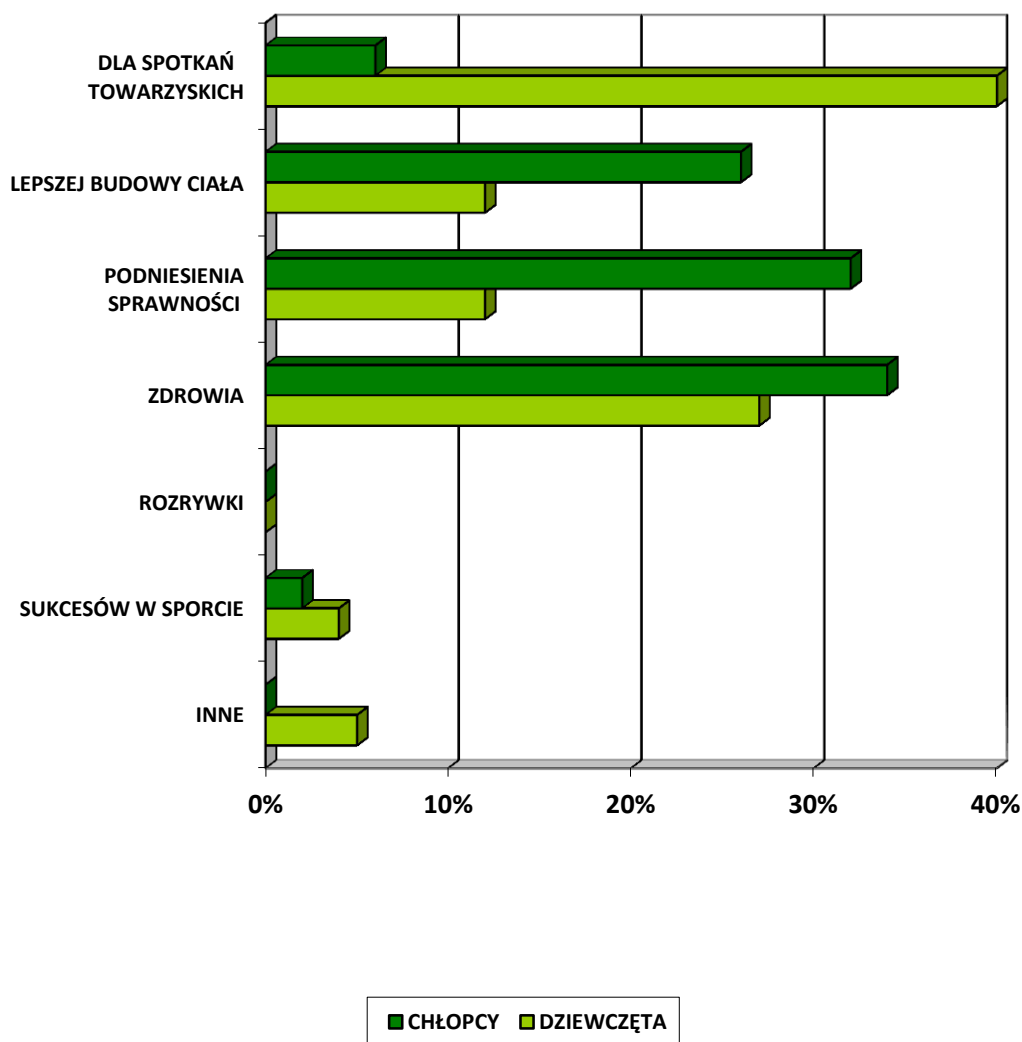


Fig. 8. Why do you undertake the physical activity?

Findings show, that according to polled girls (40%) a possibility of friendly matches is the most important advantage of the physical activity what scarcely the 6% of boys pays attention to. For the 34% of boys a health and an improvement in the physical fitness and builds are an overarching objective of taking the physical initiative. A 27% of polled girls pays attention to these advantages. The better build and improving the efficiency are more desired by men (altogether 58% of the reply at the 24% of girls). Active spending the leisure time for successes in sport chose only a 4% of girls and the 2% of boys. Respondents don't show the physical activity entertainment as forms. In the number of the 5% other replies were uttered so as: satisfaction, possibility of fast loss of the weight range, or passion for the horse riding.

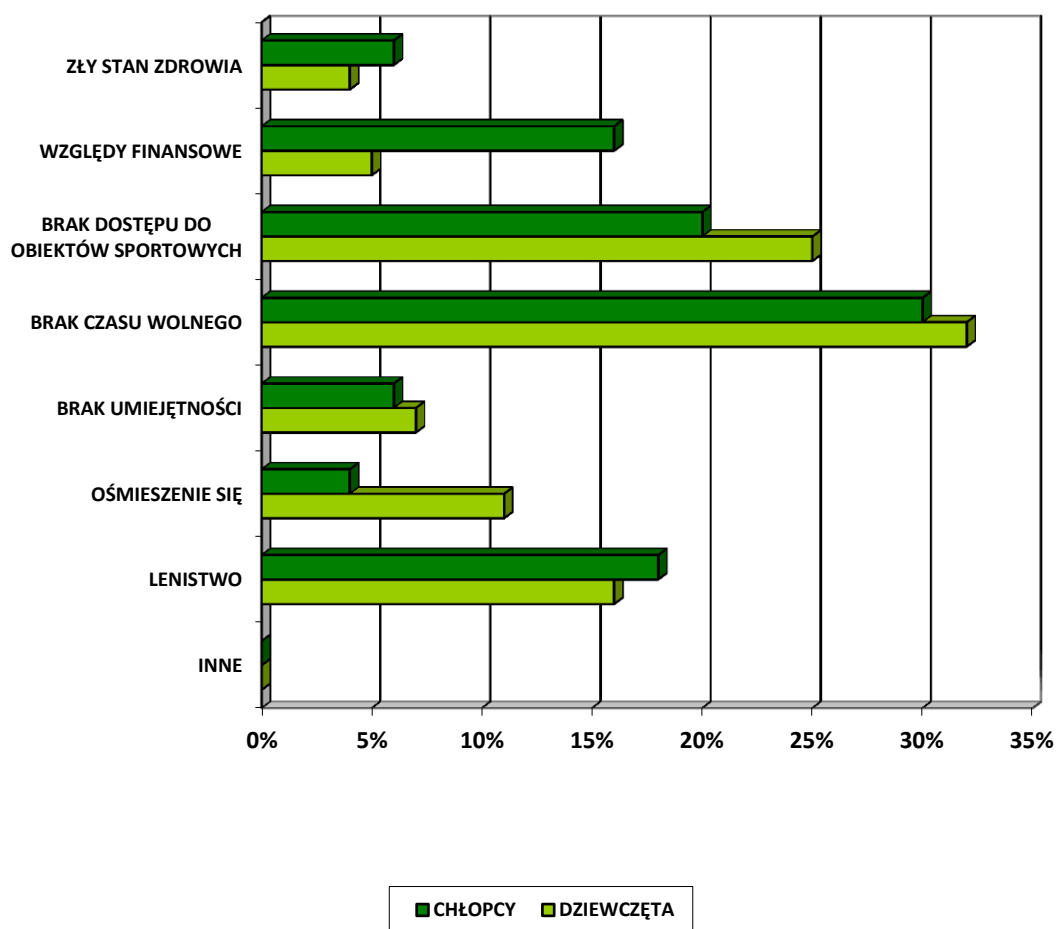


Fig. 9. What according to you is the biggest obstacle to taking the physical initiative?

Findings shows, that both at girls (32%) as well as of boys (30%) the lack of the leisure time is the biggest obstacle to taking the physical initiative. Next respondents showed the lack of the access to sporting facilities (the 25% of girls and the 20% of boys) and laziness (the 16% of girls and the 18% of boys) recognised financial considerations as the obstacle to taking the physical initiative showed 16% of boys, but fear of ridiculing the 11% of girls. The lack of the ability isn't an obstacle for both of sex, since replies were scarce (the 7% and the 6%). Respondents didn't show other replies.

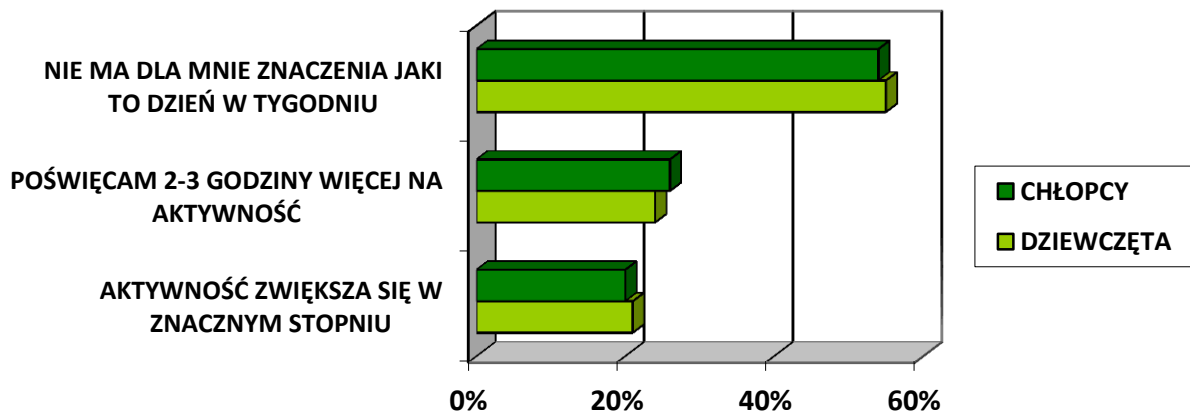


Fig. 10. In weekends do you devote more time to the physical activity than into the weekday?

It notices the comparable results independent of the sex of respondents very much. A weekday, in which they devote the time for the physical activity isn't significant for a 55% of girls and a 54% of boys. In weekends respondents devote 2-3 hours more for classes recreation - sports. To notice it it is possible at the 24% of polled girls and the 26% of boys. Only a 21% of examined girls and the 20% of boys declare the much greater activity in weekends.

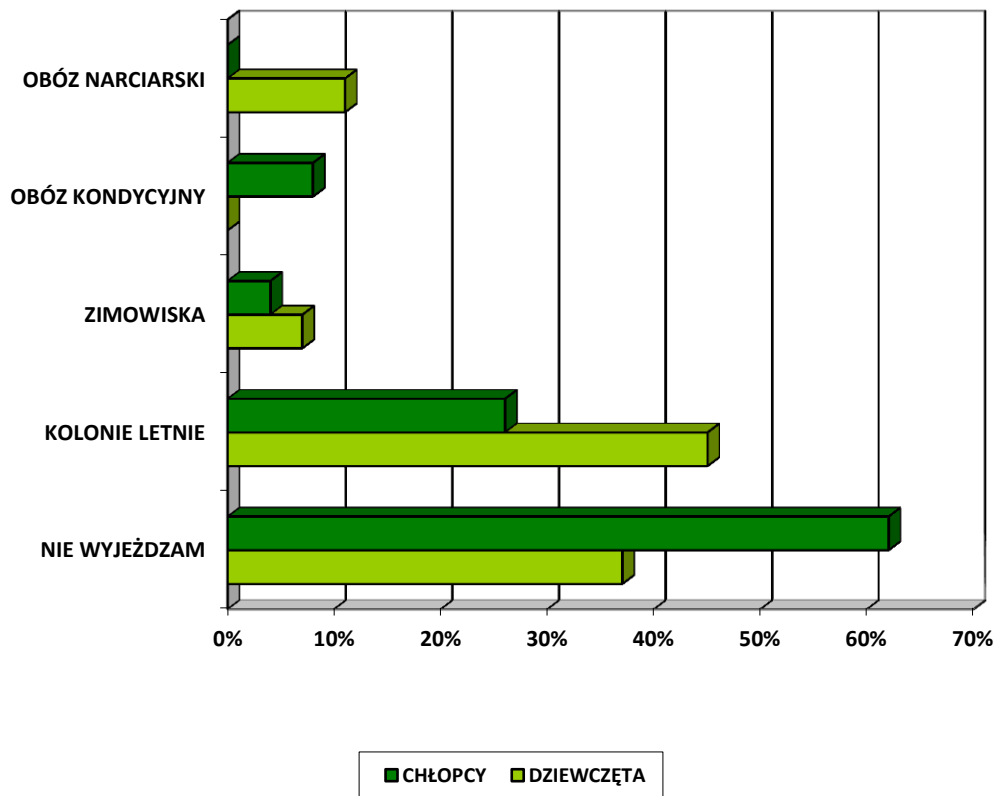


Fig. 11. Whether during summer holidays and the winter holidays you go for camps sportingly - recreational?. Which?.

Majority of respondents (the 62% of boys and the 37% of girls) doesn't go for camps sportingly - recreational during a holiday summer and of the winter holidays. Examined which have a possibility of the departure to the camp sportingly - recreational largely indicated summer colonies (the 45% of girls and the 26% of boys). Winter resorts, to which altogether the 11% of respondents goes enjoy the lower popularity. Only a 11% of girls is involved in ski camps, and the 8% of boys has a possibility of the departure to keep-fit camps.

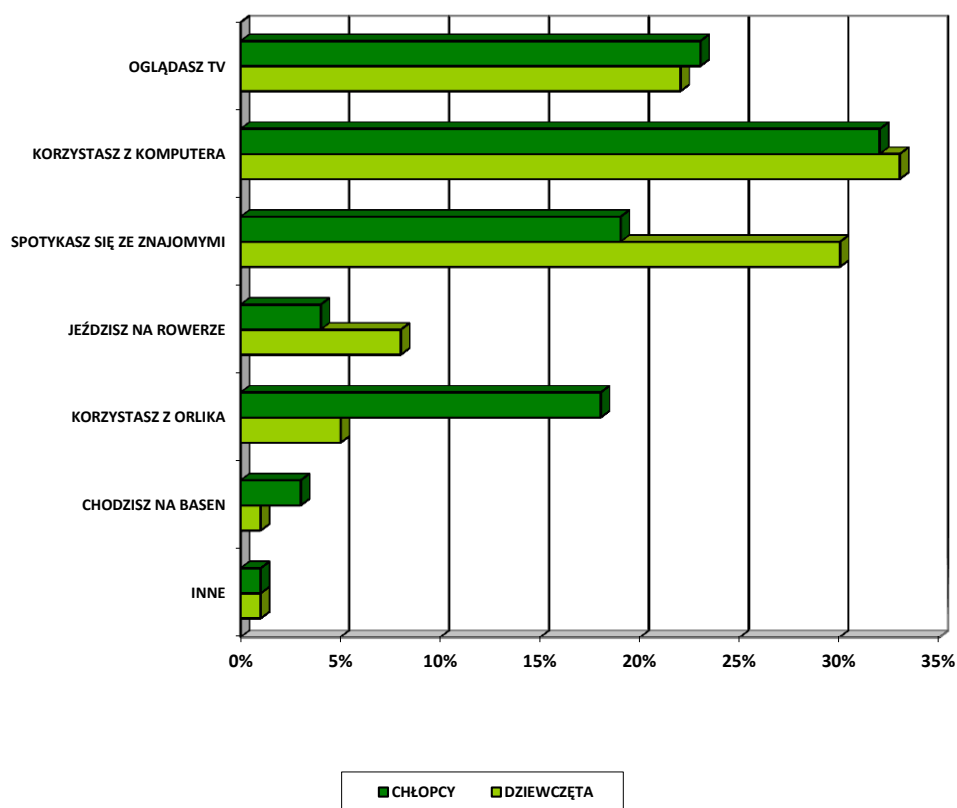


Fig. 12. If you stay at home it as mainly do you spend the leisure time?

It results that the majority of respondents spends time passively. The majority of the leisure time devotes the 33% of girls and the 32% of boys for using the computer. Respondents express willingness of interpersonal contacts what the 30% of girls and the 19% of boys declare emphasizing the reply: "meetings with acquaintances". Little over the 20% of both respondents a leisure time spends the sex before the television. More boys of the 18% use the eaglet at the 5% participation of girls. It emphasized the cycling altogether 12% examined. Scarce % of persons uses the bedpan. They were among other replies: I ride a horse and I go outside and I do something.

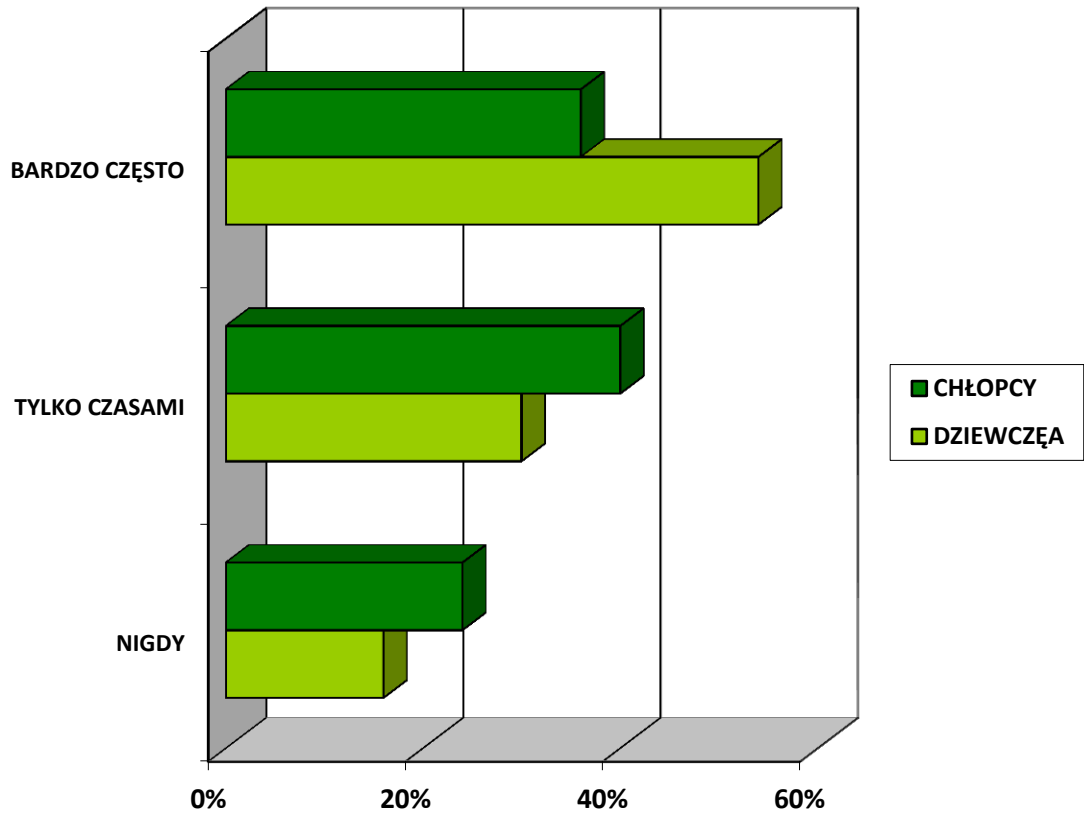


Fig. 13. Do parents encourage you for active spending the leisure time?

It should notice a positive effect of parents on the active way of spending the leisure time by the young stock. Parents very often encourage the 54% of boys for active spending the leisure time and the 36% of girls declares. Reply with "only timeouts" emphasized the 30% of girls and the 40% of boys. emphasized the 16% of polled girls and the 24% of boys reply parents never encourage them for active spending the leisure time.

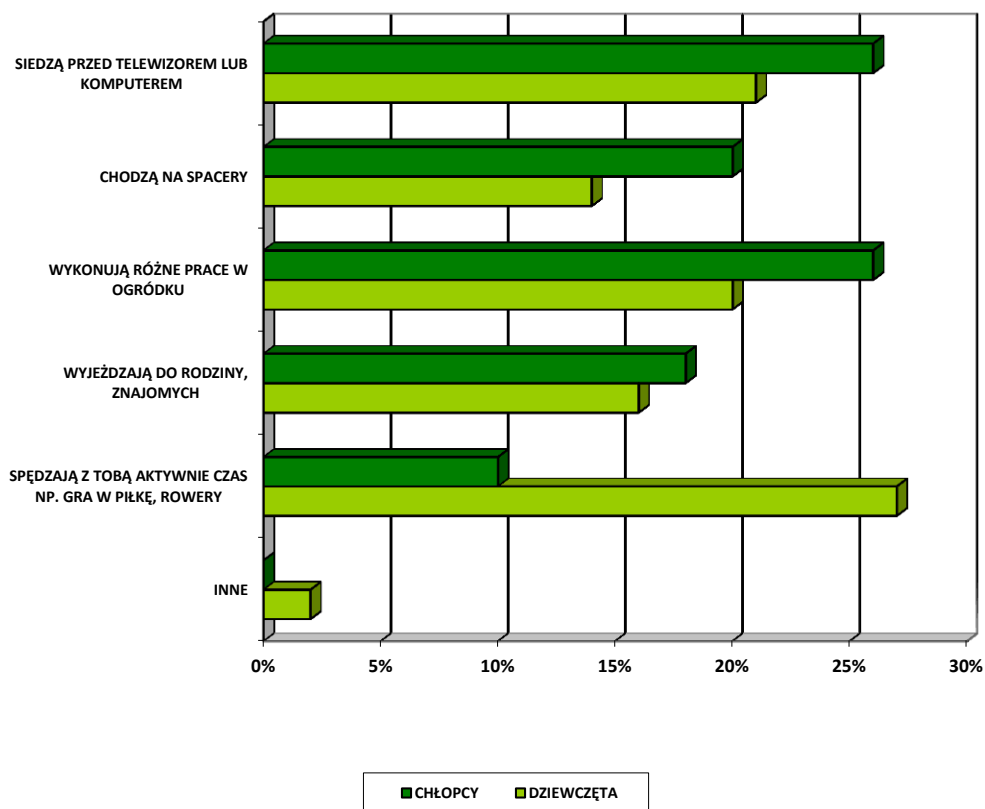


Fig. 14. As your parents (carers) do spend the leisure time?

It depicts the way of spending the leisure time by parents of respondents of students. According to parents granted the reply of the 47% he spends the leisure time sitting in front of the TV set or the computer. They enjoy the great popularity: going to walks and trips to acquaintances what emphasized the 34% of both respondents of sex. the 20% of girls and the 26% of boys answered that their parents spent the leisure time performing garden works. Actively the leisure time with parents spends the 27% of girls and only a 10% of boys. One reply was among other replies: "ride a horse".

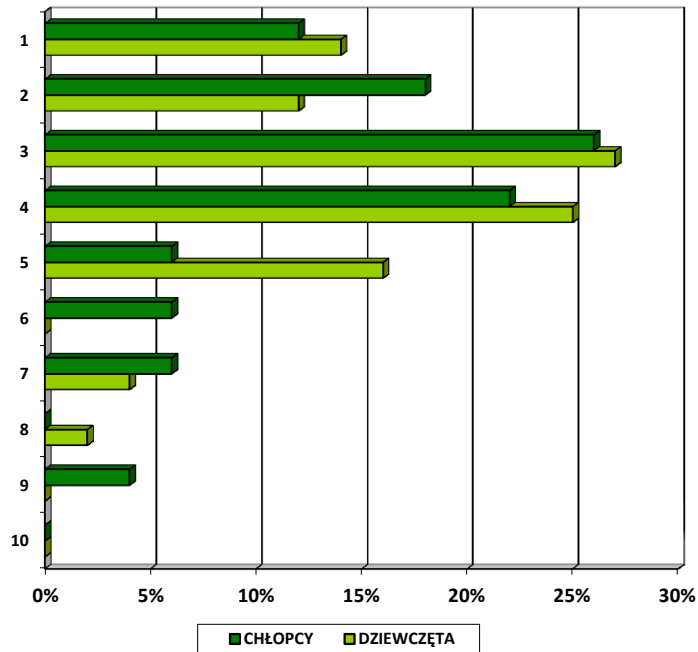


Fig. 15. How you assess your physical fitness 1 - outstanding, 10 - very weak?

One's physical fitness assessed on "3" the most respondents (27% of girls of the 26% of boys). Not much less of persons (the 25% of boys and the 22% of girls) granted its efficiency the evaluation "4". Evaluations "1" and "2" emphasized the 26% of girls and the 30% of boys altogether. Evaluation "5" granted itself the 16% of polled girls at only 6% of the reply of boys. It emphasized other responses to a maximum 6% examined.

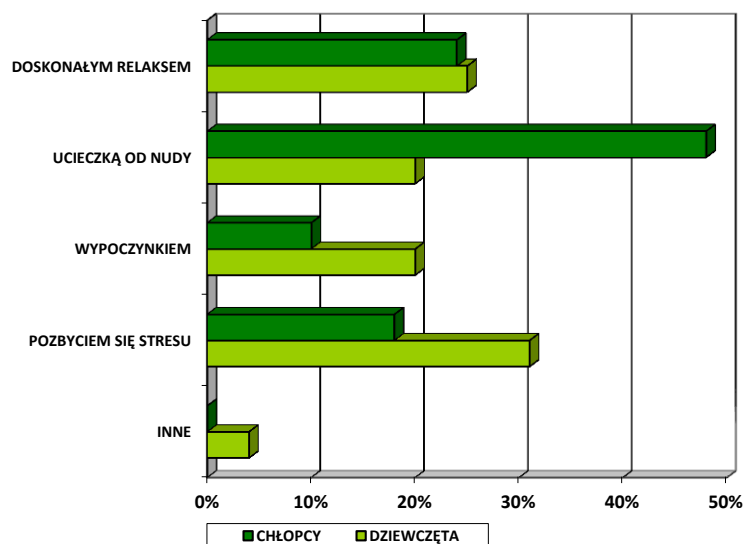


Fig. 16. Are classes associated with the physical activity for you?

It results that the physical activity is a breakaway for boys from boredom what emphasized the 48% of polled senior pupils, the 31% of girls indicates the physical activity as the manner of the brush-off of the stress. Of filling sportingly - are recreational with relaxation for the 25% of girls and the 24% of boys. It emphasized the activity as the form of rest 20% of girls at the 10% for showing boys. Amongst other replies respondents pointed: ventilating or satisfaction.

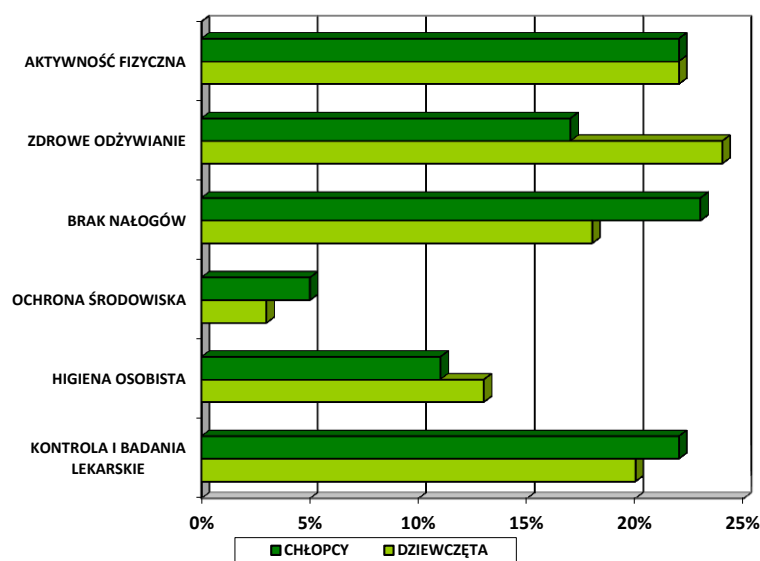


Fig. 17. What for you does a healthy lifestyle mean?

Findings show that for girls a healthy lifestyle involves healthy feeding above all what the 24% indicates, with physical activity (22%) and with the control and medical check-ups what the 20% of respondents pays attention to. Boys underline, that healthy lifestyle it: lack of addictions (23%) and the physical activity and the control and medical check-ups (both replies got the 22%). It ranked the personal hygiene among a healthy lifestyle (the 13% of girls and the 11% of boys). It showed the sex only a 8% of both respondents environmental protection behind the element of a healthy lifestyle.

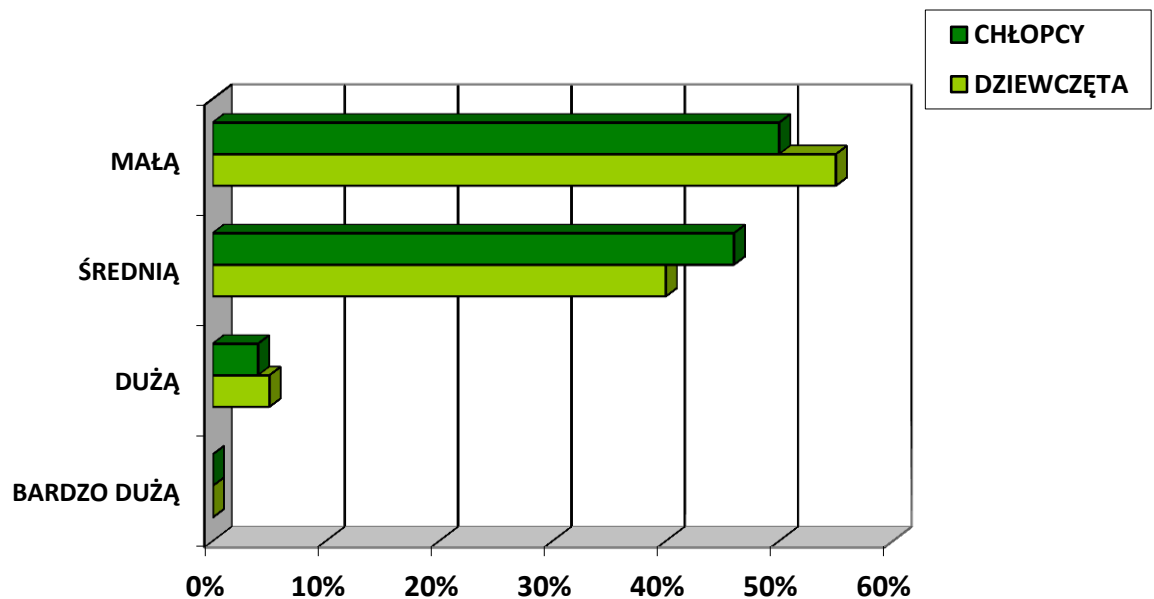


Fig. 18. What amount of recreational, sports and cultural objects the commune has at its disposal Pruszcz?

It appears from the opinion of polled students that the commune has at its disposal a paucity of recreational, sports and cultural objects. This way a 55% of girls and a 50% of boys were said. Little fewer respondents indicated the average amount of objects, because the 46% of boys and the 40% of girls. Altogether only a 9% people polled stated, that amount of recreational, sports and cultural objects which the commune has at their disposal Pruszcz is big. None of respondents emphasized the reply "very big".

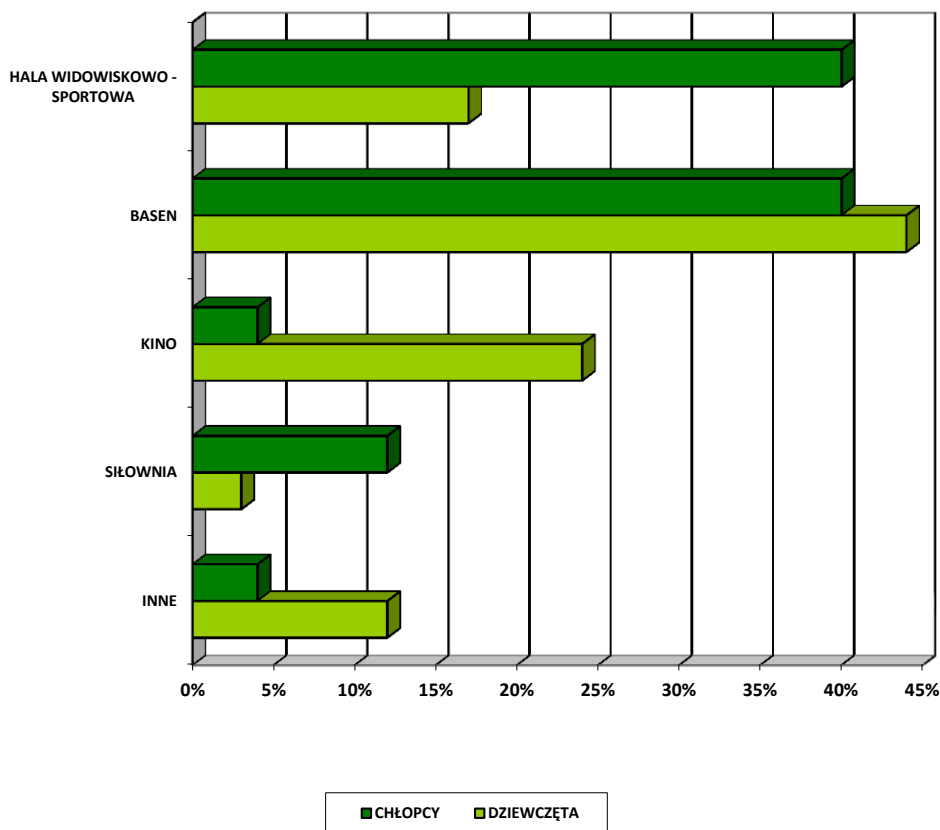


Fig. 19. What recreational, sports or cultural object should come into existence in the Commune Pruszcz?

According to respondents in the Commune Pruszcz above all should come into existence bedpan. It showed such a reply 44% of girls, 40% of boys. The same per cent of boys thinks, that planes a hall is a major facility spectacularly - sports what scarcely the 17% of girls underlines. Polled schoolgirls gave the 24% of votes for the cinema back as the cultural object which should come into existence in the Commune Pruszcz. The scanty per cent would like respondents so that in the commune a fitness room is made (12% of boys at only 3% of girls). Amongst other replies respondents showed the need for the structure: skate of the park, a tennis court, the speedway stadium, bicycle routes, not to say the theatre.

Discussion

With research on the leisure time of young people, his conditioning and models of spending, of raising to it, a "pedagogy of the leisure time" does. She deals with functions and factors stimulating the way of managing. Environment (natural area, landscape, climate, character of the building development, communication), role models (family, class tutors, authority customs, customs, models of spending the leisure time); organization of the life (leisure time, right to use areas of objects and recreational devices) belong to fundamental factors stimulating the leisure time (Demel et al. 1970). Many researchers dealt with the problem of the leisure time and the physical activity among others: A. Kamiński which describes the leisure time and his issues social - education, J. Izdebska focuses on the leisure time of municipal and country children. However other researchers sink into issues of the leisure time of elderly people or disabled persons. Analysing the book "Man - recreation - health" beneath the editorial office M. Napierała, R. Muszkieta and W. Żukow noticed, that tests (made amongst students of the Junior Secondary School No. 3 in Gniezno) indicate the large percentage of persons spending time in the passive way. It is noticeable, that lot of examined boys (33%) he spends time in front of the computer, the 30% of schoolgirls spends the leisure time reading books whether meeting with acquaintances. Confirming tests still lasting the phenomenon reprimand the decreasing motor activity of girls in the period of growing up. Of girls practising sport it is much of fewer than boys. They stay of which in a day in the fresh air (Napierała et al. 2009). According to tests students don't attach importance for active spending the leisure time, but need passive of chasing him off what the negative influence on their health has.

