

**DOLBYSHEVA N.**

*Dnepropetrovsk State Physical Culture and Sport Institute*

## Non-Olympic sport as a social institution at the level of statehood

**Abstract. Purpose:** to identify and disclose the particular social institution of non-Olympic sports. **Material and Methods:** to determine the goal axiomatic method used and the method of system analysis at the theoretical level. **Results:** the structure and activities of non-Olympic sport social institution at the level of state, which includes: social norms, rules and laws; specialized agencies and institutions; community organizations; system of training; social control are presented. The features of the functions of a social institution of non-Olympic sport, such as: relational, regulatory, political and ideological, integrative, transparent, communicative ones. **Conclusion:** non-Olympic sport in Ukraine has emerged as a social institution that has its autonomy, is subordinated to social laws and performs certain functions.

**Keywords:** non-Olympic sport, social institution, structure, activity, functions.

**Introduction.** At the end of the XIX century and the beginning of the XX century sport gradually occupies one of the leading places in a social system and becomes its phenomenon. It acts as an indicator of a level of the development of the society and its culture. Besides, it is used at an opportunity in policy, economy and other areas of life. Sport, on the one hand, defines as a set of achievements of the society in a creation and a rational use of special means, methods and conditions, for the purpose of the purposeful physical and spiritual improvement of a person. On the other hand – it consists in a way and lifestyle of a person concerning his activity which is provided with characteristic peculiar features of a self-expression according to norms and values of a concrete society.

L. I. Lubysheva, N. Y. Mazov, L. P. Matveyev and others note that sport is the sociocultural phenomenon which as much as possible logs in the social relations and is caused by the social and economic development and related factors [4–6]. At the same time, considering that Non-Olympic sport is a part of sport, it acts as a “product”, “goods” and “demand” of this phenomenon which is caused by moral, ethical, creative inquiry of a person, directed on a formation of outlook and a certain public position, promotes education of morally strong-willed, physical, mental abilities of the personality for the purpose of the harmonious development.

The analysis of publications showed that Non-Olympic sport has the features which emphasize it as a socio-cultural phenomenon, it is possible to carry to them: sportization [3], aspects [1], specificity of tasks [2], scientific perspective of the development [7; 9] and so forth.

V. O. Solovyova, O. V. Borisova (2013) specify that Non-Olympic sport got the social development, having taken a certain place in the social society which promoted the formation of social institute which is caused by the specific activity and to which enter social groups are defined [9]. However it should be noted that its structure and functions aren't opened and studied for today.

**Communication of the research with scientific programs, plans, subjects.** The work is performed according to the subject 2.6 “Theoretic-methodological bases of the improvement of the training process and the competitive activity in a structure of long-term training of sportsmen” of the Built plan of the RW in the sphere of physical culture and sport for 2011-2015 and a direction of researches of Dnepropetrovsk state institute of physical culture and sport behind the subject “Historical, organizational-legal aspects and theoretic-methodical principles of Non- Olympic sport in Ukraine and on the world space”.

**The objective of the research:** to define and to open the structure and functions of social institute of Non-Olympic sport.

**Material and methods of the research:** an axiomatic method and a method of the system analysis at the theoretical level were used for the definition of a purpose.

**Results of the research and their discussion.** The analysis of the research literature showed that the social institute is historically formed, created, purposeful and rather resistant form of the organization of a system of communications and social norms which unites significant social values, satisfies social, economic, political, cultural and other requirements of the society. Social institutes their opportunities influence behavior (instincts)

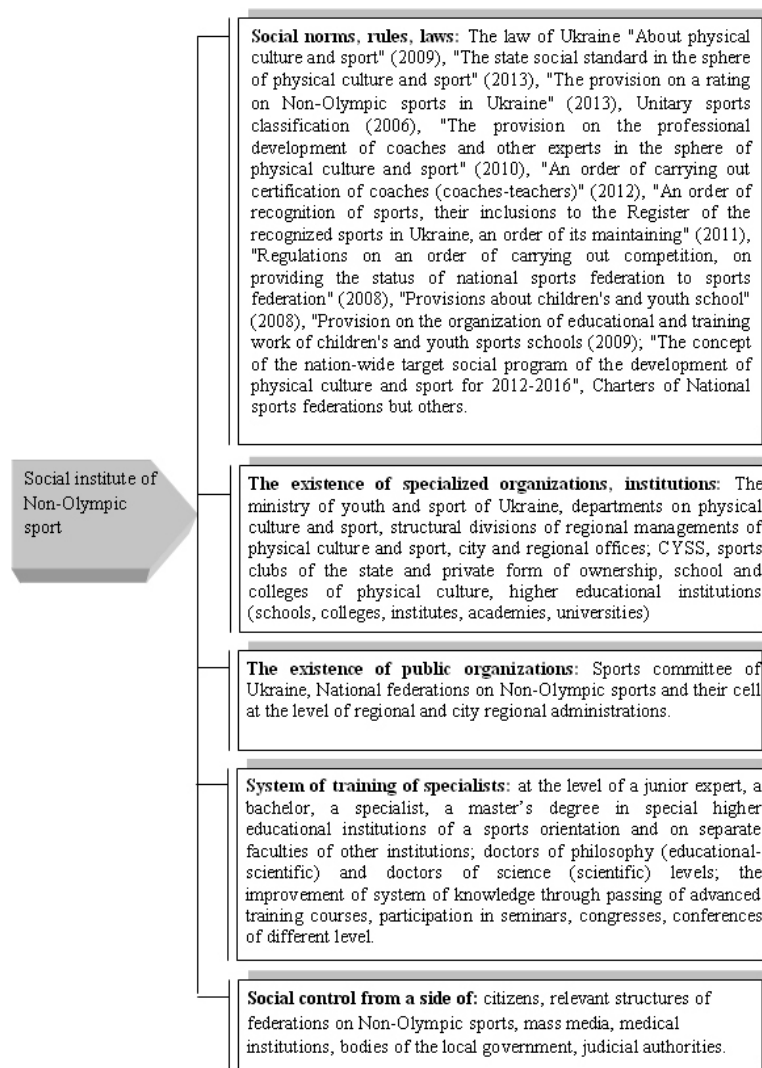
of people on the basis of the established rules.

