



REVIEW ARTICLES

Sport and physical activities: actual Ukraine's strategic narrative (in terms of encyclopedias)

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Abstract

Background and purpose

Outline the importance of sports encyclopedias as a form of spreading and promoting a healthy lifestyle and popularizing high-achieving sports for the social and humanitarian development of Ukraine.

Material and methods

In the article, the primary used research methods are *overview* and *descriptive analysis* (an overview of academic publications indexed in Scopus, PubMed, Google Scholar, and National Library of Ukraine, as well as data on Ukrainian encyclopedias from the Corpus of Ukrainian Encyclopedias). This is a basis for descriptive analysis the capability of sports activities to improve the physical and mental (emotional, moral-volitional) resilience of the Ukraine's population during wartime difficulty, the overall health level of the nation, and the demographic and accordingly economic situation in the country. Additionally, based on descriptive analysis, the potential of encyclopedias on sports and athletes in promoting a healthy lifestyle and physical activities among the population is examined). *Reflection method* is also used: authors offer a vision of how encyclopedic knowledge about sports and athletes should be structured to help improve the nation's health, demographic, and economic situations, and thus resistance to Russian aggression).

Results

The war in Ukraine significantly damages the population's health, adversely affecting the demographic and economic situation in the country. As a result, state humanitarian policy must focus on finding ways to counter these threats and emerging from this crisis. The article emphasizes that targeted, systematic development of sports and physical culture should be among the state policy priorities, as sports and physical activities improve population health. Authors show that promoting physical culture and a healthy lifestyle is crucial in this process, necessitating the studying of various information sources that can disseminate sports relevant knowledge and identifying the most effective ones.

Conclusions

Based on extensive justifications, the article proposes the idea of creating a Ukrainian sports encyclopedia as a means of promoting a healthy lifestyle among the Ukrainians, particularly essential in the post-war period. This would contribute to Ukraine's restoration by improving its demographic, socio-economic situation, and encouraging the return of Ukrainian refugees. The potential of a sports encyclopedia lies in highlighting and popularizing distinguished athletes who have achieved success and are respected globally, serving as role models, especially for the young generation of the country. The encyclopedic promotion of famous Ukrainian athletes is considered an effective mechanism for fostering a healthy lifestyle and patriotic feelings among Ukrainian citizens. The preparation of such a publication should rely on global encyclopedic-biographical experience, modern information technologies, and academic knowledge.

Key words: sports encyclopedias, famous athletes, biography dictionaries, post-war restoration of Ukraine, promotion of sports, healthy lifestyle



Анотація

Железняк М.Г., Ищенко О.С., Козина Ж.Л., Павлович Р. Спорт та фізична культура – стратегічний нарратив України (енциклопедичний вимір)

Обґрунтування і мета

З'ясувати значення спортивних енциклопедичних видань як форми поширення й пропаганди здорового способу життя та популяризації спорту високих досягнень для соціально-гуманітарного розвитку України.

Матеріал і методи

Провідні методи дослідження – *оглядовий* та *описовий* (проаналізовано наукові публікації, індексовані у Scopus, PubMed, Google Scholar, НБУВ, а також залучено дані про українські енциклопедії, представлені в «Корпусі українських енциклопедичних видань»). Спираючись на результати досліджень, автори констатують, що заняття спортом покращує фізичний, психічний (емоційний, морально-вольовий) стан людини, підвищує витривалість та стійкість населення у часи воєнного лихоліття, впливає на загальний рівень здоров'я нації, демографічну й, відповідно, економічну ситуацію у країні. Відтак потенціал енциклопедичної літератури про спорт і спортсменів сприяє популяризації серед населення здорового способу життя та фізичних активностей. Керуючись *методом рефлексії*, автори запропонували бачення того, якими мають бути енциклопедичні знання про спорт і спортсменів, щоб сприяти покращенню здоров'я нації, розв'язанню сучасних демографічних та економічних проблем, а отже, й спротиву російській агресії.

Результати

Війна в Україні завдає істотної шкоди здоров'ю населення, вкрай негативно позначається на демографічній і економічній ситуації в країні. Державна гуманітарна політика має бути спрямована на пошук шляхів протистояння зазначеним загрозам, виходу із цієї кризи. У статті наголошено, що цілеспрямований, системний розвиток спорту й фізичної культури належить до пріоритетів державної політики, оскільки саме спорт, фізичні активності покращують здоров'я населення. Показано, що у цьому процесі велике значення відіграє пропаганда фізичної культури і здорового способу життя, це актуалізує дослідження різноманітних джерел інформації, що здатні поширювати знання відповідної тематики, та пошук серед них найбільш дієвих, ефективних.