From conducted tests for the purposes of this work it is possible to draw the following

conclusions:

1. In the leisure time polled persons most oftentimes use the computer or watch TV programmes,
2. Persons favouring the physical activity, apart from w-f classes, allocate from 1-2 hours for recreational classes, using the sports equipment had at home above all a bicycle crunch and a ball are which,
3. Polled students undertake the physical activity mainly for friendly matches, breakaways from boredom, the improvement in the health and improving the appearance of the body,
4. The lack of the leisure time is a main obstacle according to respondents for taking the physical initiative, therefore the majority of respondents isn't involved in sports after school classes,
5. Majority people polled doesn't go for camps sportingly - recreational at least largely are examined very often or oftentimes encouraged by parents to the physical activity,

6. According to examined majorities Commune Pruszcz has at its disposal a paucity of recreational, sports and cultural objects. In the commune they are the most desired objects which should come into existence, according to respondents: the bedpan and the hall spectacularly - sports.

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PHYSICAL ACTIVITY OF STUDENTS FROM CITY ZŁOTÓW

Aktywność fizyczna uczniów z miasta Złotów

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Keywords: physical activity; students; Złotów.

Słowa kluczowe: aktywność fizyczna; uczniowie; Złotów.

Abstract

Testing the physical initiative of students of three types was a purpose of research of schools: of the elementary school, the junior high school and the secondary school (secondary school). The work regarding the attitude to sport of students of, secondary school and post-secondary elementary schools in Złotów. Tests were conducted amongst 120 students of schools in Złotów. Every type of the school was represented by 40 students. Tests were conducted a questionnaire of the questionnaire form was a method of the diagnostic survey, but a research tool. Also following conclusions were distinguished:

1. Students of all types of schools most oftentimes spend the leisure time by the computer and watching TV.
2. Boys devote more time for the physical activity than girls, better assess their physical fitness.
3. A possibility of the contact with peers is a main reason of taking the physical initiative by students (with acquaintances).
4. A lack of time and a financial standing are a main reason for not-taking the physical initiative.
5. As after school classes students most oftentimes choose and sports classes.

Streszczenie

Celem badań było sprawdzenie aktywności fizycznej uczniów trzech typów szkół: szkoły podstawowej, gimnazjum i szkoły średniej (liceum). Praca dotyczy stosunku do sportu uczniów szkół podstawowych, gimnazjalnych i ponadgimnazjalnych w Złotowie. Badania zostały przeprowadzone wśród 120 uczniów szkół w Złotowie. Każdy typ szkoły był reprezentowany przez 40 uczniów. Badania zostały przeprowadzone metodą sondażu diagnostycznego, a narzędziem badawczym był kwestionariusz ankiety. Wyodrębnione zostały także następujące wnioski:

1. Uczniowie wszystkich typów szkół najczęściej spędzają czas wolny przy komputerze i oglądając telewizję,
2. Chłopcy poświęcają więcej czasu na aktywność fizyczną niż dziewczęta, lepiej oceniają swoją sprawność fizyczną
3. Głównym powodem podejmowania aktywności fizycznej przez uczniów jest możliwość kontaktu z rówieśnikami (znajomymi),
4. Główną przyczyną niepodejmowania aktywności fizycznej jest brak czasu i sytuacja finansowa,
5. Jako zajęcia pozaszkolne uczniowie najczęściej wybierają zajęcia sportowe.

Introduction

The psychology of the physical activity is a field of science which grasps such notions as physical culture, physical education, sport, tourism, recreation and physiotherapy. A physical

activity is included in each of these notions, however she is different in terms of the scope and the intensity. Motor, sports or recreational activity have their source in the physical culture. There is other psychological context carried out next in every pillar of the physical culture. A physical education which is directed at different spheres of the personality is a basic context of student. They are these are spheres: intellectual, moral, esthetic and associated with educating appropriate attitudes towards the physical culture. However in sport which is oriented on the competition, it is possible to get the psychological aspect of the physical activity for molding the personality of the athlete through long-term practices and the participation in the meeting. The tourism and the recreation are this pillar of the physical culture, in which the physical activity can take place since childhood to the old age, mainly in the leisure time from the work or school classes. This kind has physical activities great psychological significance since is a way to renovate physical strengths for the man and psychological after work whether other kind of the intellectual activity (Supiński et al. 2008). So the physical activity is a wide notion which most oftentimes is understood as the move of the body very much causing energy expense. In narrow meaning an activity is activity of the man in the sports or recreational destination. According to many authors' the physical activity is a determinant physical development, is also a stimulator of the development for the entire body of the man. However the physical activity can cause favourable changes only at appropriate intensity - too intensive motor exercises can contribute for unfavourable changes in the body (Gniewkowski et al. 1990). In our times the physical activity is a key element of a lifestyle, affecting the level of the health, both in the individual, as well as social dimension. First phase of the life - time of the school education, it not only a period of the direct effect of the physical activity to the somatic development and directly to the health, it is also a time of developing put in view of the activity. One should remember about the fact that the regular physical activity is one of important components of a healthy lifestyle. She performs the significant role in raising or keeping the appropriate fitness level. The molded school-age efficiency is quite difficult for holding by the entire life. The need from a point of view of biological and health needs seems obvious to the activity of young people. High motor abilities are an attribute necessary for the being and the normal development of the organism. Education, particularly children and of young people, in developing the leisure time becomes a need of the moment. The great duty, by the family, lies with the school which should help the student to mould attitudes, to understand the value and to help with due choice. She also has a duty to show that he/she supports promoted values in the everyday practice (Sakłak 2008). The activity in the appropriate dose is physical very good with way to strengthen the organism, also causes the improvement in the motor activity of the body. In our times the man less and less devotes the time to the sports and motor activity, and this problem regarding also children and young people. To motivation for taking the physical initiative he considers himself factors which influence the ones from the man closest to the neighbourhood, i.e. the family, the school environment or institutions of disseminating the physical culture. These factors just affect to the attitude of children to taking the motor initiative, however can be the source of crash barriers also.

Material and methods

With tool research, used at the work, there was a questionnaire of the questionnaire form. It stayed directed at students of, secondary school and post-secondary elementary schools. It consisted of 17 questions about closed and opened character. The part of questions concerned the ratio of students to the physical activity, of sports class at the school (of game lesson). The questionnaire of the questionnaire form also contained questions concerning reasons of playing and not-taking the physical initiative, of forms of spending the free time and the involvement in extracurricular classes.

The tests concerning the physical activity of students of schools in Złotów were conducted at three all sorts schools: for elementary school (Primary School No. 2 named of Adam Mickiewicz in Złotów), secondary school (Public junior high School No. 1 in Złotów) and post-secondary

(Comprehensive Secondary School No. 1 named of M. Curie-Skłodowska in Złotów). Conducted tests stayed in June 2011. Altogether 120 students took part in them, from what 40 attending the elementary school (17 girls and 23 boys), 40 to the junior high school (19 girls and 21 boys) and 40 to the upper secondary school (18 girls and 22 boys). None of students attended school about the sports profile. In tests it took the participation of 54 girls (45%) and 66 boys (55%).

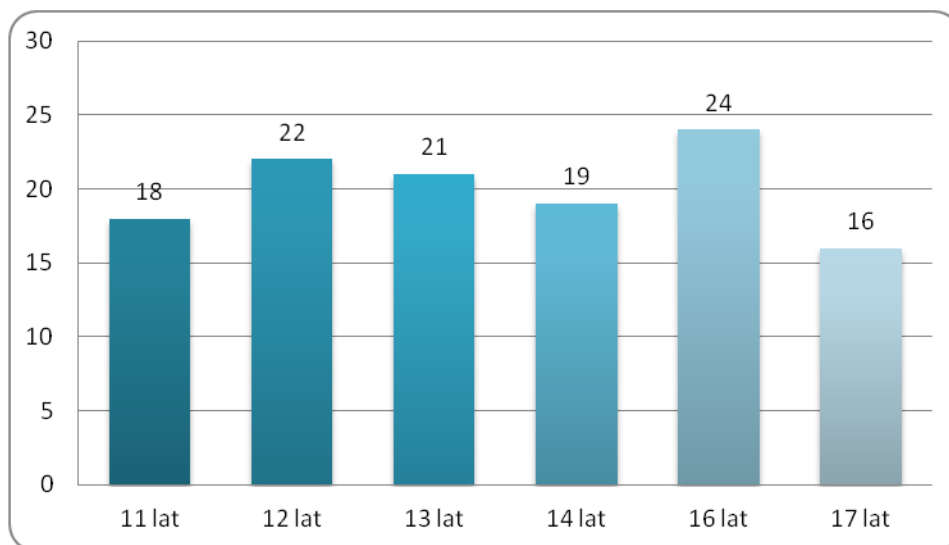


Fig. 1. Structure of the age of students participating in the test

On account of three kinds of schools, in which tests were conducted the age of students very much was diversified. Students of elementary schools were at the age of 11-12, students of the junior high school aged 13-14, but students of the upper secondary school aged 16-17. Largest group examined constituted persons at the age of 16 (24 persons) and 12 years (22 persons), whereas smallest persons aged 17 (16 persons). The age structure of students was described on drawing 1. On account of diversifying students in terms of the age the test of findings was divided in three groups: of students of schools basic, of students of the junior high school and students of the comprehensive secondary school. In every group the same number of people took part in tests (40) what allowed for better comparing obtained findings.

Results

The tests concerning the physical activity of students of schools in Złotów concerned the evaluation of the own physical activity. Amongst students of elementary schools at the age of 11-12 most oftentimes a good motor efficiency was indicated - granted such a reply the 43% of persons of all examined persons altogether (fig. 2). Most oftentimes a good or satisfying opinion was indicated in the group of girls about the own motor efficiency - emphasized such replies for the 35% of examined schoolgirls. Girls have most rarely pointed at the outstanding efficiency (only 6% examined). Most oftentimes a good motor efficiency was indicated in the group of boys (48%). As far as indicated the 17% of examined boys on very good physical fitness, the same number on satisfactory.

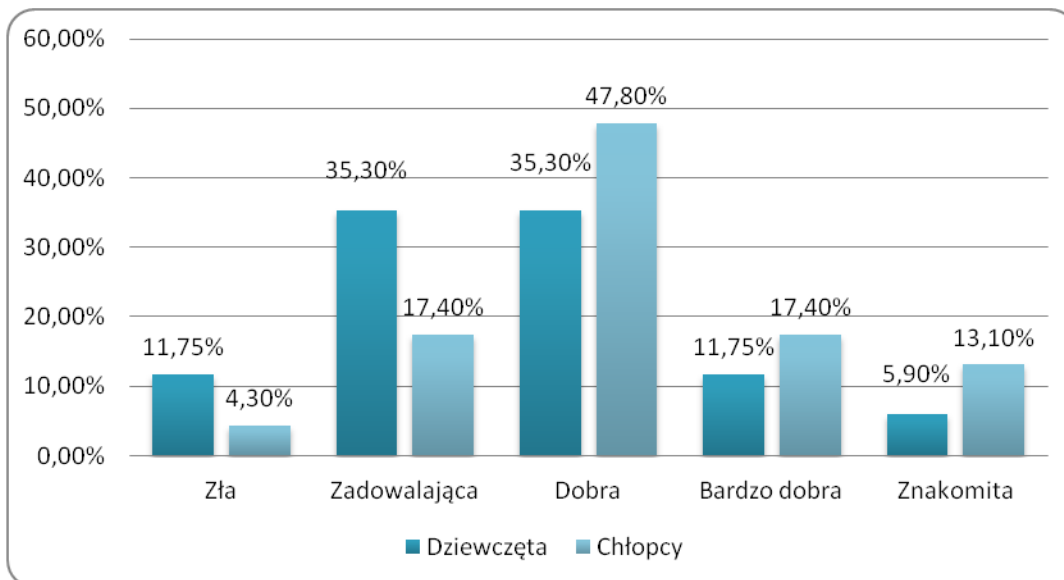


Fig. 2. Opinions of students of the elementary school on the theme of the own motor efficiency

Students declared most oftentimes that they had much free time apart from classes at school. In the group of girls almost a half (47%) she declared, that had 3 hours of the free time every day. Fewest schoolgirls declared only 1 hour of the free time. Similarly it was in the group of boys - declared the 39% of students it stated 3 hours of the free time, but the 21%, that had him more. It only only declared the 13% of boys 1 hour per day of free time.

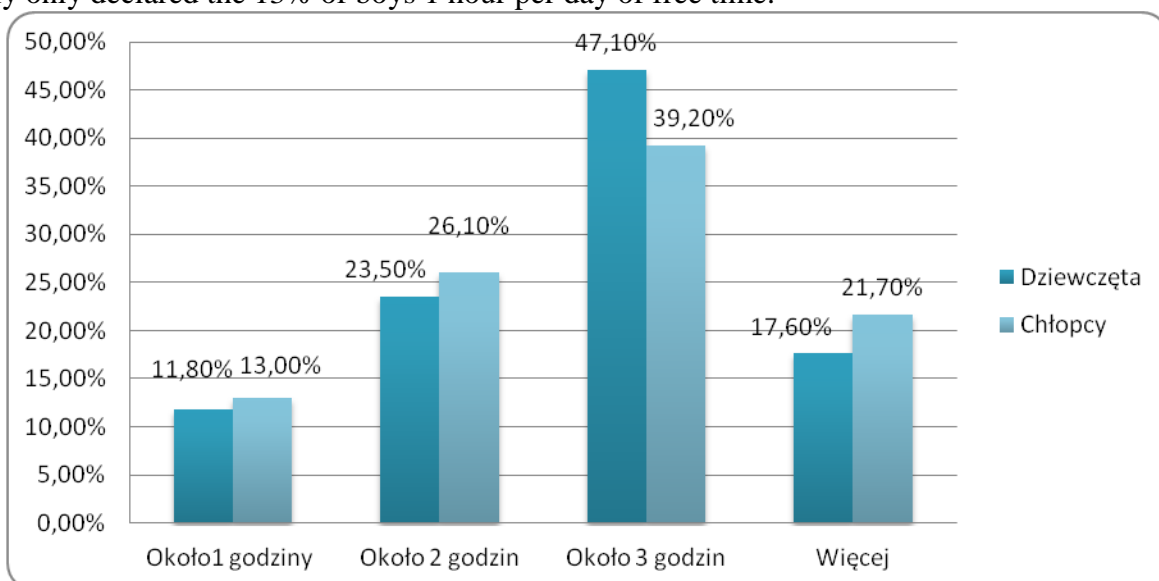


Fig. 3. Amount of the leisure time in the opinion of students of the elementary school

As forms of spending the free time students of the elementary school most oftentimes showed using the computer and the Internet - granted such a reply as far as 40% of the whole examined. In the group using the computer and the Internet prevailed of girls (35%) and watching TV (29%). The physical activity, the reading books and other classes were shown by the 12% of examined girls. Deciding most oftentimes was indicated in the group of boys using the computer - such a reply pointed as far as 44% examined. A physical activity was on a second place (22%). Boys have most rarely declared the reading books, showed such a reply scarcely 4% examined.

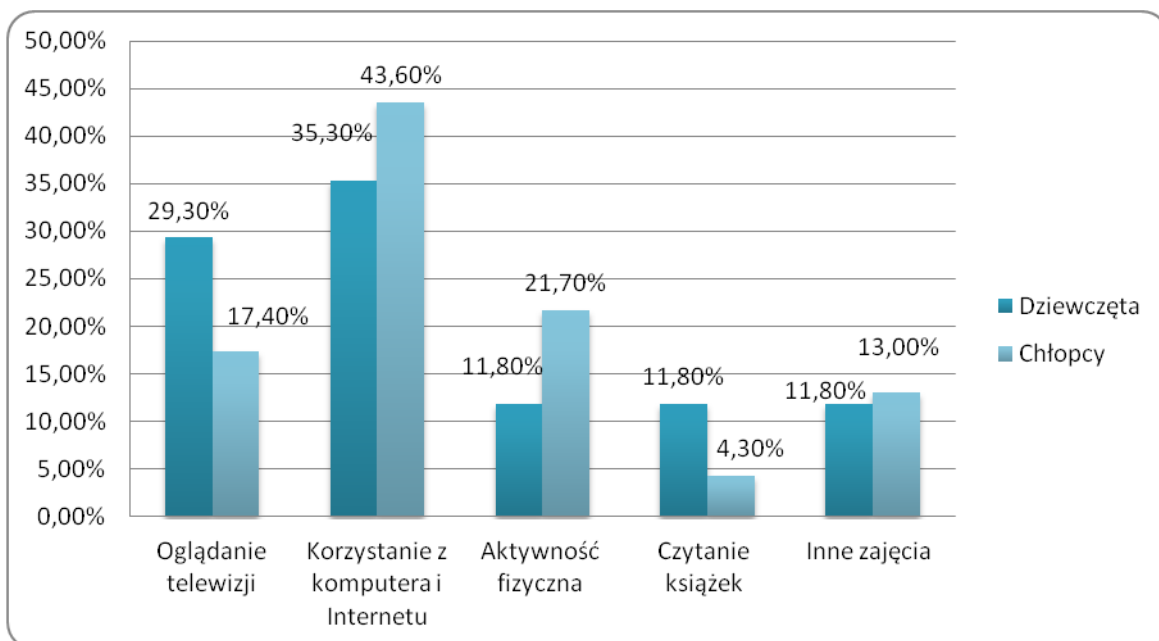


Fig. 4. The most frequent forms of spending the free time of students of the elementary school

Students were asked, what for them the physical activity was. The largest group of people (42%) showed that it was pleasant form of spending time. In the group of girls it indicated the 41%, that it was pleasant form of spending the free time. Similarly it was in the group of boys - among them it indicated the 43%, to the fact, that a physical activity was a pleasant way to spend the free time. Compared with the group of boys girls more oftentimes showed that a physical activity was an unpleasant way of spending the free time, but more oftentimes also showed that it was good way to boredom. Next boys more oftentimes declared that a physical activity wasn't only a way to boredom, but also method for abreacting the stress.

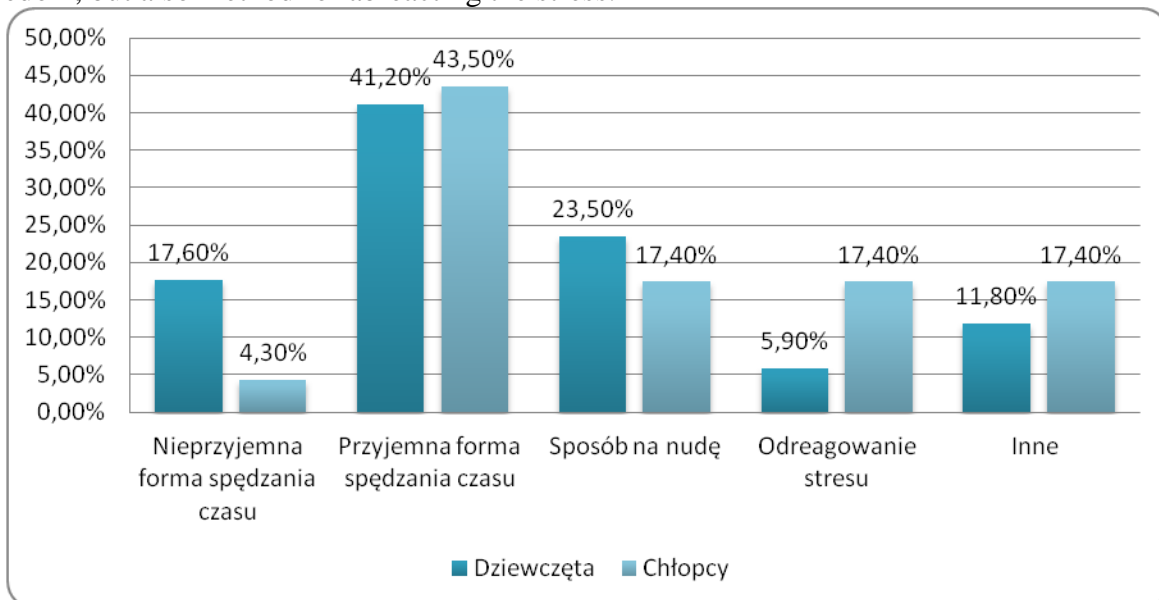


Fig. 5. Opinions of students of the elementary school on the theme of the motor activity

Apart from questions concerning the motor activity and ways of spending the free time the questionnaire form for students also contained questions concerning classes of the physical education at school. Students were asked about, whether the current number of hours of the physical education at school was sufficient. Straight majority of students (72%) showed that the number of classes of the physical education at school was sufficient. Only what the fifth student stated, that at school should be more of such classes. In the group of girls such declarations have more rarely been

uttered. Next boys have more rarely pointed to the fact that the number of hours is sufficient. Students stayed not to practise asking also about, whether oftentimes he happens for them on classes in the physical education. Almost a half examined (47%) she declared, that always practised during w-f lessons. What the fourth student stated, that not to practise on classes in the physical education for him occasionally happens, and as far as it stated the 27% of persons, that for them it happened oftentimes. He results from it, that over the half happens not to practise students on game lessons. More oftentimes girls declared the dislike for classes in the physical education, it is they more oftentimes showed the frequent nonexercise. Boys declared more oftentimes that they always practised on classes - showed such a reply 60% of examined boys. According to the declaration of students of the elementary school on game lessons the most they like games and games involving physical movement. Most oftentimes however swimming was indicated in the group of girls. Girls showed also games and games involving physical movement and team games. Most oftentimes games and games involving physical movement were indicated in the group of boys, showed such a reply 39% of boys. Boys oftentimes pointed also at team games (football, basketball, volleyball itp.

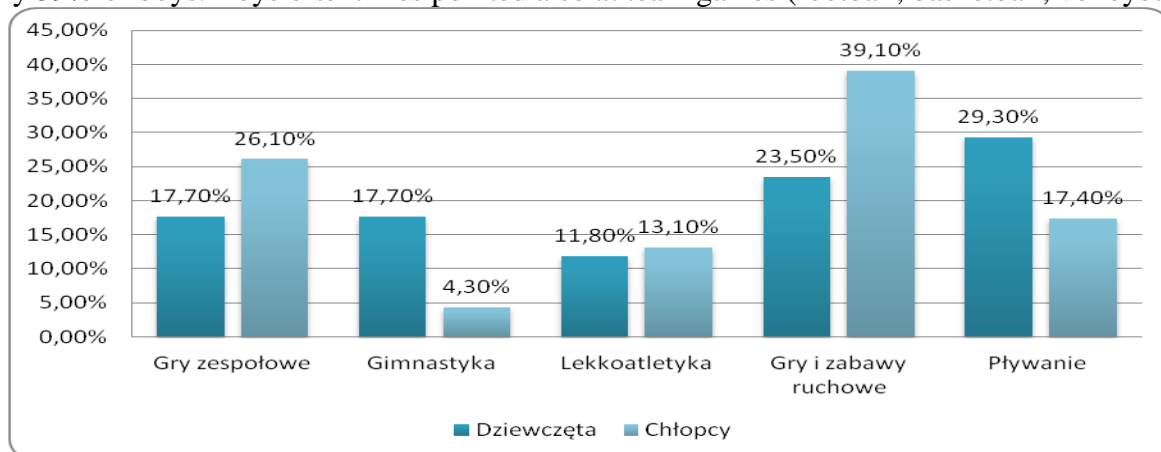


Fig. 6. Favourite classes at game lessons in the opinion of students of the elementary school

In order to depict opinions of students about the game lesson in the elementary school examined were asked to judge the lesson in the scale from 1 to 6 (where 1 denoted the lowest evaluation, whereas 6 the highest evaluation). Largest group of students (32% examined) very well judged game lessons giving them 6 points. In the group of girls most oftentimes the averages concerning the evaluation were shown the game lesson, and boys definitely more oftentimes judged these lessons very well.

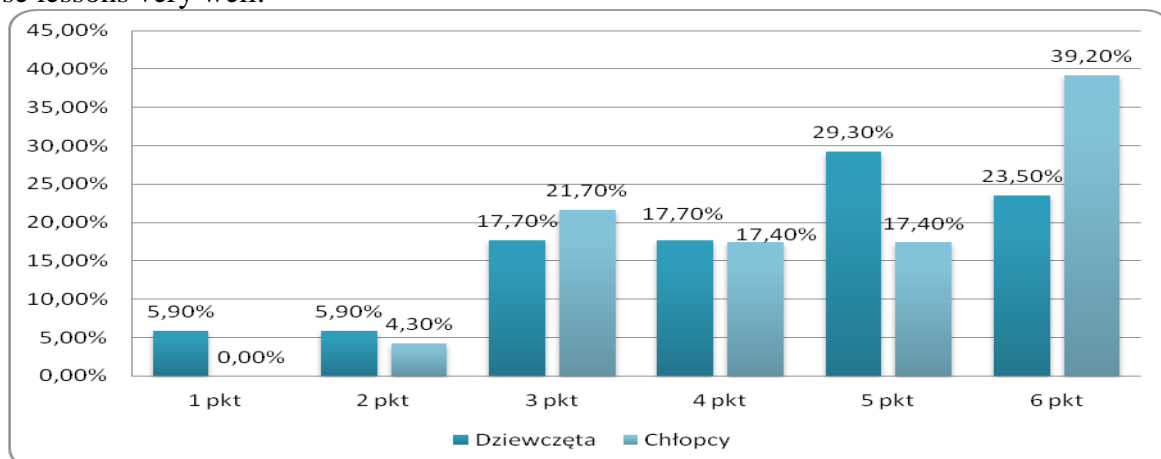


Fig. 7. Evaluation of the game lesson in the scale from 1 to 6 by students of the elementary school

Students of the elementary school were asked also about what they didn't like in classes in the physical education. Over half of students (52% examined) showed that in game lessons they liked everything. Definitely more oftentimes such replies turned up at the group of boys - showed this reply as far as 61% from them. Too intense declarations that exercises on classes in the physical

education are turned up at the group of girls, there are also too difficult exercises. Generally it is possible to state that boys were more pleased with classes of the physical education.

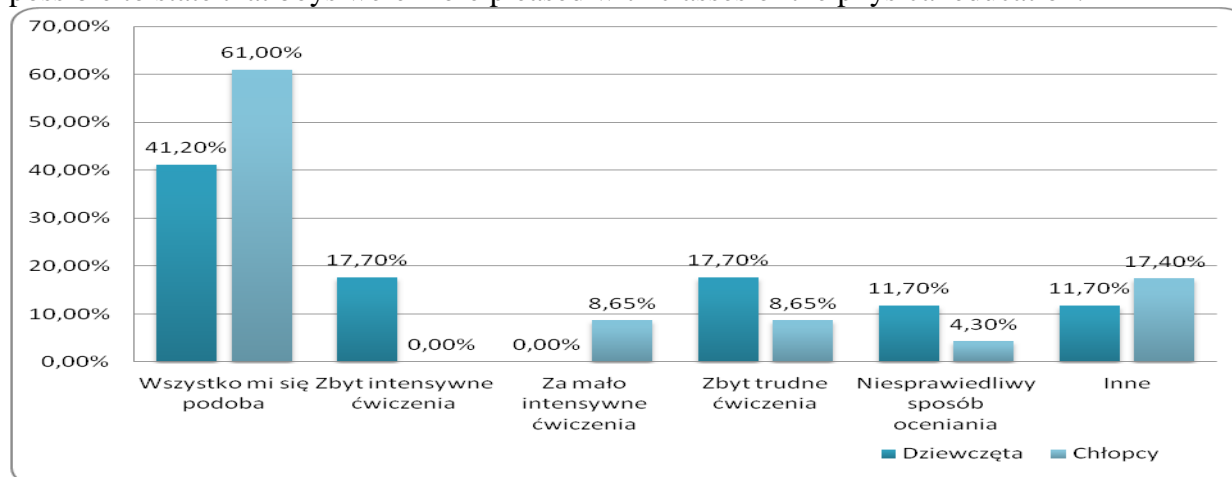


Fig. 8. Opinions of students of the elementary school on the subject of a lesson of the physical education

In terms of the opinion on the own physical fitness largest group of students (42% examined) she declared, that their efficiency was motor on the good level. What the fifth student stated, that his efficiency was on the satisfying level. What the eighth person determined one's physical fitness as outstanding, and the same number persons regarded very good her. In the group of girls the own physical fitness most oftentimes was assessed as good (37%), more oftentimes however overbalanced readings on bad and satisfying, than very good and outstanding. In the group of boys almost a half (48%) pointed at the good physical fitness, but as far as what fifth the boy declared that she was only satisfactory. Compared with girls of more boys (14%) it declared, that their physical fitness was outstanding.

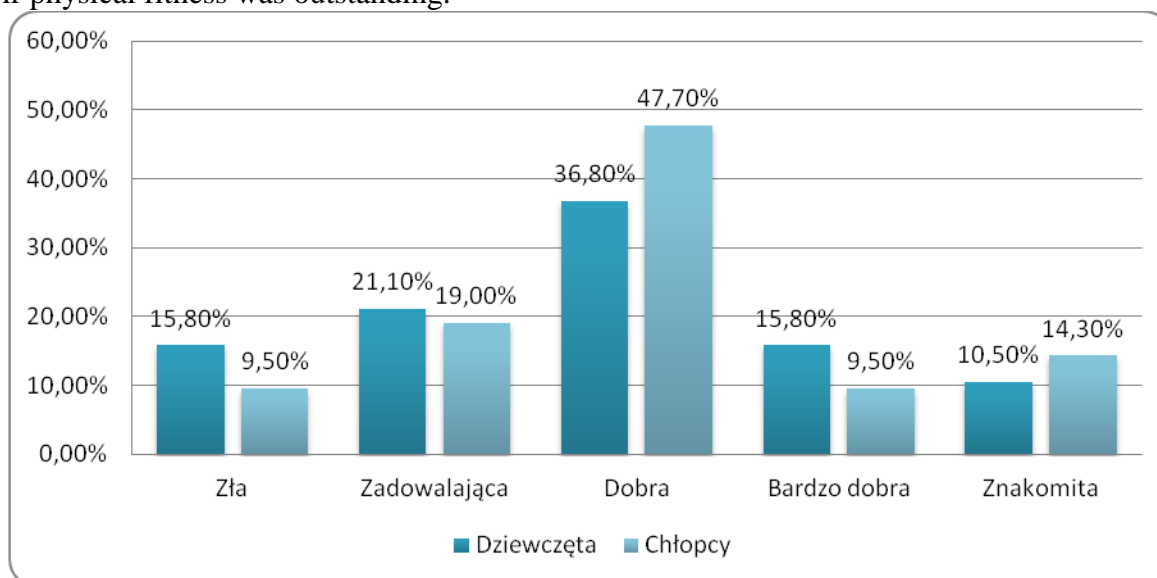


Fig. 9. Opinions of students of the junior high school on the theme of the own motor efficiency

Students of the junior high school declared most oftentimes that they had much free time. The largest group of people stated that their leisure time in a day amounted to about 3 hours, granted such a reply as far as 47% examined.

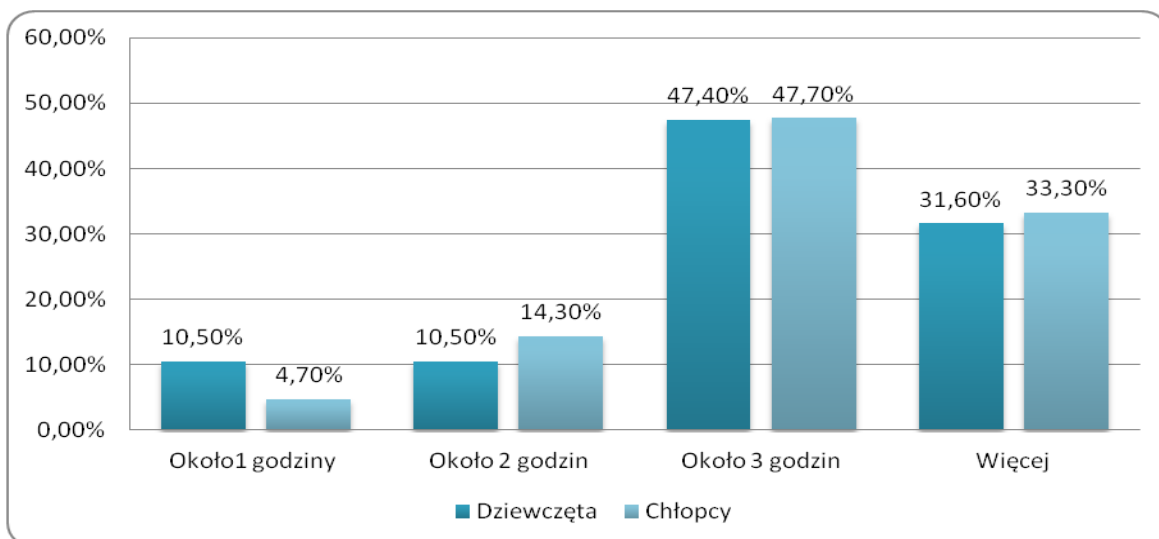


Fig. 10. Amount of the leisure time in the opinion of students of the junior high school

Readings in the group of girls and boys were very similar. Only more girls showed that he had only 1 hour per day of free time. Boys next more oftentimes declared more than 3 hours of the free time. Forms of spending the free time of pupils of the junior high school were similar to declarations of students of the elementary school. Examined senior pupils showed that most oftentimes they spent the leisure time using the computer and the Internet - this way indicated the 40% examined what the fifth student indicated, that the leisure time most oftentimes devoted to the physical activity.

Oftentimes using the computer was indicated in the group of girls (32%), reading books (21%). Boys more oftentimes declared using the computer and the Internet (48% examined). More oftentimes they also pointed at the physical activity (24%). Definitely they have more rarely shown the reading books.

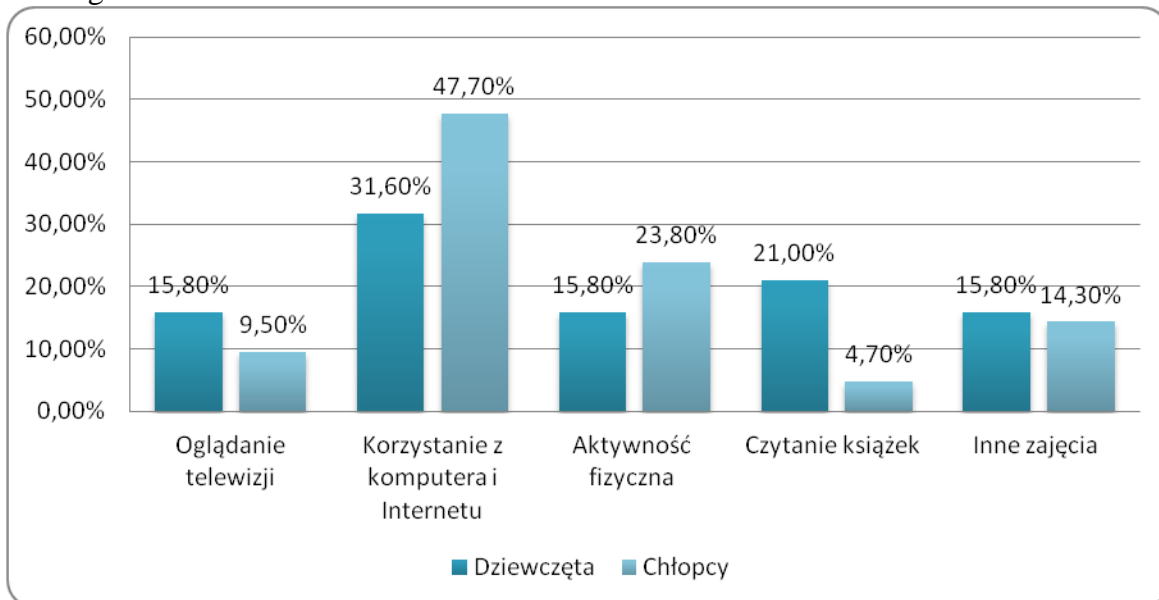


Fig. 11. The most frequent forms of spending the free time of students of the junior high school

In the opinion over halves of students of the junior high school of the activity is physical with pleasant form of spending time. This way it declared as far as 60% of persons participating in the test. In the group of girls more oftentimes however they showed that it was unpleasant form of spending the free time. Girls have more rarely treated also a physical activity as the way to abreact the stress- this way showed the junior high school the 10% of schoolgirls. In the group of boys the substantial amount of the reply concerned the activity of the physical as pleasant form of spending time - this way declared as far as 62% examined. Few boys acknowledged that it was an unpleasant

form of spending time, more oftentimes they showed that it was of ways to boredom.

