

Attracting the Youth to a Healthy Lifestyle through Mass Media

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Abstract: The article considers the level of impact of the media on the minds of modern youth to generate interest in a healthy lifestyle. The studied role of influence is considered, relying on the examples of the most popular sources of information in Russia, such as television, advertising, and the Internet. Scientific literature, studies on the issue were summarized and analyzed. The authors analyze the results of a survey conducted among the students studying at the Altai State University to identify the impact of the media on the worldview and motivation of young people on a healthy lifestyle.

1. Introduction

Today, the topic of a healthy lifestyle (HLS) is one of the most popular in society. Youth health is declining every year [1, 2, 3]. Every year, the number of people with disabilities, especially those with disabilities since childhood, is increasing [4]. Following the Western countries, Russia promotes the dissemination of the principles of a healthy lifestyle, and the Russians, in turn, are more conscious in choosing products, giving priority to their quality and benefits. Among young people, proper nutrition and regular training have already become a fashion trend. The media does not stand aside, in which we increasingly come across headlines about nutrition, sleep, and effective workouts to maintain health.

The media are special bodies whose purpose is to convey information to a certain circle of people interested in a particular subject [5]. They can be either dependent on any structure (federal television) or independent (Internet sources). Over the centuries, the media have had an undeniable impact on humans. Traditions, customs, habits, fashion trends are instilled precisely through these sources of information. It is the all-encompassing nature of the media and the degree of their impact on people's consciousness that determines the relevance of the article.

2. Materials and Methods

Scientific literature, studies on the issue under study were summarized and analyzed. Also, a study among students was conducted at the Altai State University (ASU) in the spring semester of the 2018-2019 academic year. Four hundred students from ASU (1-3 years) took part in a study aimed at identifying knowledge and the degree of influence of the media on a healthy lifestyle. The survey was conducted anonymously and voluntarily.

3. Results

When we talk about the media, it's worth, first of all, to highlight television, which is one of the most common resources that actively promote information on the benefits of a healthy lifestyle. The presence of sports channels specializing exclusively in broadcasting various sports is evidence of this. So, for example, the well-known Match-TV channel around the clock shows sports games and television shows and supposedly covers an audience of 81 million people. Also, it is included in the list of channels that must be distributed in the territory of the Russian Federation [6].

In addition to thematic sports channels, on Russian television, there are many television shows and headings devoted to proper nutrition, training, an active lifestyle. Thus, Channel One (the country's main federal television channel) regularly broadcasts sports games and worldwide events related to sports.

According to statistical estimates, the 2018 FIFA World Cup, held on the territory of Russia, gathered more than 71% of Russians from TV screens for the entire period of broadcasting matches live [7]. Many news bulletins also highlight special stories that talk about healthy recipes and healthy lifestyle habits.

Speaking about television, we cannot but mention the role of the state, which, as we know, encourages the formation of interest in sports and healthy eating. And it is interested in improving the nation. It is a government policy that is one of the critical elements in the system of attracting people to healthy habits, both through television and other information sources.

Advertising no less effectively affects the way of thinking of modern youth. It also pays great attention to the topic of sports and health. Its effectiveness is proved by the methods used by advertising campaigns, namely: repeatability, persuasive and motivating phrases, colorful images, attractive picture, etc. Many researchers note that advertising has a special cultural potential. That is why advertising plots not only create interest in companies, bringing them profit, but they are also responsible for regulating public self-awareness.

Modern youth is especially interested in advertising campaigns created specifically for youth. Advertising stories from Nike, Adidas, Reebok are prime examples of this. These companies are major manufacturers of sports shoes and apparel. In Russia, these companies engage young people through commercials about the health benefits of sports, and they often invite professional Russian athletes and female athletes to appear in their commercials. The plot plots are based on inspiring stories about athletes who strive for the best and achieve their goal, despite the difficulties. Nike doesn't stop at commercials alone. Also, this company organizes marathons and half marathons, in which anyone can participate. The purpose of the races is to create interest among young people, both to the brand and to an active lifestyle.

