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**INTERNATIONAL PROGRAM BWF «SHUTTLE TIME»  
AS EDUCATIONAL FITNESS TECHNOLOGY**

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Relevance of the research. It has been scientifically proven that health and studies are interrelated and interdependent. The stronger is the individuals' health the more productive the individual realizes himself in society. Therefore, the higher is the activity and resistance to possible negative external influences, the more successful is the adaptation to environmental conditions.

It is well known that one of the effective means of preserving and forming the body's reserve capacity is the means of physical education, and the main means is considered to be exercises which currently have more than 150 classification groups and more than 10,000 described movements [6].

Despite the fact that a person living the fullest life is easy to recognize, it is quite difficult to find clear and precise terminology to describe this condition. Many people use the term «well-being» to emphasize that real health is more than just living without illness. Maybe it is better to use the term «fitness».

Fitness is a human's condition achieved by striving for the fullest realization of all life opportunities in all aspects of their existence – social, psychic, spiritual and physical. The basis of this dynamic, multifaceted state is good health. The following components are necessary for the full-fledged life: mental activity and curiosity, positive emotional feelings, meaningful relationships with other people, awareness of social problems and participation in their solution, physical abilities for energetic actions aimed at achieving personal goals [5].

The purpose of the study is to reveal the features and possibilities of using the international program BWF «Shuttle Time» as a health-promoting educational fitness technology.

Presentation of the main material. The main task of fitness is the personal choice of spending free time. The value of the selected activities is conditioned by their actual content as well as by the process of preparation for this activity. One of the goals of human's education is to give the opportunity to gain positive experience of participating in a variety of activities and expand the outlook. Thus, a person who has received good education has a wide opportunity to choose from a variety of intellectual and physical activities [6].

«**Shuttle time**» is a program aimed at promoting badminton in the educational environment. The activities of the World Badminton Federation (BWF) is closely connected with the work of national federations and five continental confederations and aimed at promoting, representing and developing badminton in the world and regulating issues related to the development of badminton around the world.

Why badminton? Why «Shuttle time»? Badminton is an ideal sport. It is perfect for both boys and girls, for any age and level of training. Badminton is an easy, safe and low-traumatic type of physical activity. With the help of «Shuttle time», which is now available in more than 130 countries on five continents, young people will be able to master basic badminton skills. They will also develop their physical capabilities, improve their health, learn the basics of technique and tactics [2, 3].

Let's analyze whether the international program «Shuttle Time» of the World Badminton Federation meets the requirements for health-promoting educational fitness technologies.

1. Wellness component: compliance with the basic sanitary and hygienic requirements for equipment, lighting, ventilation, landscaping. Most classes are recommended to be conducted outdoors. Badminton is a type of physical activity that allows you to practice in the stadium, playgrounds, cottage yards, parks, on the banks of rivers, lakes and seas. A special shuttlecock has been developed and produced especially for outdoor activities. One of the

areas of AirBadminton is a grand new development project designed to provide opportunities for people of all ages and abilities to play badminton on hard, grassy and sandy surfaces in parks, gardens, streets, playgrounds and beaches around the world.

2. The educational component involves the implementation of three principles which meet the program «Shuttle Time», namely: the rational organization of training sessions (22 curricula, textbooks for teachers, 90 training videos, mobile application **Shuttle Time Mobile Application** which is available in 20 languages and free to download in GooglePlay and AppStore). Each synopsis has video illustrations showing how to perform certain exercises. The video is also available on the World Wide Web and for viewing on YouTube [7]. By early 2021 more than three million people had watched badminton training videos; conformity of methods and technologies of training to age and functional possibilities; correlation of requirements to psychophysiological and individual abilities of those involved (social equality: both boys and girls can train and compete together, badminton is available to people with disabilities, there are clear rules for dividing athletes into groups depending on the level of their physical limitations), which provides fair competition [3].

Mobile application Shuttle Time Mobile Application, along with lesson plans and videos, includes electronic table of competitions; electronic scoreboard, badminton court in the form of a tablet for drawing. This mobile application is free and available for downloading in GooglePlay and AppStore. For today the site has registered more than 19 thousand participants in the online program, and the mobile application has been downloaded more than 25 thousand times [7].

Studies by Taneja C. [8] show that human's use of mobile phone has a number of positive psychological effects, such as increased feelings of independence and autonomy. All this will increase the interest in educational activities, self-organization and responsibility, the ability to set goals and organize the teacher's activities. And this, in turn, will have a positive effect on students' knowledge.

At the same time the research conducted in Malaysia and the United States has found that intensive use of the phone, even for educational purposes, can negatively affect learning activities. Researchers associate the explanation of this phenomenon with the phenomenon of multitasking. The versatility of the phone, and a great variety of its applications inevitably create the situation of multitasking, which requires constant switching from one type of activity to another, including those in the learning process, which, in turn, leads to deterioration of efficiency [1, 4].

Generalization of the above mentioned makes it possible to draw the following conclusions:

1. Practice and numerous studies allow to prove that the human's physical condition significantly depends on the effectiveness of the use of health-saving fitness technologies. An important factor of modern human's healthy lifestyle is a rational motor activity manifested in the form of natural locomotions (walking, running, swimming), games, strength and gymnastics complexes, training systems as well as various non-traditional exercises, usually innovative.

2. International program «Shuttle Time» of the World Badminton Federation can be considered as a health-saving educational fitness technology. This program is successfully implemented in most countries around the world and has a positive impact on the badminton players' health.

3. Electronic tools are becoming an integral part of the learning and development system. They do not displace traditional methods and means of teaching but, integrating with them, open up new opportunities to improve the effectiveness of a holistic pedagogical process and respond to the challenges of modern society.

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