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## **MODIFYING THE LIFESTYLE OF A YOUNG MAN: HEALTHY, UNHEALTHY AND MANIPULATIVE**

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### **ABSTRACT**

The problem of human health is actualized as it is lost by people, starting with a young and even a child. From the standpoint of the strategy of improving human health, especially young people, the most important role is acquired by a certain form of organization of life, or lifestyle of a person. In this article, “lifestyle” is considered as a concept and reality. A classification of types of lifestyles according to the essential attributes - human health or ill health is proposed. This is a way of life: 1) healthy (HLS), 2) unhealthy (VAW), 3) manipulative (CAN) as purposefully changed. The first type is associated with health promotion. The second kind destroys health. The third type is directly related to the exorbitant commercialization and business evolution of services related to human health issues.

Different types of lifestyles have the greatest impact on young people. This is due to the special characteristics of this age group. These are: a high level of vitality of young people and the desire to actively implement them; many desires and goals, but still insufficient experience for their implementation; in connection with the period of self-identification of a young man, heightened desire to show himself, to be better than others; insufficiently formed worldview, in this connection, the consciousness of young people may be subject to external manipulation.

Each type of marked lifestyles corresponds to a group of human factors. In healthy lifestyles - this is the impact on a person of health factors - those that, in general, restore, strengthen and develop his health. Two groups of factors are associated with an unhealthy lifestyle. First, they are weakening (lowering the potential of human health) factors, and secondly, destructive factors (directly acting on the damage and destruction of the body). In the manipulative way of life, the main role is played by factors affecting human consciousness. In fact, they create false attitudes in understanding the health and behavior of people, but they are presented to a person who wants to improve his health as the most faithful and effective. As a

result of such a commercial fraud, business structures providing relevant services and goods increase their profits.

**Key words:** young man, health, lifestyle and his types: healthy, unhealthy, manipulative, factors of influence on health.

## INTRODUCTION

Human health is an eternally important topic that exists from the time of human and society to the present day. This is confirmed by many proverbs from different nations dedicated to health. Let us recall at least the following expressions of folk wisdom:

"Without health, there is no good life.

"You can't buy health, you can't buy it.

"A sick and golden bed won't help.

-Lost money - lost nothing, lost time - lost a lot, lost my health - lost everything.

"Moderation is the mother of health.

A lot of famous people have spoken out about health. Thus, Thomas Fuller wrote: "Health is not valued until the disease comes. «And Leo Tolstoy admonished, "You must necessarily shake yourself physically in order to be healthy morally."

Despite the enduring value of the health problem, at every historical time it acquires its own specificity. The relevance of human health, including youth, in modern Russia is conditioned by a number of conditions. "Public health, public health, is characterized by a set of quantitative indicators: morbidity, disability, parameters of physical development and demographic indicators" .

The state of health in our country is currently in critical condition. This is evidenced in particular by the growing depopulation of the Russian and other indigenous peoples of Russia at the turn of the 20th and 19th centuries and in the first quarter of this century, despite some positive surges. Depopulations accompany: increased mortality, low birth rate, negative population growth, general weakening of the health potential of the population, including young people as the future country.

In the preface to a collection of works published on materials of the XII All-Russian with the international participation of a scientific and practical conference, held in St. Petersburg in 2017. Russia per year of the 100th anniversary of the revolution, "a wide review of analytical materials is presented, in which, particular, noted:" Everyone (!) The day is our country, our people, the indigenous population, becomes less than 500 people - our sons and daughters, brothers and sisters, fathers and mothers; Such is the difference between the number of born and

the dead ... Now our nation is dying" [4, p. 7]. N.A.Gorbach, S.L.Burtseva, A.V.Jarova, M.A.Lisnyak write: "The value and place of each of the components of the state of health are changing depending on whether they are used for the characteristics of the population" [5, from. eighteen]. A comprehensive assessment of the health of the human health and population of countries in a slow time is increasingly evaluated by such integrative indicators as the quality of life (KHZ) [6;7] and a healthy lifestyle (s) [8-13]. In this article, we will consider human health issues as an integral part of his lifestyle - very diverse and often quite controversial. Since it will be about human health, pay attention to the approaches to understanding the term "health" [14-16]. We define the meaning of the concept, the meaning of which will be used further in the article. Previously, we were justified by the following definition: "Human health is initially (genetically) given, and then consciously controlled: 1) the optimal interaction of the internal structures and processes (functions) of the body, its physical and energetic nature; 2) confrontation by external aggressive impacts; 3) optimal interaction with complementary systems and environments of the surrounding world " [17, p. 25]. To the noted add, the potential of health is initially transmitted to man genetically. In normal conditions, health potential gradually unfolds and develops in childhood. Reaches a maximum of development at a young age (which is why young people are not too thinking about health, since it's even the largest number). And then human health is not only constantly being replenished, but also gradually gets off throughout life (therefore, as a rule, they are most talking about health in the elderly, mighty age). At the end of life, the exhaustion of the body of the human life occurs.

