

A financial discourse has been created around the system. The Dan rank is a kind of intangible asset that has measurable market value, which is reflected in the structured, tiered fees charged for testing, certification, and school affiliation. These costs are higher for higher-ranked individuals, indeed exponentially so.

The structure applies to every aspect of practice, from mandatory branded uniforms to high-cost international seminars required for promotion. The marketing language frames this spending not as a cost but as an 'investment' in personal and professional development, aligning the traditional value of self-improvement with modern consumer logic. Globalization and corporate sponsorship have accelerated these dynamics, turning Taekwondo into both a spectacle sport and a marketable lifestyle brand for which practitioners are also consumers [3].

This dual framework creates a strong system of control and value creation. The legalistic discourse ensures global uniformity and legitimacy, while the financial discourse provides the engine for commercial success. The transformation is profound: to the relationship between master and student, there is added a contract between service provider and client; to the pursuit of enlightenment, there is added the accumulation of accredited capital.

Conclusion. The Taekwondo Dan-Gup system represents a shining example of the adaptation of a cultural tradition within modern global capitalism. The system has developed a strong internal governance quasi-legal framework and a sophisticated financial discourse of commercialization, which secures its proliferation across the world. Indeed, as this analysis demonstrates, no longer merely a measure of a martial artist's skill, the Dan-Gup system represents a multilayered social contract that weaves together rights, value, and forces that drive a multibillion-dollar industry. In this model of symbiotic cultural authenticity and corporate logic, other traditional practices bear an important template as they seek to navigate pressures resulting from the modern global market. Ultimately, the Dan-Gup system represents the discourse of persistent negotiation between the martial 'Way' and the realities of a capitalist economy.

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CULTURAL CONSTRUCTION OF SPORT AND PROMOTION OF A HEALTHY LIFESTYLE

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Key words. Healthy lifestyle, physical education, and volleyball, health indicators, physical training.

At the rapid pace of modern life, a sedentary lifestyle leads to an increasing prevalence of cardiovascular disease, obesity and other health problems. According to the world health organization, physical inactivity has become the fourth leading cause of death risk in the world [1]. In this context, the formation of individual sports culture and healthy lifestyle becomes the most important way to improve the level of health of the population. Volleyball as a team sport combining strength, speed and coordination not only effectively improves physical fitness, but also through its unique sports and cultural component contributes to the development of useful habits related to a healthy lifestyle [2].

The purpose of the work is aimed at studying how systematic physical training in volleyball contributes to the formation of a personal sports culture and, in turn, the formation of

a sustainable and long-term healthy lifestyle, as well as providing theoretical guidance for the practice of physical education.

Material and methods this study used methods of literature analysis, experimental observation and logical analysis; Taking into account practical peculiarities of physical preparation in volleyball the theoretical framework of formation of sports culture and healthy lifestyle was built. Thirty-two female students attending an elective volleyball course were selected for observation; They were offered a 12-week program of systematic volleyball physical training with a frequency of 3 trainings per week for 90 minutes each. The design of the training program was based on the principle of "priority of force training": the force block was performed in the first half of each class and included squatting (3 approaches x 12 repetitions), pressure dumbbells lying (3 x 10), exercises to stabilize the crust (3 x 15) and other exercises to develop the strength of the lower and upper limbs and muscles of the body. The force was followed by specialized technical training in volleyball, including transmission, reception and attack, as well as tactical interaction. In conclusion, 20 minutes of aerobic endurance work (shuttle running, jumping on a jump rope, etc.) was performed. Within the framework of nutritional support, taking into account the specifics of volleyball, emphasis was placed on sports nutrition: physiological mechanisms of muscular pain at half-seat in the initial readiness stand were explained; Female students were encouraged to neutralize the accumulation of dairy acid by using alkaline products (laminaria, carrots, soybeans, etc.); Taught methods of gradual carbohydrate loading during the week before the competition to avoid digestive problems due to the emergency consumption of sugar during the game. At the same time the frequency of trainings, changes in nutrition and subjective feelings of health in participants were recorded [3].

