



*The Academy of Management
and Administration in Opole*

**Organization
and management
in the services' sphere
on selected examples**

Opole 2020

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Part 5. Organization and management in the field of physical and psychological health

5.1. Health preserving competence and virtual mass media: problems and solutions

Nowadays human life and health are defined as the highest values in the world community. They reflect the overall cultural, social, economic and mental development of any modern society. Public health promotion is very relevant today as it is related with physical and mental human well-being. It is obvious that a number of different determinants enhances or threatens an individual's or even a state's health status. They are such factors and conditions as patterns of food and diets, learning environments, cultural and mental patterns of society, political and economic challenges, and including the world demographic and global environmental change and so on. So, the prevention of health disorders; developing and improving the health protection culture of citizens and public healthcare; and strong promotion of healthy lifestyles are vital.

Public health protection and health culture promotion is a very significant social aspect in Ukraine today. It is considered as a fundamental factor in social development and economic progress. Unfortunately, in recent years, our country has experienced a negative situation with the health status of population. According to World Health Organization statistical data [13], Ukraine has a number of problems in this sphere: 2.8 million people in Ukraine (6,4 %) are reported as having a disability; the mortality has increased by almost 8%; 35% of people aged 25–40 have some health disorders and so on. So, the introduction of a health preserving culture and ideology into life, and the development of public health behavior and healthcare are the important strategic tasks of Ukrainian government. Modern health protection policy is based on the developing and providing comprehensive, integrated and

responsive services; health preserving and maintenance programmes as well as implementation a number of strategies for public health support.

The problem of information systems strengthen is extremely actual from this point of view as everyone today is exposed to their informational, educational, psychological and social influence. Modern media, especially the Internet media, tend to reach very large audiences all over the world. It is impossible to imagine our lives without this social institute. The opportunities that online and offline media can offer in the sphere of public health protection and health protection culture strong development, are really unique.

The system of Ukrainian mass media has changed over the past decade in response to more dynamic social environment, widely spreading world trends of globalization and integration. Mass media are reviewed as an essential part of social life and as a resource of better understanding of patterns of modern political, economical and social environment, in particularly the community's health protection sphere. Ukrainian society is strongly oriented on efficient using the capability of new digital technologies and media in the process of popularization of the human health value, the ways of prevention disorders, providing strong samples of health behavior, developing health protection culture, etc. Social media, such as Facebook, Instagram, Twitter, YouTube, Telegram, WhatsApp, Likee are extremely popular among the population of Ukraine; they broadcast and popularize different options to health preserving competence support. For example, various online cooking projects to keep someone extremely well fed; healthy diet programmes and healthy eating plans for weight loss, health and more; healthcare and health protection scientific researches on a forums or blogs; a non-commercial fitness trainings or adaptive fitness therapy sessions YouTube video; websites of companies or organizations which help people with special needs or provide free emotional and psychological support and so on.

Thus, in modern Ukrainian society the importance of problems that are connected with the process of public healthcare and health protection as well as health protection culture development, in particular health preserving competence formation, is obvious. It is determined by the relevance of health preserving

competence of citizens, destined to carry out further physical and mental well-being that are needed for the harmonious development of Ukrainian society in the whole. The social institute of mass media, especially virtual or Internet media, is the most fundamental element of modern community. Knowledge, experience, health values are widely shared by the different types of media.

Today the social institute of mass media reflects and creates the culture, in particularly mental and physical culture as well as health protection culture. It extends its full support to public health informative process and health education of citizens; forms public health knowledge and understanding of the problems in the national health sphere; focuses the public attention on disease prevention and health promotion as well as motivates people from different social classes to participate in recreation and fitness activities; and shows how mass participants have benefit from these activities, keep proper healthy diets and refuse the bad mental and physical habits. Thus, mass media often create and mobilize healthy lifestyle projects for behavior change and health promotion, inform and educate the public for maintenance of sustains cessation of harmful behaviors, or protect against behavior-related disease. Media can be tools of different healthcare services and independent agents as well.

In modern theory and practice, a considerable number of researches on the issue of general theory of health, public physical and mental health and healthcare has been conducted (Apanasenko, H.L. et al., 2011; Boychuk, Yu. D., 2017; Dubohai, O.D., 2011; Ferman Carl.L. & Allensworth Diane D., 2017; Herrman H. et al., 2005; Pasand Ali Khoso et al., 2016; Platonov, V.M., 2012; Stigsdorret, U.K. et al., 2017 and others), particularly health behavior promotion, and health preserving (health-saving) competence (Donchenko V. I. et al., 2020; Ionova, O. M. et al, 2016; Kamick, P.M., 2015; Nesterenko, T. M., 2019; Polishchuk, V.V., 2019; Rubina, I.R., 2015; Sanjay P. Zodpey et al.,2018; Yakovlieva, V.A., 2017, Zavydivska, O., 2017 and others).

