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THE ISSUE ON THE FORMATION OF HEALTHY LIFESTYLE IN YOUTH IN THE PERIODICALS OF GREAT BRITAIN

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The Issue on the Formation of Healthy Lifestyle in Youth in the Periodicals of Great Britain

The article concerns the issue of the formation of healthy lifestyle in youth in the periodicals of Great Britain. The formation of healthy lifestyle in youth is proved to become one of the paramount challenges in the whole world. Taking into consideration the articles of the leading British newspapers, such as *The Guardian* and *The Independent*, the author reveals the main health concerns of British youth: obesity, tobacco smoking, drug addiction, alcohol addiction, etc. According to the results of the analysis, the modern educational system of Great Britain provides the formation of the ideas of healthy lifestyle in youth to educational process. The author also emphasizes that among all measures against pernicious habits held by the administration of educational establishment some aspects are left beyond attention: physically active way of life of the youth, physical exercises, tourism and sport. In the author's opinion, sport is the most effective side of healthy lifestyle. Providing of the efficient information and propagandistic system in order to inform students about the negative influence of risk factor on their health and the possibilities of its deterioration is expected to be a promising measure.

Key words: formation of healthy lifestyle, pernicious habits, periodicals, youth.

Topicality: Physical and mental health of young people remains one of the actual problems for nowadays society. The formation of healthy lifestyle for youngsters is very important for progressive demographic development. As a result of fast technologies' development, mass media, and unstable economy situation in the world, nowadays young people tend to be under impact of negative factors that give negative effects on to physical and emotional state of a person. There is no special way of treatment towards health, as for the main factor on the way for successful future, in minds of Ukrainian youngsters. The cause for that is lack of programs,

technologies and methodical approaches towards the organization of education, that will be aimed for self-development and forming the basis of healthy lifestyle of youngsters, so that it shows us the topicality of the main theme.

One of the greatest scientists who dealt with the problem of developing the healthy lifestyle for youngsters were professor D. Carter (the head of Science and Education council in Great Britain), Ph.D. D. Catriona-McCabe, consulting psychologist of Middleborough University, but it seems that, while studying the topic, there was lack of analysis for different kinds of English Press, that would investigate the educational moment of healthy lifestyle for youngsters. All that causes the theme for this article – to investigate the problems of healthy lifestyle of Great Britain youngsters, and research the previous experience about solving these problems, that is presented on pages of main publications in Great Britain.

The problem of educating the healthy lifestyle was a hard question for scientists all the time. Yet in XVIII century M.M. Karamzin wrote: “Health, that we are not respecting at all in youth, becomes big wealth as years pass by” [1]. This reasonable thought of M.M. Karamzin is very actual today, because now life gives us a lot of opportunities, but sadly we only use them to harm ourselves.

The formation of habits is rooted usually in adolescence and they have impact on the health state during the lifetime. During the childhood the model of healthy lifestyle is dictated by parents and their guidance and family values. During the adolescence young people start to look different, or adult models of healthy behavior: smoking, drinking alcohol and taking drugs. That’s why it is crucial to guide the younger generation into the right way and do whatever possible to teach them the model of behavior without any asocial things in it.

Western civilization puts a priority on the formation of healthy lifestyle and that is shown in various mass media, and in press too. We believe that we need to analyze the English press, where problems of the healthy lifestyle are discussed. We took the articles of such British daily papers like “The Guardian” and “The Independent”. Among the main health problems of British teenagers the most widespread are adiposity, alcohol and drugs consumption, smoking etc. Western

civilization promotes fast-food that eventually causes the problems of overweight. “Overweight can also have big effect onto psychological state of a teenager”, - says professor D. Carter, the head of Science and Education council in Great Britain. [4, p. 5]. Doctor D. Catriona-McCabe notes that for lot of students overweight is caused by a line of psychological reasons:

“Researches show that high level of stress during the studies in university may lead to using different methods of lowering the stress down. In this case food is a way to deal with stress and other negative emotions” [12].