Висновки

На основі широких обґрунтувань у статті запропоновано ідею створення української спортивної енциклопедії як засобу пропаганди здорового способу життя серед українського населення, особливо необхідного в післявоєнний період, що сприятиме відновленню України – покращенню її демографічного, соціально-економічного становища, поверненню українських біженців на батьківщину. Такий потенціал спортивної енциклопедії визначається тим, що в ній велику роль має бути приділено виокремленню й популяризації визначних постатей – спортсменів, що досягли успіху, є відомими й поважаними особистостями у світі, отже, можуть бути взірцями для наслідування, особливо молодого покоління населення країни. Популяризація в енциклопедичному форматі видатних українських спортсменів – це, вважаємо, дієвий механізм виховання здорового способу життя, патріотичних почуттів громадян України. У підготовці такого видання важливо спиратися на світовий енциклопедично-біографічний досвід, сучасні інформаційні технології, академічні знання.

Ключові слова: спортивні енциклопедії, видатні спортсмени, біографічні словники, післявоєнне відновлення України, популяризація спорту, здоровий спосіб життя

АННОТАЦИЯ

Железняк М.Г., Ищенко А.С., Козина Ж.Л., Павлович Р. Спорт и физическая культура: стратегический нарратив Украины (энциклопедический взгляд)

Обоснование и цель

Охарактеризовать значение спортивных энциклопедических изданий как формы распространения и пропаганды здорового образа жизни и популяризации спорта высоких достижений для социально-гуманитарного развития Украины.

Материал и методы

Основные методы исследования – *обзорный* и *описательный* (обзор научных публикаций, индексируемых в Scopus, PubMed, Google Scholar, НБУВ, а также данных об украинских энциклопедиях, представленных в «Корпусе украинских энциклопедических изданий»). Опираясь на результаты исследований, авторы констатируют, что занятия спортом улучшают физическое, психическое (эмоциональное, морально-волевое) состояние человека, повышают выносливость и устойчивость населения во время военного лихолетья, влияют на общий уровень здоровья нации, демографическую и, соответственно, экономическую ситуацию в стране. Следовательно, потенциал энциклопедической литературы о спорте и спортсменах способствует популяризации среди населения здорового образа жизни и физических активностей. Используя *метод рефлексии*, авторы предлагают видение того, какими должны быть энциклопедические знания о спорте и спортсменах для содействия улучшению здоровья нации, решению демографических и экономических проблем, а значит, и сопротивлению российской агрессии.

Результаты

Война в Украине наносит существенный ущерб здоровью населения, крайне негативно сказывается на демографической и экономической ситуации в стране. Государственная гуманитарная политика должна быть направлена на поиск путей противостояния данным угрозам, выхода из сложившегося кризиса. В статье подчеркивается, что целенаправленное, системное развитие спорта и физической культуры – в числе приоритетов государственной политики, поскольку именно спорт и физические активности способны улучшать здоровье населения. Показано, что в данном процессе большое значение имеет пропаганда физической культуры и здорового образа жизни, что актуализирует исследование различных источников информации, способных распространять знания на соответствующую тему, и поиск среди них наиболее действенных, эффективных.

Выводы

В статье предложена обоснованная идея создания в Украине спортивной энциклопедии как средства пропаганды здорового образа жизни среди граждан страны, особенно необходимого в послевоенный период, что будет способствовать восстановлению Украины – улучшению её демографического, социально-экономического положения, возвращению украинским беженцев на родину. Соответствующий потенциал спортивной энциклопедии определяется тем, что в ней большое внимание должно быть уделено популяризации выдающихся личностей – спортсменов, достигших успеха, известных и уважаемых в мире, которые могут быть примерами для подражания, особенно для молодежи.

Ключевые слова: спортивные энциклопедии, выдающиеся спортсмены, биографические словари, послевоенное восстановление Украины, популяризация спорта, здоровый образ жизни



Introduction

Sport is a unique business card of Ukraine on the international arena [1]. The level of its development is of great importance for any country, its recognition in the world, because it is an indicator of the general progress of its economy, culture of civil society. The textualization of the successes of representatives of Ukrainian sports is an important state matter, and in this context, Ukraine can boast of a number of sports publications, among which encyclopedias occupy a special place. In the middle of this category of publications, we will single out works of a general nature (about various types of sports), in particular, "Encyclopedia of Modern Olympic Sports" edited by Prof. Volodymyr Platonov: first a one-volume Russian-language book, later a five-volume book [2], translated into Ukrainian in 2005 [3]. Maria Bulatova compiled the "Encyclopedia of Olympic Sports in Questions and Answers" [3], however, it is difficult to call this book an encyclopedia based on formal and content characteristics (it is more of a reference book). The practice of calling cognitive literature encyclopedias in Ukraine is a trend and, in our opinion, not entirely correct [2]. The universal nature of these publications is conditional, because they are dedicated to the Olympic movement and the contribution of Ukrainian athletes to its development, and not to sports as a phenomenon in the broadest possible sense.