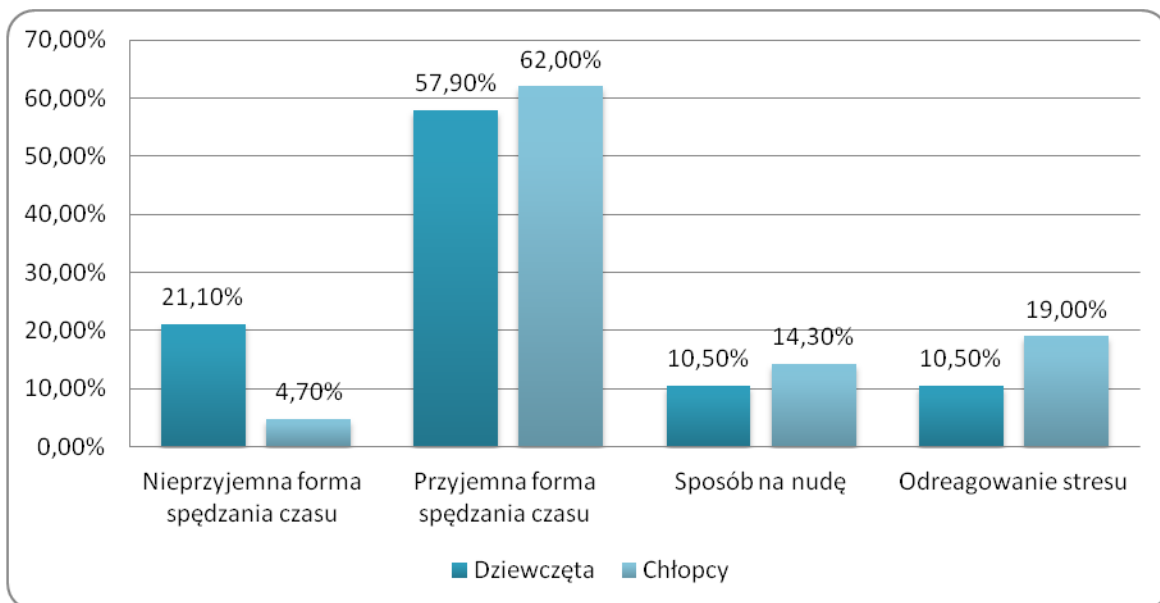


Fig. 12. Opinions of students of the junior high school on the theme of the physical activity

Students of the junior high school largely stated that at present a sufficient number of hours of the physical education was at school. It showed such a reply as far as 60% of students. However the sizeable group of people recognised, that of game lesson should be at school more - expressed such an opinion 37% examined. More oftentimes boys were in this group than girls - girls more oftentimes didn't have counting on this theme. In the answer to a question, how often students happen not to practise the junior high school on game lessons until stated the 60% of persons, that always practised during w-f lessons. However 27% examined stated that they happened occasionally not to practise on classes. In this group they reweighed girls (37% of readings). Girls also more oftentimes declared that oftentimes they happened not to practise on w-f classes. In the group of boys as far as 71% examined declared practising on every classes in the physical education. Students of the junior high school were asked about the most favourite form of classes at game lessons. Majority of persons (42% examined) showed that the most he liked team games: the football, the handball, the basketball and the volleyball. What the fifth person indicated, that likes swimming on classes of the physical education, the same number persons declared, that liked games and games involving physical movement. Most oftentimes team games were indicated in the group of girls (37% examined) and games and games involving physical movement (26% examined). None from girls pointed at the athletics, quite often a gymnastics has been shown (21%) and swimming (16%). Boys most oftentimes pointed at team games (48%), as well as for swimming (24%). Much they have more rarely than girls shown both games involving physical movement and the gymnastics for games.

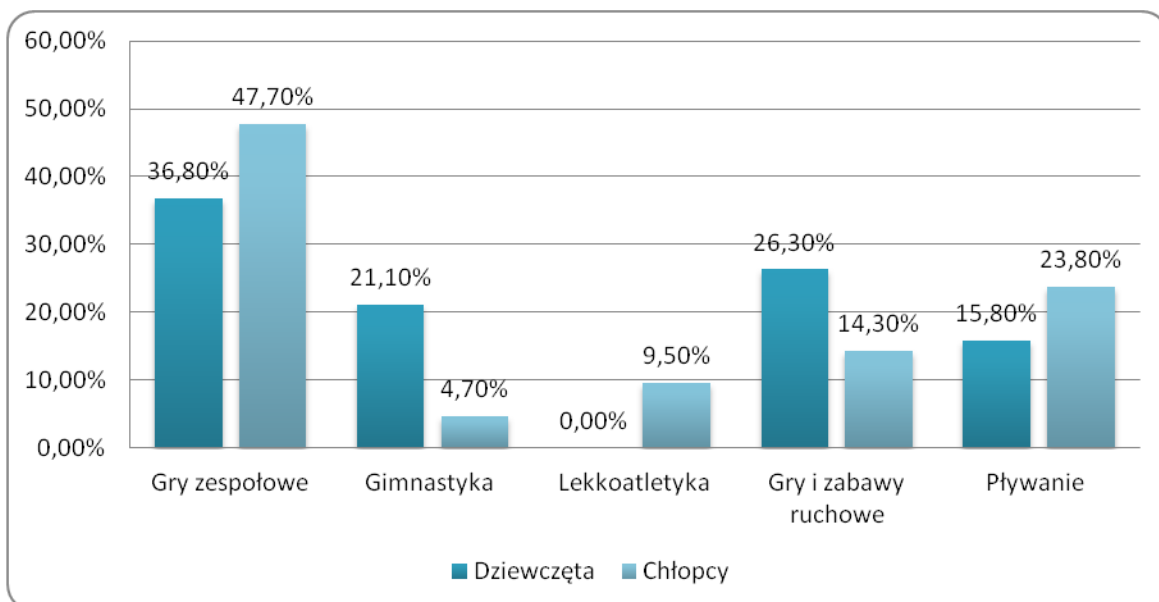


Fig. 13. Favourite classes at game lessons in the opinion of students of the junior high school

Judging game lessons according to the scale from 1 to 6 students most oftentimes showed the junior high school evaluation 4 - this way indicated the 30% of students. Oftentimes evaluation 5 was also shown - she stayed marked through law what of the fourth student of the junior high school. The highest evaluation, 6 points, for game lessons took only a 12% of students out. In the group of girls the replies concerning the evaluation of the game lesson enough were diversified, indicated the 21% of schoolgirls evaluation 1 scoring, 4 scoring and 5 scoring. 6 points granted only a 10% of schoolgirls, the same amount pointed at 3 points. In the group of boys most oftentimes 4 points were granted (38%). Much more oftentimes than in case of girls higher evaluations were shown - 5 points (24%) and 6 points (14%).

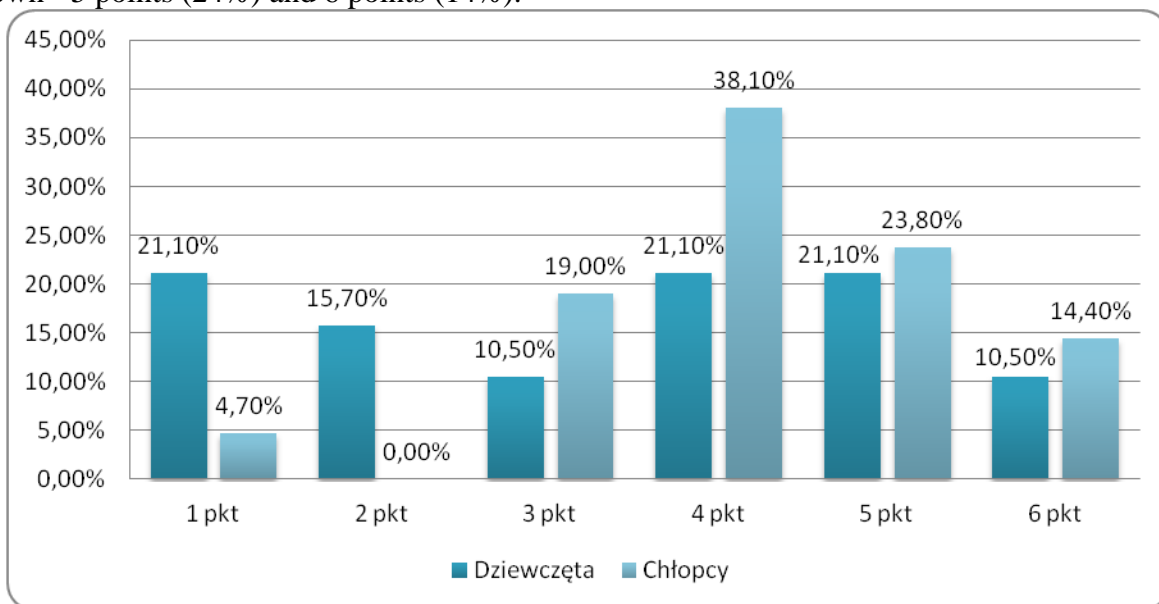


Fig. 14. Evaluation of the game lesson in the scale from 1 to 6 by students of the junior high school

In response to the question, what doesn't appeal on game lessons students of the junior high school most oftentimes claimed that they liked everything. It granted such a reply as far as 42% of students. What the fifth student stated, that there are too difficult exercises during lessons, and recognised the 12% of students, that exercises were too intensive. It also declared the 12% of persons, that during w-f lessons exercises are too little intensive, the same number of students showed other reply - they claimed mainly that game lessons were boring and not very interesting. No student emphasized the reply which showed that on game lessons an unfair system of assessing

existed. In the group of girls 37% examined showed that they liked everything, however as far as indicated the 32% of girls for too difficult exercises. Girls more oftentimes than boys pointed also at too intensive physical exercises. In the group of boys almost a half (48%) showed that in w-f lessons they liked everything. Boys more oftentimes showed that exercises were too little intense (19%).

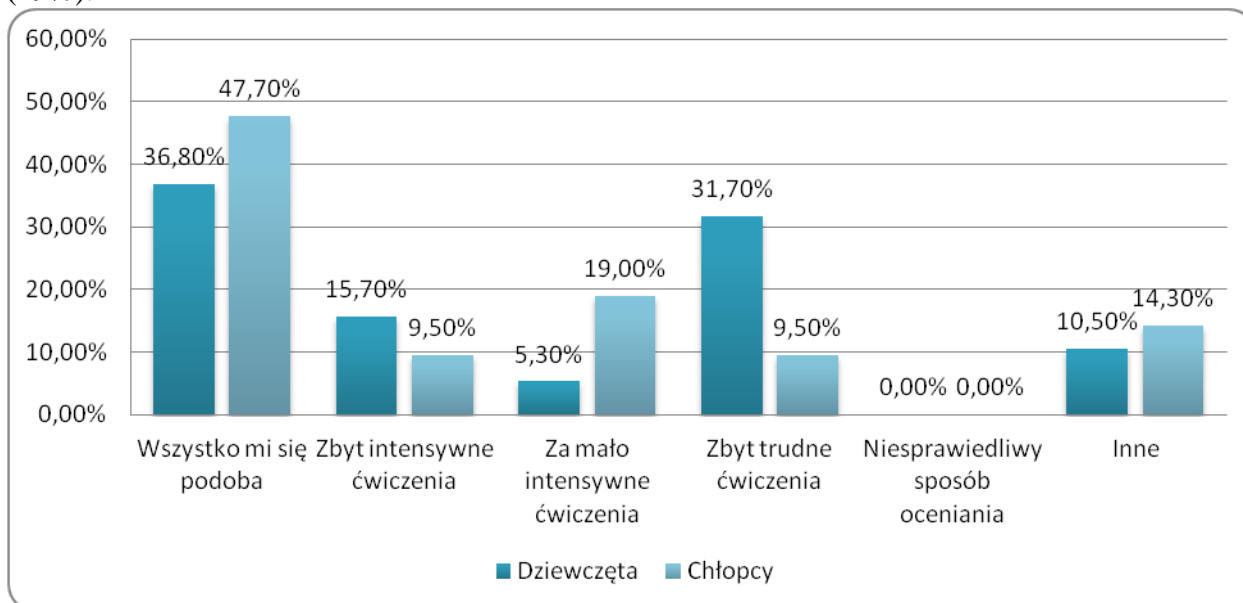


Fig. 15. Opinions of students of the junior high school on the subject of a lesson of the physical education

About the physical activity students of the upper secondary school were the third group of students participating in tests (secondary school) in Złotów. Largely they had a good reputation about the own motor efficiency. The largest group of students stated that their efficiency was motor on the good level, of such students there was almost a half (47%). Very well he assessed the own physical activity what the eighth student of the upper secondary school. In the group of girls most oftentimes a good physical fitness was indicated (55%), more oftentimes than very good and outstanding a satisfying or bad fitness was indicated. Most oftentimes a good physical fitness was indicated in the group of boys (41%), equally oftentimes also an outstanding efficiency was indicated (32%). Fewest boys pointed at the bad physical fitness, it was scarcely 4% examined.

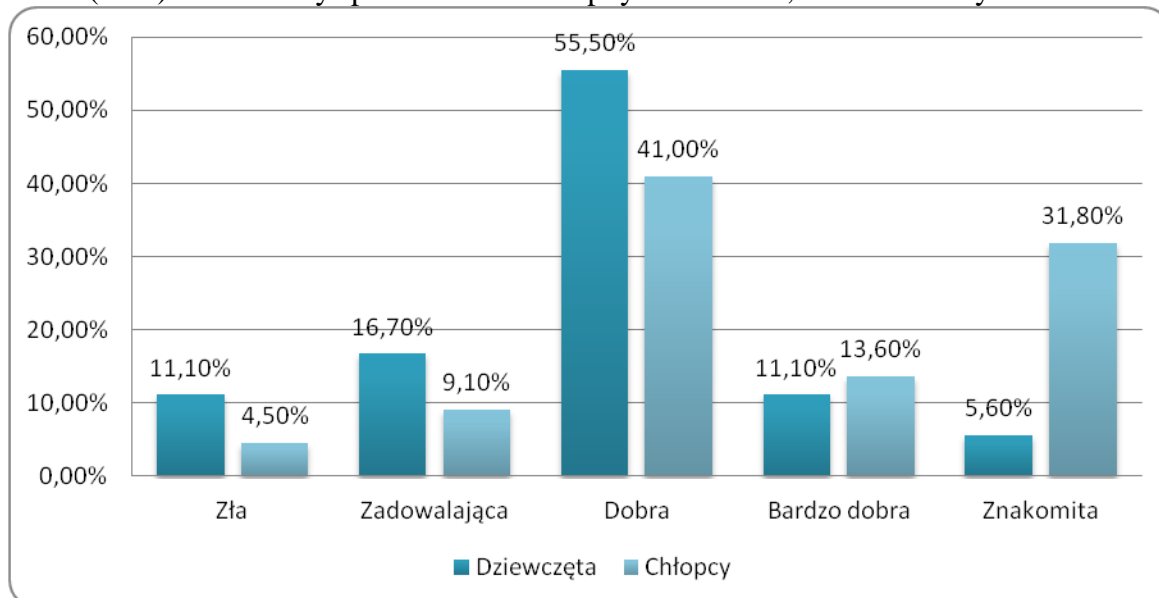


Fig. 16. Opinions of students of the secondary school on the theme of the own motor efficiency

Secondary students, at comparing to students the elementary school and the junior high school, declared the paucity of the free time. Largest group examined (42% of examined persons) showed

that every day he had about 3 hours of the free time. However largest group of students (32%) she declared, that the free time in a day amounted to about 2 hours. In the group of girls most oftentimes the leisure time was determined in the dimension of 3 hours per day, although had a 17% of schoolgirls of this time more. However the every third girl showed that every day he had only 2 hours of the free time. Similar readings turned up at the group of boys - they had 3 hours of the free time most oftentimes (45%) or about two hours (32%). Much less having only one free hour in a day declared boys (4%). It results from it that boys had a lot of the free time at their disposal.

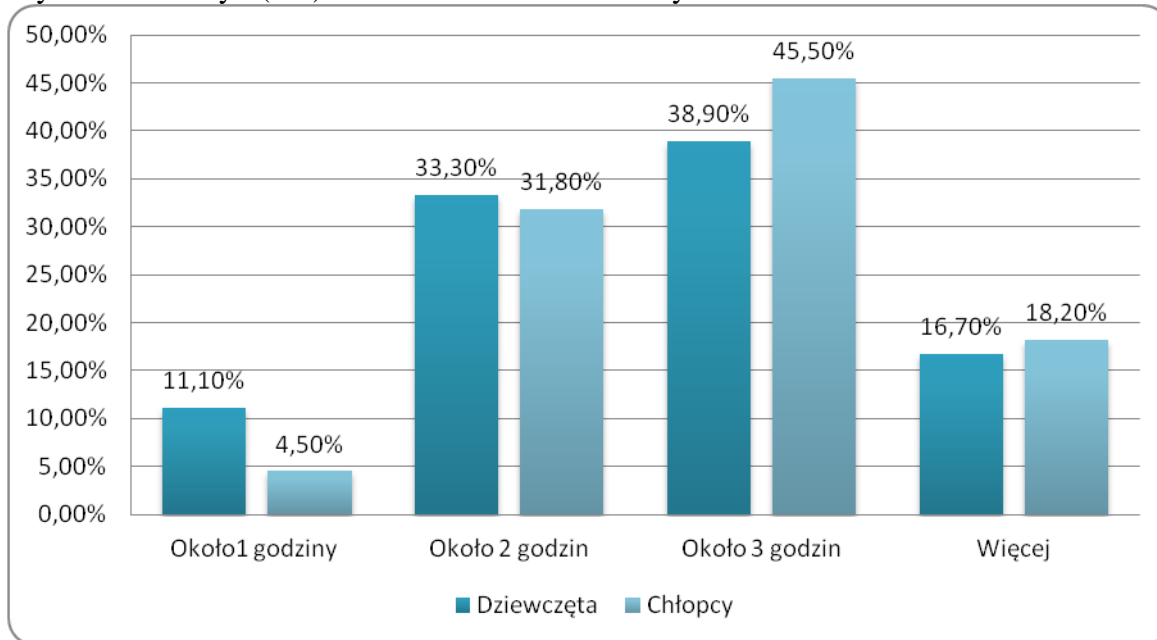


Fig. 17. Amount of the leisure time in the opinion of students of the secondary school

Trainee young people as the most frequent form of spending the free time indicated using the computer and the Internet in the secondary school. Declaring the number of people such forms of rest was bigger than in case of students of the elementary school and the junior high school - in case of secondary-school pupils they constituted the 55% examined. Amongst girls and boys readings concerning individual forms of spending the free time were quite similar. Girls more oftentimes pointed for using the computer and the Internet (55%), as well as for watching TV (11%). Boys more oftentimes pointed at the physical activity in the leisure time (18%), as well as for the reading books (14%). Boys also more oftentimes pointed for other class at the leisure time.

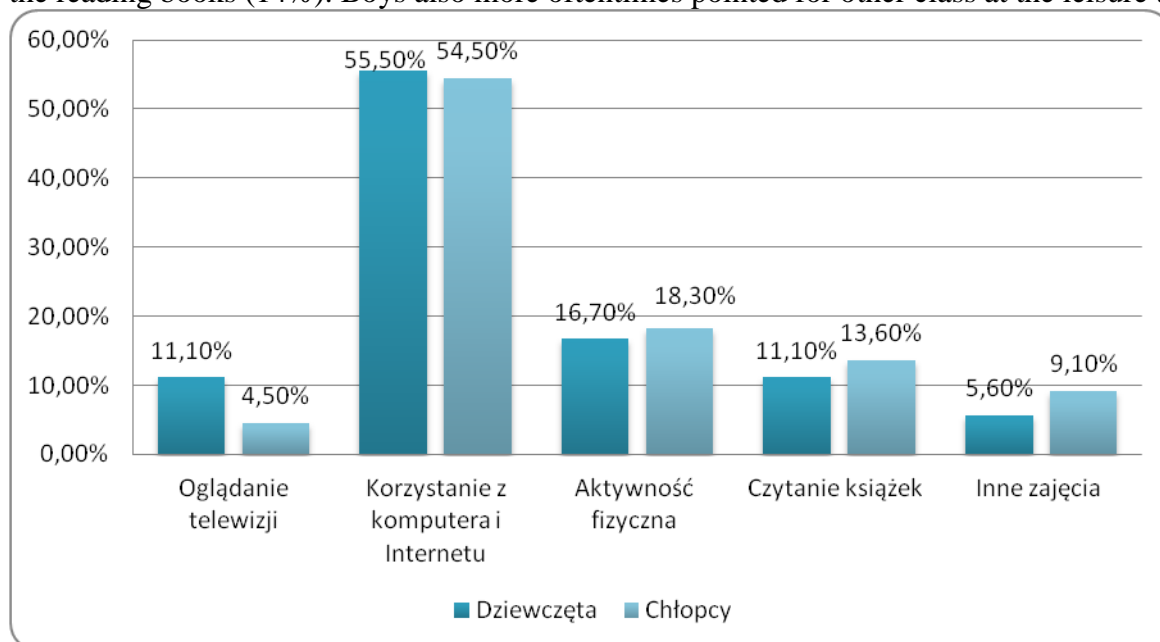


Fig. 18. The most frequent forms of spending the free time of students of the secondary school

With reference to the opinion of students about the physical activity replies very much were diversified. The largest group of people declared, that a physical activity was a pleasant form of spending the free time - this way recognised the 37% of examined secondary-school pupils. Largest group of students of the secondary school (32%) showed that the physical activity was a way to boredom. What the fourth secondary student treated the physical activity as the method for abreacting the stress. In the group of girls (fig. 19) the largest number of people showed that a physical activity was a pleasant way of spending the free time (39%) and good way to boredom (33%). It indicated only a 6% of schoolgirls, that it was an unpleasant way of spending the free time. There were similar readings in the group of boys - the majority from them recognised the physical activity for the pleasant way of spending the free time (36%). As far as from them treated the 32% the activity as the way to boredom. Boys frequent than girls treated the physical activity as the way to release the stress (the 27% of indications of boys and the 22% of indications of girls).

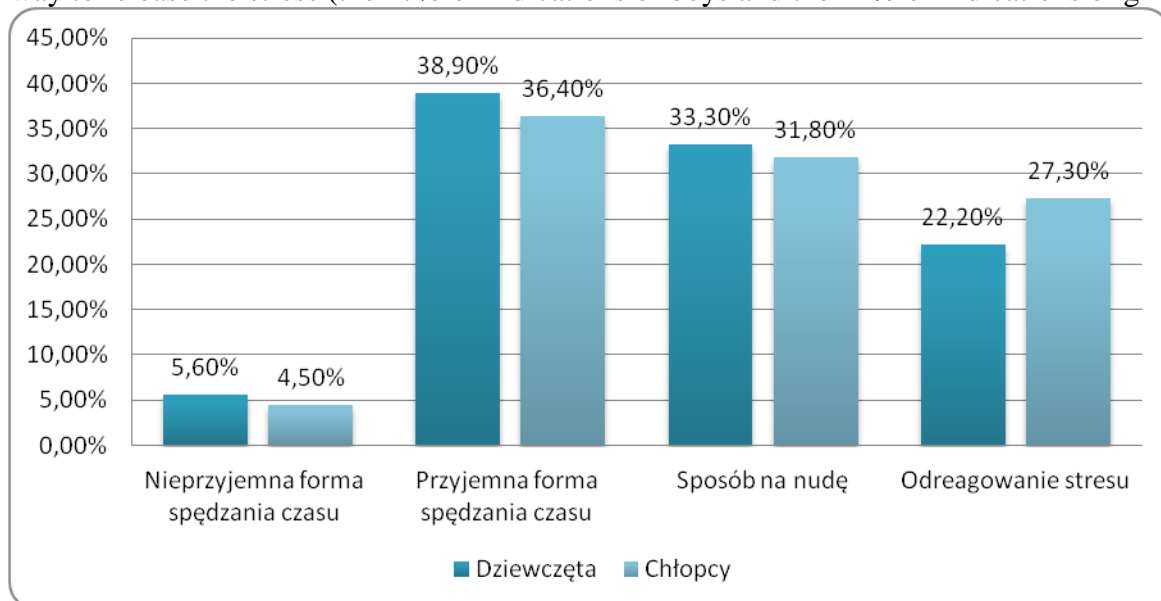


Fig. 19. Opinions of students of the secondary school on the theme of the physical activity

The part of the questionnaire form directed at students referred to the opinion about the game lesson. The straight majority of students stated that the current number of classes of the physical education was sufficient - this way declared as far as 80% examined. What the fifth student stated, that of game lesson could be more. Such declarations prevailed in the group of boys. Girls more oftentimes showed that the number of w-f classes was sufficient. The majority declared students, that they happen not to practise on classes in the physical education. As many as three fourth stated persons always practises on such classes. More oftentimes girls declared it, that didn't practise on w-f classes (17% of examined schoolgirls). Boys more oftentimes declared that they always practised during these lessons. Similarly as in the case of other examined groups the majority of students answered the secondary school, that the most on game lessons liked team games - the football, the volleyball, the basketball or the volleyball. It granted such a reply the 37% examined. Big amongst students of the secondary school an athletics also enjoyed popularity - regarded her as the form the most liked of classes 22% of students. In the group of girls most oftentimes to entertain with the indicated favourite kind during w-f lessons there were team games (28%), swimming (22%) and gymnastics (22%). The considerable part indicated boys in the group for team games (45%), as well as for the athletics (27%). Games and games involving physical movement have most rarely been shown.

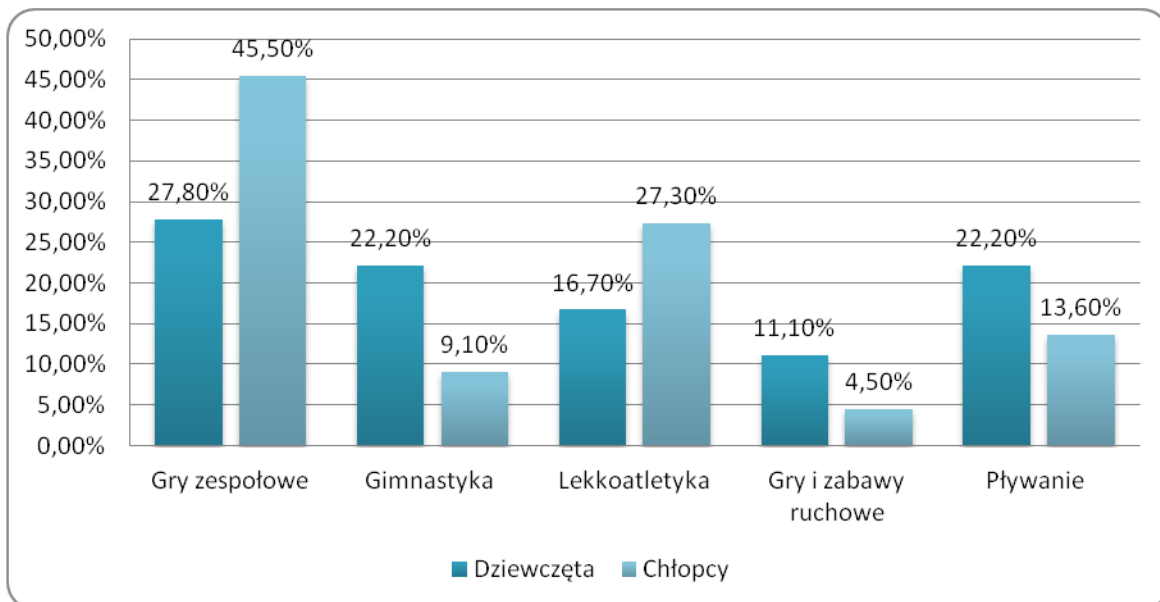


Fig. 20. Favourite classes at game lessons in the opinion of students of the secondary school

Students of the secondary school with reference to the evaluation of the game lesson had a good reputation enough. The largest group of people judged these lessons on 5 - of such students was 27%. Not much less (22%) judged lessons of raising on 4. The highest mark, 6 points, however took only a 10% of students out. In the group of girls game lessons were judged on 3, 4 or 5 points (after the 22% of indications of schoolgirls). Girls have most rarely judged these lessons to 6 points. Amongst boys most oftentimes an evaluation was shown to 5 points (32% examined).

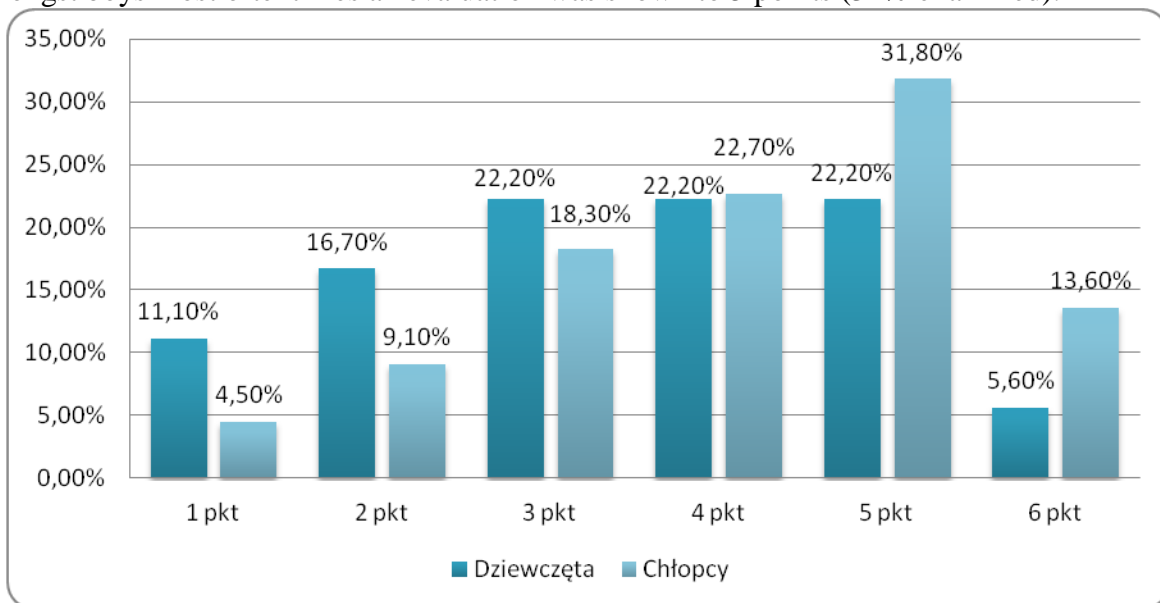


Fig. 21. Evaluation of the game lesson in the scale from 1 to 6 by students of the secondary school

Over the half of students of the secondary school stated that on game lessons they liked everything - such a reply pointed as far as 60% examined. What the eighth person participating in the test declared, that game lessons consist of too difficult exercises, however only indicated the 7% of persons, that an unfair system of giving oneself a mark was a problem. In the group of girls oftentimes recommendations concerning too intensive exercises appeared (22%) or market of difficult exercises (17%). None from girls showed that exercises were too little intensive. The readings concerning the unfair system of giving themselves a mark turned up at the group of boys - didn't emphasize such a reply none of girls. As far as it indicated the 59% of boys, that they liked everything in classes from the physical education but for the 9% examined it indicated the too intense and too difficult university class, the same amount appointed students on too little intensive

exercises.

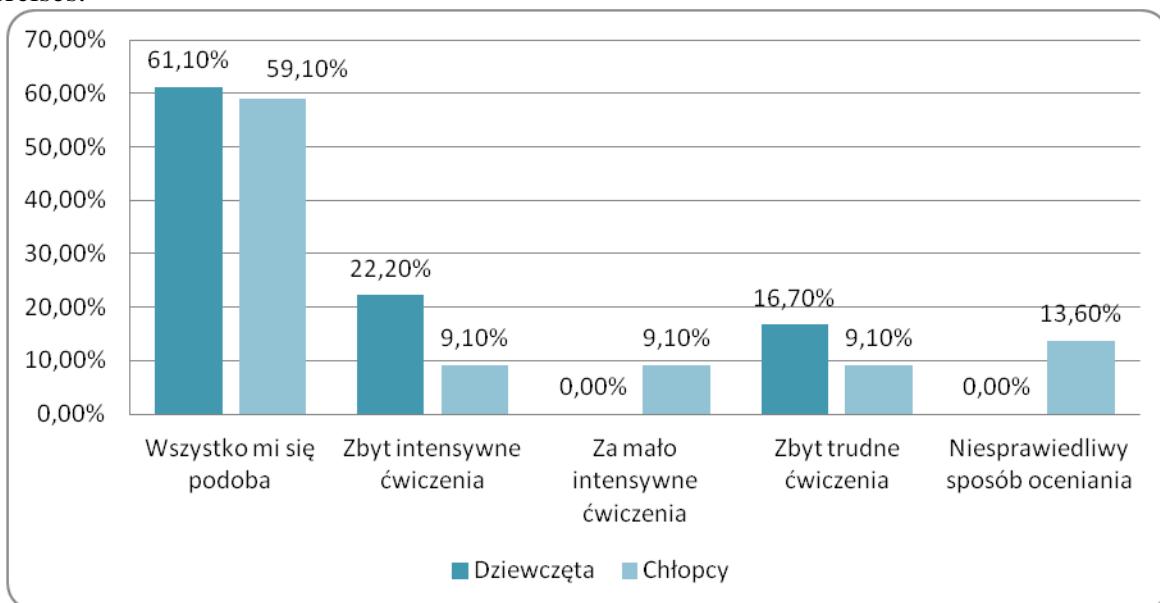


Fig. 22. Opinions of students of the secondary school on the subject of a lesson of the physical education

Conducted tests didn't concern only a ratio of students to the physical activity, but were also aimed at examining interests of sports children and young people. For this reason the part of questions entered into the questionnaire of the questionnaire form concerned sports interests - students participating in the test were asked about the after school interests associated with the physical activity. It was one of questions, how many of time apart from the class at the school, students devote for motor exercises. Amongst students of the elementary school the largest group stated that he didn't devote the time for motor exercises generally speaking, of such students it was until the 52% as the fifth student declared, that devoted the hour per day for motor exercises. Only what the eighth person declared, that devotes for motor exercises about 2 hours per day, and indicated the 15% of persons to the longer duration of such classes - about 3 hours per day. In the group of girls overbalanced replies concerning not-devoting the time for the physical activity (47%), however declared the 29% of girls activity through 1 hour per day, and 12% of girls after 2 or 3 hours. In the group of boys a percentage of persons admitting that he doesn't devote the time for the physical activity was larger (57%). However more it devoted boys than girls to this activity about 3 hours per day (17%).