In some universities of Great Britain there are special teams of professional psychologists, who offer practical help for those students who want to improve their health and start going in for sports. That leads to more positive ways of struggling against overweight. Doctor E. Weychselbaum, a scientists of British food fond believes that there are a lot of ways to maintain healthy diet without serious expenses. She proposes to plan the ration beforehand [12].

Journalist and editor of “The Guardian” H. Lacey, in an interview called “Whether educational establishments should control the health of the students” found out that parents believe schools should form the healthy lifestyle of students with a healthy meals. Students also should go in for physical training on lessons. Parents believe that teachers should not only teach grammar and writing, but also a base knowledge of a healthy lifestyle [7].

R. Williams thinks about the universities’ abilities to struggle against overweight of their students. Author writes about new program “Fit & Fabulous”, that started working in Bristol University. This program includes self defense lessons for girls, and also the ability to communicate with top class sportsmen. It is interesting that after Christmas holidays the 12-week program of weight loss “Slim & Trim” is proposed. R. Williams noted that in Loughborough University a free club of healthy lifestyle and weight loss was opened. [11]. Also in that university, online meal diary was introduced, that will allow students to get exact calculation for calories and nutrients that they consume when eat on campus. They plan to automate this system, so that all that was purchased automatically goes online. And in Lincoln

University students are proposed to take lessons of chef V. Cataffo, who will teach them to cook simple and healthy dishes [11].

It is important to note that the leadership of British universities believes that healthy nutrition will improve the quality of studies. Some educational institutions in England work by scheme “Food for brain”. In that scheme there is a list of nutrients for optimal brain functioning, clear memory, concentration, mood and psychological stability. It is interesting that in some universities they offer you unlimited quantity of fruits for a very low price.

They believe that football is a great way to struggle against bad habits in Great Britain. R. Pugh, the journalist of “The Guardian”, in her article named “Football against smoking and overweight” noted that more than 66 thousand of young people in Europe signed for programs that allow them to get personalized messages of support from their favorite football player of Barcelona team via mobile app [9]. Doctor S. Grey, one of members from Glasgow University team, who developed this project notes: “The secret of this scheme’s success is that men are very loyal towards their favorite football club. They do believe that they will improve their health for the sake of the club” [9].

Today British parents became much more financially stable, but the previous generation couldn’t even dream about the variety of opportunities that nowadays world opens for young people. Though, because the increasing level of divorces, teenagers are left for themselves and unlike the earlier times, they tend to spend their free time with people of their age, not with parents. Thus, all the mentioned factors form psychological instability of teenagers, and promotes anti-social behavior, use of drugs and alcohol.

According to the last data of European monitoring center for drug dependence, it became known that unlike the stereotypes, the main mass of people who take drugs are diligent, employed and wealthy young people [4]. The research that was conducted in some English schools among teenagers 11 – 16 years old, who take drugs, determined a number of social factors that affect such activity. They are problems with police, bad results in studies, weak religious beliefs, single-parent

families, the priority of a teenager in family (instead of a parent), and exclusion from school [4]. Just for the last year the number of smoking kids increased for 50 000 [3]. Also there is one more problem among students of Great Britain. C. Nixsey, the author of daily paper “The Guardian” writes that because of huge psychological loads in studies, the use of doping medicine became one of the serious problems connected with health of young people [8]. C. Nixsey found out what professionals think about that. B. Sahakyan, professor of clinical neuropsychology of Cambridge University notes: “The leadership of universities must think if they want their students to take exams under doping or not?” [8]. Students buy such medicine mainly on the Internet or with help of friends. Such way is easy, but also very risky. B. Sahakyan is worried about these medicine use by students, because the effect of those medicine for health has not been completely studied yet. Professor encourages students to stop taking such medicine and proposes an alternative – regular training and healthy sleep [8].

