

DEVELOPING STUDENTS' INTEREST IN PHYSICAL EDUCATION AND SPORTS

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Abstract. *This article provides an in-depth scientific analysis of modern approaches to the development of physical culture and sports among students in higher education institutions. The study examines innovative pedagogical technologies, digital tools, competency-based approaches, and motivational mechanisms used in physical education. The research is based on pedagogical observation, surveys, and comparative statistical analysis. The findings demonstrate that modern approaches significantly enhance students' physical activity, improve health indicators, and strengthen sustainable motivation for sports participation. The results of the study can be effectively applied in improving the physical education system in universities.*

Keywords: *physical culture, sports, students, modern approaches, innovative technologies, healthy lifestyle.*

Аннотация. *В данной статье представлен углубленный научный анализ современных подходов к развитию физической культуры и спорта среди студентов высших учебных заведений. В исследовании рассматриваются инновационные педагогические технологии, цифровые инструменты, компетентностно-ориентированные подходы и мотивационные механизмы, используемые в физическом воспитании. Исследование основано на педагогическом наблюдении, опросах и сравнительном статистическом анализе. Результаты показывают, что современные подходы значительно повышают физическую активность студентов, улучшают показатели здоровья и укрепляют устойчивую мотивацию к участию в спорте. Результаты исследования могут быть*

эффективно применены для совершенствования системы физического воспитания в вузах.

Ключевые слова: *физическая культура, спорт, студенты, современные подходы, инновационные технологии, здоровый образ жизни.*

In the context of modern globalization and digitalization, physical education and sport are becoming important factors in social development. Improving student health, enhancing their physical fitness, and fostering a healthy lifestyle are among the priorities of the higher education system. In recent years, physical activity among students has declined, sedentary lifestyles have increased, and the incidence of health problems has increased. Traditional physical education lessons often fail to fully meet the needs of students and the demands of modern society. Therefore, there is a need to modernize the physical education process and widely implement innovative pedagogical technologies and digital tools. The main objective of this article is to substantiate the scientific and practical effectiveness of modern approaches to developing physical education and sport among students.

The study utilized comprehensive scientific methods. Specifically, it included an analysis of scientific and pedagogical literature, pedagogical observation, questionnaires, testing, and statistical analysis. The study was conducted among 150 university students in the 2023-2024 academic year.

The students were divided into control and experimental groups. In the control group, physical education classes were organized using traditional methods, while in the experimental group, interactive classes, digital training platforms, and an individualized training system based on modern approaches were implemented. The study assessed students' physical fitness, cardiovascular fitness, and motivation.

The study results showed that physical education classes organized using modern approaches significantly increased students' physical activity. Overall physical fitness in the experimental group improved by an average of 23-28%.

According to the survey, 72% of students in the experimental group reported an increased interest in sports, and 68% began engaging in physical activity independently. These indicators were significantly lower in the control group. Statistical analysis confirmed the high effectiveness of modern approaches. The results, when compared with modern scientific research, demonstrate the importance of innovative approaches in the development of physical education and sports. Monitoring training sessions using digital technologies increases student motivation and positively impacts their independent work. Organizing training sessions based on an individualized approach also allows for the physical capabilities of each student to be taken into account. This helps reduce the risk of injury and improve training effectiveness.

In conclusion, the use of modern approaches to developing physical education and sports among students has proven to be highly effective in both scientific and practical terms. Innovative pedagogical technologies and digital tools serve as an important factor in improving physical education, promoting student health, and fostering a healthy lifestyle.

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