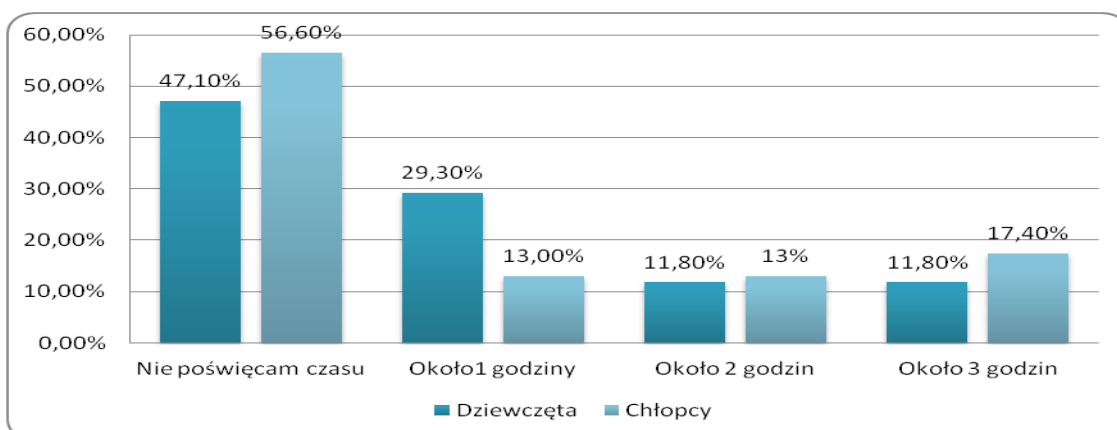


Fig. 23. Opinions of students of the elementary school on the theme of the amount of time spent on the motor activity apart from the school

In response to the question concerning participating in extracurricular sports classes the majority declared students, that was involved in no sports classes. It filed such a declaration as far

as 55% of students. Out of students which answered that they were involved in sports classes, the largest group of people attended dance classes (17%) and for the football (12%). In the group of girls over the half stated that he was involved in no classes, but almost the every third schoolgirl pointed at the dance (29%). The rest of girls spent time playing the tennis or the volleyball, none from examined didn't play the football or the basketball. Amongst boys the larger percentage pointed out to the lack of the involvement in sports classes - of such readings was 56%. The sizeable group of boys declared classes in the football (22%), the smaller percentage attended dance classes and classes in the basketball (after the 9% examined).

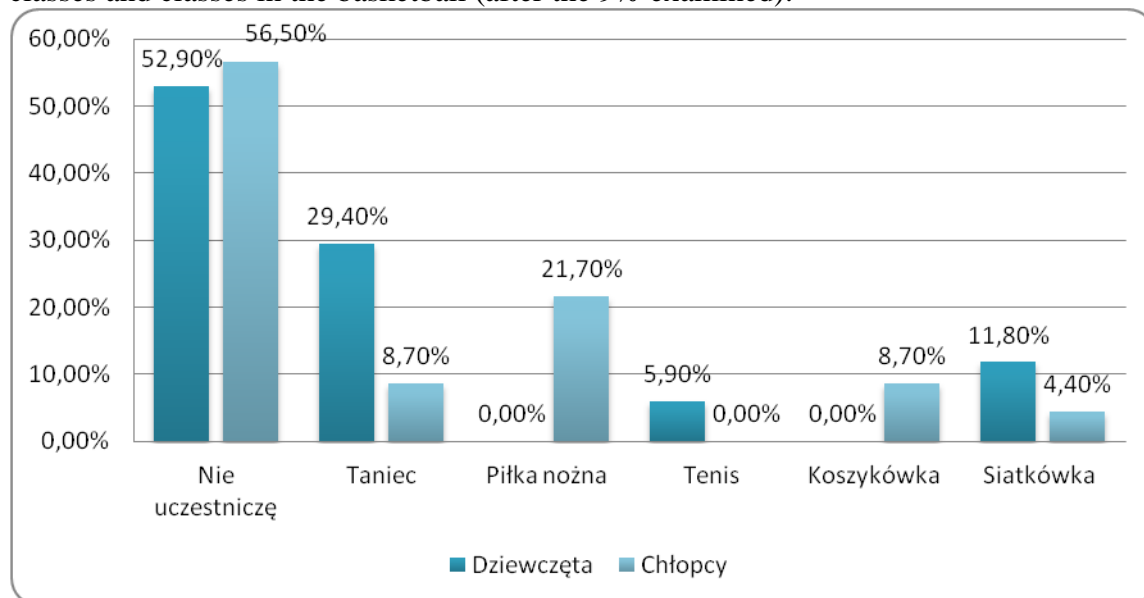


Fig. 24. Involvement in classes of sports students of the elementary school

If he results from obtained findings, the part of students of the elementary school, apart from sports classes, also participates in of other kind classes. In the group of girls indicated the 24% of persons to the lack of the involvement in any extracurricular classes. Almost the half of schoolgirls pointed out to the involvement in sports classes (47%). Law what the fifth schoolgirl attended scientific circles. Amongst boys the largest group pointed out to the involvement in sports classes (43%), however 26% examined declared not participating in extracurricular classes. Only a 13% of boys participated in scientific circles, but the 17% was involved in other classes.

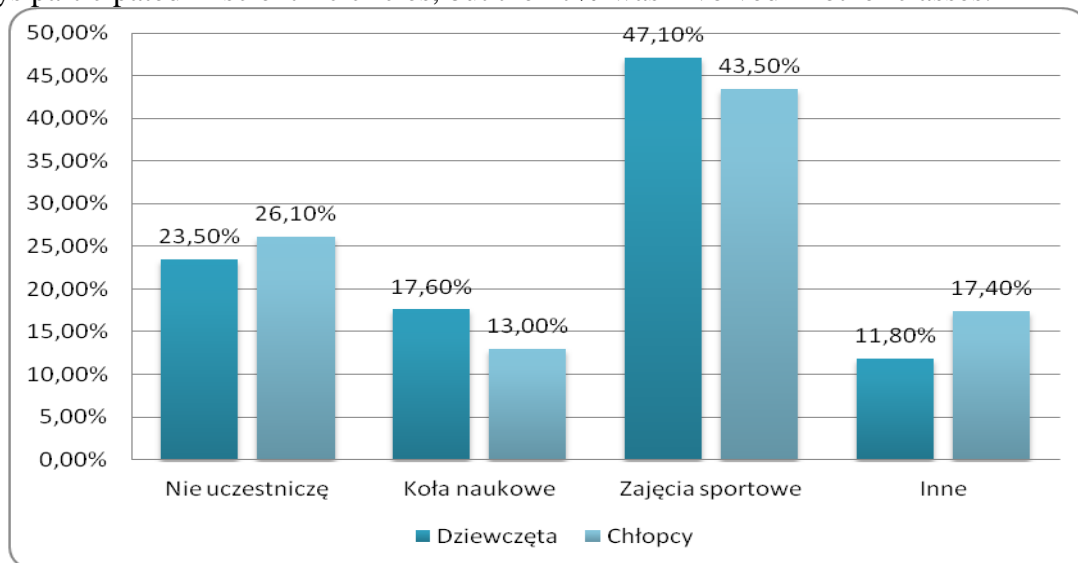


Fig. 25. Involvement in classes of extracurricular students of the elementary school

With reference to used sports facilities in the domicile students of elementary schools most oftentimes declared that they used the school court. It granted such a reply the 40% examined. In the group of girls most oftentimes a school court was indicated sporting facilities (41%), a bedpan

and a sports hall were on a second place (for the 18% of readings). Girls definitely have more rarely used the skating rink and other sporting facilities. Most oftentimes a sports court was also indicated in the group of boys - this way declared the 39% of students. Boys oftentimes used the bedpan (22%) and of sports stadium (17%). A sports hall and a skating rink have most rarely been used by them.

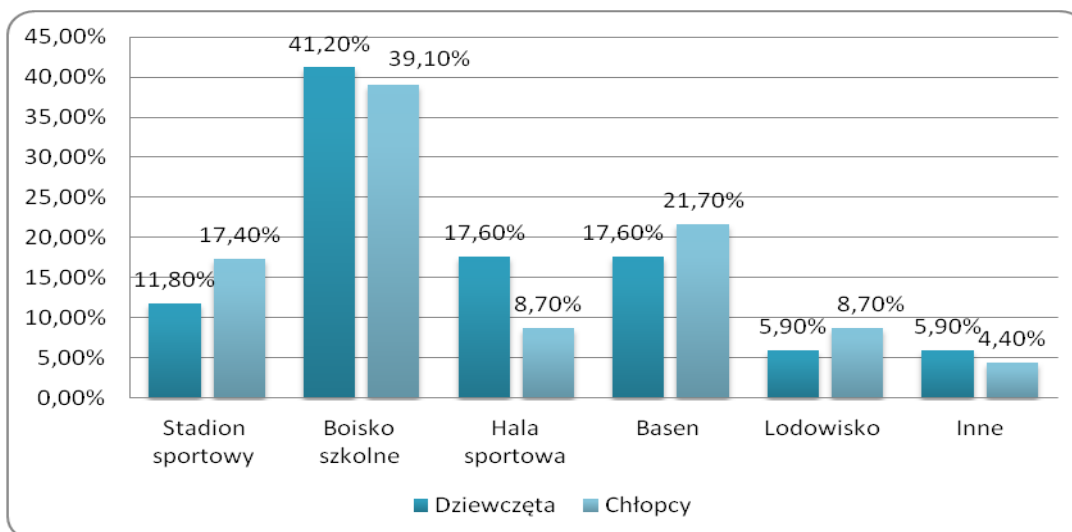


Fig. 26. Most oftentimes used sports facilities by students of the elementary school

In terms of the most oftentimes used equipment students of the elementary school declared that most oftentimes they used bicycle crunches, this way answered 30.0% of students. What the fifth student indicated the same number of students stated using from sports balls of different kind, however, around uses no sports equipment. In the group of the whole of students of the 12.5% of persons it stated that most oftentimes he used skis, the same number persons pointed also at other equipment (roller blades, playground). In the group of girls most oftentimes a bicycle crunch was a used equipment (29%). Schoolgirls oftentimes used also sports balls and skis (18%). However the same number girls showed that he used no sports equipment. Boys most oftentimes used the bicycle crunch for the physical activity (30%) and sports balls (22%). Over one fifth of boys used no equipment (22%).

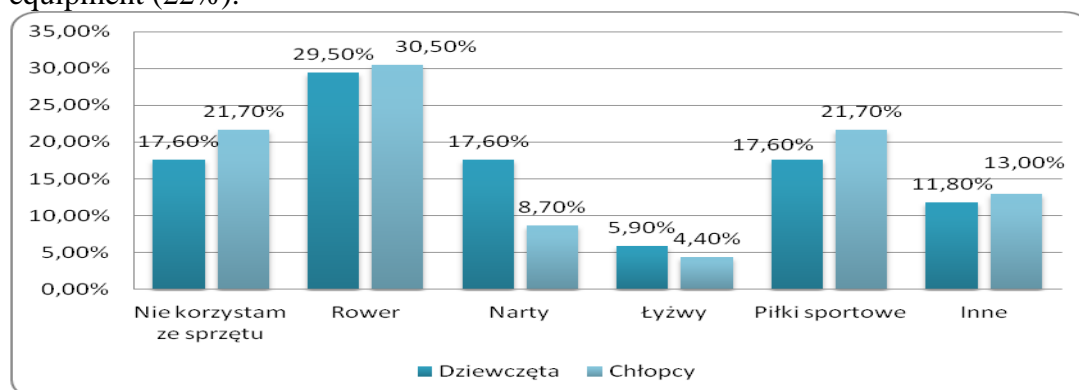


Fig. 27. Most oftentimes used sports equipment by students of the elementary school

According to students' of the elementary school during the motor activity peers are the most frequent company (47%) and parents (45%). It only indicated the 8% of examined persons, that alone spent time during the motor activity. In the group of girls and boys readings about the company during the sports activity were very much podobne. Powodem of taking the motor initiative according to students of the elementary school there are meetings with acquaintances

mainly (32%) and possibility of spending time with parents (22%). Moreover students showed that pleasure was a reason of the activity (18%) and way to overcome boredom (12%). In the group of girls meetings with acquaintances were the most frequent shown reason of the physical activity (35%). Girls oftentimes pointed out also to the possibility of spending time with parents (23%). Such causes have more rarely been shown as: spiking boredom, pleasure, nice profile (for the 12% of readings). Girls have most rarely shown the brush-off of the stress as the reason (6%). In the group of boys meetings with acquaintances were also the most frequent reason (30%). Boys more oftentimes than girls declared that they were active in terms of physics on account of pleasure (22%). Similarly, as girls oftentimes they declared that the physical activity gave them the possibility of spending time with parents. It indicated only a 13% of boys, that devotes the time to the physical activity in order to kill the bore, less still pointed out to the possibility of the brush-off of the rhinestone (9%) whether of moulding the nice profile (4%).

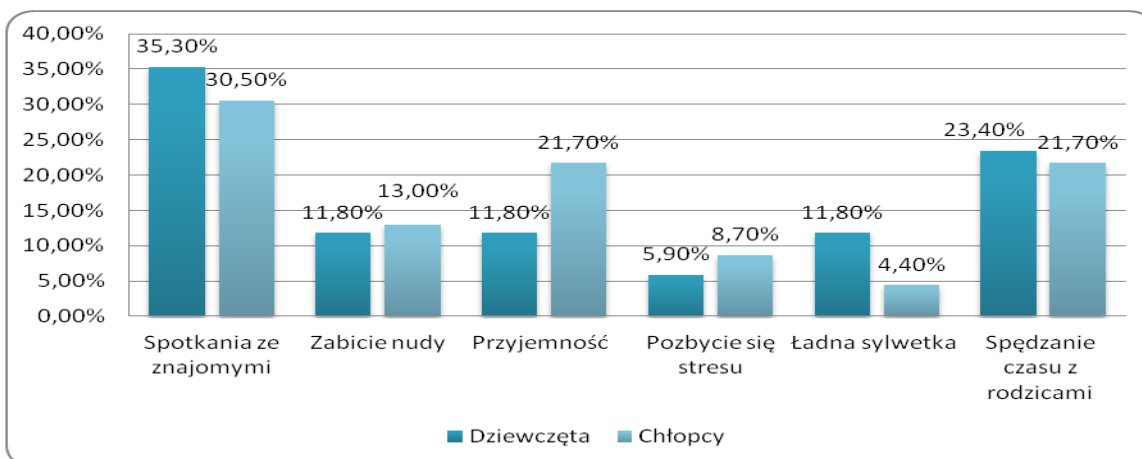


Fig. 28. Causes of the motor activity of students of the elementary school

In response to the question, what is the biggest obstacle to taking in the leisure time students of the elementary school stated the physical activity largely there is no obstacle. This way it declared as far as 62% examined.. Only a 12% examined pointed to the reasons associated with the financial standing, the same amount to problems with finding the free time. Amongst the whole examined scarcely 7% examined pointed at its weak physical fitness, but the 5% examined acknowledged that their medical condition was an obstacle.

In the group of girls indicated the 65% of schoolgirls to the lack of obstacles. None from girls participating in the test pointed at the low efficiency. Enough the numerous group pointed out to the lack of the free time (18%), indicated only a 12% to the bad financial standing, but the 6% to the ill health. It indicated boys of the 61% in the group to the lack of obstacles for taking the physical initiative. Small proportion examined (13%) pointed at obstacles associated with the low efficiency and the financial standing. It only indicated the 9% of examined boys to the lack of time for taking the physical initiative.

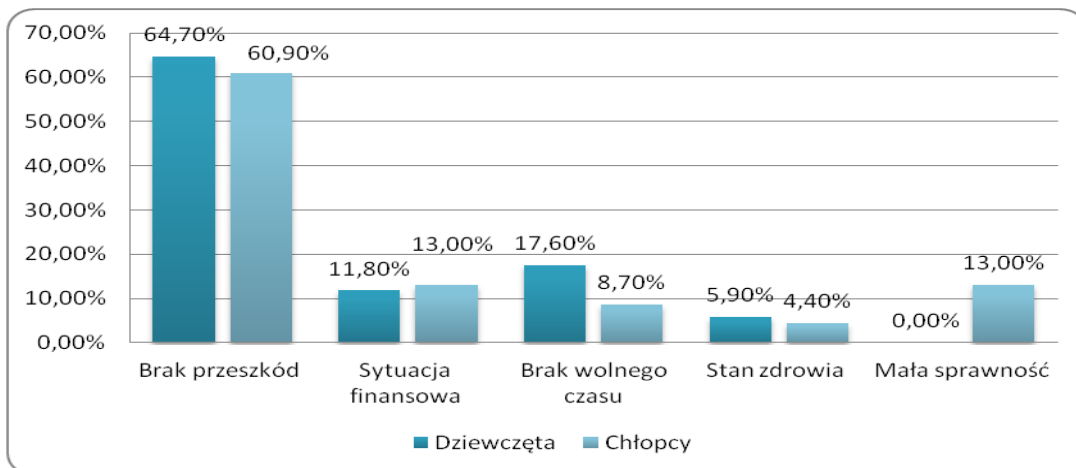


Fig. 29. Obstacles to taking the physical initiative in the leisure time in the opinion of students of the elementary school

Students of the junior high school largely declared that they didn't spend time on the motor activity - this way almost a half answered examined (47%), however of such persons it was fewer than in case of students of elementary schools. What the fifth person declared, that spent on the activity of the motor about 1 hour per day. With the whole relatively the limited number of persons declared bigger devoting the time for the activity - 17% examined showed that to the motor activity they devoted 2 hours per day, and 20% examined it declared, that to the motor activity devoted about 3 hours. In the group of girls 48% examined it declared, that doesn't devote the time for the physical activity, only indicated the 21%, that devoted the about 1 hour to the physical activity. Fewer girls still showed that he to the physical activity still devoted more time (16% examined devotes about 2 hours per day, the same amount about 3 hours per day). Amongst boys the 43% doesn't devote the time for the physical activity, however the 19% devotes 1 hour to her or 2 an hour long per day, and only 14% 3 an hour long per day.

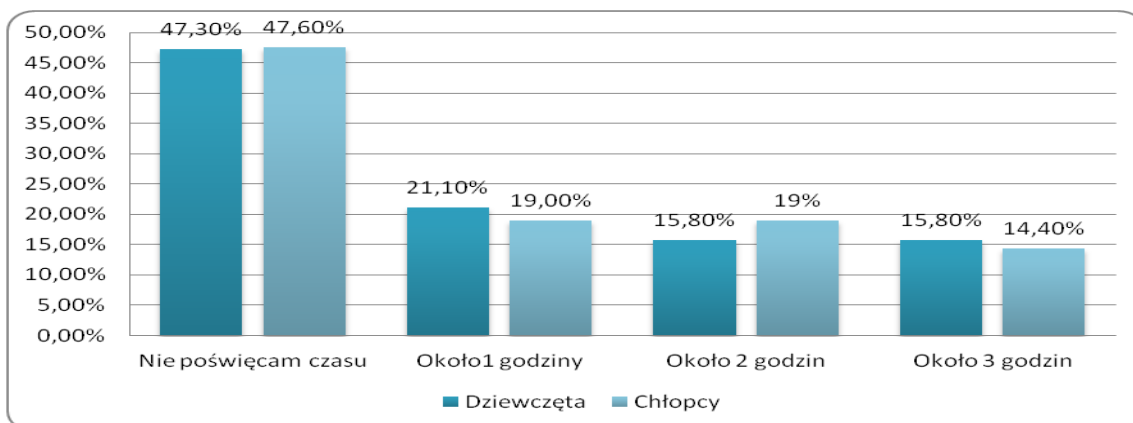


Fig. 30. Opinions of students of the junior high school about the amount of time spent on the motor activity apart from the school

Similarly to students of the elementary school, they showed the junior high school the majority of students, that were involved in after school sports classes. However sizeable group of people (42% examined) answered that he was involved in no sports classes. What the fifth person indicated the participation in lessons of the dance, but the 15% of persons stated that he played football. Amongst girls it indicated the 42%, that didn't take classes. These schoolgirls which they appointed for the involvement in sports classes declared most oftentimes attending dance classes (32%). A tennis, a volleyball and other classes have more rarely been declared. Amongst boys the similar percentage of persons pointed out to the lack of the involvement in sports classes (43%). These boys which declared most oftentimes showed attending sports classes for classes in the football (28%). Definitely an involvement in the tennis and the volleyball has more rarely been

declared (for the 5% of readings), the tennis and the basketball (for the 9% of readings)

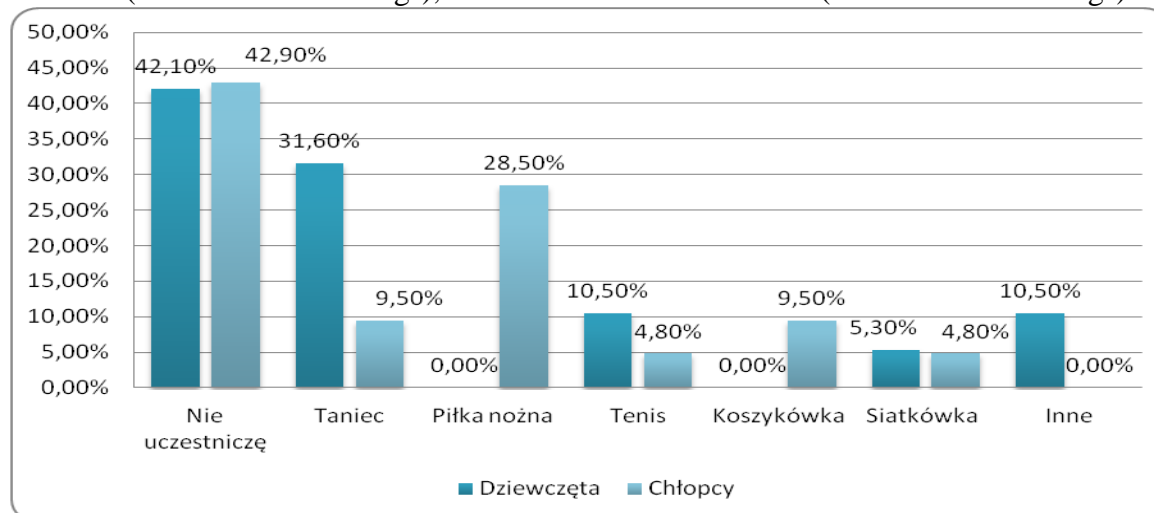


Fig. 31. Involvement in classes of sports students of the junior high school

Apart from sports classes students of the junior high school were also involved in other extracurricular classes. As far as 55% examined showed sports classes what coincided with the answer to a question applying involvements in sports classes. What the fifth person declared involvement in other classes (a music school, plastic classes, foreign language learning). Altogether 15% examined admitted that he attended scientific circles. It declared only a 7% of examined persons, that was involved in no extracurricular classes. In the group of girls most oftentimes sports classes were shown (58%), an involvement in other classes declared the 21% of schoolgirls, and what tenth examined participated in scientific circles. Into the percentage similar to the group of boys he declared the involvement in sports classes (57%). Law what the fifth boy participated in the test scientific or in other classes. It indicated only a 5% of examined boys, that was involved in no classes.

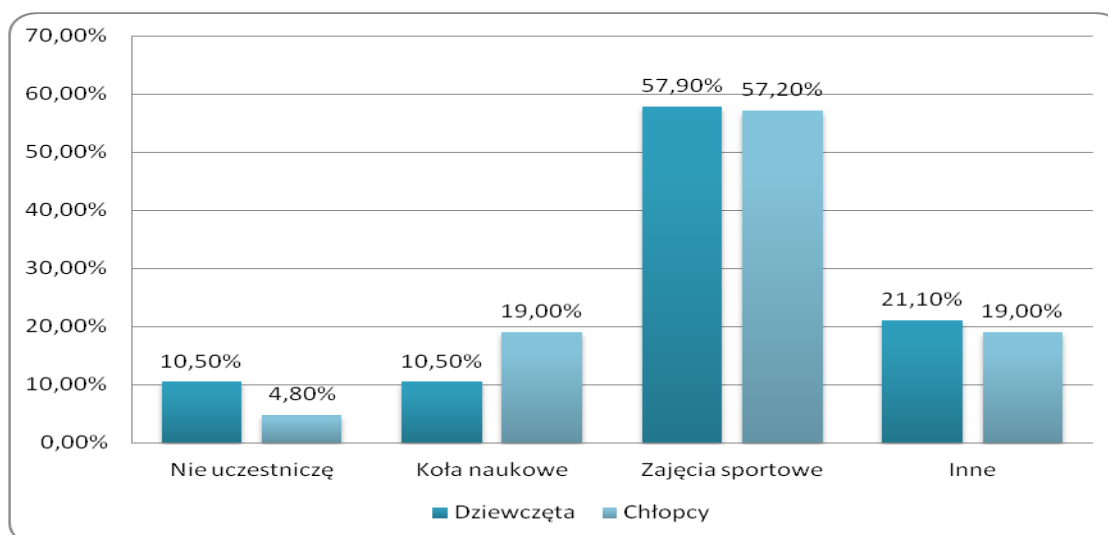


Fig. 32. Involvement in classes of extracurricular students of the junior high school

Conducted tests amongst students of the junior high school showed that most oftentimes they used school courts - this way pointed almost one third examined (32%). Enough the sizeable group of students stated that most oftentimes he used a sports hall (22%), and what the fifth person indicated bedpan. What the eighth person declared, that most oftentimes used the sports stadium, whereas only a 5% examined pointed at the skating rink. In the group of girls most oftentimes used at the physical activity a sports hall was a sports facility (32%). Oftentimes by them also a bedpan was used (26%) and school court (21%). What the tenth schoolgirl used the sports stadium and the

skating rink. Amongst boys most oftentimes a school court was a used object - used it as far as 43% of examined students. Boys have more rarely used other objects - 14% examined used of the sports stadium, a sports hall and the bedpan. information stayed.

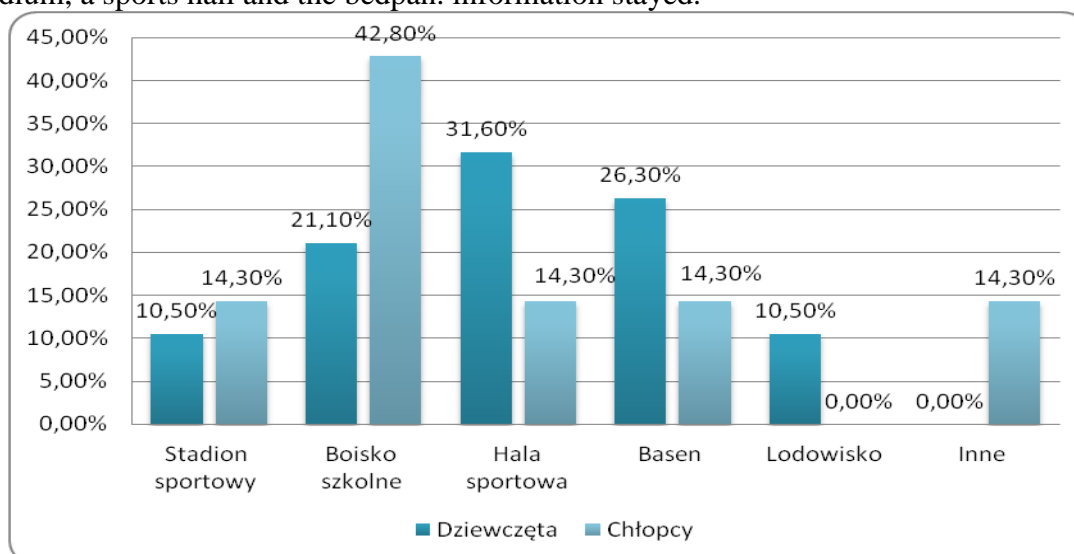


Fig. 33. Most oftentimes used sports facilities by students of the junior high school

Similarly, like in case of students of the elementary school, senior pupils indicated the very great diversity in using appliances sports. From the entire group examined indicated the 27% of persons for the bicycle crunch, the same amount to sports balls of different kind. Altogether 17% examined it admitted that most oftentimes he used skis, however the same number persons answered that generally speaking he used no sports equipment. In the group of girls most oftentimes a bicycle crunch was a used sports equipment (26%) and sports balls (21%). A bit girls have more rarely used skis and skate. As far as 16% examined stated that he used no sports equipment. In the group of boys it didn't use the equipment generally speaking 19% of students. The largest percentage examined showed that he used sports balls (33%) and of bicycle crunches (29%). Boys in the course of their sports activity have more rarely used skis. None of them used skate.

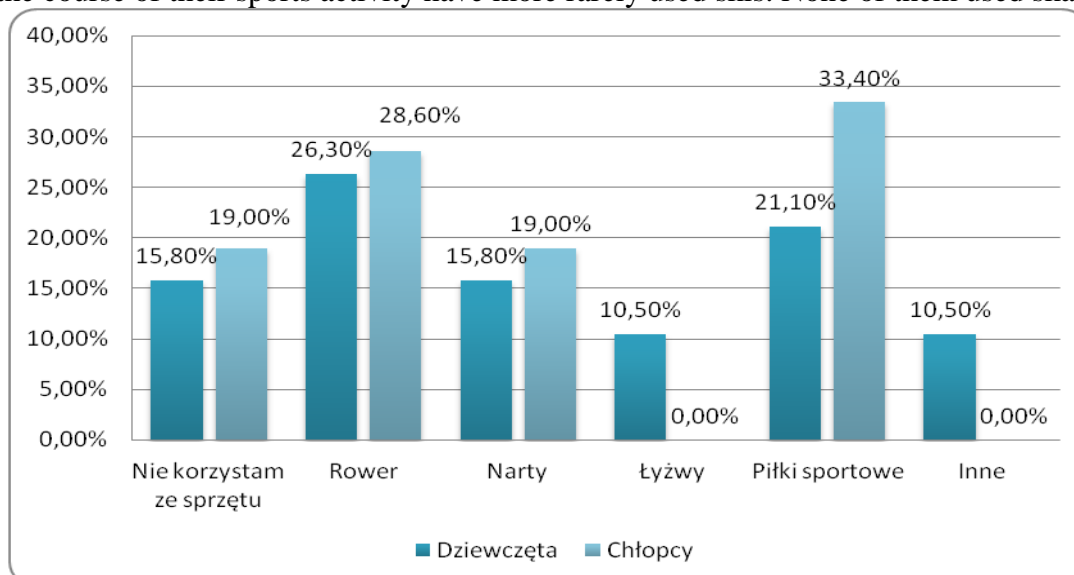


Fig. 34. Most oftentimes used sports equipment by students of the junior high school

The motor activity of students most oftentimes bound itself by the junior high school with the meeting with acquaintances - as far as 67% examined showed that during sports classes he spent time with friends and friends. What the fifth senior pupil indicated, that the motor activity joins the company of parents, and declared the 12% of persons, that the motor activity involved the meeting with the coach. None of persons attending the junior high school showed that during the motor activity he was alone. In the opinion of students of the junior high school meetings with

acquaintances were a main cause of the motor activity, this way answered 27% examined however what the fifth person recognised, that desire for having a nice profile was a reason of the activity. As far as used the 17% of persons the motor activity as the way for the brush-off of the stress. It only indicated the 12% of examined persons, that a possibility of spending time with parents was a reason of the motor activity. Amongst girls. meetings with friends were the most frequent causes of the physical activity (31%) and desire for keeping the nice profile (26%). Girls oftentimes pointed out also to the need of the brush-off of the stress. As the reason for taking the physical initiative boredom or desire for feeling pleasure has rarely been shown. Amongst boys meetings with acquaintances were the most frequent cause (28%). Boys quite often have also pointed out to getting rid of the stress, watching their figure, fulfilling themselves and the possibility of the meeting with parents.

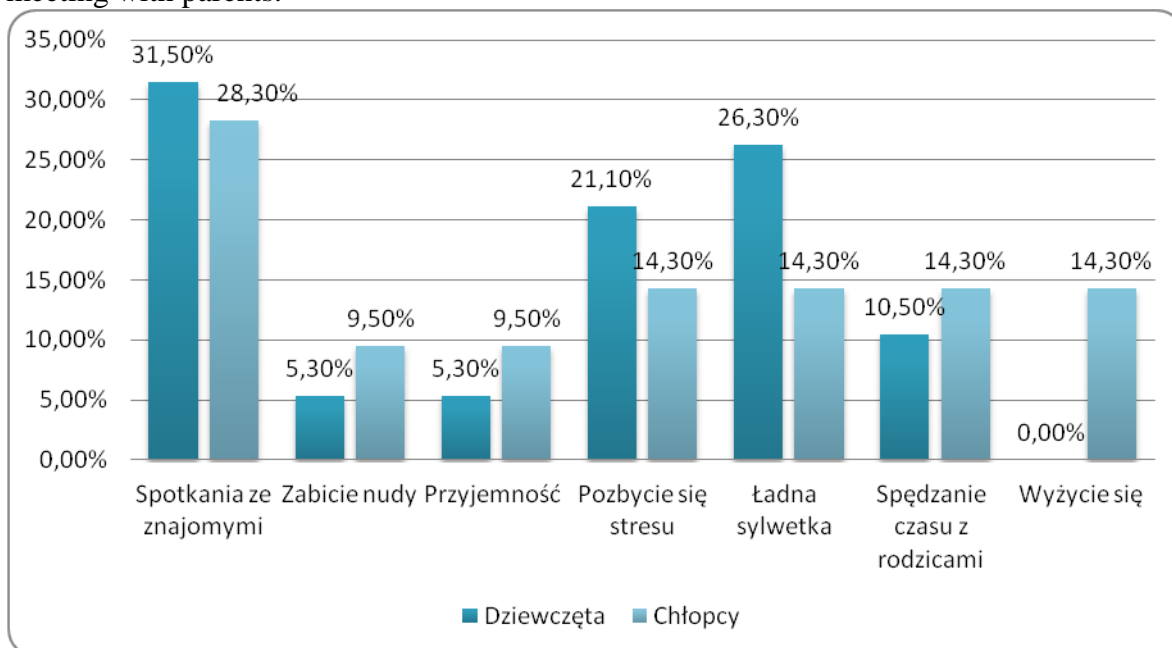


Fig. 35. Causes of the motor activity of students of the junior high school

Students, in response to the question about obstacles to taking the physical initiative, showed the junior high school most oftentimes that there were no such obstacles (60% examined). What the fifth person indicated to connected problems with the lack of the free time, and stated the 17% of examined students, that their financial standing was an obstacle. None of persons showed it medical condition as causes, only 1 person admitted that for her a low efficiency was an obstacle. In the group of girls most oftentimes a lack of time was a shown obstacle (21%), as well as bad financial standing (16%). In the group of boys for taking the physical initiative they turned out to be obstacles to be the same factors - after the 19% of examined boys pointed out to the lack of time and the financial standing. As far as 62% examined stated that he could see no obstacles to taking the physical initiative.