And there is a bodily death. Therefore, the ancient wisdom of health understanding reads: "A young man has a lot of strength, health, but little wisdom; The elderly person has a lot of wisdom, but little effort and health: Therefore, it is necessary to live so that in your youth it is more likely to master wisdom, and to the old age to keep strength and health. "In general, we emphasize that the human health problem not only does not lose values at present, but also acquires particular relevance in connection with a number of critical processes in the lives of our people.

The purpose and objectives of the study. The purpose of this article is to consider the human health problem in relation to young age in connection with his lifestyle. The following tasks are delivered:

1. Consider how young a young man is connected with his lifestyle.
2. Determine the main modifications of lifestyle on the basis of human health.

3. To identify the factors of health and unhealthy subject with different types of lifestyle. 4. Clear the really existing causes of not only a healthy, but also an unhealthy lifestyle.

**Research methods.** This article is theoretical and methodological and socio-pedagogical nature. Therefore, the paper uses a dialectical methodology that reveals the interaction of transformative opposites; systems approach; Comparative, axiological and integrative methods of knowledge.

**Results and its discussion.** We are unlikely to be mistaken if we say that for most people most significant is the desire to have good health, well-being, a full life. But, as you know, human health cannot constantly remain strong without relevant efforts by the subject. Health is largely due to the way of human existence, or, as they usually speak, his lifestyle (coolant). For further consideration of the health issue in connection with their lifestyle, we will give the working definition of this concept that we will use in further reasoning. We believe that the lifestyle is those stereotypes of behavior (short-term and long-term), which develop in humans and as a result of its present existence and prospects for its being. To short-term (daily) stereotypes should be primarily attributed to the regime of the day, which is most often happening in many ways in many respects in the vital activity of the subject - from the morning municipality, the forms of day active livelihoods inherent in a person, evening familiar forms of behavior, up to a night rest. Long-term stereotypes depend on the peculiarities of the human existence during certain periods of his life, they periodically change (for example, periods of study at school, university, the beginning of work, family life, the birth of children, etc.). We argue that you can hardly find two people whose life streams would be completely identical. Coat of different people are individual. However, there are also undoubted similarities caused by similar conditions for existence, traditions, education and education, cultural level of different groups of people. Accordingly, for a deeper study and understanding of the diversity of human lifestyle, they can be classified according to certain reasons, for example, in relation to work (life in labor or without difficulty); to creativity (creative - not creative coolant); to the family (family - lonely coolant), to health (healthy - unhealthy), etc. When comparing different signs of division, it can be concluded that the sign of health as a whole is determining because it is from the state of health of a person in the end the implementation of all other species Co. No wonder they say: "It would be health - the rest will be." In accordance with the issues under consideration, as well as in connection with the fundamental importance of health in the life of people, further draw attention to the modifications of the coolant on the basis of finding health or its loss by a person.

For a deeper understanding of health issues in the processes of vital activity of people, we will offer the following classification of human treatment:

- 1) Healthy lifestyle (s);
- 2) An unhealthy lifestyle (knife);
- 3) A manipulative lifestyle (can).

The zoos is formed in cases where the person being folded in humans have such a filling, which in general contribute to the restoration, preservation and strengthening its health.

On the contrary, if a person behaves such a vital activity that, as he himself understands, weakens his health, leads to diseases, shortens life, then we can talk about the unhealthy of the coolant (knife).

But there may be such forms of behavior, vital activity of people when they believe that in general lead the right way of life, improving their health, and in the end, for some reason their mental and physical condition deteriorates, health is lost. It is nothing but a manipulative lifestyle (can).

If in cases of a healthy and unhealthy lifestyle, causal relations in the behavior of people are generally clear both for themselves and for others, then in the case of the manipulative treatment, the relationship between the behavior of people and the state of their health is far from being not clear, sometimes cause bewilderment Man himself with a similar way of life.

In each of the marked species, the corresponding factors that determine them are.

1. The factors restoring, strengthening and developing human health (for example, good psycho-emotional mood, optimal physical exercises and exercises, sports, willpower, the power of will, good education and education, balanced day, rational nutrition, etc.) are predominant. Such a lifestyle is characteristic of people with proper upbringing, their own convictions, sufficient effort. At the same time, the understanding of loved ones is very important - in the family, at work, among friends, as well as good, focused on a decent human life, social conditions in the state. This is the most conscious way to health.

