

BASKETBALL AS A MEANS OF CORPORATE EDUCATION FOR STUDENTS

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Introduction: As you know, basketball as a game, as a sport, appeared among students. Currently, more than 250 million people play basketball; the International Basketball Federation includes 213 countries.

Methods: Basketball as a means of physical education has been widely used in various parts of the physical education and sports movement. In the education system, basketball is included in physical education programs for all categories of students, including higher education.

Universities hold higher education basketball championships between groups of different faculties, between faculties, between courses. [1]

Basketball, as the most popular sport among young people, in new modern conditions was chosen as a pilot sport among other equally interesting game sports that shape the development of physical and personal qualities, as well as a healthy lifestyle.

Mass sport, in particular student sport, is a powerful factor in the unity, physical and spiritual healing of the nation, and maintaining it in adequate social tone. Understanding this is especially important now. [3]

On the one hand, the country has largely survived the consequences of a shock period of total physical and moral degradation; the socially adapted part of the population turned out to be to a certain extent satiated with the consumption of substitute pleasures and emotional stimulants; it becomes fashionable and prestigious to be a physically developed, adequate, decent and predictable person; the corporate model of thinking and behavior in this population begins to prevail over the anarchist-nihilist one. The noted processes also concern young people, primarily the most “advanced” part of them - the students.

Basketball, as a bright and “fashionable” sport that allows you to combine collectivism and demonstration of personal qualities, combined with a whole layer of modern popular youth subcultures, can easily lay claim to the role of a “pilot” sport, the development of which will entail an increase in interest in a healthy lifestyle in general. [2]

On the other hand, the consequences of failure in physical and ideological education, economic and social crises continue to be too significant and obvious. They are manifested both in the continued marginalization of part of the youth environment, and in the widespread dissemination of consumerist and dependent sentiments in the segment of socially adapted youth.

Results and Discussion: An extremely negative social factor today is the departure of huge masses of the population into the virtual Internet space, accompanied by passivity in real life.

Unfortunately, this set of modern negative social phenomena is typical for young people; Universities, even the most prosperous and prestigious ones, suffer greatly from it.

Systematic sports activities and corporate support for student groups can become a serious alternative to asocial and socially apathetic behavior among young people; that alternative, without which more or less effective government activity to minimize harmful social phenomena and processes is impossible. [4]

The period of a young person’s stay at a university is actually the last period of time during which he can, if not be educated, then at least be oriented toward certain life values. It is at this time that the future ethics of social behavior of a young person, methods of achieving life goals, a circle of friends, and ideas about intangible benefits that deserve attention throughout life are largely formed.

Conclusion: Thus, in the corporate aspect, the development of student basketball can actively contribute to the displacement of negative asocial phenomena from the student environment, strengthening the corporate spirit, organization, sense of responsibility for the result, social tolerance and patriotism in young people.

The acquisition of such qualities by university graduates will immediately affect their demand by employers and, accordingly, the competitiveness of the educational institution.

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