For the first time a term "social institute" was entered in a scientific turn by the English scientist Herbert Spencer in the second half of the XIX century who, analyzing a structure of the society, in the majority on an ethnographic material of evolution, allocated six types of social institutes: family, educational, political, professional, church and industrial [8]. However during the activity of a person in the society who first of all submits to the political system, certain types of the social activity appear, thus according to it, legal norms that govern and concentrate it. It is possible to refer also Non-Olympic sport to such activity.

Traditionally social institutes are characterized by a citizenship and a particularism first of all, thus are based on the rigidly registered rules of a behavior and pedigree interrelations, and the process of their development becomes more centralized behind the functions and less rigorized in rules and in the context of a behavior [8; 10; 11].

The social system of Non-Olympic sport promoted the formation of social institute which is resistant and has an organized form of the activity of groups of people which provides a functioning of the public relations in Non-Olympic sport and influences its development at the level of the society and the personality.

The social institute of Non-Olympic sport creates favorable conditions for its development, gives an opportunity to satisfy requirements and interests of all members of the society and regulates the activity within the social relations, providing these resistances of public norms of life and integration of aspirations to the improvement.



**Pic. The structure of social institute of Non-Olympic sport at the level of the statehood**

The activity of social institute of Non-Olympic sport is defined: a set of specific norms which regulate the corresponding types of behavior, integration of its socio-political, ideological, valuable structures of the society which allowed to legalize formally legal basis of its activity; the existence of public institutions and public organizations which carry out the regulatory base and the state orders; the formation of system of training of specialists which provide a social field of the activity of institute; the realization of social control as a criterion of job evaluation (pic). However the activity of institute depends on the influence of endogenous factors, what societies connected with social changes, cultural and personal systems according to accumulation of new knowledge and exogenous factors which are connected with changes in the middle of the structure of institute for the purpose of overall performance, the solution of the set purposes and tasks of a certain social group.

It should be noted that social institute of Non-Olympic sport is not only the set of norms, institutions, material values and the monitoring system, but also the complete system of standards of behavior of particular persons in typical situations which are standardly settled in the certain legitimate and authorized system.

The main functions of this institute are: *relational* which carries out a role activity in structural systems of the public relations in Non-Olympic sport; *regulatory* is connected with a reproduction of the public relations which, on the one hand, provides an activity of structures within a legal system according to the standardized behavior and relationship between their members, on the other hand – defines an admissible framework of independence of members and their actions, in relation to norms of the society and the mechanisms of a social control defined at the level of the state; *ideological and political* which are caused by an ideology of the development of Non-Olympic sport and by the political directions and actions according to the acceptance of the legislative and program-regulatory base concerning its existence, functioning and activity; *integrative* which is connected with social roles of structural units of institute, their interrelations and mutually responsibility, concerning ensuring interests of a social society of rather Non-Olympic sport on the basis of consolidation, mobilization, confrontation and coordination of actions; *transpirative* which allows to form the reliable potential of experts in different structural divisions of institute (a head, a sports manager and a marketing specialist, Presidents and Vice-presidents of public organizations, coaches on sports, organizers on sports and mass work but other); *communicative* which is caused by a specific activity relatively to the distribution of objective information not only for the purpose of a control of the observance of norms, but also for the interaction of all structural divisions.

**Conclusions.** Non-Olympic sport acts as the sociocultural phenomenon because it has a political and an economic value, influences theformation of cultural, educational and educational values. The intensive development of Non-Olympic sport in Ukraine promoted the formation of its social institute which has its autonomy and includes at itself social norms, rules, laws, the existence of specialized organizations and institutions, the system of training of specialists and social control, carrying out thus relational, regulatory, ideological and political, integrative, transpirative, communicative functions.

**Prospects of the subsequent search** of scientific research is studying and granting features of the integration of Non-Olympic sport into different fields of the activity of a person and its influence on the development of the international sports movement in general.

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Received: 19.02.2015.

Published: 30.04.2015.

**Nina Dolbysheva:** PhD (Physical Education and Sport), Associate Professor; Dnepropetrovsk State Physical Culture and Sport Institute: Naberezhna Peremogy str. 10, Dnepropetrovsk-94, 49094 Ukraine.

**ORCID.ORG/0000-0002-7306-9194**

**E-mail: dolbysheva-nina@rambler.ru**