2. In the case of the knife, factors that weaken and destroy the health prevail. We can relate to weakening factors that lead to excess fatigue, stressful states, hypodynamines and other negative processes. This, for example, mental and physical overload, or, on the contrary, low activity, unbalanced nutrition, insufficient sleep, etc. Destroying factors knife act on the defeat of the body, and therefore they are most dangerous. This, for example, tobacco, drunkenness, drug addiction, gambling (real and computer-virtual), kleptomania, etc. The commission of unlawful actions also undoubtedly determines the unhealthy human treatment -

as an antisocial, negatively affecting the lives of other people. People of different character are adjacent to unhealthy coolant and for various reasons. These may be: Noncompatacy and education; Brainlessness, reluctance to withstand harmful habits; Life injuries; A complex social medium that has a destructive impact on a person.

3. If there can also be negative factors, but acting primarily on the consciousness of a person. They are associated with such a change in the consciousness of a person when he is confident that his actions are correct, strengthen the physical health and psycho-emotional mood. But in fact, the result of the relevant human activity is the deterioration of his mental and physical condition, up to illness. This lifestyle is subject to people inapphanging, and sometimes nicely deceived.

Next, we will not specifically stop on a more detailed description of the first two species - healthy and unhealthy coolant, because they are quite widely and detailed in the literature in the form of healthy landmarks and bad habits of people [5; 6; eight; 12; 18-23].

Therefore, we will pay attention to a more detailed consideration of the manipulators coolant allocated by us. But before this we indicate that it is the young generation that is subject to this lifestyle. This is explained by the peculiarities that inherent in young people.

Youth is a special time when a person is growing when he accumulates the maximum of life forces and health, when many desires arise, but the choice of ways to implement them are not fully clear. In other words, young people are a special social layer of mankind: by age, energy, health, opportunities, and social prospects. This is such age when in dreams reality and fantasy very often merge, and the person cannot yet distinguish them, does not have a proper culture of distinction. At the same time, it often has an excess of physical and mental vitality and a great desire to actively act. Due to social mature, young people appears the possibility of implementing plans, goals in large numbers, in difficult situations. This is the age of bright actions and even feats, time of rapid activity. At the same time, you really want a young man that at the age of self-determination and the commencement of self-realization paid attention to it so that it stands out, was noticeable among others, and even periodically in the spotlight.

Regarding the complex and ambiguous formation of a person's life path at the stage of his adults, T. A. Pogoreliya writes the following: "Here, in the native country, there is a growing and formation of a person! Upon joining the adult life comes a period of choice. The child has grown! He formed his point of view on what is happening.

In the world, maybe not always correct. He can be deceived and send it on a false path, to form his worldview in his mind for him - it's scary! He first begins to face difficulties that did not notice before. And the whole life of a young man is not as he painted or imagined before! This is alcoholism, drug addiction, depression, aggressiveness, apathy, indifference, closeness, closure, causing behavior, loss of faith in itself and its potential! Migration to another country in search of yourself, new, truth, value comparisons!"[24, p. 264].

The set of so ambiguous traits and forms of behavior of young people with still insufficient life experience leads to the fact that it is among young people who most often spreads a manipulative lifestyle (can).

The main meaning of the propagandable in society can be as follows. Here a person is relying not on reasonable correct algorithms of activity, but on simulacra Human behavior specifically developed by certain social structures. These simulants, or social bellows, fakes are very beneficial for a number of commercial structures, which in such a way can very effectively earn money at the desires of people a lot of money.

For example, "Branded samples" of sports equipment, VIP services, "Elite" products, "Emergency" artificial tan, dubious ways of rejuvenation, etc., etc. The main thing is that at the same time there is an excessive overestimation of prices for fashion and services. The magic binding of the consciousness of people to the words "Fashion", "Fashionable", "Brand", "Trend", etc., is being made to the "Fashion", "Fashionable", "Trend" here. Here is much money on the exorbitant desires of people. This becomes possible, provided that buyers of goods, consumers of services are not able to correctly understand the real state of affairs, health and head issues, as methods of consciousness manipulation are widely used. I can widely promote the ideas of special prestige of health, but not for the actual recovery of people, and to obtain high profits of commercial structures. Although, we emphasize especially, many ways of improving the body can be achieved by traditional physical culture and health, medical and humanitarian methods, with minimal material costs. But instead, special, expensive "Super services" are recommended. For example, we advertise ways to achieve perfect healthy and attractive states: "Star" superman health - with an ideal figure, with ideal weight, according to the latest ideals of beauty, etc.