The growing number of studies (Collinson, Sh. et al., 2015; Frolova T.I., 2012; Havrychenkova, K.A., 2018; Henderson , L. & Hilton, S., 2018; Khotentseva O.V.,

2018; Maksymenko, S.D. et al., 2012; Ruban, A.O., 2017; Saraf R.A., et al, 2018; Weishaar, H. et al., 2015; Van Xuemang, 2014; Williamson, D. L.& Carr, J., 2009) shows the importance of the role of mass media in public health education and health protection promotion.

Taking into account all aforementioned information, it is obviously that mass media have a great potential for conveying information about the importance of healthcare and healthy lifestyle to large numbers of individuals and forming the appropriate attitudes to health values that play an important role in achieving their healthful behavior as well as their health preserving competence development.

Analysis of the work above authors shows that they contain a wealth of scientific theoretical and empirical material on the health-related outcomes of mass media using. These include knowledge, attitudes, self-efficacy, and necessary skills for proper health behavior and general health protection culture formation, and health status change. Nevertheless, a number of modern aspects of health protection, in particular health preserving competence formation by the means of mass media required further study.

The purpose of the research was to study the impact of online mass media on the process of health preserving competence formation of individuals.

Summarizing the opinions of a number of scholars (Judith Glaesser, 2019 [4], Andrew Gonczi, 2013 [5], Svitlana Leyko, 2013 [8]) noticed that “competence” in academic research is defined as demonstrable professional and personal characteristics and as the set of knowledge, skill and experience is acquired to perform a specific role or job efficiently. It is a flexible combination of practical and theoretical knowledge, system of thinking and emotional intelligence, behavior and values used to manage real-life situations. It should be clarified that most modern concepts of competence stress skills rather than knowledge.

According to modern approaches to the interpretation of the concept “health preserving (health-saving) competence” (Yurii Boychuk, 2017 [2], Nataliya Kholchenkova, 2017 [7], Oleksii Tohochynskiy, 2019 [14]), most scholars emphasize that the health preserving competence is a combination of knowledge and skills used

by an individual in order to plan a life path by keeping a good physical form, to prevent stress and professional diseases, to support a healthy lifestyle, to develop personal spiritual and mental culture that build the public culture of health and promote public health protection.

Adhering to position of O. Antonova & N. Polishchuk (2019) treats the term “health preserving competence” as “an integral quality of the individual, which is manifested in their overall capacity for health-preserving activities based on the integration of knowledge, skills, values, personal traits, aimed at maintaining physical, social, mental and spiritual health – him/her and his/ her environment” [1, p.41].

O. Novak considers that “health preserving competence involves not only medical and valeological informativeness, but also application of the acquired knowledge in practice, possession of methods of health promotion and diseases prevention” [9, p.61].

Therefore, based on the analysis of researches on health and health preservation it is possible to distinguish the following health-preserving competence’s components: motivational, information, integrative, technology and reflective components.

Determinants of health preserving competence are those factors that can enhance or threaten an individual’s or a whole society’s health status. These can be matters of individual choice as well as can relate to social or environmental characteristics beyond the personal control of individuals.

Thus, under modern conditions everyone needs to be competent in matters of preservation and strengthening of physical and mental health, that is, they are to have health preserving competencies, which will become an essential basis for their healthy lifestyle and general well-being.

From our point of view, mass media is an effective factor of health protection culture formation and health preserving competence development. The health issues prevalent in the community are focused by online and offline media and presented to the state and citizens. To understand modern problems of public health preserving

competence formation one should consider this process as a set of social influences on the individual's personality with the aim to inculcate health values and norms, social and personally meaningful ways of health behavior that reveal and support their individual needs.

The foreign and domestic scientific research studies (Anatolii Turchak, 2010 [15], Daniel Catalán-Matamoros, 2011 [3], Rutuja Anil Saraf & J Balamurugan, 2018 [11], Olena Hotentseva, 2018 [6]) are stated that the social institute of mass media is a very important tool that reaches a large number of population and delivers a vast amount of knowledge about health issues, public health care and protection as well. It is able to persuade a large audience for adopting new health behaviors and create a positive attitude in them towards healthy lifestyle and solutions to the health problems both individual and national. Thus, this institute has a very important role in the public health protection.

In an overview of researches on the Internet as a mass medium (Obiageli Pauline Ohiagu, 2011 [10] and Sung Wook Ji, 2019 [12]) is noted that nowadays the Internet has gone global, and played a significant role in global mass communication in numerous ways. The virtual mass media is undoubtedly the most forceful media among other mass media such as newspapers, television, radio, public relations industries and so on. It is defined that “the Internet not just a channel for mass communication like any other technological tool used by contemporary man to transmit public messages rapidly to a large, mixed and anonymous audience, but a unique mass medium that even stands out as the medium of other mass medium” [10, p. 226].