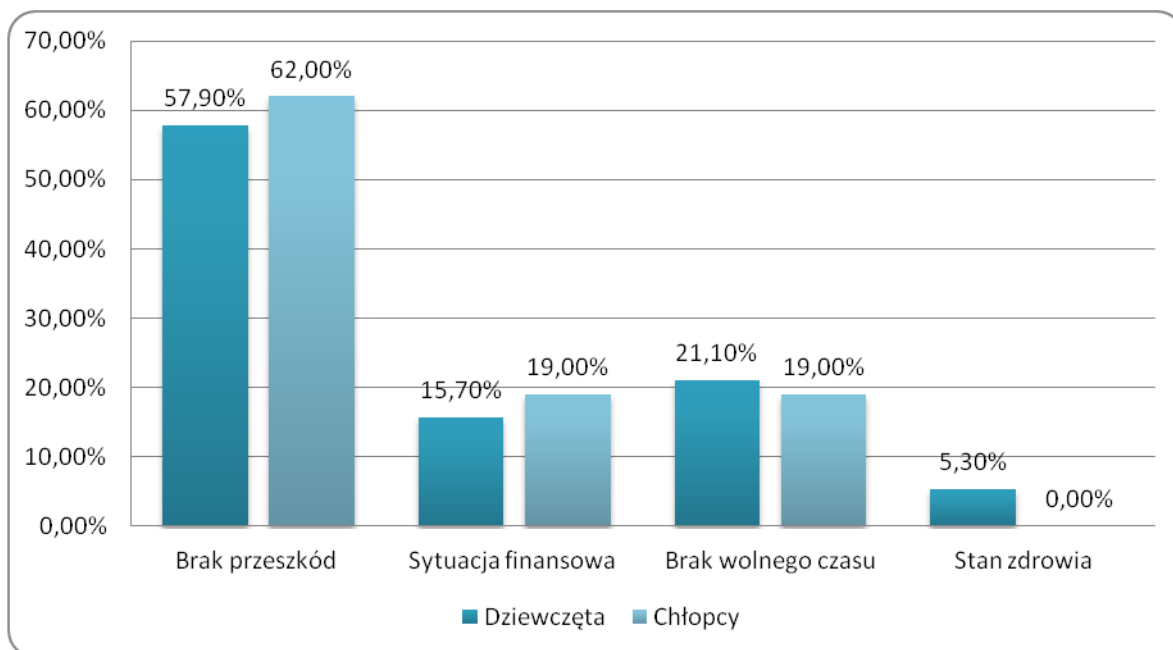


Fig. 36. Obstacles to taking the physical initiative in the leisure time in the opinion of students junior high school

Students of the upper secondary school, similarly to students of other schools participating in the test, admitted largely that they devoted the time for the motor activity apart from classes at school. However in case of secondary students, such persons constituted the 40% of the whole examined that is fewer than in case of students of the junior high school and the elementary school. Amongst active persons physically the most numerous group (27% examined) showed that for the university class he devoted about one hour per day. Two an hour long per day to the motor activity devoted the 22% of examined students, and what tenth showed that he devoted about 3 hours to exercises per day. In the group of boys more persons declared, that didn't devote the time for the physical activity (41%). Boys have more rarely also shown the physical activity the longest time - about 3 hours. Among them devoting 1 hour of the time per day to the physical activity declared the 27%, and indicated the 23% for 2 hours of the time. In the group of girls of the 28% of persons it pointed for devoting to the activity one physical hour per day. Law what fourth examined she pointed, from the activity devotes about 2 hours, and declared the 11% devoting about 3 hours per day.

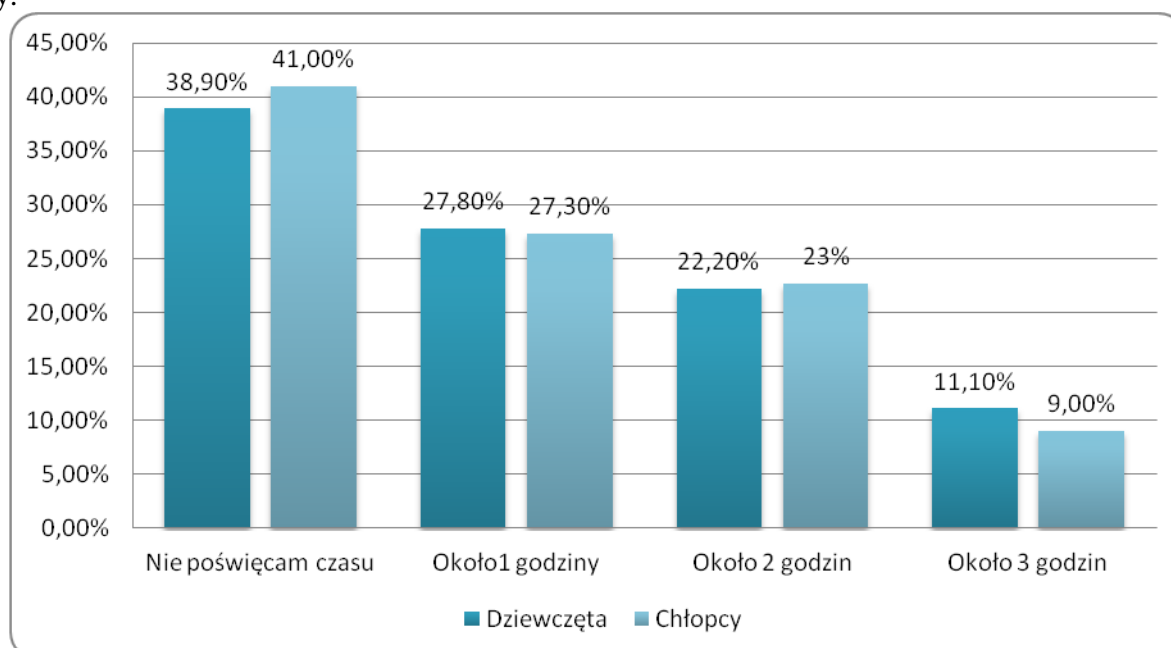


Fig. 37. Opinions of students of the secondary school about the amount of time spent on the motor activity apart from the school

Little over the half declared students, that participates in after school sports classes, however until indicated the 47% of examined persons lack of the involvement in such classes. Amongst participating persons of the 12% it appointed students as the classes associated with the football, and the same number persons pointed at other forms of sports classes (ride on roller blades, bicycle crunch). Amongst girls the half declared, that wasn't involved in after school sports classes. It indicated only a 22% for other classes, and indicated the 17% for dance classes. In the group of boys of the 45% examined it declared the lack of the involvement in sports after school classes, however granted the 23% that was involved in classes of the football. Boys also declared the involvement in classes in the basketball (14%), volleyballs (9%) and other (5%). Specific information was presented in the attachment.

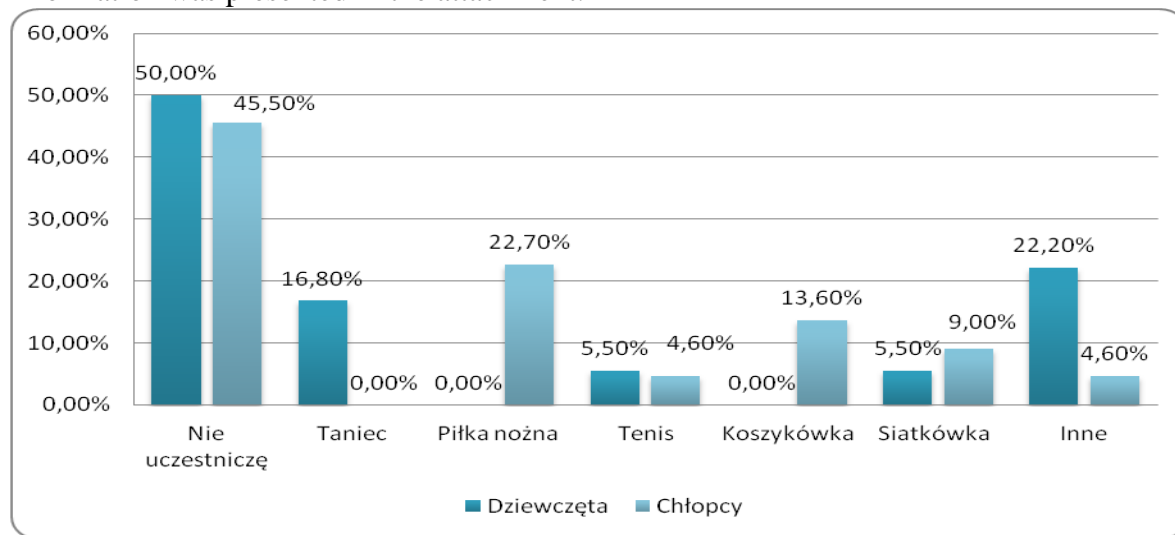


Fig. 38. Involvement in classes of sports students of the secondary school

Apart from sports classes secondary-school young people participated in scientific circles (7% examined) and other classes. She admitted to other classes what the fourth person and was these are usually the classes associated with the learning of foreign languages, with artistic classes - musical, drama, dance, and the like what the fifth person indicated, and that generally speaking was involved in no extracurricular classes. In the group of girls it declared only a 17% of persons, that wasn't involved in avid other extracurricular classes. As far as the half of girls pointed at sports classes, what tenth she declared the participation in scientific circles, and indicated the 22% for other extracurricular classes. Boys also most oftentimes declared the involvement in sports classes (45%), from them indicated the 27% to other type of classes. In the group of boys of the 23% examined stated that he was involved in no extracurricular classes.

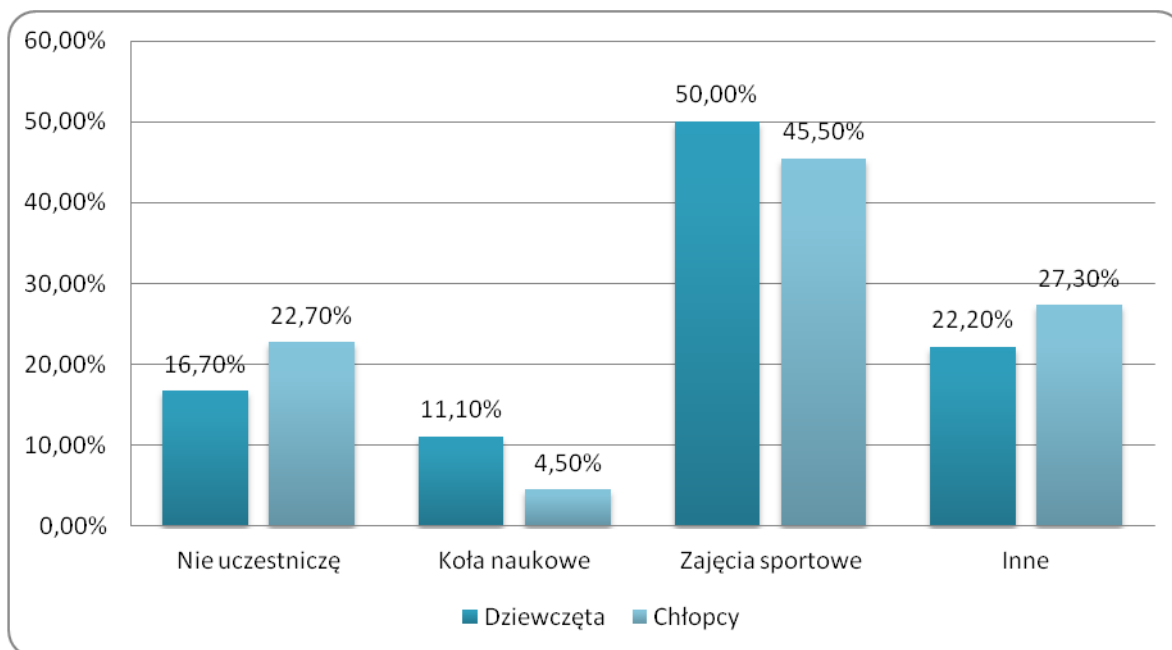


Fig. 39. Involvement in classes of extracurricular students of the secondary school

Amongst students of the secondary school most oftentimes a sports hall was a used sports facility - this way indicated the 27% examined. Oftentimes young people declared also using the school court and the bedpan (after the 22% of examined persons). The sports stadium as the object was used most oftentimes by the 17% of students for the motor activity. In the group of girls most oftentimes as a used sports facility at the physical activity a bedpan was shown - an every third examined schoolgirl emphasized such a reply. Girls also oftentimes pointed at a sports hall (28%) and school court (22%). Definitely a sports stadium and a skating rink have more rarely been indicated. Amongst boys most oftentimes a sports hall was indicated sporting facilities - appointed her 27% of examined boys. They were on a next place: the sports stadium and the school court - showed such a reply for the 23% of examined students. Boys have more rarely pointed to other objects and to the skating rink.

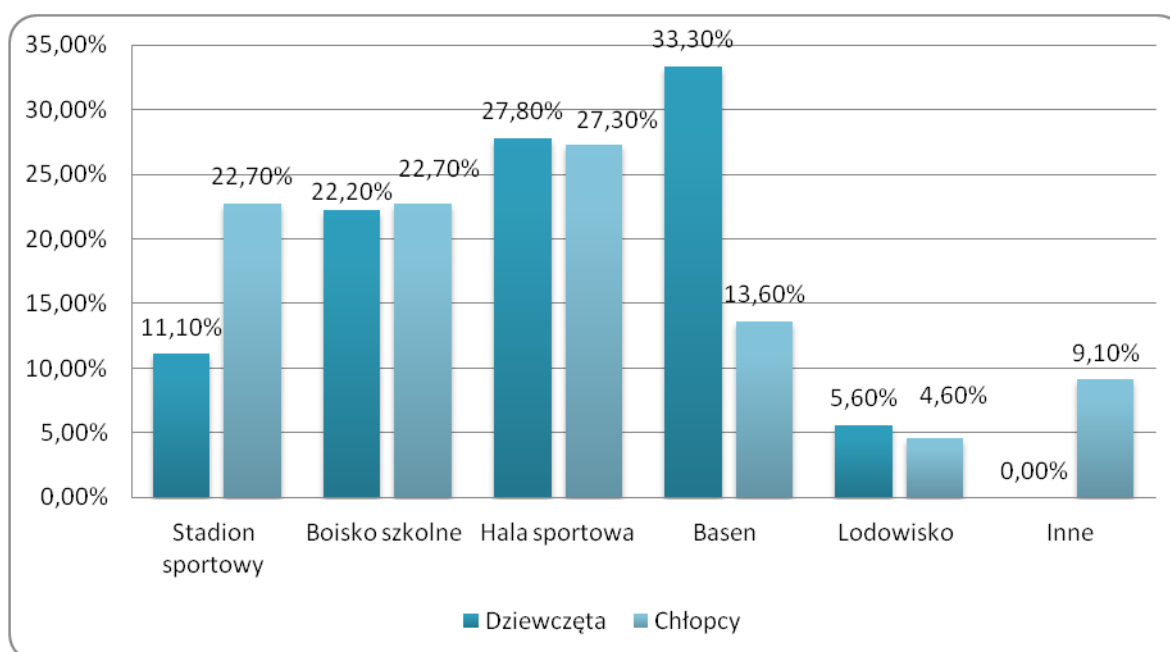


Fig. 40. Most oftentimes used sports facilities by students of the secondary school

In the opinion of students of the upper secondary school most oftentimes balls of different kind were a used sports equipment. This way it indicated the 32% of examined students. However

the same number of people declared, that generally speaking didn't use the sports equipment. What the fifth person answered that most oftentimes a bicycle crunch was a used sports equipment. In the group of girls most oftentimes balls were a used sports equipment - used them as far as 39% of examined schoolgirls. A bicycle was on a second place (17%), and on next skate (11%). However it stated the 28% of girls participating in the test, that used no sports equipment. Next in the group of boys over one third (36%) showed that he used no sports equipment. It indicated the 27% of persons in this group for using sports balls, but the 23% from the bicycle crunch. It declared only a 14% of examined boys, that during classes skis were a used sports equipment. None of boys pointed to skate or to other sports equipment.

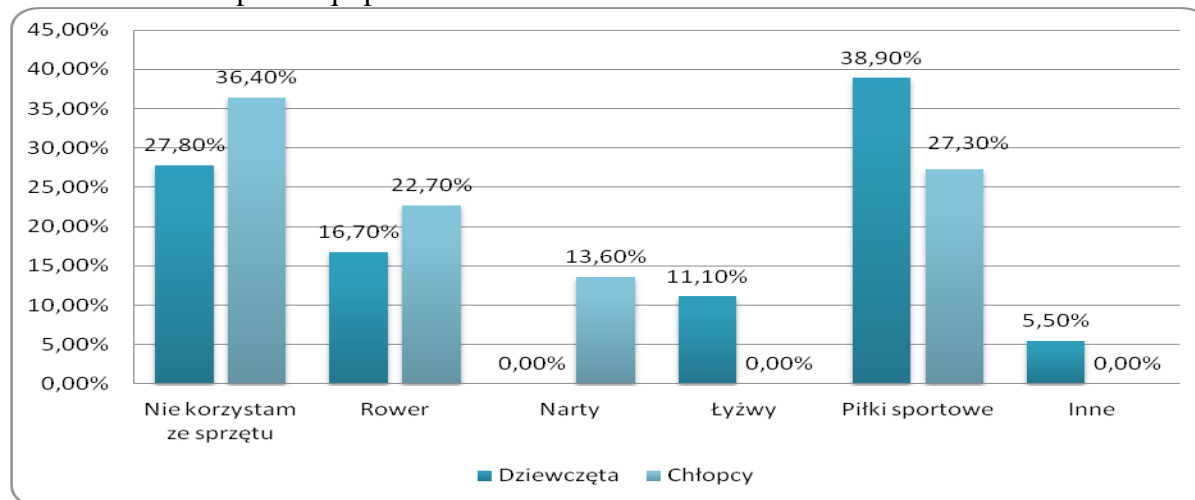


Fig. 41. Most oftentimes used sports equipment by students of the secondary school

The majority of students of the secondary school stated that during motor classes most oftentimes he spent time with his peers - this way indicated the 67% of persons. As far as it declared the 17% of examined persons, that spends time alone, and indicated the 15% of persons for the participation of the coach up to the time of classes. None of persons attending the secondary school showed that during motor classes most oftentimes he spent time with parents. In the group of girls indications concerning willingness prevailed of spending time with peers, next more oftentimes declarations turned up at the group of boys about for singles spending time in the course of exercises. As main causes of the motor activity students most oftentimes showed the secondary school meetings with acquaintances - for the 30% of persons the activity was a reason for meetings with peers. As far as it stated the 17% of persons, that the motor activity gives them pleasure and it is a reason for for her taking.. The same number persons showed that a nice profile was a reason of the activity. It recognised only a 12% of examined persons, that the motor activity was motivated with desire for the brush-off of the stress. In the group of girls (fig. 42) a possibility of the meeting with acquaintances was the most frequent cause of taking the physical initiative - showed such a reply 39% of schoolgirls. The motives associated with the care of the silhouette were on a second place (28%). Girls also showed that physical activities caused them pleasure (16%), brush-off of the stress (11%) and of spending time with parents (5%). In the group of boys also meetings with acquaintances were the most frequent reason of taking the physical initiative, however boys have more rarely than girls shown this reply. Amongst students oftentimes with motive played activities were pleasure (18%), fullfiling oneself (18%) and brush-off of the stress (14%).

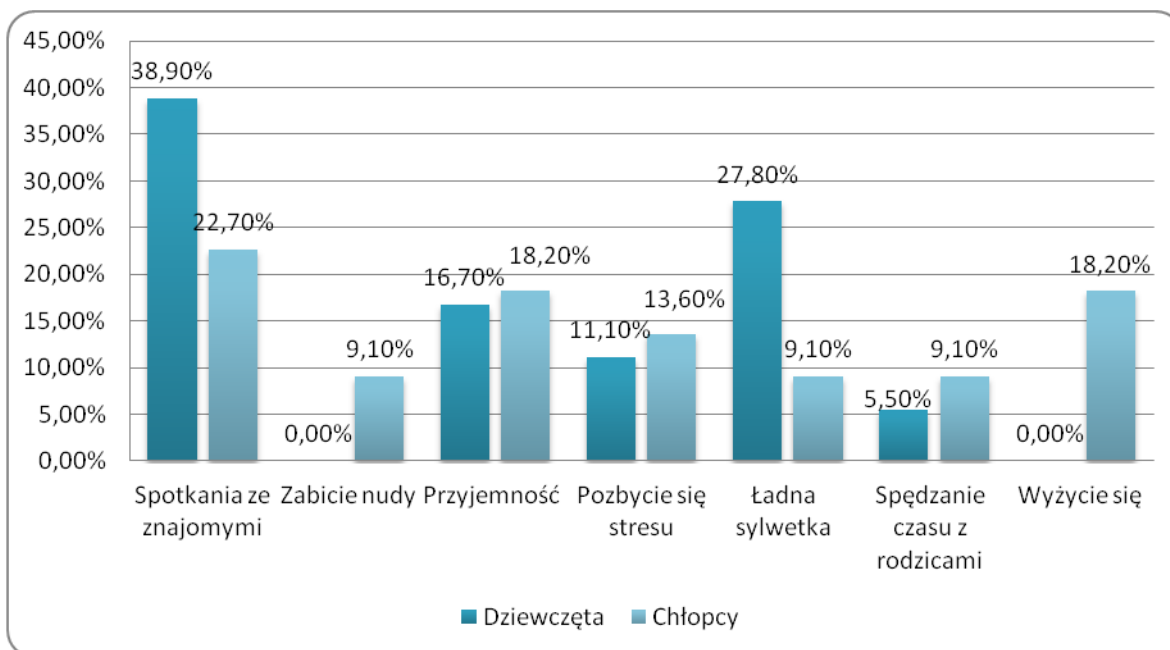


Fig. 42. Causes of the motor activity of students of the secondary school

The majority of students of the secondary school stated that there were no obstacles to taking by them the physical initiative in the leisure time. This way it declared the 40% of persons. However large portion of persons (27% examined) pointed at problems with the free time. Also relatively a lot of people showed that their low physical fitness caused the lack of the motor activity - emphasized such a reply 15% of students. In the group of girls to the lack of obstacles to taking the physical initiative indicated the 39% examined. Amongst remaining persons a lack of the free time was the most frequent cause of not-taking the initiative (33%), attack from the evil financial standing (17%). Girls also showed that a medical condition and a low efficiency were an obstacle - this way declared for the 5% examined. Amongst boys it declared the 41%, that couldn't see obstacles to taking the physical initiative. Remaining persons pointed at the lack of time and the low physical fitness (after the 23% examined). Law what the tenth student (9%) he showed that a financial standing caused, and indicated the 4% of persons to the ill health.

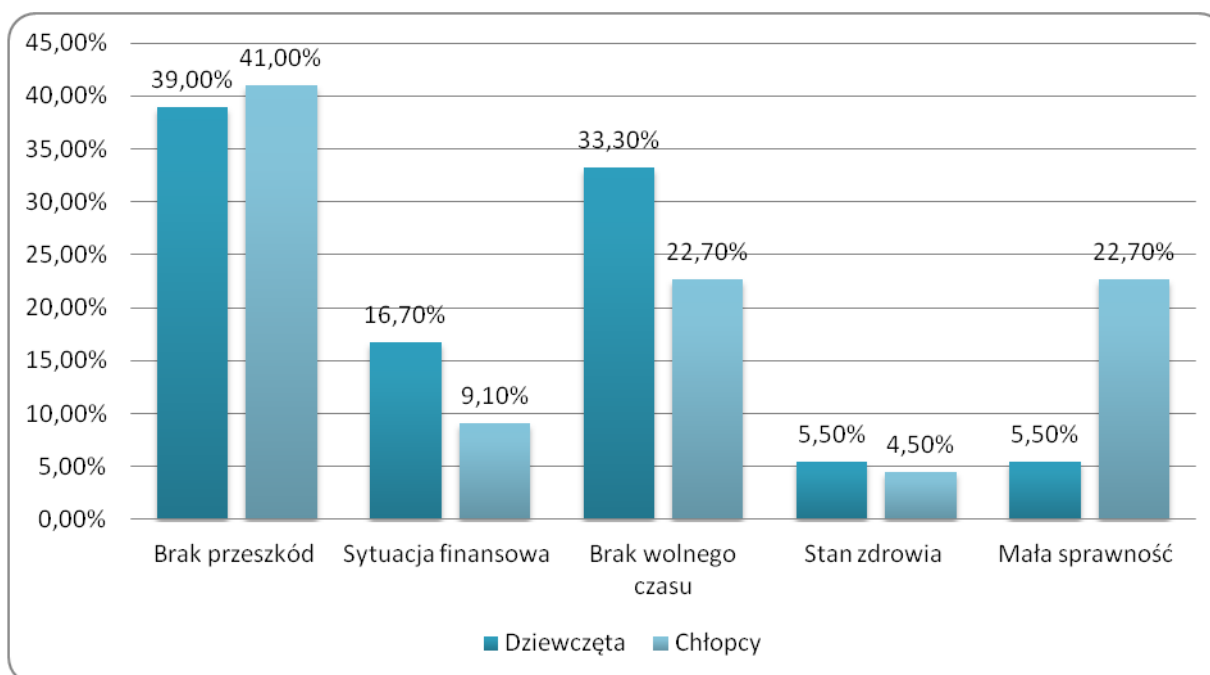


Fig. 43. Obstacles to taking the physical initiative in the leisure time in the opinion

Discussion

How at present the activity level results from the review of the literature of both the tests concerning the physical activity of children and young people sports of students isn't satisfactory. According to conducted tests through J. Grzegorzczak and aka the 10% of children only devotes the appropriate amount of time for motor classes, in addition boys demonstrate the greater activity than girls. Group games are the most frequent forms of the motor activity of children and young people, cycling, running (Grzegorzczak et al. 2008). According to K. Skibińska of the large impact to the motor activity parents, but friends and watching the meeting on television don't have children at all. much incentives have a smaller influence on the activity on the part of game teachers or coaches. Next M. Napierała and G. Nowicki demonstrate tests, that boys not only more oftentimes take the physical initiative, but better assess their efficiency. Girls definitely more oftentimes than boys take the initiative in the destination of developing the nice profile, and to it a sports equipment they have which at home serves them. Tests also show that at present the low figure of children uses sports classes organised by the school what is caused with weak sports base at the school, with lack of time on the part of teenagers and with financial difficulties (Skibińska 2002). It results from conducted tests that about the own motor efficiency students of the upper secondary school had a good reputation, whereas worst, at least relatively good, students of the elementary school. Just a few persons from every group of schools badly assessed their motor efficiency, however in the group of students of the elementary school a group was most numerous judging her as satisfying. In terms of the sex in all age groups about the physical fitness boys had a good reputation. Students had the most free time junior high school, altogether it stated the 27% of examined persons, that had at least 3 hours of the leisure time every day. Students of the secondary school had a paucity of the free time, what to be connected perhaps with the need to devote the time for the learning and the domesticity to a lot. Students of the junior high school and the elementary school still enough lot of time can spend on games, meetings with acquaintances and the possible motor activity. In terms of the sex the smaller amount of time girls had, especially at the junior high school and the secondary school. However in every examined group a disabled form was the most frequent form of spending the free time - at using the computer and the Internet, for watching TV. On the physical activity most oftentimes senior pupils declared spending the free time, however was it only what the fifth examined person. And even though students didn't declare that they spent time on the motor activity most oftentimes determined her as the pleasant form of spending time. Most oftentimes this way senior pupils recognised, until from this group recognised the 60% of persons, that a physical activity was a pleasant form of spending time. As the unpleasant form of spending most oftentimes senior pupils also determined the physical activity (12% of examined persons). In other groups for a few persons it acknowledged that a physical activity was a good way to release the stress, as well as a way to boredom. In terms of the sex boys definitely more oftentimes showed that the physical activity could be a way to the stress, boredom, whether can be also pleasant function. Girls more oftentimes declared that the physical activity was an unpleasant form of spending the leisure time. The test of get tests shows that students of all types of schools in Złotów have good relations to the motor activity. However few persons declare that actively he spends the leisure time. Unfortunately, similarly to children and young people in Poland, students most oftentimes spend time on using of the computer and the Internet what doesn't support their good physical fitness. It results from tests, that the most the youngest children have a free time, however they spend time on meetings with acquaintances, in the course of which they can also be active in terms of physics. Secondary-school pupils, even though they declare the paucity of the free time most oftentimes show that they use this leisure time for using the computer. Conducted tests amongst students in Złotów also concerned the attitude to the game lesson. In every school group the majority of children declared that there was a fill of that kind of class at schools at present. However the part of persons pointed out to the need of increasing counts these classes what can provide about the need of the greater physical activity at school. The most of such persons was a junior high school amongst students (37% of examined

students), in remaining school groups could see such a need what the fifth student. Such a need more oftentimes was reported by boys than by girls - girls definitely more oftentimes acknowledged that a fill of classes in the physical education was at school. The majority of students participating in the test declared that actively he took classes from the physical education. The largest number of people, as far as 75% examined, in the group of secondary-school pupils stated that he always practised during w-f lessons. These way students of the elementary school have most rarely declared (only a 47% of persons). In this group also the largest number of people which admitted that oftentimes they happened not to practise on game lessons was. In terms of the sex definitely more oftentimes from the physical education boys declared taking classes, girls more oftentimes showed that occasionally or oftentimes they happened not to practise during these lessons.

On game lessons team games and games and games enjoyed the greatest sympathy of students. Most oftentimes junior pupils showed games and games, in the group of the elementary school. Next for them older children, all the more willingly showed the foot ballgame, net, basketball whether into the handball. Athletics enjoyed the lower interest of students, only a few persons appointed her (the most amongst secondary-school young people). Gymnastics also enjoyed the low interest. Apart from team games and games quite often still swimming in all school groups has been shown. Judging game lessons students demonstrated that than have a positive relationship for these lessons. The majority of evaluations was positive, over the half of students in every group gave the evaluation to game lessons at least 4 in the scale from 1 to 6. Best students of elementary schools judged these classes, in this group as far as gave the 32% of students the highest evaluations (6 points). In other groups they overbalanced evaluations 5 and 4 in six grade of scale. Students gave the most lowest evaluations to the junior high school (indicated the 12% of persons evaluation 1), persons this way critically judging game lessons have more rarely turned up at other groups. Girls worse judged w-f lessons - it is they more oftentimes gave lower scoring evaluations in comparing to evaluations boys. It was so especially in case of students of elementary schools and the junior high school. Recapitulating the evaluation of the game lesson at schools students were asked, what they didn't like in these lessons. Most oftentimes a reply was shown: It like everything, especially in the group of secondary-school pupils (as far as 60% of examined persons). Least students attending the junior high school granted such replies (42% of examined persons). Remaining persons which stated that there were things, which they don't like them in classes of the physical education, most oftentimes showed to the problem of too intense or too difficult exercises themselves. Of such persons it was the most in the group of senior pupils, and least in the group of students of the elementary school. Amongst other things boredom, boring classes and also an unfair system of assessing were shown. How at school good relations result from the tests concerning the attitude to the game lesson students of the elementary school had - these are they in grade from 1 to 6 best judged these lessons. However students of the elementary school were at the same time the most numerical group which didn't take an active part in these classes. In this respect secondary-school pupils were most active and they most oftentimes indicated it, that wouldn't change the form of these classes. Conducted tests were aimed at checking, what part of students of all sorts schools attends sports classes apart from school classes and what amount of time allocates for sports classes. In spite of the declaration of the positive relationship to the motor activity in every school group the considerable part of students claimed that apart from the school he wasn't involved in sports classes. Students of the elementary school were the most numerous group, this way declared as far as 52% of these students. Students have most rarely shown the secondary school such a reply, stated only a 40% of persons, that didn't devote the time to the motor activity apart from the school. The part of students declaring the non-participation in sports classes apart from the school was involved in other classes extracurricular mainly connected with the learning of foreign languages or artistic interests. The classes associated with the dance prevailed among sports classes (girls) and with football (boys). Definitely classes of the basketball and volleyballs have more rarely been shown.

Out of most oftentimes used sports facilities mainly a school court, a sports hall and a sports stadium were sentenced. Students have more rarely shown other objects e.g. skating rink. Most

oftentimes a bicycle crunch was used equipment, mainly junior pupils appointed him (30% of persons in the group of the elementary school). Older former students to it have all the more rarely shown them. Apart from the bicycle crunch oftentimes sports balls of different kind were used. Quite often children have indicated skis in every group, more rarely other appliances, among others roller blades and skate. In every school group the sizeable group of people showed that he used no equipment - persons which after classes spend time on the dance or other forms of the activity could be what of which no sports equipment is not needed. During the motor activity peers and parents were a company most oftentimes indicated in the group of children attending the elementary school. Senior pupils have already more rarely pointed at parents, and more oftentimes appointed the coach to the company. Similarly it was a secondary school in case of students. None of them pointed, that during taking the motor initiative most oftentimes parents were a company. She was a reason of taking the motor initiative smut possibility of meeting with acquaintances. Students of the elementary school also pointed out to the possibility of spending time with parents. Students older, attending to the junior high school and the secondary school, already more oftentimes pointed a possibility of watching one's figure is a reason of the physical activity. In every school group the part of persons declared that pleasure, possibility of abreacting and killing the bore were a reason of taking the motor initiative. As reasons for not-taking the physical initiative most oftentimes a lack of time was indicated in the leisure time, especially at persons attending the secondary school. Students pointed out also to financial problems which are an obstacle to taking activities. However the considerable part declared students that a lack of the physical activity had no causes which they could cause in the leisure time. Of such persons it was the most in the group of students of the elementary school (62%), and least amongst secondary-school pupils (40%). In terms of the sex girls more oftentimes indicated it, that didn't take the physical initiative on account of the lack of time. Boys next, for especially you older, behind the reason oftentimes passed the low physical fitness.

Analysing findings of concerning activities physical in the after school time it is possible to state that the majority of students attends sports after school classes. Above all a possibility of meeting with friends or acquaintances is a reason of such classes, although oftentimes swimming pleasure was also shown from the physical activity. Most oftentimes students spent time on dance classes be playing football. To the purpose of the after school motor activity most oftentimes a school court was a used sports facility, and with most oftentimes used equipment the bicycle crunch or the sports ball. Depending on the school group students differently showed reasons for not-taking the physical initiative. In the group of students of the elementary school the majority could see no obstacles, next a lack of time was a reason oftentimes indicated in the group of secondary-school pupils. Based on conducted tests validating earlier constructed hypotheses is possible. Students of all school groups declared a lot of the free time enough, however with reference to the physical activity the part of students only admitted that he devoted his leisure time to her. Students of all types of schools declared that using the computer and the Internet, or watching TV were the most frequent form of spending time. It isn't active form of spending time what proves the hypothesis to the rightness, that students devote little time for the physical activity. Additionally partly a hypothesis proves correct, that students spend a lot of the free time on using the computer and the Internet. However tests didn't confirm frequent spending the leisure time on meetings with friends. However a hypothesis was confirmed that boys more oftentimes spent the leisure time on the physical activity, and girls more oftentimes favour meetings with acquaintances. Comparing both groups examined in every age group it is possible to state that a greater interest in the physical activity appeared among boys. A hypothesis, according to which boys devote more time for the physical activity than girls also proved correct. How it results from conducted tests a possibility of the meeting with acquaintances is a main reason of taking the physical initiative, pleasure swimming from this form of spending time has more rarely been shown. On that account it isn't possible entirely to confirm the hypothesis that a play is a reason of taking the physical initiative (pleasant spending the time), at least a play could be ranked among the form of the meeting with

friends. Students participating in examining most oftentimes showed that there were no causes associated with not-taking the physical initiative. However amongst shown reasons a lack of time was most frequent what confirms the hypothesis that a lack of time is a main reason of not-taking the physical initiative. Along with age a ratio to favourite forms of the physical activity changes, students of the elementary school more oftentimes pointed, that favourite during lessons physical educations are a form of classes games and games. Older students pointed next most oftentimes at team games. However it isn't possible to confirm the hypothesis that for them students are older all the less devote the time to the motor activity, and more for extracurricular classes about after sport character. It results from tests admittedly that pupils of the secondary school have a paucity of the free time at their disposal, however as other students similarly often take physical activity and are involved in sports classes. How it results from conducted tests students rather well judge game lessons. The sizeable group of students stated that a current form of conducted classes suited them. It confirms the hypothesis that students of schools in Złotów rather well judge game lessons. To sum up it is possible to confirm findings main hypothesis formulated at the work - students of schools in Złotów have rather a positive relationship for the physical activity and school sport. Based on conducted tests it is possible also to distinguish the following **conclusions**:

1. Students of all types of schools most oftentimes show that using the computer and watching TV are the most frequent form of spending the free time. The physical activity is on a more distant place.
2. Boys devote more time for the physical activity than girls, better assess their efficiency. Girls attach great significance to the social contact.
3. A possibility of the contact with peers is a main reason of taking the physical initiative by students (with acquaintances). For them junior pupils all the more oftentimes point out also to the possibility of joint spending of time with parents.
4. A lack of time and a financial standing are a main reason for not-taking the physical initiative (insufficient funds for additional classes).
5. Students have a positive relationship to the physical activity and well school classes in the physical education assess.
6. As after school classes students most oftentimes choose and sports classes.