Results and discussion. Impact of volleyball physical training on health indicators. According to the results of 12 weeks of system training, the observed observed significant improvements in body composition, muscle strength and cardiorespiratory endurance. In comparison with the reference level, the average percentage of fat in the body decreased by 3.2%, the strength of the muscles of the lower limbs (by the maximum gravity in the seat) increased by 21.7%, the maximum oxygen consumption - by 12.3%. This is consistent with the findings of the study in the annotation: prioritization of force training in a combined scheme effectively improves body composition, muscle endurance and explosive power [4]. The original half-seat volleyball rack and the requirements for rapid mobility have significantly increased the strength of the lower limbs and cortex stability of the participants. Experimental data show that after increasing the share of power exercises, the quality of mastery of technical actions such as forward transmission has improved by 40%, and the number of errors has significantly decreased.

Influence of volleyball culture on formation of personal sports values. The specificity of volleyball rules determines its unique cultural content. Since the rules prohibit two consecutive touches by one player, any attack or defense must be carried out in a team interaction. Such a structure generates an attitude of "I am for the team, the team for me" and the priority of collective interests. During trainings participants gradually formed a strong sense of belonging to team: 87% of respondents declared that "for the sake of a team victory are ready to strengthen personal trainings". Such transformation of motivation is a key sign of formation of personal sports culture. The principles of observance of rules and fair play, inherent in volleyball, are also transferred into everyday life: 76% of participants noted that after training it is easier for them to adhere to the order of the day. This shift from sports rules to life standards reflects the profound impact of sports culture on individual behaviour patterns.

Ways to create a healthy lifestyle. Volleyball physical training not only brings direct physiological benefits, but also, more importantly, contributes to the comprehensive development of a healthy lifestyle. In terms of regularity, participants moved from a passive attitude to training to active time planning: the average number of independent exercises increased from 1.2 to 3.5 times a week, formed a stable motor habit. Increased awareness of nutrition has become particularly noticeable. Thanks to targeted nutritional educational work, participants learned to adjust their diet according to the intensity of training: during training days to increase protein consumption for muscle recovery, before competitions to apply a strategy of gradual carbohydrate loading, in daily nutrition to increase the share of alkaline products.

Conclusion. this study shows that systematic physical training in volleyball is an effective way to develop personal sports culture and healthy lifestyle. Scientifically based training planning with priority of force training not only significantly improves physical qualities and improves sports results, but also due to the inherent volleyball culture of team interaction forms positive sports values. The inclusion of nutritional education and regularity requirements in the training process helps participants develop scientifically sound everyday habits and move from passive physical activity to active health management. The study confirms that the development of a sports culture is not limited to isolated learning of motor skills, but is achieved through the combined effects of motor experience, cultural inculcation and behavioural reinforcement, ultimately interacting with sustainable lifestyles.

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ANALYSIS OF THE CURRENT STATE OF DEVELOPMENT OF THE RURAL BASKETBALL LEAGUE IN THE CHAO DISTRICT OF GUANG Y CITY

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Research on rural basketball primarily focuses on studying basketball culture, current trends in the sport, analyzing existing limitations, and proposing corresponding solutions and countermeasures. The development of rural sports is a crucial component of China's sports landscape and particularly vital for Chao T District in Guang Y City [1].

Yang Xianjun emphasized that rural revitalization is the nation's growth engine, while its decline spells national decline. Sports serve as a vital component of rural revitalization strategies [2].

The purpose of the work is to study the factors influencing the spread of basketball in rural areas.

Material and methods. The tournament featured 15 teams, all of which became subjects of our study. Questionnaires were distributed to players and coaches at the rural basketball league's venue in Chao T district, Guang Y City. *Research methods:* literature survey, questionnaire survey, data analysis, interview method.

Findings and discussion. The construction of rural sports facilities is a vital guarantee for the development of country sports. Currently, the building of sports facilities in rural areas lags behind, with issues like insufficient sports venues and outdated infrastructure being particularly noticeable.

As shown in Table, the occupations of athletes in the Guang Y Chao T District suburban basketball league can be categorized into four types.

Table 1 – Professional Survey of Players in the Rural Basketball League of Chao, T District, Guang Y City

occupation	State organs, enterprises	31	28.18%
	Commercial and service personnel	25	19.09%
	student	28	25.45%
	other	26	23.64%
Number of valid entries	110		