The virtual mass media is networking people into indeed one global society. Online media exhibit the same qualities as classic offline media but demonstrate higher level of simultaneity exposing of audience to a given mass media message within a given period. Besides, the online message has no boundaries and can be received anywhere. The Internet media reach a heterogeneous and spatially dispersed audience that is an absolutely mixed group (for example, in sex, age, education level, location, social status, culture, etc.). By routing a message in some popular websites

such as Google, Facebook, etc. which are visited by a range of people all over the world, the possibility of simultaneous virtual mass communication is enhanced extremely. The Internet has the great potentials for both interpersonal and personal communication as well as offers both the sender and the receiver equal opportunities in the communication.

The asset of the virtual mass media over the other mass media lies in its ability to enhance the performance of the other media. It combines all the strengths of the traditional mass media such as visual, sound abilities and emotional and motion potential and so on. In fact, the virtual media have become an indispensable part of the other media such as radio, television, newspaper. These traditional mass media have continued to enhance their relevance by hooking up to the Internet. Today it is inconceivable to think of any media outfit that can survive without supporting itself with its online version. Therefore, the influence of mass media has an effect on different aspects of human life, in particular health care and health protection culture and health preserving competence.

The research results have shown that virtual mass media is an effective factor of public health protection culture formation and health preserving competence development. The online mass media impact on the increasing audience motivation to health preserving activities (awareness of the importance of health preserving competence for the successful physical and mental human well-being; comfortable educational environment for the formation of health preserving competence; providing with the opportunity to obtain health protective practical skills). Today it is an efficient tool of fulfilling the main health promotion outcomes in Ukrainian society.

Modern virtual mass media stimulate individual health preserving competence formation and have different functions such as:

- ✓ educator (to form stable knowledge of healthcare issues; to realize the value of individual health in the system of vital values, etc.);

- ✓ motivator (to stimulate the personal desire to develop health preserving competence in their own life; to popularize the physical and mental health and others);
- ✓ manager and moderator (to connect the community; to integrate individual health needs into society's health norms and health care system and so on);
- ✓ supporter (to support health behavior changes; to encourage keeping healthy lifestyle, etc.);
- ✓ auditor (to check the result of individual implementation of health protective activities; to control the person's readiness to keep the healthy lifestyle and the ability to self-improvement of their own health and so on).

This information is shown in Figure 1.

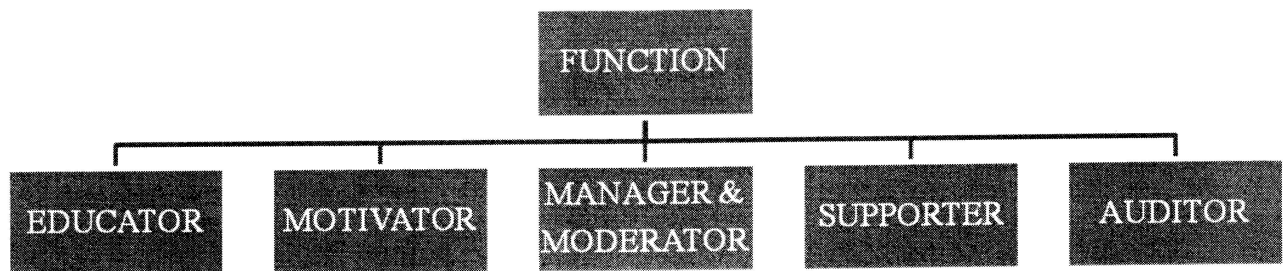


Fig. 1 – The virtual mass media functions

Among online mass media tasks that provide the necessary support to individual's health preserving competence formation are:

- ✓ to inform within any time period large numbers of individuals about the importance of keeping healthy lifestyle at all stages of human life;
- ✓ to popularize the physical and mental health as the highest values in the democratic human community;
- ✓ to educate the public through broadcasting the variety of norms of health behavior and healthcare rules and so on;
- ✓ to promote the correct knowledge on health-related topics;
- ✓ to expose new ideas and advancements in the health field;

- ✓ to form opinions and responsible attitudes to health prevention concerns in modern society;
- ✓ to change the negative behavior of people into positive behavior regarding the health issues;
- ✓ to create awareness about the various healthcare problems and solutions;
- ✓ to support public debate about the different health topics;
- ✓ to mobilize citizens for voluntary work in the sphere of public health;
- ✓ to unite the community for performing public health protection activities and solving different healthcare problems;
- ✓ to strengthen online and offline community actions on public health preserving and promotion, to provide different media campaigns on health, etc.

Therefore, it has been determined that health preserving competence is a flexible combination of health protection knowledge, skills and attitudes that is formed on the basis of individual physical and mental qualities; it is the ability to apply these knowledge and skills for successfully acting different social activities and someone's involvement in healthy lifestyle as well as maintaining physical, social, mental and spiritual health and solving problems of a general kind. The structure of health-preserving competence includes motivational, information, integrative, technology and reflective components. The virtual mass media stimulate individual's health preserving competence formation and perform a number of functions such as a) educator, b) motivator, c) manager and moderator, d) supporter, and e) auditor. The virtual mass media are able to persuade a large number of people for adopting new behaviors and create a positive attitude in them towards health preserving competence importance.

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