Despite the fact that in Russia there are quite a lot of sports companies promoting their products besides Nike, advertising campaigns promoting an unhealthy lifestyle are also found on Russian television. This creates a controversy over the use of the media to promote a healthy lifestyle. However, the government is trying to reduce the amount of such advertising on television. In 2013, the Federal Law "On the Protection of the Health of Citizens from the Effects of Surrounding Tobacco Smoke and the Consequences of Tobacco Consumption" was adopted, according to which advertising and promotion of the sale of tobacco, tobacco products, and (or) tobacco consumption was prohibited. Thus, the flow of advertising is limited by certain standards, which makes promoting a healthy lifestyle more effective in it.

We should mention another kind of advertising, namely social advertising. Currently, this resource is also used as a source of information about healthy habits and sports. However, it is not fully utilized. According to studies, the methods of positive attitudes found in commercials have the greatest impact. While the argumentation of the problem in a positive and negative way (for example, facts about the dangers of alcohol and smoking for human health) used in social advertising has the opposite effect. In other words, a commercial with an inspiring master of sports will cause much higher interest in a healthy lifestyle than social advertising in which the scientific aspects of human health will be affected.

Over the past ten years, the popularity of the Internet (a worldwide system of integrated computer networks for storing and transmitting information) has increased dramatically. At the same time, another mass media, namely the press, is fading into the background compared to the Internet.

The Internet in the 21st century is the dominant information resource among young people. The degree of involvement of the country's young population on the Internet cannot be compared either to television or to any other type of media. It is not difficult to find the necessary information via the Internet because of its availability and speed of search. That is why young people use the Internet to find answers to many questions, including questions about proper nutrition and sports training. On the Internet, we can find information for every taste.

The degree of trust in the Internet and electronic sources of information among the population is quite high. This is both a plus and a minus when it comes to promoting the principles of a healthy lifestyle among young people. Thus, the Internet can be used to monitor well-known personalities professionally involved in various sports. Many athletes have their own blogs, where people who are passionate about a healthy lifestyle can get first-hand information about this. Many other famous personalities also follow sports and healthy eating trends, which creates the right example for their audience.

The results of a survey conducted by us in the spring of 2019 among 400 1st-3rd year students of ASU state that all 100% of respondents constantly meet in the media with the propaganda of both health, healthy lifestyle, and an unhealthy lifestyle. 85% of students say that the media, in one way or another, affects their worldview. Only 15% of the students surveyed are of the opinion that a person decides what kind of lifestyle he/she should lead, regardless of advertising and public opinion (both positive and negative), believing that advertising does not affect their way of thinking.

76.25% of respondents say they are trying to maintain a healthy lifestyle. 23.75% of students, 73.6% of whom are freshmen, believe that a high academic load does not always make it possible to observe a diet, sleep, and rest. 37.5% of students think that it was the media that provoked them to monitor their nutrition, increased interest in physical education at the university, and even motivated doing additional exercises in fitness clubs or gyms.

Taking into account the results of the survey and personal conversations with students, we can argue that most students note that the media affects the way people think. And accordingly, the more attention will be paid to physical culture, sports, healthy lifestyle in the media, the more people will try to adhere to it.

But we must not forget that the Internet, with all its advantages, is also an unreliable source of information. A huge endless stream of articles, blogs, and other colorful materials can disorient people who are really interested in maintaining a healthy lifestyle. Therefore, contradictions arise that can adversely affect human health. Incorrect nutrition information, myths about the quick effect of training do not lead to the desired effect, and people leave thoughts about further maintaining their health. When applying for information on the Internet, one should always remember that it may turn out to be unreliable, and study at least several sources of information.

5. Conclusion

In conclusion, I would like to note that in the modern world, the media occupy far from the last place in terms of the promotion of a healthy lifestyle among young people. Each of the mass media specializing in health pursues primarily positive goals, such as, for example, improving the nation and attracting young people to sports. The all-encompassing nature of the media only adds to the effectiveness of such propaganda programs, which, by now, have already yielded positive results, making HLS one of the most widespread trends of modern youth in Russia.

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