We can repeatedly inspire that such a "Super-Superman" is capable of obtaining an elite position in society. It is characterized by super ideals, super pleasures, super comfort, etc. Supported to the extreme "Healthy" existence, egocentrism, competition among the best, excitement in pursuit of "The healthiest"



coach among the best, since this way can be dramatically increased consumer prices. And the result received in the end.

Thus, it can be deceptive coolant, with illusory, albeit very attractive desires and goals. This is purposefully induced to the consumer of Ozh-Simulac. Just as, along with the truthful moral, there is a double morality, along with the truthful zoos there is a double, externally attractive, but actually deceived coolant in the form of can. But the most dangerous is that there can be a change in priorities: a person as a subject of goal and action is replaced by other installations. The goal in can - no longer a person as a subject of health and head. The person here turns into an object to receive from it, due to the manipulation of attractive ideas of health and zoo, by a subtle change in the consciousness of people, their meanings and actions, that is, by creating commercial simulates of dependent behavior on the basis of a wide desire of people to improve their health. Consciousness of people, who seek health, can be captured by a variety of manipulators, including advertisers, media workers, managers, etc.

As a result, consideration of various modifications of lifestyle on a health factor we will try to answer the main question: what caused such polarization of the lifestyle of people in modern society and such tragic consequences of health destruction for many people? The collective opinion of scientists of Russia and a number of CIS countries is as follows: "The question is in a different plane: how was it possible!? Admit daily exceeding the number of deaths over the number of born! In a country in which there are young, beautiful, smart men and women and big natural wealth! Young people do not multiply, do not create strong families, and do not rejoice in their born children! Young women stand on the panel. Able-bodied people die tens of thousands in road accidents on the roads, drown burn, drink, etch, rally, and hang, and so on. What is happening? What are the socio-economic conditions for the life of a person in our country, what is the ideology and information environment, what spirituality and morality in it are formed? What is the future waiting for us in the nearest and remote time? Who will protect our people!? In the year of the 100th anniversary of the revolution in Russia, the country and its people face a principled choice. The Russian state became oligarchic, and in relation to a simple person, the properties parts of the feudal part of the feudal, part of the slave-owned system are intertwined. But, in fact, we are dealing with Social Darwinism! In his material and prudemous egoism, representatives of the oligarch lost conscience, the mind, honor, the concept of debt to peoples, on the lands of which they acquired and exploit their "Their" wealth. It is necessary to change the principles of the existence of our state ..." [4, p. 8-9].

We believe that the reasons for the spread is not only a zoom, but also in the essence of the negative knife and can most likely lie in the fundamentally different strategies of humanity implemented at this time in different countries, including in Russia. Without going into details, we note about this.

In the XXI century there was a paradoxical situation. On the one hand, humanity has reached the tops of scientific and technical and informational progress (NTP), as a result, the life and health of people should dramatically improve. But instead, global problems of the worsening masses of people are growing. Then the legitariious question arises: what paths of evolution and NTP strategies lead to improvement, and what - to deterioration of people's health, despite the undoubted rise in the comfort of human being in the XXI century.

One strategy is a healthy, human harmonious life in similarly equipped societies and nature. Denote this first strategy as: Vital (life-affirming) Evolution of man and peace. She is essentially human. Another strategy is permanent building weight of wealth, values of real and virtual capital in the process of business evolution, business commercialization. It eventually comes down only to the accumulation of wealth, finance and excludes a person's life from such evolution. This strategy is "Sharpened" to "Profit at any cost", it is essentially inhuman, with the boundless accumulation of lifeless substrate of wealth. Denote this second strategy so: antiviral business evolution to being without life. In it, despite the increase in the comfort and benefits of civilization, not only health, but also the human life itself is secondary, subordinate business evolution. Life won and destroyed lifeless and rampant enrichment. We believe that it is in connection with these, currently applicable polar strategies for changing society [25] the lifestyle of people also polarizes. On the one hand, it is consciously achieved by the mind, will and the bodily perfection of the head. On the other hand, destroying and false by nature, unhealthy and manipulative lifestyles. Therefore, the specific forms of behavior of many people are largely determined by the contradictory social relations of the modern era.

**Conclusion.** As a result, we indicate that when the image of a young man's lifestyle is characteristic of "Health - Unhealthy", it is a healthy coolant that is faithful, based on positive life experience and deep humanitarian anthroposocial knowledge has a saving potential. And the unhealthy and manipulative coolant, on the contrary, use incorrect ways of behavior of people, or clearly deforming health, or destroying it, on the basis of deception, manipulations with a person's consciousness, when his behavior becomes unconscious, driven. The task of the state that is guarding the health of its population is in the all-time development of his healthy lifestyle. The tasks of teachers consist in the formation of a developed,

resistant deformation of the consciousness and the worldview of young people, as well as in the all-time strengthening of their physical and psychophysical health.

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