By last date, more than 150 000 British citizens die every year from diseases that smoking can cause [3]. S. Vulnou, Executive Director of Policy and Information of UK cancer fund notes: “The change of colorful cigarette packs for simple packs with bright sights that will warn about the health damage is a very important thing to protect the health of youngsters” [2]. S. Vulnou asks the government to execute this project immediately. “Smoking kills and it causes at least 14 different kinds of cancer. The development of standard packs will help at least to protect the children” [2].

Professor D. Carter, the head of Science and Education council in Great Britain believes that the control of access for tobacco products is the best strategy to prevail the smoking among teenagers [2]. He believes that there are two main ways of struggle against smoking among the teenagers. “Reducing the availability of illicit substances at whole will lead to reducing the use of them among teenagers” [2]. Professor also proposes to raise the prices for tobacco products. Professor also believes that the warning about dangers of smoking should be included in the advertisements of tobacco products.

Another serious problem that happens to be in the world right now is alcoholism. If back in the past the use of alcohol among teenagers was very rare, then now it became normal. Teenagers don't feel any hardships in buying alcohol. Sometimes, chasing the profit, they sell alcohol to even kids, and by that breaking the law. Teenagers, who are socially immature representatives of a society, are more inclined towards the alcohol effect than grownups. The pressure from the side of peers, the accessibility of prices for alcohol in pubs and stores, and also a freedom of being away from home – all that causes the development of alcohol addiction among teenagers not only in Ukraine, but in many other countries, and in England too. Teenagers in Great Britain have one of the highest levels of alcohol consumption in Europe. The research shows that drinking alcohol is thought to be normal in a context of spending free time. [4, p. 14]

Regular alcohol intake is connected with physical problems, anti-social behavior, violence, accidents, suicides, traumas and road accidents [4, p. 15].

Lately, the leadership of education institutions is thought to be the reason for excessive alcohol consumption among teenagers in English press. Thus, E. Seldon, the commentator of British policy leadership, in his article from "The Independent" wrote his point of view on this question: "I believe that nowadays we face so called crisis of spiritual guidelines of students ... there is a thought among vice-chancellors, that teenagers are already grownups, but 18 years old teenagers are much less reasonable" [10]. After the survey for graduates, author found out that 77% of respondents stated that their universities close eyes for excessive alcohol consumption by students [10]. D. Brown, the author from the same paper, shares the point of view of E. Seldon. He writes that the teachers of most universities agree that the education system does not give attention towards educating the culture, and it does not give a chance to adapt in student life [1]. We all agree with E. Seldon's though, that "students must have a personal guide, and learn everything on the first grade. Universities should run classes on welfare and happiness, developed to help students improve their mental toughness" [3]. E. Seldon also believes that information about difficult students should be spread more effectively between

university and parents [10]. Author asks teachers to educate the personality of a student at a whole, instead of just waiting good results at an exam [10].

P. Curtis, respondent of “The Guardian” writes about a campaign, the main idea of which is educating the teenagers about the culture of drinking alcohol during the holidays [5]. It is interesting that in all 54 student pubs, everywhere, even on bartender’s shirts there are posters, that ask to drink reasonably. The representatives of this scheme do not prohibit teenagers from drinking, but give the information about drinking in normal doses, drinking for both men and women, and also about consequences that excessive drinking might cause.

D. Campbell, respondent of “The Guardian” shares an idea about members of Emergency Medicine College about limitations that should put an end to increasing number of road accidents in Great Britain. These are: cancel the selling of alcohol on gas stations, cancel the alcohol advertisements that targets teenagers. Also these members urge all workers of student pubs to pass a special educational program that will help them detect those students who drank enough, so they will prevent students from further drinking [6].

Forming of a healthy lifestyle of young generation should become one of the most important priorities in the whole world. After researching the publications of such English papers like “The Guardian” and “The Independent” we came to a conclusion that main problems of British teenagers’ health are overweight, smoking, drinking alcohol, taking drugs etc. During the analysis we realized that nowadays educational system of Great Britain integrates ideas of educating the healthy lifestyle for teenagers.