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PHYSICAL RECREATION IN FARM TOURISM HOUSEHOLDS IN DISTRICT SWIECIE

Rekreacja fizyczna w gospodarstwach agroturystycznych w powiecie Świeckim

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Keywords: physical recreation; farm tourism household; district.

Słowa kluczowe: rekreacja fizyczna; gospodarstwo agroturystyczne; powiat.

Abstract

The fact that the farm tourism is closely associated with agriculture is a basic difference between these forms of rest, is connected with the stay in the functioning agricultural farm. Comprehending the farm tourism is a new notion and started turning up at Polish literature relatively recently. Within final years, in relation to the intense development of this form of the tourism, they started more closely defining her. It was a purpose of research attempt to establish the link of a healthy lifestyle, forms of the physical activity and forms of rest farm tourism is which.

Material and methods. The questionnaire survey was conducted in the environment of persons of farm tourism households making use of services, in the described higher secular district. Persons were respondents in the century from 21 up to 50 years and younger than 21 years and 50 above finished years. In the test age groups were accepted up to 21 years, 21 - 30, 31 - 50 and above 50 of year of age, distinguishing the statement of women and men and the reply depending on settling in a city or in the country.

Results. The conducted questionnaire survey detected the row of interesting opinions about farm tourism households. Respondents answered very much willingly wanting in the sincere way to express their sentence about the form of rest they picked which. The that kind of tourism becomes more and more popular, it is worthwhile, so to know opinions of the ones which already use this form. How statements developed depending on established circuit races following drawings will demonstrate.

Conclusions

1. A healthy lifestyle is above all a healthy diet and a physical activity.
2. The environmental protection, caring about the own health and the lack of addictions in the little measuring cup are associated with a healthy lifestyle.
3. The determined majority of persons makes the lack of time conditional from leading a healthy lifestyle.
4. Leisure time and will watch television and using the computer it unfortunately still almost tantamount notions.
5. Farm tourism households unroll and incessantly broaden their offers, although aren't still very much a popular form of spending the free time.
6. Families are a broad market demonstrating the demand for farm tourism favours with children and trainee young people.

7. One should more propagate such forms of rest which natural advantages would let appreciate in offers of tourist offices in the country.

Streszczenie

Podstawową różnicą między tymi formami wypoczynku jest to, że agroturystyka jest ściśle związana z rolnictwem, wiąże się z pobytem w funkcjonującym gospodarstwie rolnym. Pojęcie agroturystyki jest pojęciem nowym i w literaturze polskiej zaczęło pojawiać się stosunkowo niedawno. W ciągu ostatnich lat, w związku z intensywnym rozwojem tej formy turystyki, zaczęto ściślej ją definiować.

Celem badań był próba wykazania związku zdrowego stylu życia, form aktywności fizycznej i form wypoczynku, jaką jest agroturystyka.

Materiał i metody. Badania ankietowe przeprowadzono w środowisku osób korzystających z usług gospodarstw agroturystycznych, w przedstawionym wyżej powiecie świeckim. Respondentami były osoby w wieku od 21 do 50 lat oraz młodsze niż 21 lat i powyżej ukończonych 50 lat. W analizie przyjęto kategorie wiekowe do 21 lat, 21 – 30, 31- 50 i powyżej 50 roku życia, rozróżniając wypowiedzi kobiet i mężczyzn oraz odpowiedzi w zależności od zamieszkania w mieście bądź na wsi.

Wyniki. Przeprowadzone badania ankietowe ujawniły szereg interesujących opinii na temat gospodarstw agroturystycznych. Respondenci udzielali odpowiedzi bardzo chętnie chcąc w sposób szczerzy wyrazić swoje zdanie na temat formy wypoczynku, jaką obrali. Tego rodzaju turystyka staje się coraz bardziej popularna, warto, więc znać opinie tych, którzy już z tej formy korzystają. Jak kształtowały się wypowiedzi w zależności od ustalonych kryteriów wykażą poniższe ryciny.

Wnioski

1. Zdrowy styl życia to przede wszystkim zdrowe odżywianie i aktywność fizyczna.
2. Ochrona środowiska, dbanie o własne zdrowie i brak nałogów są w niewielkiej mierze kojarzone ze zdrowym stylem życia.
3. Zdecydowana większość osób uzależnia brak czasu od prowadzenia zdrowego stylu życia.
4. Czas wolny i oglądanie telewizji oraz korzystanie z komputera to niestety nadal niemal równoznaczne pojęcia.
5. Gospodarstwa agroturystyczne rozwijają się i nieustannie wzbogacają swoje oferty, chociaż nie są jeszcze bardzo popularną formą spędzania wolnego czasu.
6. Największym rynkiem wykazującym zapotrzebowanie na usługi agroturystyczne są rodziny z dziećmi i młodzieżą uczącą się.
7. Należałoby bardziej propagować w ofertach biur turystycznych takie formy wypoczynku, które pozwoliłyby doceniać walory przyrodnicze w kraju.

Introduction

The fact that the farm tourism is closely associated with agriculture is a basic difference between these forms of rest, is connected with the stay in the functioning agricultural farm. Comprehending the farm tourism is a new notion and started turning up at Polish literature relatively recently. Within final years, in relation to the intense development of this form of the tourism, they started more closely defining her. According to M. Drzewiecki farm tourism it (...) the form of rest being held on country areas about agricultural character, based on the tourist

accommodation and the recreational activities associated with the neighbourhood (natural, production and service) (Drzewiecki et al. 2001). Świetlikowska (Świetlikowaka 2000) treats the farm tourism, as activity, consisting in offering by the family: of the stay, rest and the recreation in the own agricultural farm. Rest in the country homestead lets tourists the involvement in works of hosts, communing with the domestic animals, the consumption of healthy and natural foodstuffs and using attractions, offered by the agricultural farm and the country region. The farm tourism household should ensure safety rules, adequate sanitation, (rooms, washing facilities) and appropriate regulations. In training materials of the Ministry of the Economy, edited through K. Herbst (Herbst 2002), the definition of the farm tourism determines that the tourist has a possibility of accommodation not only in traditional rooms and converted guest rooms, but also on campsites, being on the area of the household. The farmer obtains additional earnings not only from granting accommodation tourists, but also from the sale of foodstuffs, products of the folk art and the handicraft. An offer of prepared meals and guaranteeing different attractions e.g. can be additional earnings also foci, sleigh rides, horseback tours.

Purpose was research attempt to establish the link of a healthy lifestyle, forms of the physical activity and forms of rest a farm tourism is which.

Material and methods

The questionnaire survey was conducted in the environment of persons of farm tourism households making use of services, in the described higher secular district. Persons were respondents in the century from 21 up to 50 years and younger than 21 years and 50 above finished years. In the test age groups were accepted up to 21 years, 21 - 30, 31 - 50 and above 50 of year of age, distinguishing the statement of women and men and the reply depending on settling in a city or in the country.

Results

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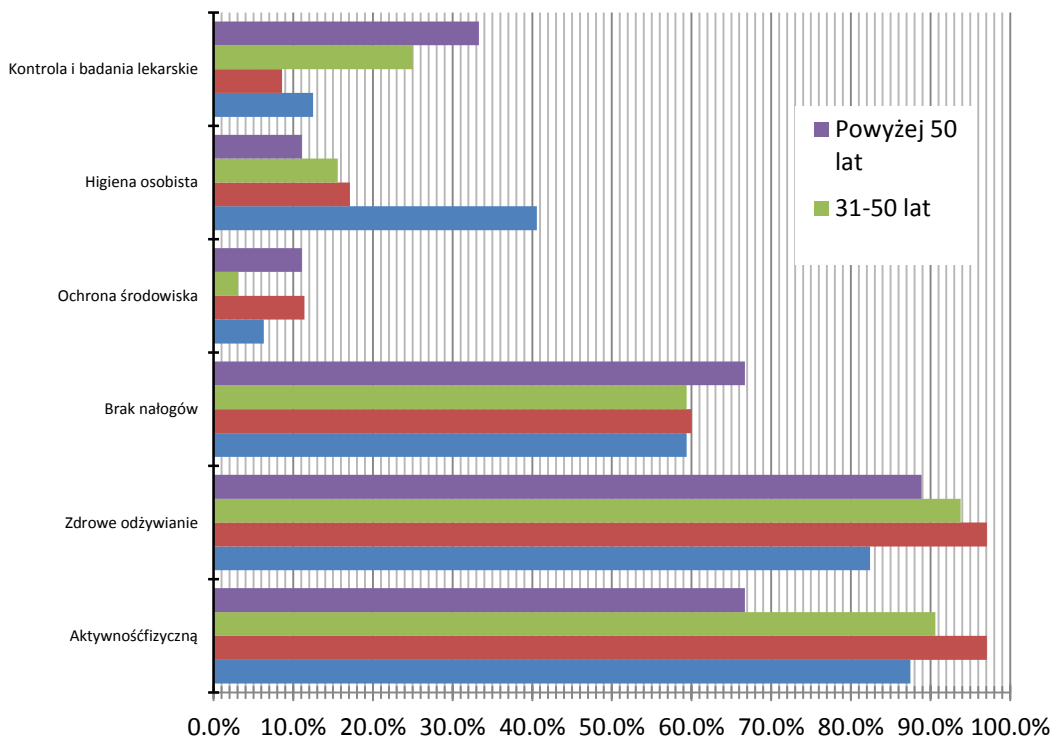


Fig. 1. What for you does a healthy lifestyle mean?

A healthy lifestyle is over recent years a very fashionable behaviour. So to speak raising the social status and increasing the self-worth decide amongst persons vaunting such a behaviour. Amongst respondents opinion on the theme of a healthy lifestyle mainly indicated the physical activity and healthy feeding. In the age group below 21 years 88 % respondents emphasized the physical activity, healthy feeding the 83%. For the age group of 21-30 years both the healthy diet and the physical activity (for the 98%) constitute the synonym of a healthy lifestyle. Persons aged 31-50 fundamentally similarly to earlier respondents (one by one the 91% and the 94%.) for the group above 50 years in the 89% this healthy diet determines a healthy lifestyle. If it is easy to notice out of a few choices the healthy diet and the activity are just physical for everyone examined with interpretation of a healthy lifestyle. They forget here about other elements how lack addictions, for the personal hygiene or the medical prevention, and it is exactly a control and medical check-ups were treated only slightly.

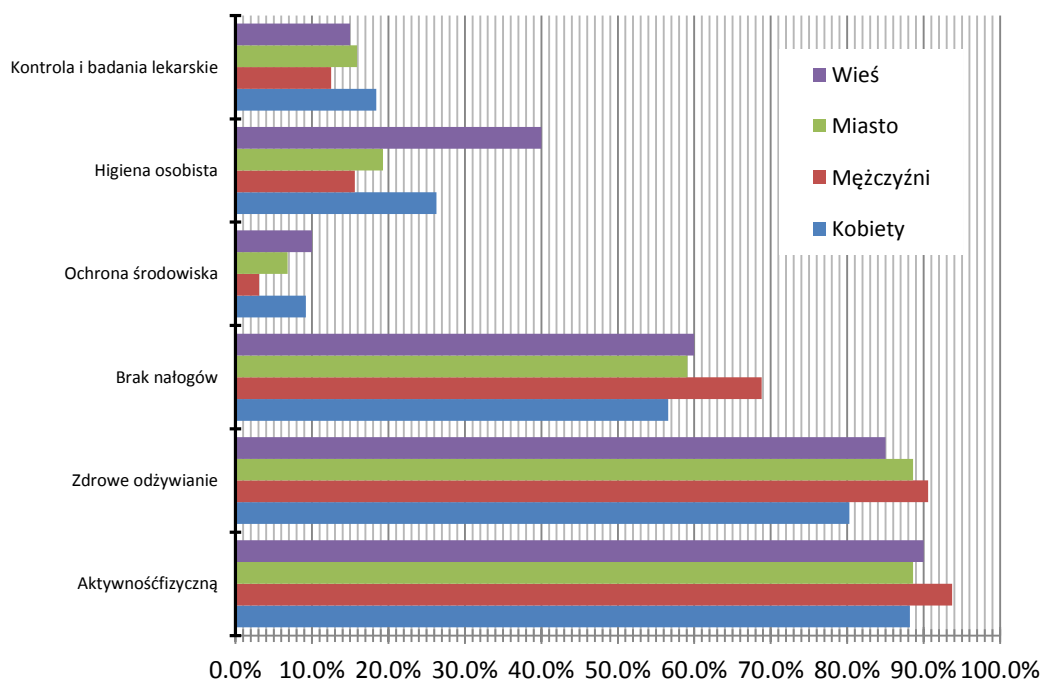


Fig. 2. What for you does a healthy lifestyle mean?

Similarly statements developed amongst women and men. The physical activity means a healthy lifestyle for the 94% of men. Not a lot of fewer women because also chose the 88% this reply. They put on the second place for healthy feeding, at men it was 91%, at women of the 80%. Amongst women the smaller percentage this way associated a healthy lifestyle, because most oftentimes feeding and caring for these issues in families forms a relationship most oftentimes from female with side. Identically amongst women and men least common to a healthy lifestyle an environmental protection has, one by one of the 9% and 3% replies given by them. It is in principle worrying the phenomenon, although they so a lot talk about the environment in which we live and which we should care for generations for.

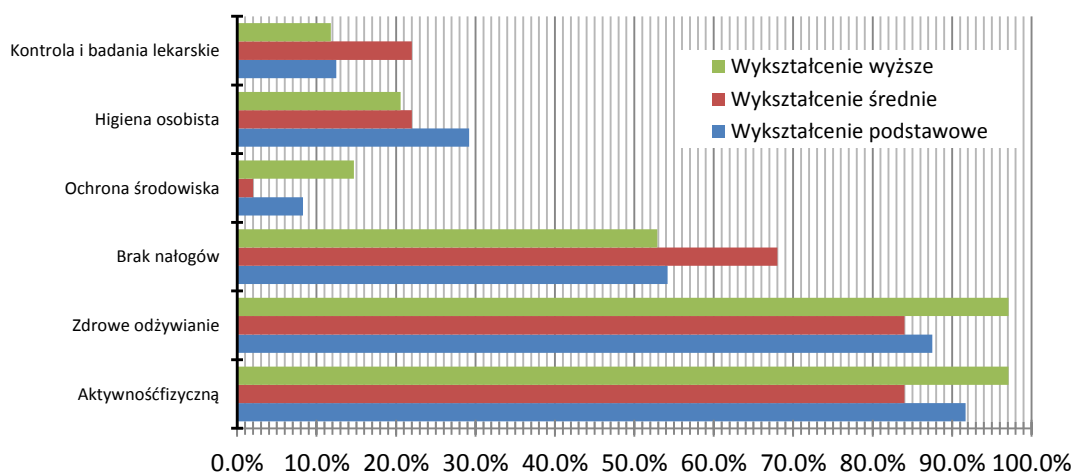


Fig. 3. What for you does a healthy lifestyle mean?

The most persons with the higher education (97%), thinks that the physical activity and the healthy diet determine a healthy lifestyle. The physical activity was a reply in the predominating amount chosen (92%) also by persons with the primary education and for averages (84%). An environmental protection has

most rarely been a given reply what surprises in particular, as regards persons with the higher education, which it would be possible to expect the greater awareness after.

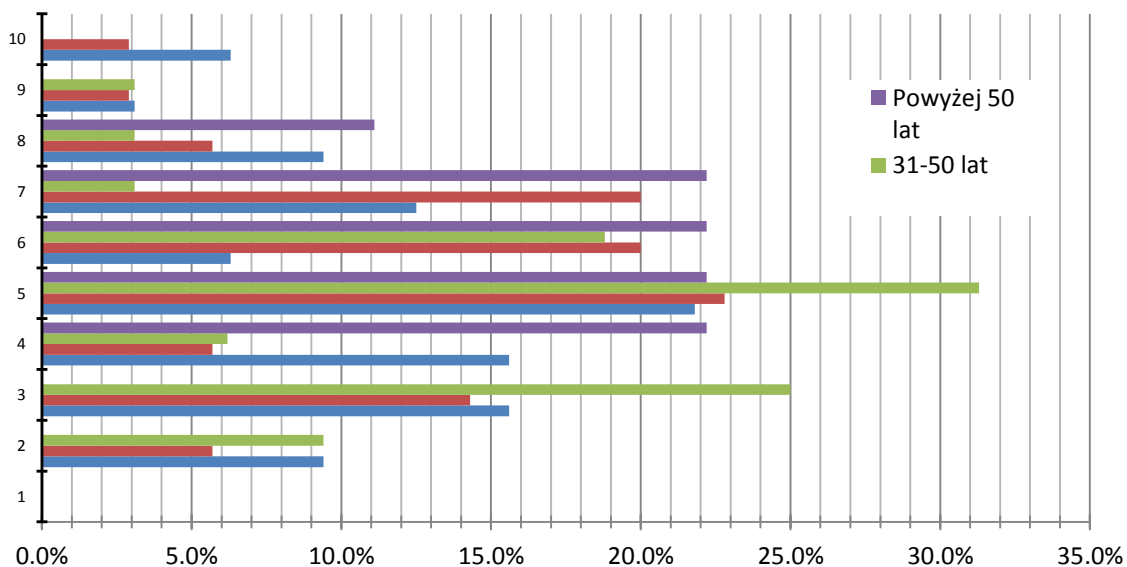


Fig. 4. How you assess (one's) physical fitness?

The next question concerned the physical fitness into self-assessments. Amongst all age groups, both best and most badly an age group assessed its physical fitness up to years 21. In all age groups the most persons judged themselves on the average level. In an age bracket above 50 years results fluctuated in principle also in the medium framework (evaluation between 4 and 7 in the scale from 1 to 10) for the 22%. it seems that such replies resulted rather from the carefulness in order not to judge oneself too high or too low.

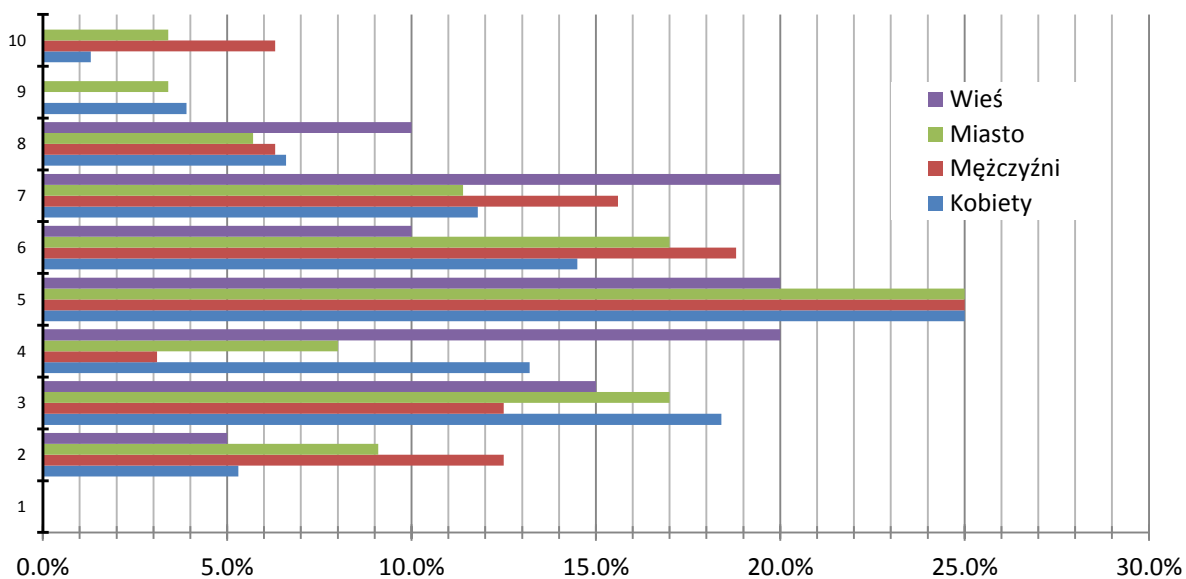


Fig. 5. How you assess (one's i) physical fitness?

What's interesting, but simultaneously obvious, towards very fashionable in final years clubs fitness whether dance, woman most oftentimes assessed their physical activity for the evaluation above average 3 (18 %), men whereas a bit worse, on 6 of pt (19 %), assessed the Majority of respondents living in cities one's activity on 5 (25%). Group of people living on villages, most oftentimes gave herself a mark on 4.5 and 7 (20% of respondents), (fig. 8). A little bit the larger rate indicates rather an easy access for different forms of the practicing sport and the recreation for persons from urban areas.

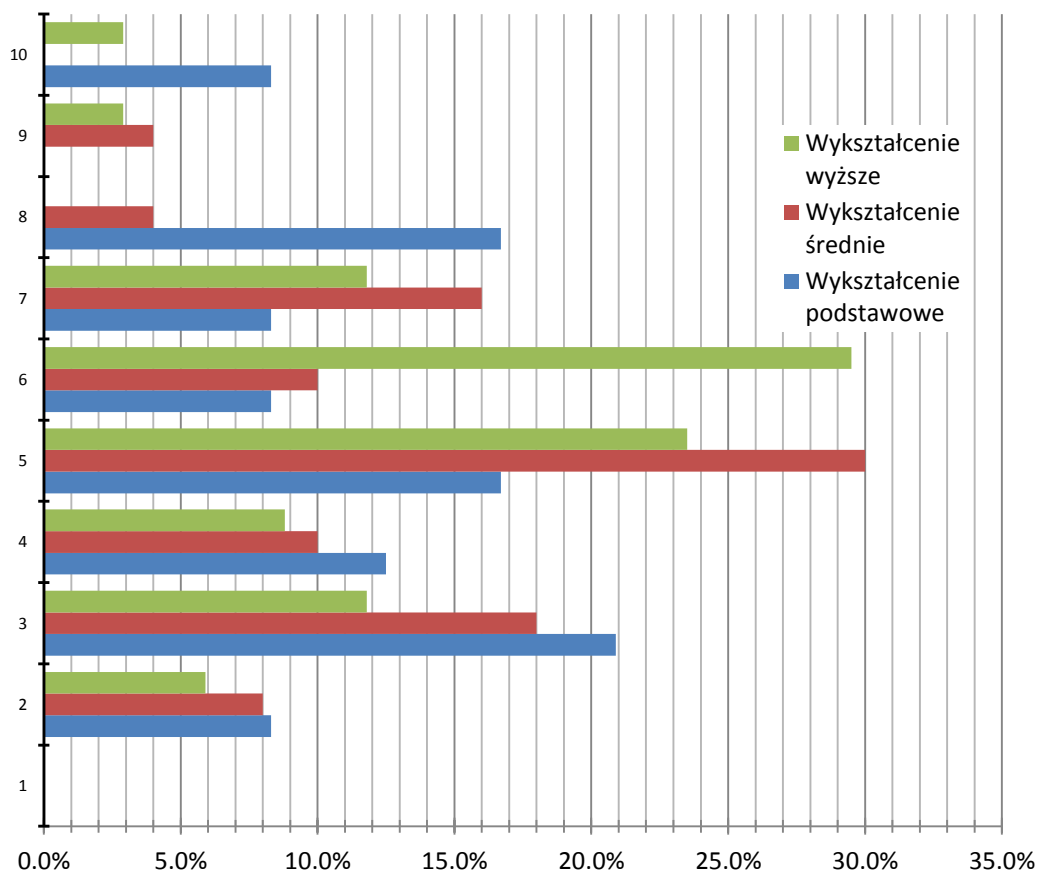


Fig. 6. How you assess (one's i) physical fitness?

Respondents with the primary education most oftentimes assessed their physical activity on quite high level, 3, (21 %), least on 2 and 10 (8 %). Amongst respondents with the secondary education of the 30% it assessed its efficiency on the average level (5), with the higher education the most examined gave itself a mark level just under secondary 30 %. It is hard here to decide explicitly on causes of such a state of affairs, because there is a result in percentage terms moved close in spite of the high result at persons with the primary education, from the other side also in this group.

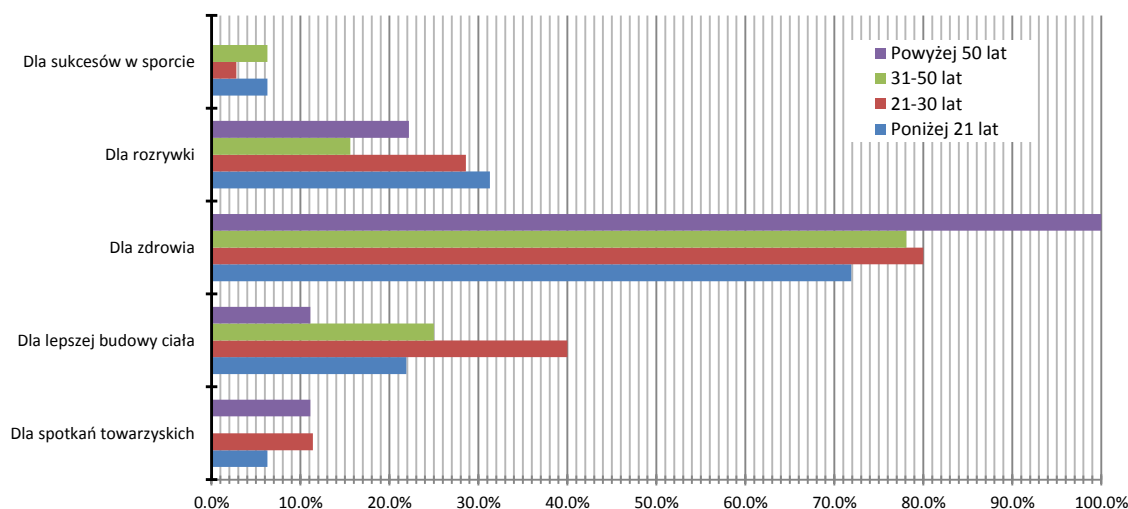


Fig. 7. Why you take physical activity?

In view of evaluations in higher put questions as for the physical activity (it is she forms a relationship with a healthy lifestyle, although the self-assessment didn't fall out sensational) results from above replies, that both polled above 50-tego of the year of age in harmony stated that he took the physical initiative for the health, as similarly as in remaining age groups. of 72 % persons below 21-ego of the year of age, 80% of persons in an age bracket 21-30 and 78 % from the group from 31 up to 50 years. Few polled persons withdraw the activity from all age groups for successes in sport. So if we already plant any physical activity, we make it for the health.

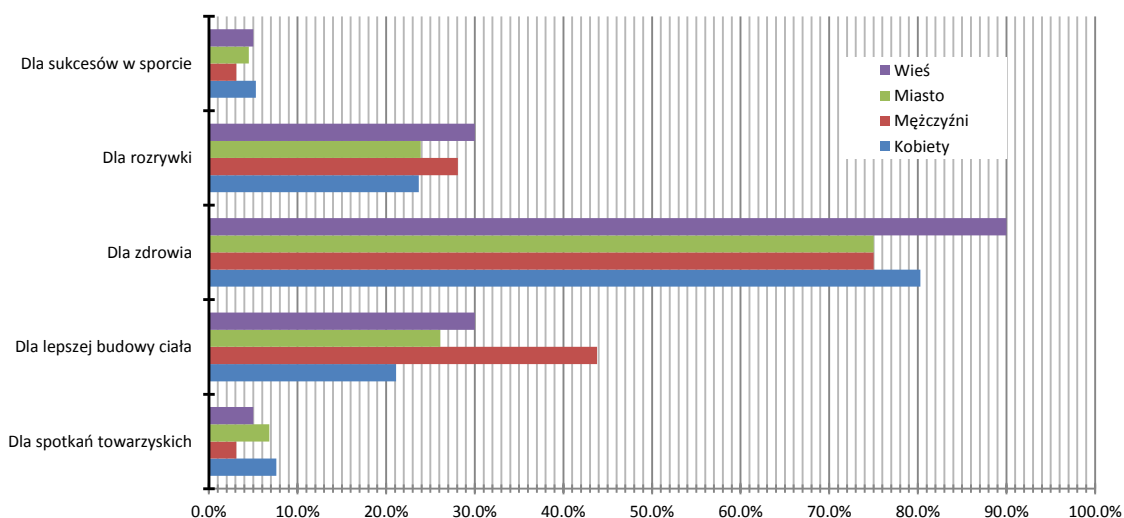


Fig. 8. Why you take physical activity?

As similarly as higher they answered examined including the sex and the domicile. Men take the physical initiative mainly in order to improve one's health (75%) and for improving the build (44%). Whereas women entertain her mainly for the health because as many as 80 % respondents. 5 % women only do it for successes in sport. At least a secret isn't, that as part of making the silhouette look slimmer women also undertake this challenge (making look slimmer in principle can be connected with a health).

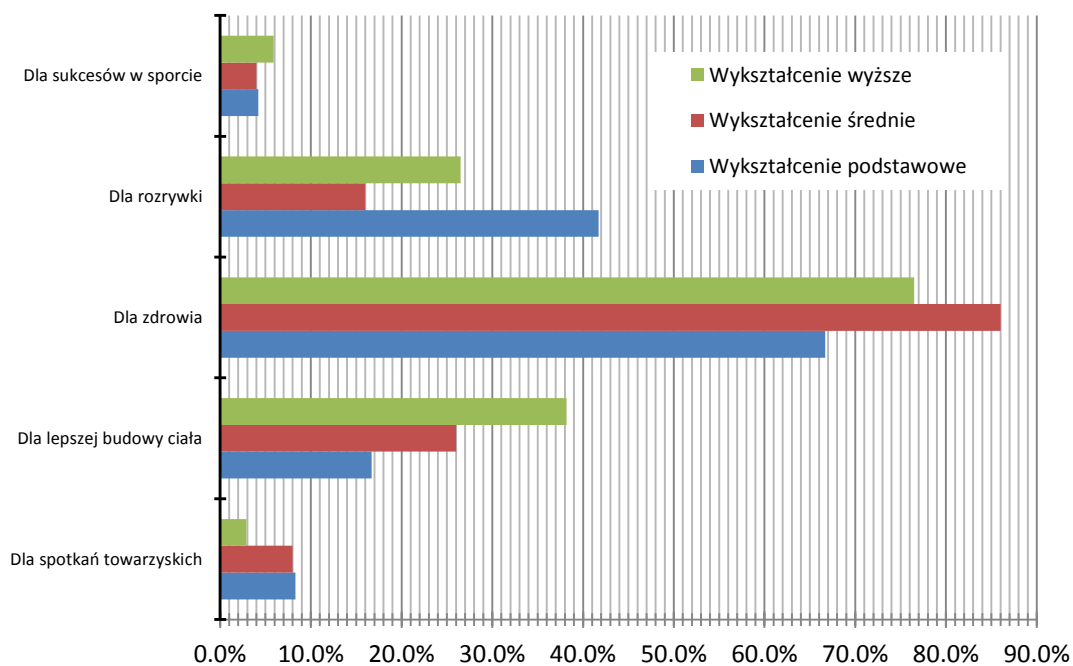


Fig. 9.

Why you take physical activity?

In this category it wasn't also of surprises. Irrespective of the education, respondents most oftentimes take the physical initiative for their health. The most persons with the secondary education (86%), not a lot of fewer persons with the higher education, (77 %), whereas amongst respondents with primary education 67 %.

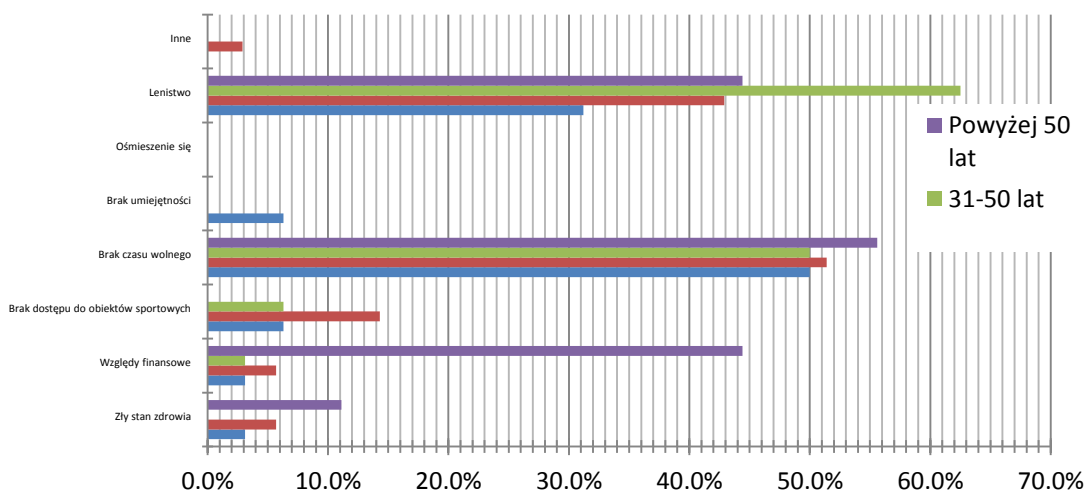


Fig. 10. What according to you is the biggest obstacle to taking the initiative

In the next question walked about fundamentally difficult problem a reason for not taking the physical initiative, with which we plant lives after all for the health, that is the most important sphere can be which. Excusing oneself with lack of time a huge percentage determines, because in all age groups on average 50% to 55 %. On the second place laziness, and it what horrifying, in the group, which in particular should recognize such an activity too important for one's health, in group 31 - 50 latków, as many as 63 % admitted to the laziness.

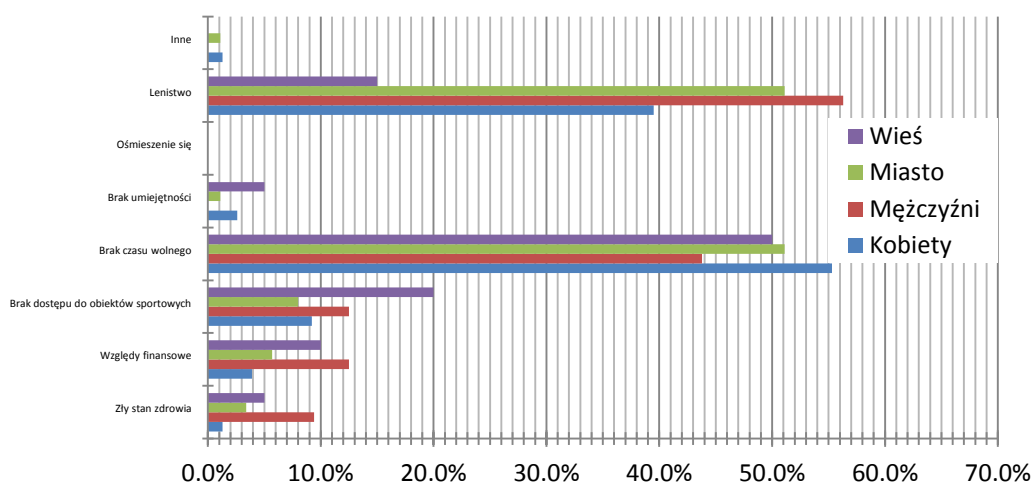


Fig. 11. What according to you is the biggest obstacle to taking the physical initiative?

