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PRESS COVERAGE OF THE PROBLEMS OF PHYSICAL ACTIVITY OF CHILDREN AND JUNIORS IN BUKOVINA ON THE XX CENTURY («BUKOVINER STATEMEN»)

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Topic of the press coverage of the problems of physical activity of children and juniors in Bukovina on the XX century has covered not only a wide specter of theoretic articles and practice recommendations and developments: games, complexes, etc., but also an advertising of sport equipment, photos from public events such as festivals, occasions and learning or refresher courses for teachers, coaches in communities and everybody, who wants to join. One of the most important and biggest part of it is a group of articles, reports, letters and descriptions which analyze national traditions of rising children and their education in family and also the experience and views of Ukrainians on the sanitary standards of their own homes, traditions and rules of nutrition, features of folk rituals and the role of hygienic procedures, moving and musical games, dances and moving activity. In addition, the authors of a significant number of articles raised topical issues of education of a healthy, educated, happy Ukrainian woman.

In turn, the health-preserving themes in press of those time synthesized knowledge about creating conditions that allowed to form and not to lose, and also to preserve the good physical and mental health of children. One of the

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prime examples is the historical experience of the Bukovina region regarding the promotion of non-alcoholic lifestyle, non-standard ways of combating the alcoholization of the population using the physical education as one of them [1].

Each social group, each nation, each people has its own traditions, customs and rites which formation takes place over the centuries. Ukrainian festive and traditional heritage is one of the most durable elements of the formation of a single nation. This is context in which the bukovinians of the studied period considered such problems as the usage of folk traditions in the education of the younger generation and also family relations, ethno-medicine, etc. This knowledge was collected and published in his own article by Vasyl Kovarushiuk. He has analyzed the medical traditions of bukoviner healers. The text mainly dealt with the use of the forces of nature, in particular the healing properties of water. For example, the appeal to the water was accompanied with the morning exercises of children up to 3 years [3, p. 3-4].

The following text has identified an impressive list of diseases allegedly treated by quackery, and here witch doctors are called «deceivers», and, most importantly, the author suggests that these poetic jokes, elements of tempering are to be used only for preventive and training tasks [3, p. 4].

The role of games in the education of the younger generation was considered through the prism of folk traditions and customs of celebrating religious holidays. Exactly in the context of writing the review of games in the churchyard, the article «On Easter» describes outdoor games that have been spread among children and youth of the region. Moreover, the information written on the newspaper was presented specifically for girls. The author of the article describes the traditional Easter events in the churchyard: adult told different stories and sang songs, young people has played with Easter eggs: rolls them and «clinks». Girls has usually played moving and round dance games. Good example of such a game was the «verbal tablet».

During the singing, the girls walked in a circle or moved with quick steps to the right and left. In front of them or in the middle of the circle was a guy, when the song ended, the girls were running around the site, and the guy was trying to catch up with one of them and hug. Then, everyone paired up and hugged. And who had no pair, was failed and «for the execution to all» gave everybody the Easter egg [4, p. 3].

Also there were popular in region such games as «Zelman», «Sparrows», «Jelly» and «Quail». Games like this carried a triple burden: they kept the traditions and customs of the people of Bukovina, satisfied the need for movement, and also became elements of sex education, because it gave the opportunity to communicate to the children in the game activity, because the rules of the game clearly prescribed the algorithm of actions and prohibited

movements: «do not forget the guy that plays with girls: be strong and indulgent» [4, p. 3].

Another one characteristic feature of the Bukoviner press was the tradition to explain on their own pages the issues of hygiene and hardening. The author of the note «Tan» analyzed the benefits and harms of tanning. In his opinion, sunbathing is useful only for children, and such procedures should be well-organized: parents have to create a special place where it would be possible to sit down or lie down under indirect sun rays [2, p. 5].

The article «Pepper» is devoted to the use of spices in nutrition for health or preventive purposes, the rules of planting pepper in the Bukovina region and care for it, the general rules of healthy eating, etc. A separate significant part of the article told about the problem of the use of pepper in the diet of children and teenagers. The author of the article considered two opposite opinions of European doctors. So, the general conclusion defines a healthy diet as a process of ensuring the normal development and life of a person, contributing to health promotion and disease prevention. And, in this context, the use of pepper for cooling and colds is considered as an innovation in prevention [5, p. 3].

G. Savchuk's arguments about a happy family was very interesting for the research. The author examines the relationship between a man and a woman from the moment of acquaintance, through weddings and the birth of children.

Among the rules, which the author calls mandatory, we define three main groups: religious instructions, the basics of social coexistence and personal rules of family life. It is interesting that, according to the author, a sober lifestyle should be promoted both at home among the family and demonstrated to neighbors, friends and society. For education of healthy young generation, the author suggests to use outdoor games and «sport» as a form of carrying out free time, celebration of the state and religious holidays, and also formation of «strong extremities and character» [6, p. 3-4].

So, among the various articles presented in Bukovina press publications, were separated a number of materials, the main theme of which were healthy food, its rules and the level of awareness of the population; general hygiene and hardening as a means of recovery; the fight against drunkenness, the forms and methods of its implementation; providing the basis for the cultivation of their own folk traditions: the promulgation of the rules and features of the organization of games (moving, with speech and music, for children and youth, etc.), the preservation of regional customs and rituals, etc.; a healthy family in the context of the relationship between parents and children, respect for elders, peaceful coexistence in the community and the something like this.

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DESCRIPTION OF THE CONCEPT FIELD OF RESEARCH OF SCIENTIFIC ACTIVITY OF DEPARTMENTS OF PRESCHOOL PEDAGOGICS IN HIGHER EDUCATIONAL ESTABLISHMENTS OF UKRAINE (1991–2010)

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The foundation of Ukraine as a democratic state and entry to the European educational space has led to an active progressive search and development of new approaches of future specialists in various fields, in particular from preschool education.

In the transition period, which is accompanied by a simultaneous change of sociopolitical and economical structures, disruption process of reflection of scientific and technical stuff, decrease in the social status of their activities, outflow of young people from the fields of science and technology, education and culture, increases the social role of higher education and science institutions.

The main task (the basis of scientific and pedagogical activity) in the institution of higher education of the department as a unit of education and upbringing of young people is: acquisition of higher education and qualification in the chosen field of professional activity; meeting the needs of society for qualified specialists with higher education and scientific and pedagogical staff of higher qualification, organizing and conducting basic

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