According to researchers, today Ukraine is glorified by boxers, football players, chess players and other athletes, and our Olympic team is in the club of the strongest. At the same time, Ukrainians and other countries in various sports show the highest class and make the fans in the stands hold their breath [3]. In Ukraine, a number of encyclopedic editions dedicated to certain sports have been published, the most interesting thing is that they cover the achievements of the above mentioned - boxing [3], football [4] and chess [5, 6, 7, 8]. We assume that there may be other Ukrainian encyclopedias about certain sports disciplines, but we could not find them. The book market of Ukraine offers other informative sports literature, the titles of which contain the word "encyclopedia", but all of them are translations of publications by foreign authors, and therefore it would be wrong to count them among the achievements of Ukrainian sports thought. We will not mention reference books [9] here either, since this type of literature is significantly different from

encyclopedias, which are the subject of our article. It is worth mentioning the universal encyclopedic editions covering various topics and fields, including sports: for example, such is the "Encyclopedia of Modern Ukraine" (<https://esu.com.ua/>) [8, 10], which provides information about prominent Ukrainian athletes, coaches, famous sports teams, clubs, societies, sports and disciplines, as well as sports schools, higher education institutions and buildings. A lot of valuable information is also contained in the popular "Wikipedia".

On the one hand, Ukrainian sports encyclopedias have the potential to contribute to the development of professional sports, since they can be used as a source base for research in the field of sports science (as is known, the results of scientific research stimulate the innovative development of high-achieving sports), especially because they have a significant heuristic potential with history of Ukrainian sports. According to some data, it was the sports encyclopedia (this is the "Encyclopedia of Sport Sciences and Medicine", New York, 1971 [10]) that contributed to the further development of this direction by defining and outlining the concept of "sports medicine" [10]. It is noteworthy that the leading countries in the world from the point of view of professional sports (USA, Great Britain, China, Germany) [11] are also leaders in the encyclopedic field [12]. The question of whether there are regularities in this correlation can be the subject of a separate study.

On the other hand, the potential of Ukrainian sports encyclopedias lies in their orientation to the general public (encyclopedic literature is usually aimed at a wide readership), so they are able to popularize among the population the achievements of Ukrainian athletes at the national and international levels, instilling love for physical culture, motivating to follow a healthy lifestyle life, and therefore, in a broad sense, make a moderate contribution to the education of a healthy nation.

With all of the above, we justify the relevance of such encyclopedic works, as well as our article, the mission of which is to draw the attention of the sports community to the need to create, accumulate and distribute encyclopedic knowledge of sports topics. In a narrower sense, the purpose of this article is to outline the significance of sports encyclopedic publications as a form of promotion (propaganda) of a healthy lifestyle and popularization of high-achieving sports for the social and humanitarian



development of Ukraine. The relevance of the article is strengthened by the data of this year's government survey, the results of which indicate that only 10% of the population regularly engage in sports in Ukraine, while in the EU countries – 32% [13]. The current situation with the development of sports and physical culture in Ukraine is greatly complicated by the military aggression of the Russian Federation.

Based on the above, the purpose of the study was formulated: to find out the significance of sports encyclopedic publications as a form of distribution and promotion of a healthy way of life and popularization of high-achieving sports for the social and humanitarian development of Ukraine.

Materials and methods

The article was prepared on the basis of the review method (a review of scientific publications indexed in Scopus, PubMed, Google Scholar, NBUV, as well as sports encyclopedias presented in the "Corpus of Ukrainian Encyclopedias: Bibliographic Index" (<https://corpus.encyclopedia.kyiv.ua/en/>) [9] and theoretical analysis (reflection method) regarding the vision of the development of sports movement, physical culture and generally a healthy lifestyle as a strategically important component of Ukraine's humanitarian policy and the place of quality cognitive literature, in particular encyclopedias, in ensuring this process.