In struggle with overweight most universities have special teams of professional psychologists, who propose practical help for students, who want to get their health better and start going in for sports. Also, a new system of consumed calories is integrated, so called “food diaries” that allow students to control their ration.

In struggle against smoking among teenagers British propose several main ways: reducing the availability of banned substances in Great Britain, increasing prices for tobacco production, and also development of standard cigarette packs.

Drugs consumption by young people leads to a very sad consequence. Leadership of Great Britain Universities, to our mind, does not give enough attention for this problem, just like for the problem of consuming alcohol among students. But, there are ways of struggling against alcoholism in press. The main of those are: cancelling the sales of alcohol on gas stations and the advertisements that target young people. Also press authors believe that fresh students should have a personal guide who would help them to adapt for student life. Such method, to our mind, is very important and effective, because every single student should be treated with a separate psychological approach. But we also believe that among all the ways to prevent bad habits, the leadership of educational institutions does not give enough attention for educating the students how to lead active life, go in for sports, tourism, because sport is to our mind one of the cheapest ways towards healthy life. We believe that it would be helpful to create effective informational-propagandistic system that will increase the knowledge about negative impact of risk factors for health and the ability of its decreasing for students.

In further perspective we plan to research the experience of the western colleagues Wales and Scotland. Our goal is to analyze press considering the educational system of these regions about teaching the students to be healthy.

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Сінгх Ю. І.

Проблеми виховання здорового способу життя у молоді на сторінках публіцистичних видань Англії

У статті розглядаються проблеми виховання здорового способу життя на сторінках публіцистичних видань Англії. Зроблено висновок, що формування здорового способу життя молодого покоління повинно стати на сьогоднішній день одним з головних пріоритетів у всьому світі. Дослідивши публікації авторів провідних британських газет, таких як “The Guardian” і “The Independent”, ми прийшли до висновку, що основними проблемами здоров'я британської молоді сьогодні стають ожиріння, тютюнопаління, вживання наркотиків, алкоголю і деякі інші. У процесі аналізу ми виявили, що сучасна освітня система Великобританії впроваджує ідеї виховання здорового способу життя у молоді в освітній процес. Зазначено, що серед усіх заходів боротьби зі шкідливими звичками керівництво навчальних закладів приділяє недостатньо уваги навчанню молоді фізично активному способу життя, заняттям фізичної культури, туризму і спорту, у той час як спорт, на наш погляд, є одним з найдієвіших способів на шляху до здорового життя. Було б дієвим створення ефективної інформаційно-пропагандистської системи підвищення рівня знань студентів про негативний вплив факторів ризику на здоров'я, а також можливості його зниження.

Ключові слова: виховання здорового способу життя, шкідливі звички, публіцистичні видання, молодь.

Сингх Ю. И.

Проблемы воспитания здорового образа жизни молодежи на страницах публицистических изданий Англии

В статье рассматриваются проблемы воспитания здорового образа жизни на страницах публицистических изданий Англии. Сделан вывод, что формирование здорового образа жизни молодого поколения должно стать на сегодняшний день одним из главных приоритетов во всем мире. Исследовав публикации авторов ведущих британских газет, таких как “The Guardian” и “The Independent”, мы пришли к выводу, что основными проблемами здоровья британской молодежи сегодня становятся ожирение, курение, употребление наркотиков, алкоголя и некоторые другие. В процессе анализа мы обнаружили, что современная образовательная система Великобритании внедряет идеи воспитания здорового образа жизни у молодежи в образовательный процесс. Отмечено, что среди всех мер борьбы с вредными привычками руководство учебных заведений уделяет недостаточно внимания обучению молодежи физически активному образу жизни, занятиям физической культуры, туризма и спорта, в то время как спорт, на наш взгляд, является одним из самых действенных способов на пути к здоровому жизни. Было бы действенным создание эффективной информационно-пропагандистской системы повышения уровня знаний студентов о негативном влиянии факторов риска на здоровье, а также возможности его снижения.

Ключевые слова: воспитание здорового образа жизни, вредные привычки, публицистические издания, молодежь.

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