Very much similarly they answered due to the domicile and the sex, this laziness or the lack of the free time are the most frequent cause in planting the physical activity. Such an occurrence is postponed unfortunately in general of condition of the society, in spite of many attacks promoting the practicing sport, the physical activity isn't one of priorities still in our conditions.

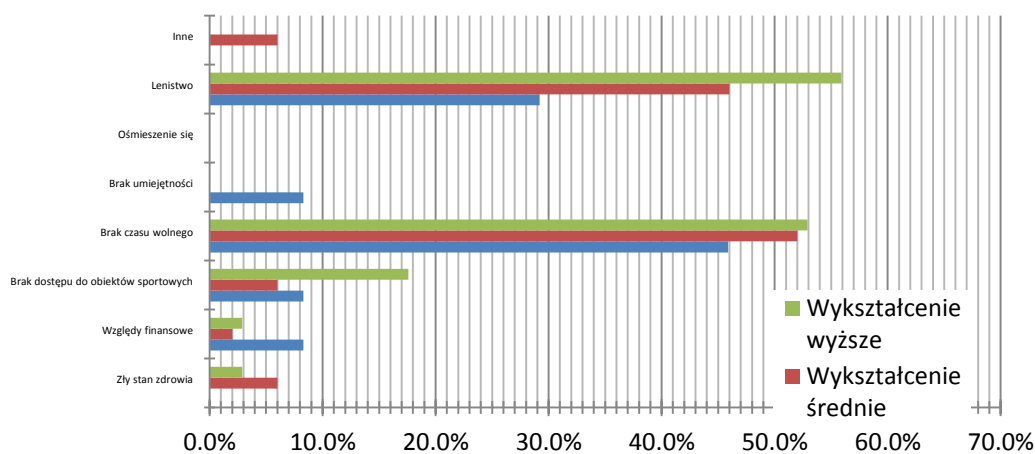


Fig. 12. What according to you is the biggest obstacle to taking the physical initiative?

Respondents also declare the lack of the free time and general making indolent both with the higher education (53%) as well as basic (46%) and for averages (52%). One and second it is possible certainly to defeat. It seems that the same as the lack of the free time it is possible to defeat with better organization, then to struggle against the idleness with most difficulty.

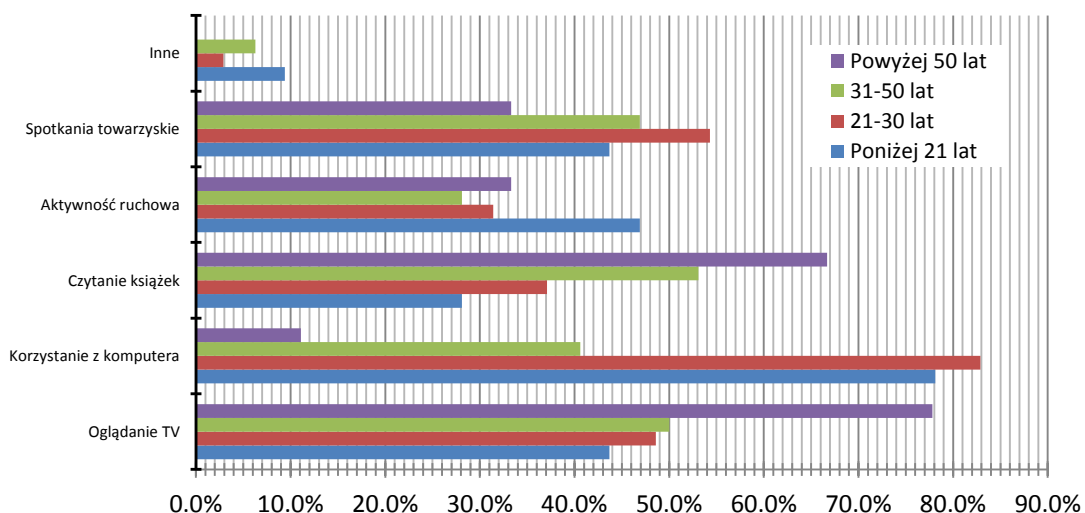


Fig. 13. How most oftentimes you spend time leisure time at home?

In age groups below 21 years and 21-30 years using the computer is the most frequent form of spending the leisure time, one by one 78 % and of 83 % given replies. In an age bracket for 31-50 years 53 % respondents most oftentimes spend their leisure time on the reading books and meeting with acquaintances (47 %). Above the person 50 of year of age (78%,) in the predominating amount of one's leisure time, spend on watching TV and (67 %) of examined persons, on the reading books. He arises brightly from this balance sheet, that of generally organising media (the computer and television) take the most time. They talk as a matter of fact already about the form of the addiction which it is necessary in many cases to treat. Older persons don't use computers most oftentimes of the account of the lack of the ability in using with them.

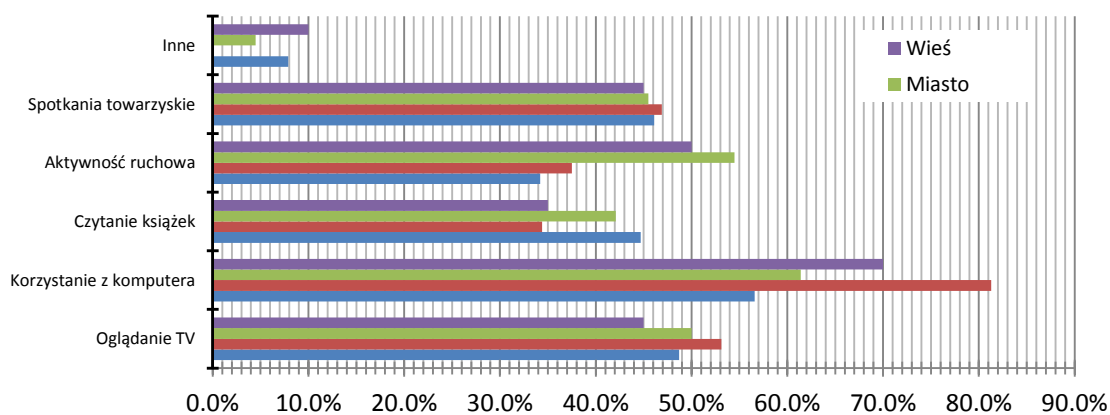


Fig. 14. How most oftentimes you spend time leisure time at home?

On the above graph one can see friendly matches are on the level very much leveled. It's good that we are able to nurse and to celebrate meetings with other people, not escaping into our four walls. However both women and men most willingly in the free time use the computer, (women in the 57% but men in 8 %.) amongst persons inhabiting cities 62 % spends his free time at home in front of the computer. That's it is at persons living in the countryside. In this case it was 70% of persons of the examined group.

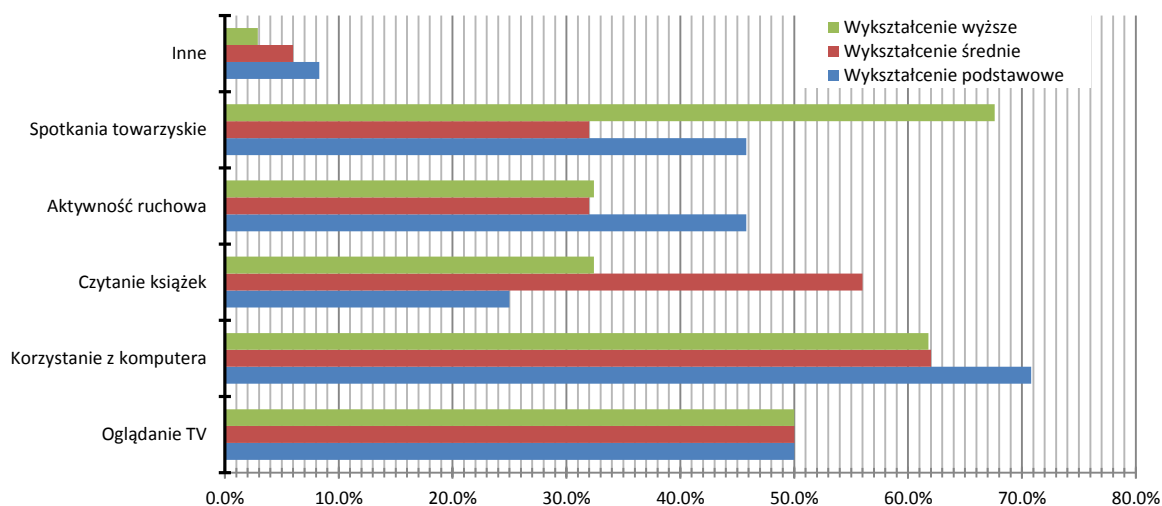


Fig. 15. How most oftentimes you spend time leisure time at home?

Respondents due to the education didn't run away in replies from previous categories. Respondents both with the primary education (71 %) as well as for averages (62%) most oftentimes devote their leisure time for using the computer. 68 % polled persons with the higher education spend their free time on friendly matches, but 62 % also on using the computer. It is hard not to resist the impression that here this lack of the free time is just to the physical activity.

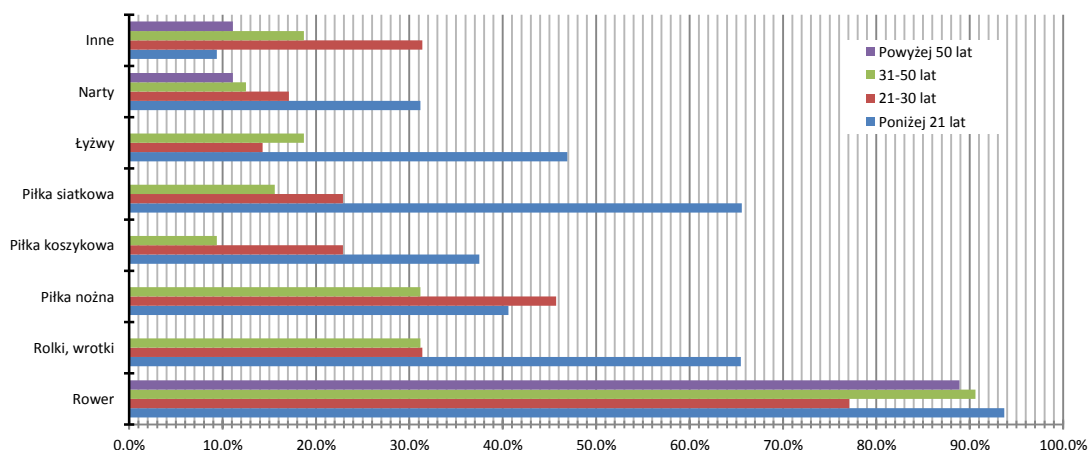


Fig. 16. What equipment you have at home?

Coming back to the physical activity, in possession respondents were asked about the sports equipment which is. Of course a bicycle took the highest place (from 78 % to 94 %), and amongst young persons volleyball, wicker whether of these foot is a quite popular equipment. Bicycle crutches become a more and more essential vehicle serving the migration not only recreational, moreover in cities more and more bicycle lanes come into existence what supports practising the bicycle ride.

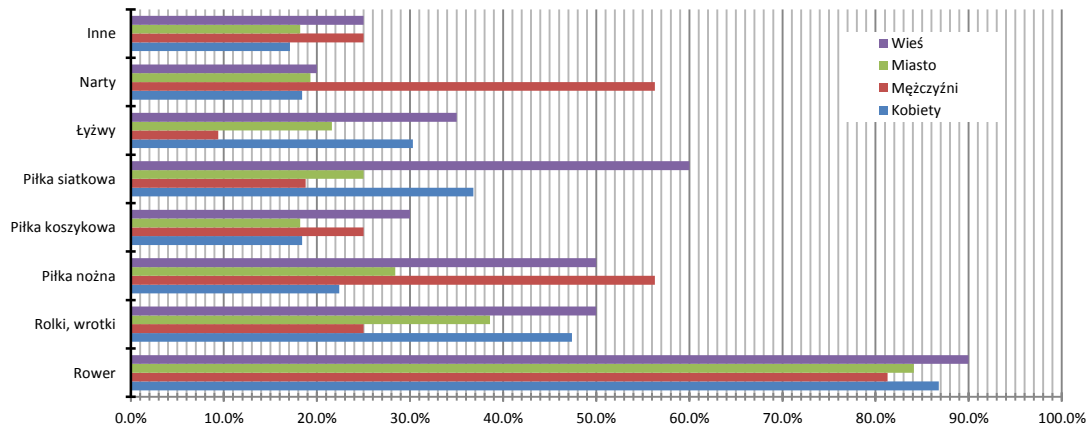


Fig. 17. What equipment you have at home?

Studying the preferences in possession of the sports equipment according to the division into residents of cities of both the village and women and men, the situation develops similarly. It is a bicycle crunch he is on the leading place, and amongst country dwellers constitutes as many as 90 % result.

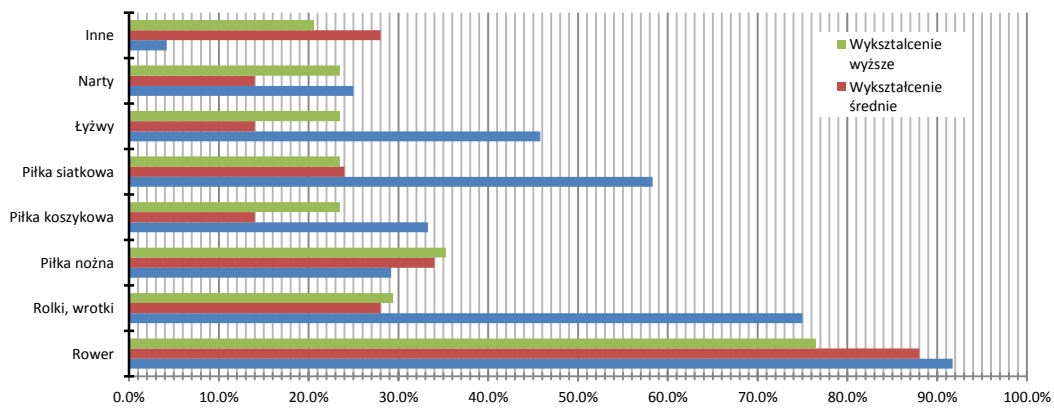


Fig. 18. What equipment you have at home?

Also due to the education a bicycle crunch which on average the 77% of persons has with the higher education is a favoured sports device and 92 % with the primary education and 88% around for averages. So the bicycle crunch is an outright favorite, beside however of football whether net, albeit the sizeable group of people with the primary education declares having roller blades and roller skate.

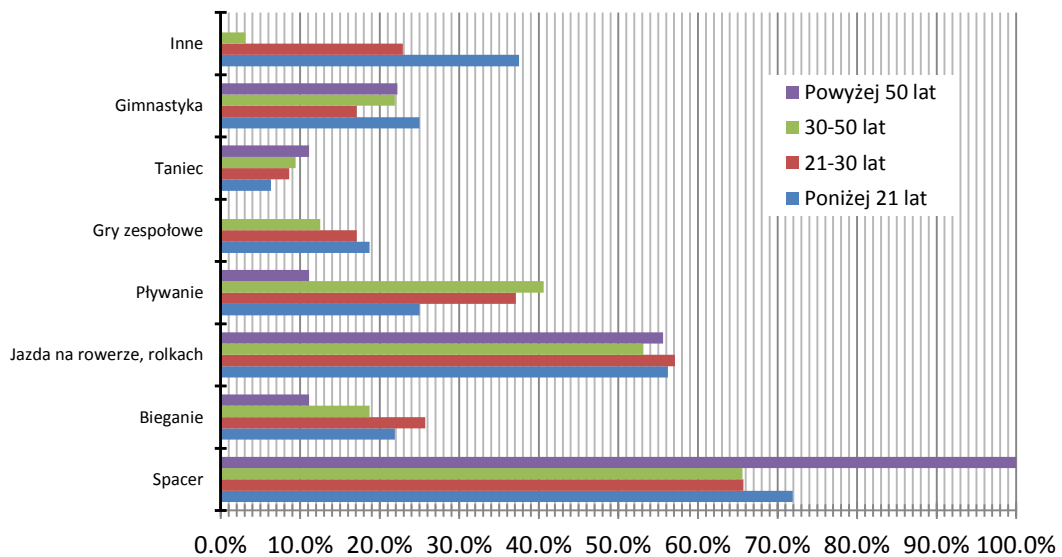


Fig. 19. What forms of the recreation you take at home most oftentimes?

Again examined respondents for the physical activity, as the form of the recreation chose walks most oftentimes. The walk is an most oftentimes taken form of recreation in all age groups. 72 % respondents choose this form under 21, 66 % in the century of 21-30 years, as well as 66 % persons in an age bracket from 31 up to 50 years. Out of persons above 50 of year of age chooses this form of the recreation as far as 100% of respondents.

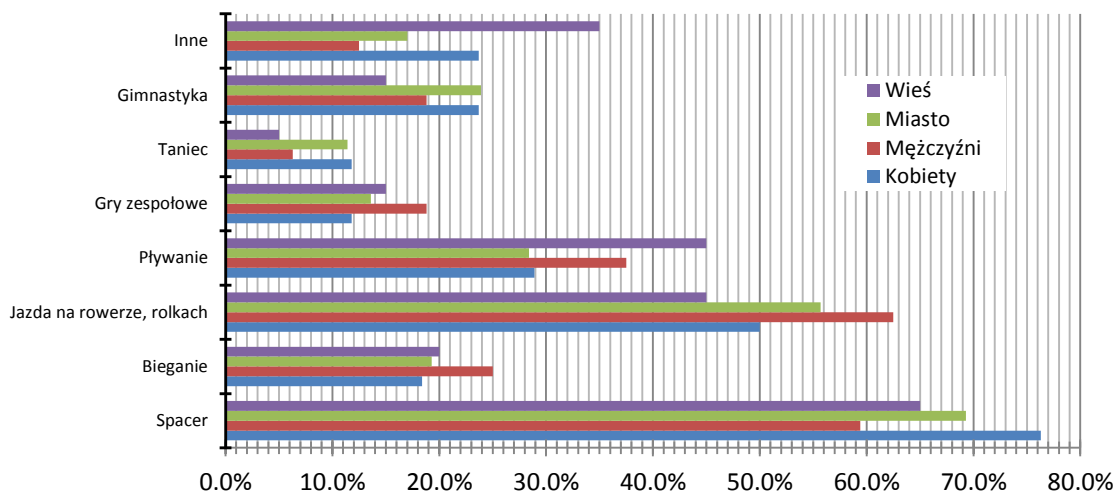


Fig. 20. What forms of the recreation you take at home most oftentimes?

Women as their favourite form of the recreation at home choose the walk most oftentimes. I undertake 63 % men cyclings or roller blades. Most oftentimes residents also choose the walk instead of 69 % and 65% of respondents inhabiting the village. Cycling or roller blades is the second form as for the order planted of the recreation. To expect it was possible replies in the issue of the dance, but looks like it, that in spite of the popularity of certain programs, the dance remained fundamentally as the form for the recreation by examining him on television.

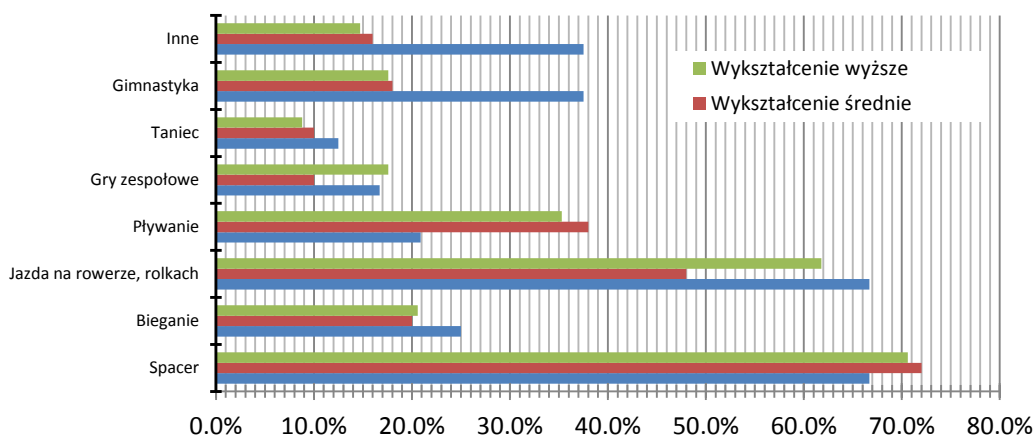


Fig. 21. What forms of the recreation you take at home most oftentimes?

Also irrespective of the education, most oftentimes amongst respondents a walk is a taken form of spending the free time. Only by analogy out of persons with the primary education, that is 67 % people polled, in the leisure time deals with the cycling and roller blades.

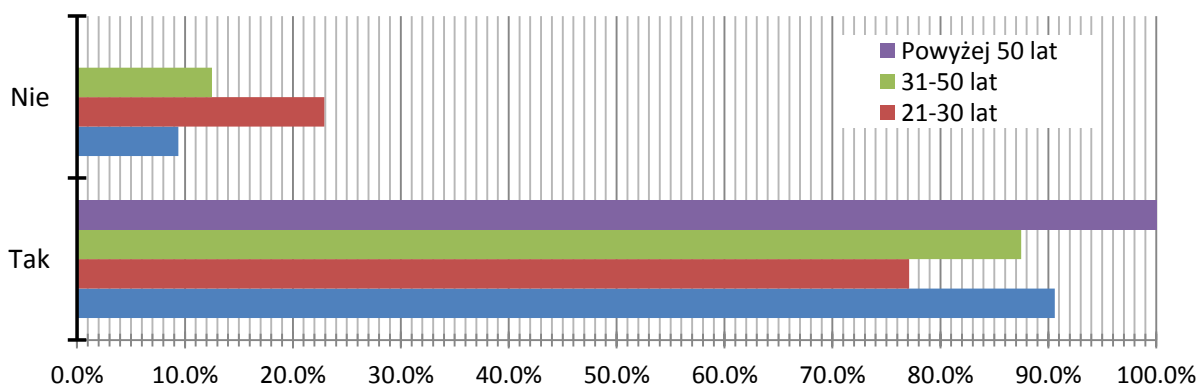


Fig. 22. Whether he used you earlier from favours of the farm tourism household?

In this case replies weren't complicated; they required unequivocal answers giving the image of receiving farm tourism belongings. One can see very clearly, that examined already early used this form of rest, and to conclude it is possible, that enough such a form suited them that had used it again.

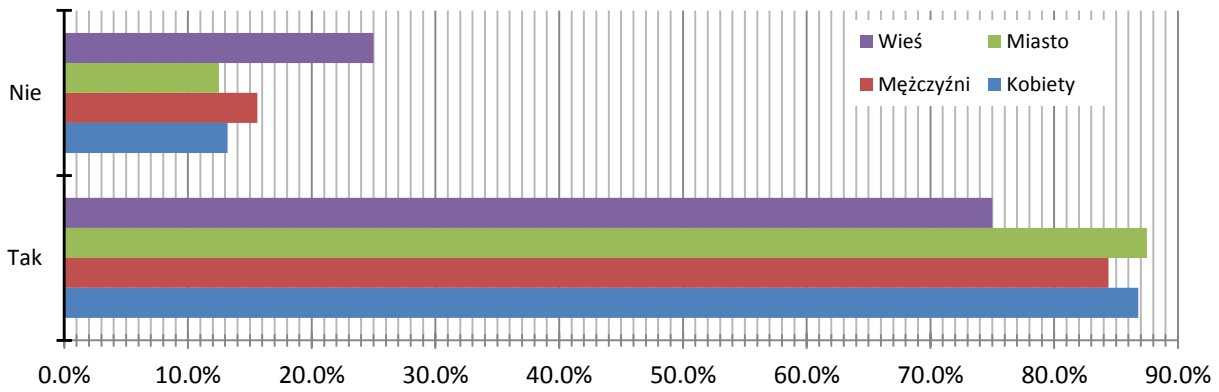


Fig. 23. Whether he used you earlier from favours of the farm tourism household?

By analogy as a matter of fact statements negotiate at persons inhabiting cities and villages and at women and men. The same willingly with the great plausibility they come back and will come back in order to spend one's holidays in farm tourism households.

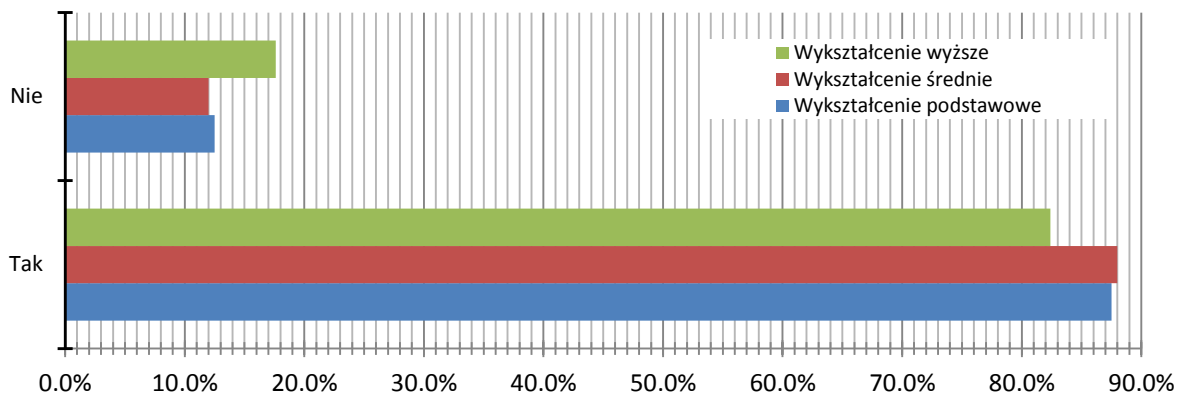


Fig. 24. Whether he used you earlier from favours of the farm tourism household?

In this category of the division replies of respondents also coincide from made a note in previous divisions. So in this case neither an education, nor a sex or a domicile is significant. If examined they were pleased from favours for them provided, probably willingly come back into known places or recognised forms of rest.

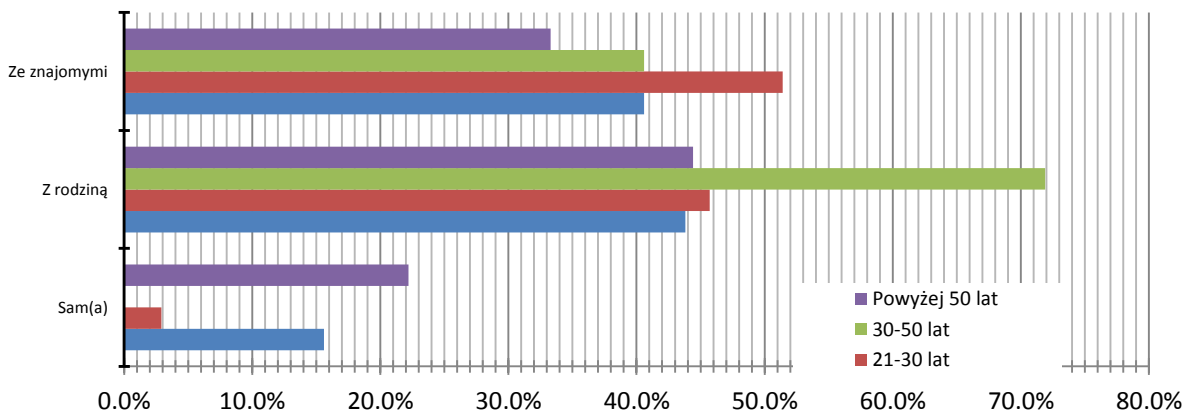


Fig. 25. Whom you rest with in the farm tourism household?

The next question concerned the company with which participants in the questionnaire form spend the time of rest in farm tourism households. Determined majority of persons in the middle age (c 72 %) he rests along with the family, although the sizeable group likes to rest with acquaintances, peculiarly young people.

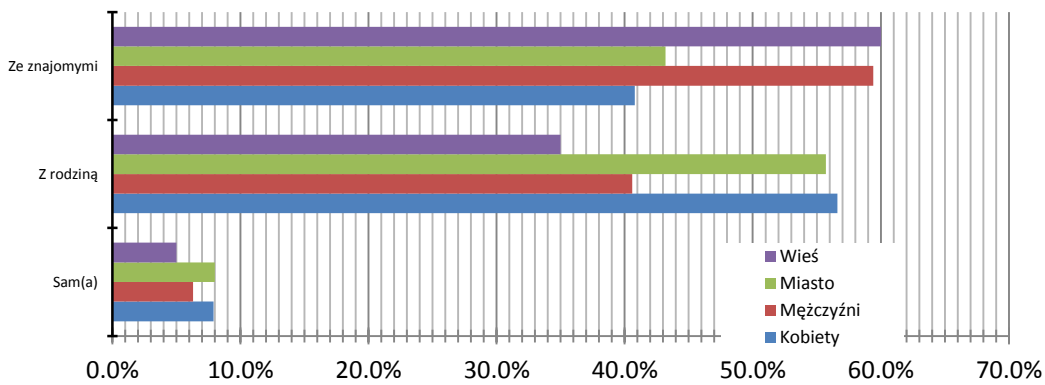


Fig. 26. Whom you rest with in the farm tourism household?

Here a little bit differently statements develop on the part of men, because as can be seen they favour rest with acquaintances. Definitely women living in cities want to rest with the family. They peculiarly lack the time in everyday chases and the career, the rally like only it possible probably want to spend this time with family and friends.

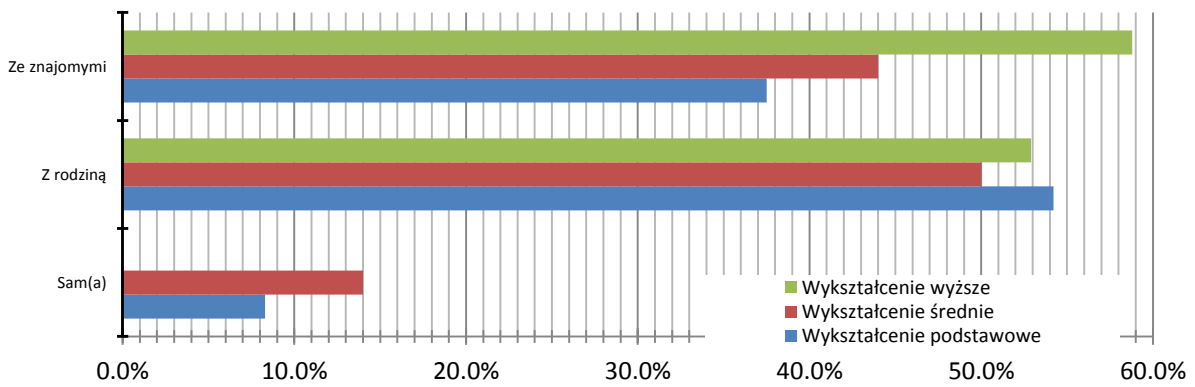


Fig. 27. Whom you rest with in the farm tourism household?

Also for persons with the education both for higher averages or basic, being with the family during holiday is the greatest need. At least a largest group with the secondary education (44 %) and basic (38%) likes also to spend holiday with acquaintances. However in all higher discussed situations fundamentally nobody wants to spend retreats of the time of rest.

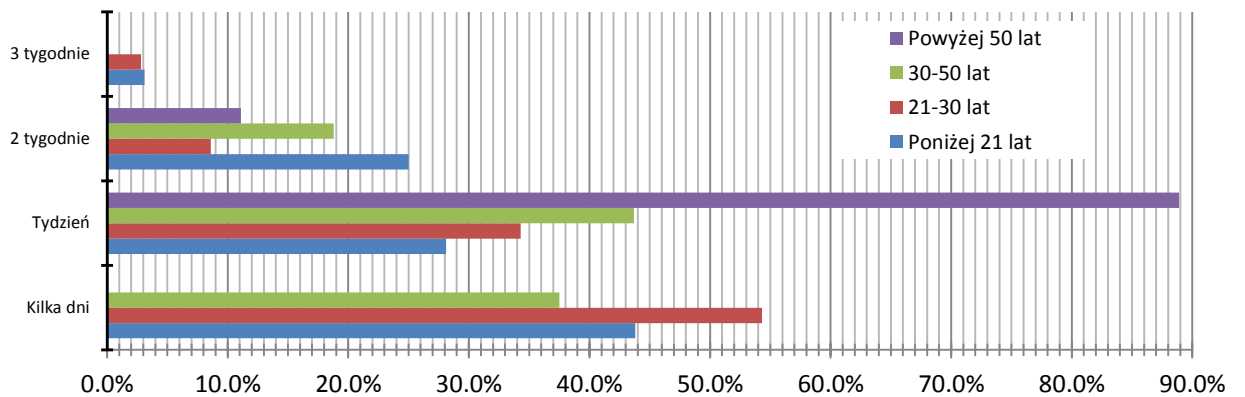


Fig. 28. On average how much of you do the stay last in the farm tourism household?

The average length of stay in discussed households was a week or a few days. Above the person 50 of year of age in almost 89 % declared the week's stay. Longer stays are connected with heavy costs, and here one should probably seek the causes of such a situation.

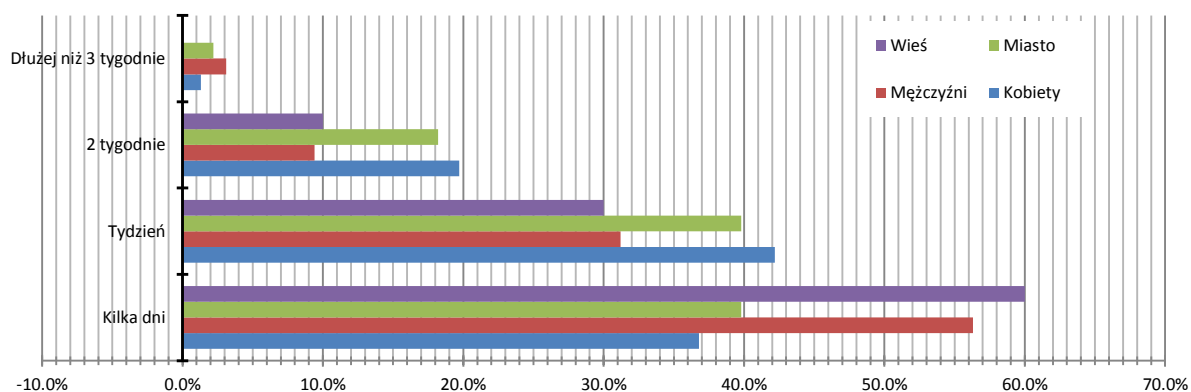


Fig. 29. On average how much of you do the stay last in the farm tourism household?

Similarly the thing had as regards distinguishing residents of cities of both the village and the woman and men itself. Definitely favoured a week or a several days' stay is a length of rest.

