

**THE ROLE OF MOTIVATION IN SHAPING THE NEED FOR A HEALTHY LIFESTYLE
FOR UNIVERSITY STUDENTS**

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ABSTRACT

The article discusses the problems of a student's healthy lifestyle, as well as his motivation. The levels of formation of a healthy lifestyle have been determined. The results of the student survey are summarized and the factors of student motivation for a healthy lifestyle are identified.

Keywords: Motivation, healthy lifestyle, student, health, physical education.

INTRODUCTION

Currently, the question of a healthy lifestyle (HLS) is being asked more and more often, and there are more and more people suffering from cardiovascular and other chronic diseases. Modern students are the main labor reserve of our country, they are future specialists and future parents. Therefore, their health is the key to the well-being of the whole country. Therefore, it is necessary to involve young people in sports and motivate them to a healthy lifestyle. These concepts include the idea of a person's needs, interests, goals, intentions, aspirations, external factors that make him behave in a certain way, and the management of activities in the process of its implementation.

The word "motivation" is a broader concept than the term "motive". Motivation, therefore, can be defined as a set of psychological reasons that explain behavior, its onset, orientation, and activity. The idea of motivation arises when trying to explain rather than describe behavior. This is a search for answers to questions like "why?", "why?", "for what purpose?", "for what?". The internal discomfort of feeling dissatisfied, combined with a certain situational stimulus, leads to the actualization of a certain need that seeks its satisfaction in a certain subject.

The same need can form different motives for behavior in different people. The need-object relationship becomes the driving motive of behavior. The need activates the body, stimulates its behavior, aimed at finding what is needed. In addition to physical and organic needs, humans also have material, spiritual, and social needs.

Currently, the problem of non-standard behavior of the younger generation is becoming more acute, which requires solving the issues of education and upbringing of students. In this regard, there is a national task of increasing the level of health culture of the whole society, namely, the formation of the need for a healthy lifestyle. Not only the improvement of education in the field of technical and humanitarian fields of knowledge. Knowledge concerning knowledge about the personality itself, anatomical and physiological aspects of self-development are equally important for a person.

In our opinion, the role of physical culture, recreation and mass sports activities is exceptional and unique in solving these issues. We believe that there is every reason to assert that the student age is a sensitive period for students to choose their life position, which should be fully focused on a healthy lifestyle. After all, a healthy lifestyle is the most important condition for preserving and improving the population's gene pool, and this, in turn, contributes to the progressive development of the country as a whole. It is physical culture and sport that contributes to the formation of a comprehensively developed personality, and at present, in our opinion, the principle of a health-improving orientation of physical education should become increasingly relevant.

After all, human health is one of the global problems of our time, since the costs of civilization negatively affect human health. We think that one of the most promising areas that can significantly improve the effectiveness of physical education and wellness activities is the work of teachers aimed at the personal interest of each student in improving their health, namely the formation of the need for a healthy lifestyle.

These aspects encourage students to show interest in physical activity, increase their resistance to adverse conditions and strengthen their health. The aesthetic component associated with the formation of body culture, the pursuit of physical beauty and aesthetically justified behavior also plays an important role in the development of interest in healthy lifestyle. During the game, students develop the ability to overcome difficulties, form discipline and strong-willed qualities, which positively affects their attitude to regular physical education.

We believe that the effective work of physical education departments depends on a well-developed concept, the choice of the right forms of organization of classes, programs, and directions. This choice is largely determined by understanding the essence of motivation, studying the factors influencing it and methods of increasing it.

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