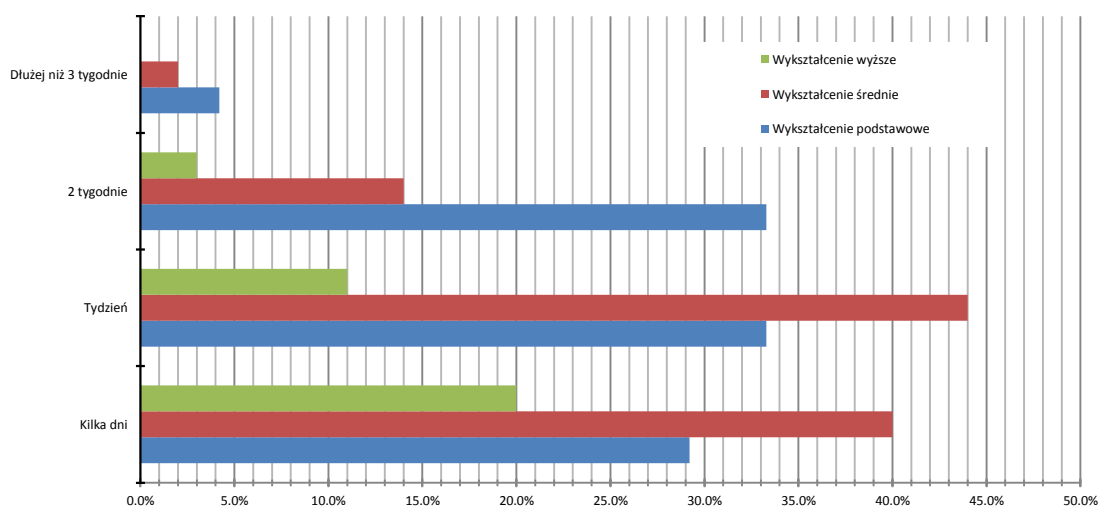


Fig. 30. On average how much of you do the stay last in the farm tourism household?

They don't diverge from previous answers of respondents on account of the education had by them. At least the most as for the weeks or several days stay persons granted positive replies with the secondary education (c 59 %).

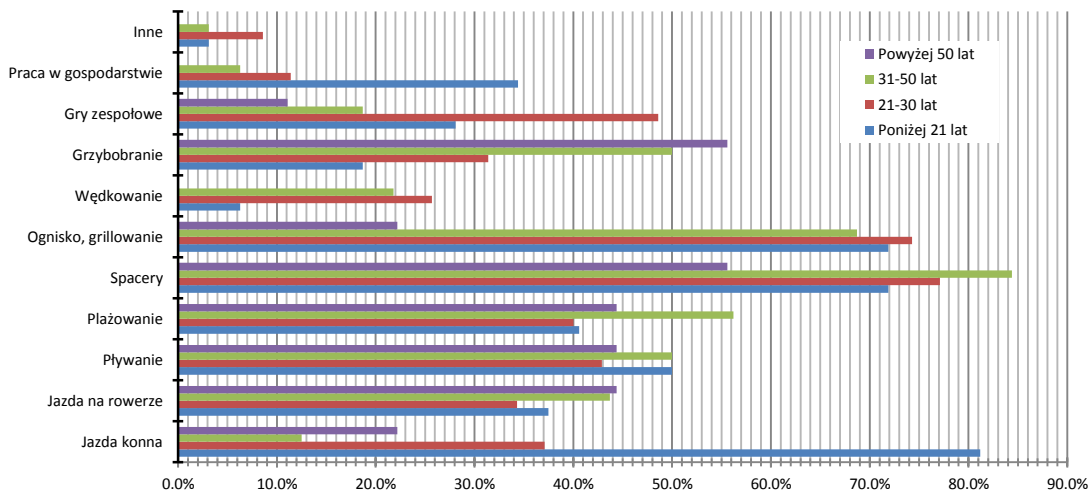


Fig. 31. What forms of the recreation he used you in the farm tourism household?

In farm tourism households very much a wide range of favours and the attraction is available. The next question concerned these attractions, from which examined used most oftentimes. In individual age groups replies were moved close, still most willingly respondents used foci and grilling from 67 % up to the 72%, from walks, mushroom pickings. Amongst the youngest participants in the questionnaire form very [a horse riding was popular (82%), however amongst persons above 50 of year of age a cycling and swimming were a favorite (44%).

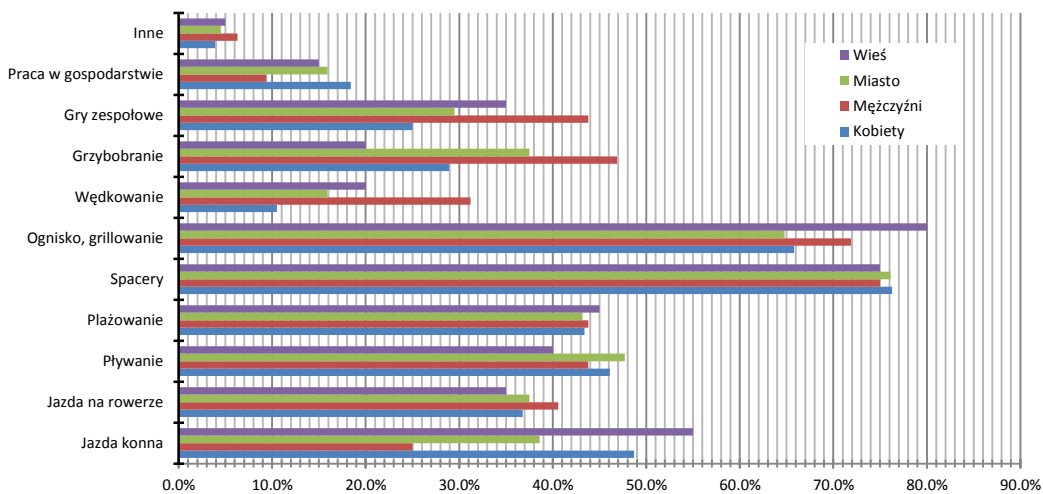


Fig. 32. What forms of the recreation he used you in the farm tourism household?

The division into men and women and municipal and country inhabitants of the territories showed that walks were determined most oftentimes chosen forms offered by farm tourism households to the recreation, foci and grilling and sunbathing. The work in the household enjoyed smallest with popularity, at least it would seem that he constitutes one of main attractions of this form of rest (only on average 20%).

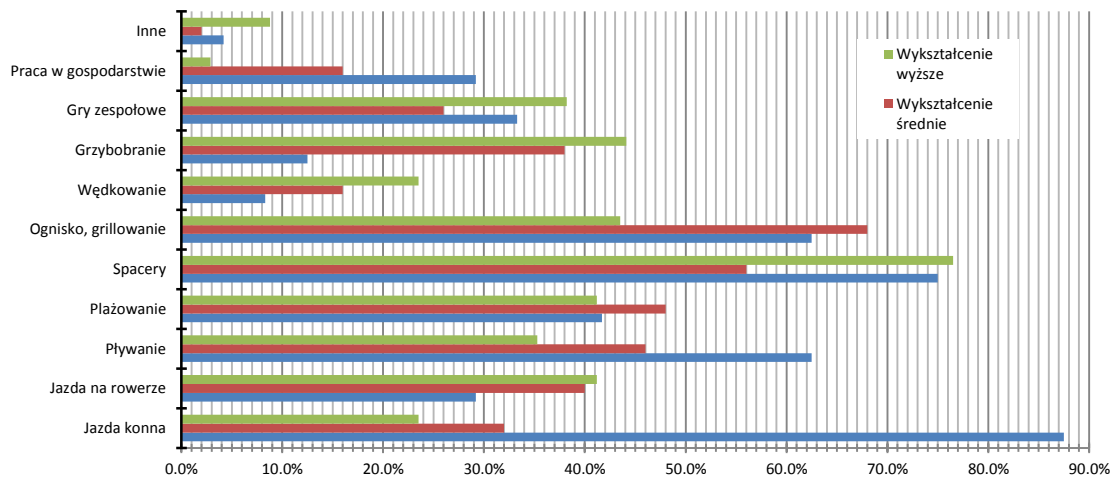


Fig. 33. What forms of the recreation he used you in the farm tourism household?

Educated persons on the higher and basic level regarded walks too most interesting method of spending time during summer rest. Foci and grilling unwillingly weren't also accepted. However the horse riding amongst persons with the primary education was on the very high level of the reply (88 %).

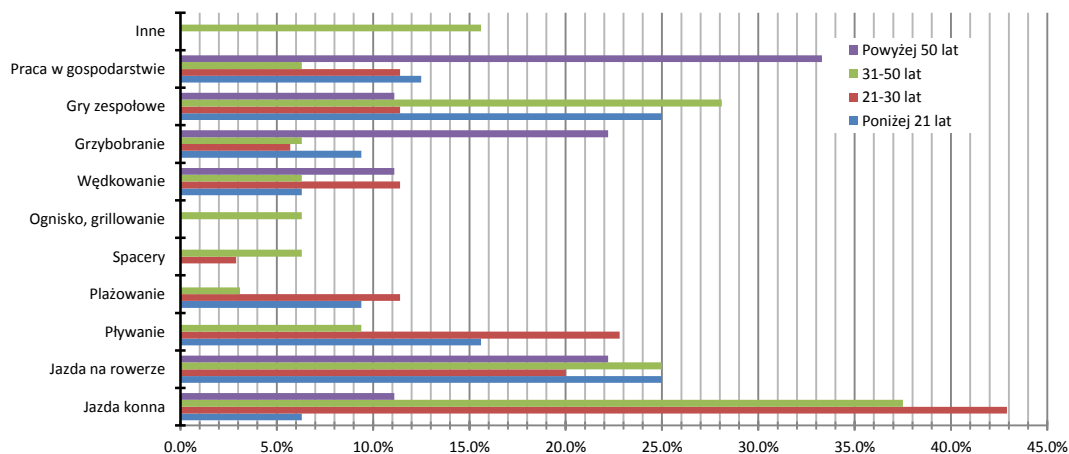


Fig. 34. What forms the recreation ran short according to you in the farm tourism household of and willingly used in order to you from them?

Question a little bit opposite to previous, concerned gaps in stock of households organising these forms of rest. So how it turns out above all a horse riding was missing (43 % for the group of 21-30 years) and of work in the household (34 % for the group above 50 years). With reference to previous results, where horse riding in certain groups and work in the household in other she didn't constitute the problem, it is possible to think that offers of different households didn't simply meet expectations of tourists sufficiently.

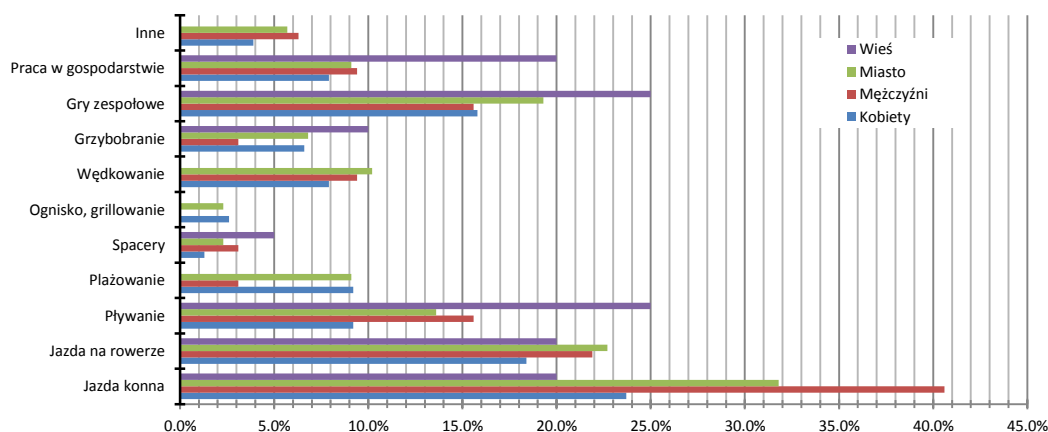


Fig. 35. What forms the recreation ran short according to you in the farm tourism household of and willingly used in order to you from them?

In this test of the reply one can see, that mainly men living in cities lacked the horse riding (42%) of respondents this way answered. As can be seen a possibility didn't certainly lack walking and grilling.

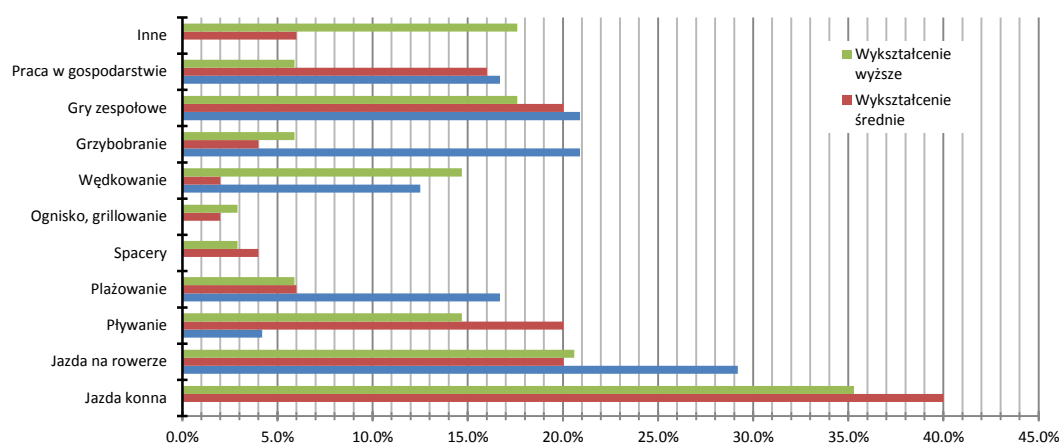


Fig. 36. What forms the recreation ran short according to you in the farm tourism household of and willingly used in order to you from them?

For persons with the secondary education and higher a horse riding was also missing the most, farther of the cycling, fewest walks and grilling (4 % and 3%). It is possible to suppose, what they confirm and this data the offer of some households didn't contain atrakc.j of this type.

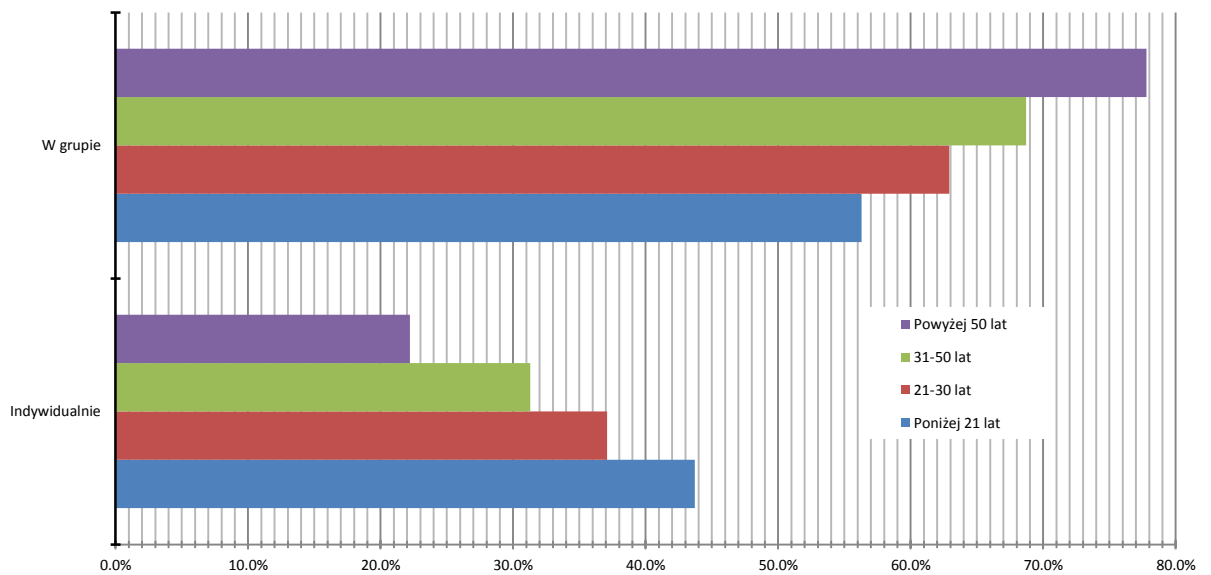


Fig. 37. Whether he preferred in order to you take recreational classes individually or in the group?

According to the principle "in the group at more ease" replies of respondents showed that they preferred the determination to act in the group, irrespective of the age group. Sure recreational classes simply straight out require the greater size, besides the certain dose of the event always raises the level of adrenaline what is indicated like the most during the active leisure.

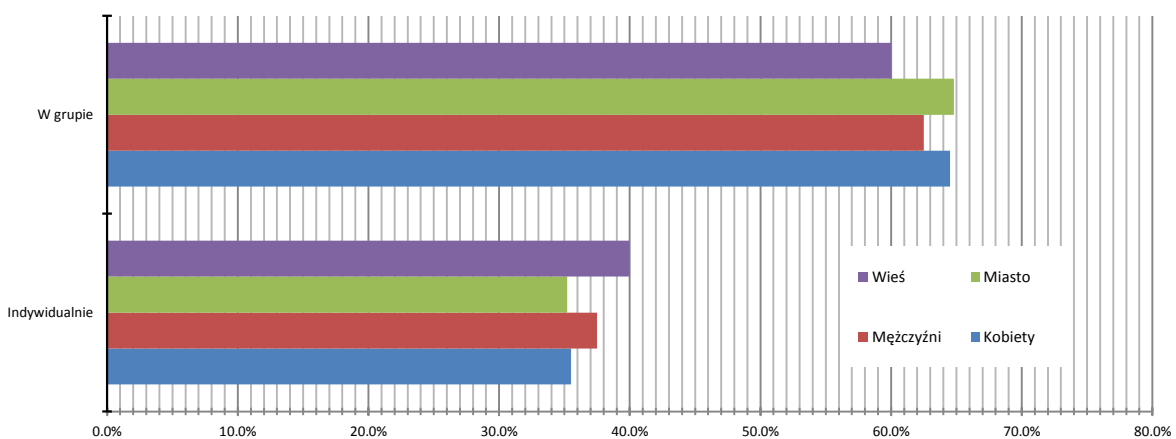


Fig. 38. Whether he preferred in order to you take recreational classes individually or in the group?

Both women and men stated that group classes were more attractive (on average 63%). At least probably some forms of the recreation are possible in the individual way for taking them (horse riding, roller blades), but healthy rivalry probably would be shown.

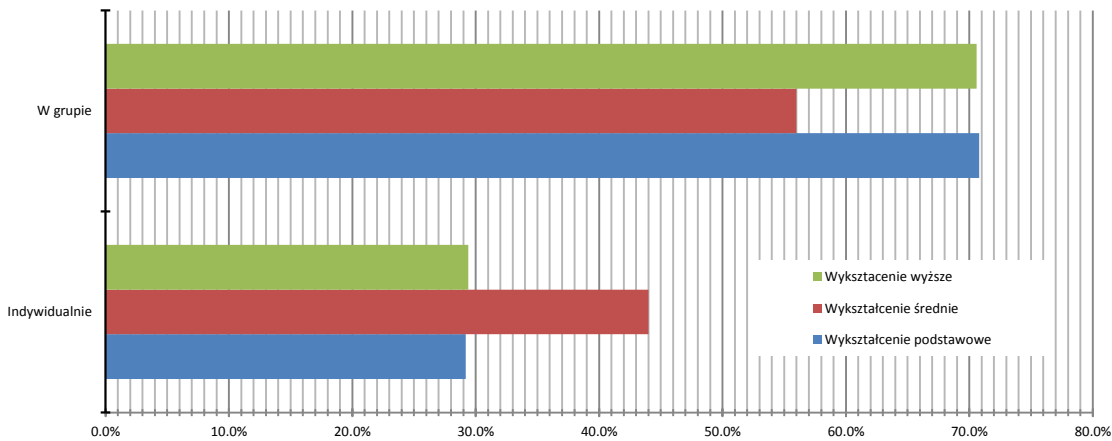


Fig. 39. Whether he preferred in order to you take recreational classes individually or in the group?

Both persons with the, average or basic higher education have nothing against group classes, as this way as in previous analysed groups, and the same principle probably refers to individual sports.

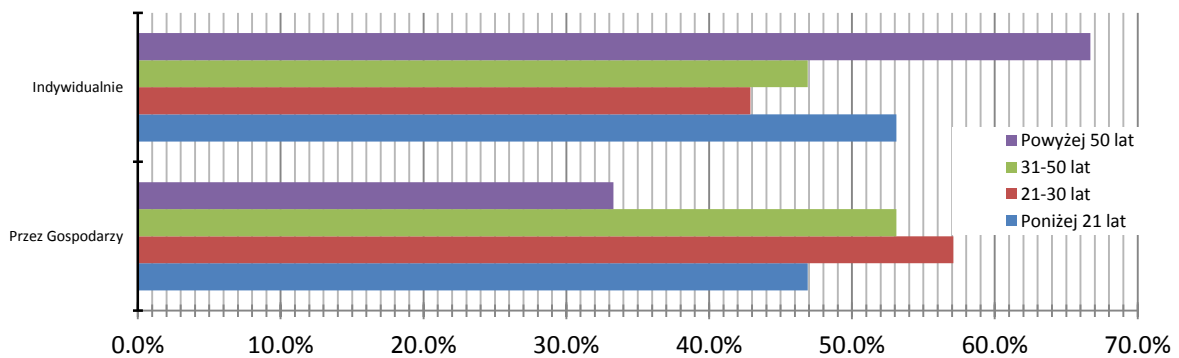


Fig. 40. Whether he preferred in order to you so that recreational classes are organised by hosts or individually on their own?

It is only a question seemingly is similar, and here very organization of classes means issues. There are persons who alone prefer to organize the leisure time for one, but there are also people which rely on their hosts. At least as can be seen in this case irrespective of the age opinion is divided. In group 21 and 30 years individual would prefer organizations 43 % examined, however organising rest by hosts favoured 58 %. So these results enough are moved close.

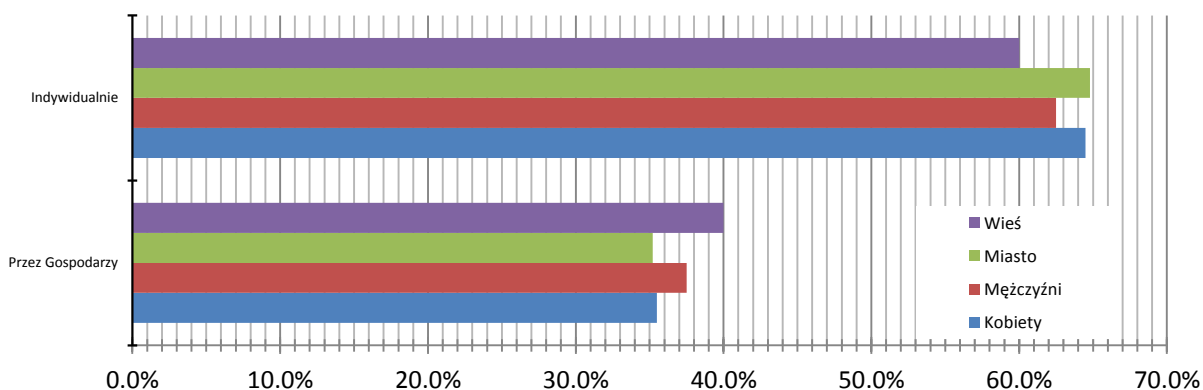


Fig. 41. Whether he preferred in order to you so that recreational classes are organised by hosts or individually on their own?

Individually for oneself to organize goitres the time of 47 % women and 54 % men. Similarly a thing is with residents of cities and the village. However hosts also found their admirers and don't run away drastically from the second form.

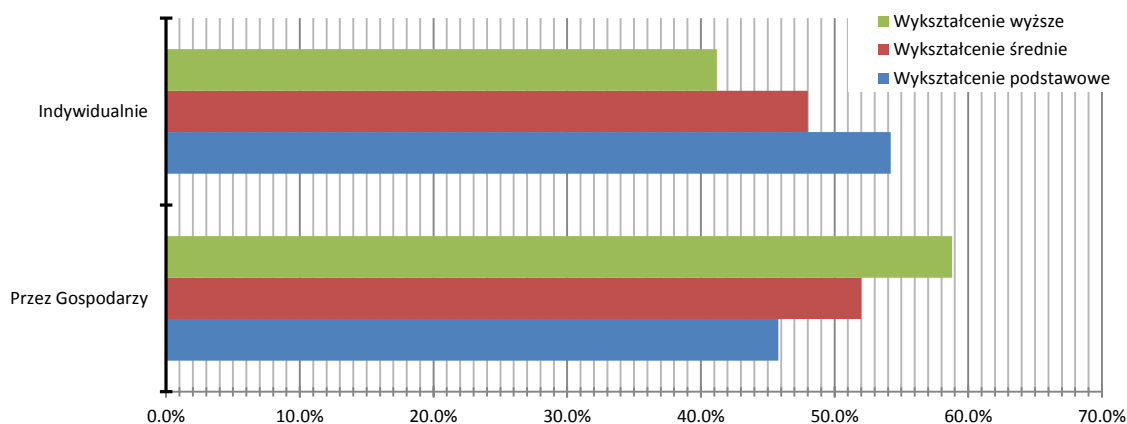


Fig. 42. Whether he preferred in order to you so that recreational classes are organised by hosts or individually on their own?

Taking the education into consideration, here replies of respondents are even more similar. Recalled preferences of organising classes by hosts and individually fluctuate within the limits of 50 - 60 %.

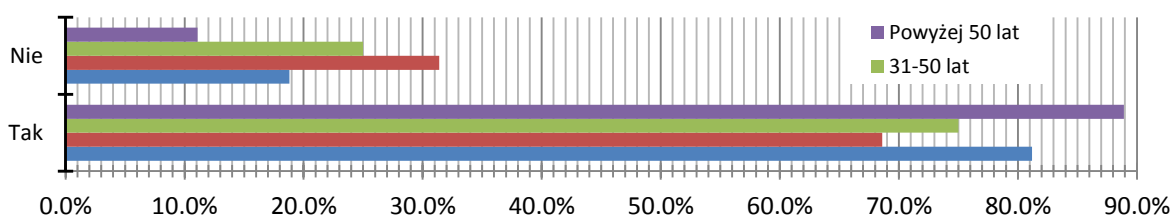


Fig. 43. Whether conditions proposed by hosts permit fully to fulfil of you recreational needs?

The next question concerned conditions proposed by hosts and expectations of tourists. In all age groups replies enough were moved close and fundamentally offers didn't criticize households and the proposal of their owners.

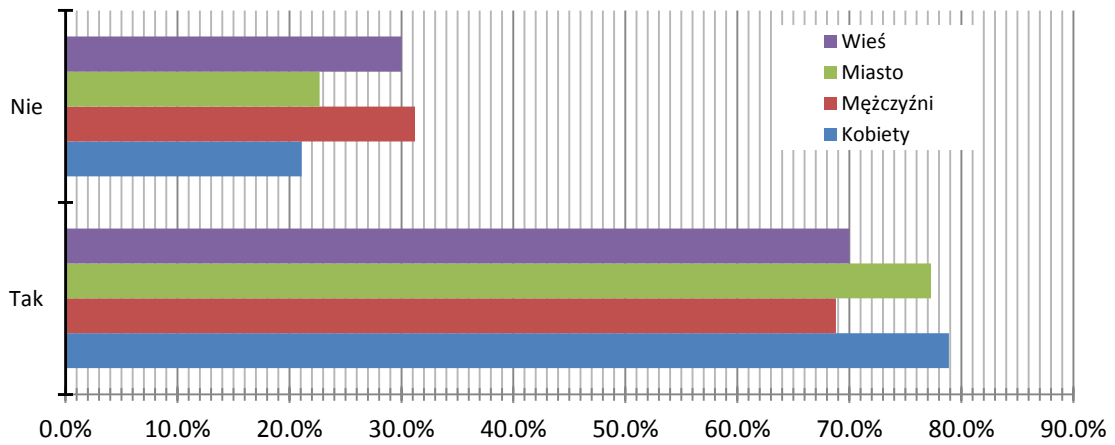


Fig. 44. Whether conditions proposed by hosts permit fully to fulfil of you recreational needs?

The division of respondents into the domicile and the sex didn't bring other replies in than in the previous group. Generally tourists were apparently pleased with proposed conditions which were found in farm tourism households.

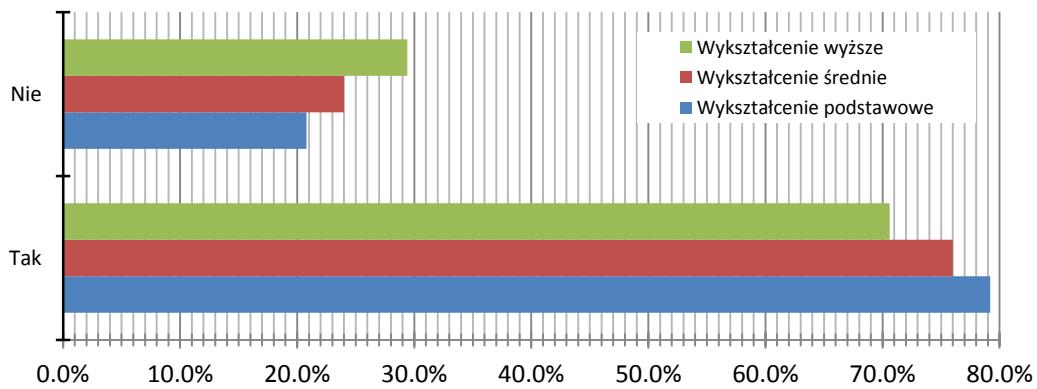


Fig. 45. Whether conditions proposed by hosts permit fully to fulfil of you recreational needs?

That's it a thing is amongst persons with the, average and higher primary education. In a similar way to previous results determination of more positive than negative sentences.

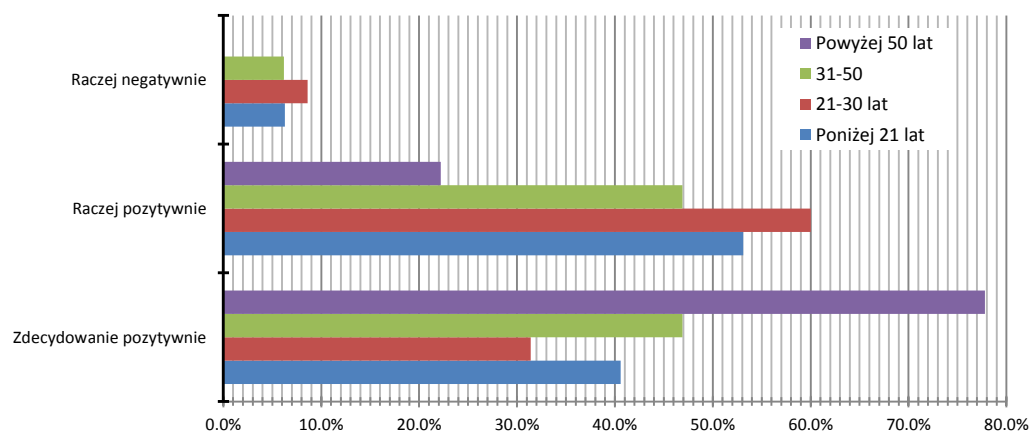


Fig. 46. How he determined in order to you recreation in the farm tourism household?

The final question is so to speak summing the whole of deliberations up. The most definitely positive opinions were among a people above 50 of year of age (78 %), least amongst 21 - 30 years (32%). Remaining persons enough well assessed examined issue.

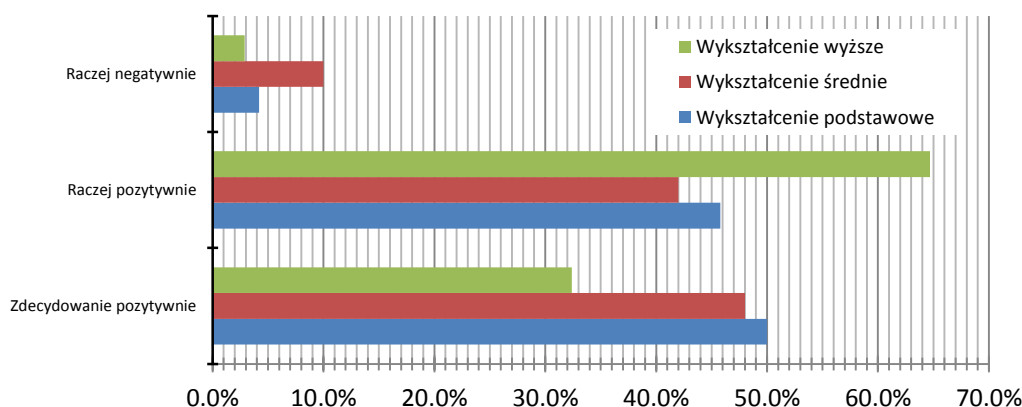


Fig. 47. How he determined in order to you recreation in the farm tourism household?

Similarly for giving its opinion on households had educating by persons using the discussed form rest didn't affect. Very much persons gave a positive opinion on households with the higher education (65 %).

Discussion

A subject matter of rest and the recreation is a special topic for discussion in the holiday season, at least some issues here brought up, as the physical activity generally speaking, are an all-year-round theme (Batyk et al. 2009, Jurkiewicz et al. 2011). Test of the questionnaire survey, let state, that for the determined majority of persons and what's more without differences in matters of age, domicile, level of education or the sex, a healthy lifestyle forms a relationship almost exclusively with healthy feeding and the physical activity. Remaining elements which were offered to respondents didn't find approval amongst examined. A healthy lifestyle for the majority of persons forms a relationship mainly with the physical activity and healthy feeding. Remaining elements how, it was possible to notice, that is the lack of addictions, hygiene or the environmental protection, not entirely were associated with a healthy lifestyle. High percentage of the reply in the age group from 31 up to 50 years, that is in the group which already has families and children being still dependent (trainee, studying), indicated rest in the country, in surrounding the nature, as the one most

desired (72%). At the division into the domicile, the sex and the age opinions developed on the levelled (50%), both women and men, persons with the higher education whether basic, inhabited in the city or in the country, preferred rest with the family. If people have time for themselves less and less, desire for spending holiday with oneself has a very positive overtone. This way so a thesis that most willingly we rest in the family circle was confirmed, but also the circle of acquaintances and friends is a nice and satisfying time together spent in the bosom of nature. Conditions owners of farm tourism households propose which are for the here and now satisfactory. Their quite rich offers, not always used by tourists, constitute considerable attractions, in particular for persons living in cities and not having a possibility of such a contact from natural and clean still with environment farm tourism households propose which. Deciding positively and rather positively assessed conditions in farm tourism households from c 40 to 70 % respondents. The highest evaluations were made a note in age group 0 d 31 to 50 and above 50 years, also persons with the higher education appraised proposed attractions highly and (65%), amongst women and men replies fundamentally didn't differ, both groups positively expressed their opinion about rest in households. This form of rest which is offer of farm tourism households, enough little she is still spread, although becomes more and more popular. It does well also development of the village and communes under the angle economic, but using rest in this form brings unquestionable multilateral benefits. Findings authorise to draw the following **conclusions:**

1. A healthy lifestyle is above all a healthy diet and a physical activity.
2. The environmental protection, caring about the own health and the lack of addictions in the little measuring cup are associated with a healthy lifestyle.
3. The determined majority of persons make the lack of time conditional from leading a healthy lifestyle.
4. Leisure time and will watch television and using the computer it unfortunately still almost tantamount notions.
5. Farm tourism households unroll and incessantly broaden their offers, although aren't still very much a popular form of spending the free time.
6. Families are a broad market demonstrating the demand for farm tourism favours with children and trainee young people.
7. One should more propagate such forms of rest which let appreciate natural advantages in the country in offers of tourist offices.

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