Results

Sports and physical culture as a component of the humanitarian policy of the state are an important element in the mechanism of resistance to Russian aggression [14–17]. After all, the higher the development of physical culture and sports in the country, the stronger the nation, mentally and physically stable. The physical development of a person strengthens his moral and willpower qualities, and therefore, value and moral orientations, which is extremely important, in particular, for persons who protect the homeland in the ranks of the armed forces. Moreover, according to some data, physical activity not only has a positive effect on the mental and physical health of people, but is also capable of contributing to the improvement of the country's economy, primarily due to a massive reduction in the risks of diseases common among the employed

population (cardiovascular diseases, type 2 diabetes type, cancer) [18]. In turn, as the researchers rightly emphasize, the systemic improvement of population health achieved through physical activity is implemented through political measures [19], i.e. through targeted state policy. Systemic state support and legislative consolidation of programs for the development of physical culture would stimulate modern society to systematically form a healthy lifestyle, which should include mutually agreed knowledge, skills and abilities regarding the development of children, youth and adults of the state to the required level of their work capacity, morals and spirituality [20].

The economic factor of the influence of the sports sphere on the country's economy also depends on the conditions of the social environment, where the sports infrastructure (in the broadest sense of the term) is given its proper place. Without a doubt, it is the favorable conditions of the social environment and the proper quality of life in the state that will attract foreign business investment and stimulate Ukrainians who emigrated to other countries away from the war to return to their homeland. On the other hand, in the absence of normal social conditions in post-war Ukraine, the process of outflow of people from the country, for whom the borders will be opened, will obviously be high over the years.

Nowadays, during the active phase of the war, for many Ukrainians who face the terrible consequences of Russian armed aggression every day, it is sports and health activities that become a source of strength not only for the body, but also for mental stability. According to scientific studies, today in Ukraine, people massively suffer from post-traumatic stress disorder (high anxiety, depression, sleep disorders) and need permanent psychological support [21], and physical activity can be a kind of therapy. In addition, the sports component plays an important role in the rehabilitation of wounded soldiers, as evidenced by the successful experience of Ukrainian specialists in this field [22].

The harmful impact of the war on the health of the population has not only a current, but also a long-term dimension, and in this sense, some scientists talk about the future catastrophe in Ukraine [19]. Although this war has already had a catastrophic effect on the demographic situation: according to Ukrainian sociologists, "more than 8 million people left the country since the beginning of the full-scale invasion, which is almost 20% of the



pre-war population of Ukraine" [20]. And in some European studies, there are as many as 14 million emigrants [21], according to other data, more than half of the child population left Ukraine because of the war [22].

So, the unprecedented socio-demographic losses justify the need in the humanitarian policy of Ukraine to identify and develop those directions and industries that can positively influence the demographic situation, until now "the state does not play a proper role in creating conditions for a long and healthy life" [23]. In this sense, it is important to understand that physical activity, according to scientific studies, is a factor that contributes to the improvement of health among people of the older age group (and this age group is significant in Ukraine) and longevity in general [24], in other words, it reduces mortality population. Physical culture, mass sports are also important in the context of improving the demographic picture due to population growth: in particular, it (physical activity) improves reproductive health, for example, fights infertility [25], improves the course of pregnancy and reduces negative risks during childbirth [26] etc.

Discussion

The above arguments authorize the discussion that the development of the sports movement should become an urgent necessity, it should be given its proper place in state regulation, an important component of which we see purposeful, systematic propaganda and popularization of physical activities. In our opinion, encyclopedias, the potential of which lies primarily in their biographical component, can occupy a special place in this direction. It is about the fact that famous figures are the traditional object of encyclopedic description. In the classic form, encyclopedias are compendiums of information about phenomena, concepts, objects, processes, and individuals. And individual encyclopedias are exclusively biographical: they consist only of the representation of prominent representatives of one or another field. Historically, such publications are more often referred to as biographical dictionaries (therefore, we will use this term in the meaning of an encyclopedia), and the sports industry of Ukraine does not yet have such a respected publication of the national level, which, at the level of describing the sports achievements of Ukrainians, would contribute to the establishment of Ukraine as an integral parts

of the civilized Euro-Atlantic world. Ukrainians really play an important role in the development of modern human civilization, because "among almost 700 Nobel Prize laureates, the most outstanding representatives of the world's intellectual elite (scientists, writers, peacemakers), more than 10% are Ukrainians" [27]. Are there similar calculations for Ukrainians among the world's sports elite? Instead, according to the current head of the Ministry of Youth and Sports of Ukraine, M. Bidnyi, the Russian Federation uses every athlete for its propaganda, fights to ensure that despite the sanctions imposed by international sports associations due to their military aggression against Ukraine, Russian athletes have the opportunity to perform in the international arena [28].

The question of the promotion of sports and athletes is really extremely important, and in this vein, encyclopedism has something to offer, which in terms of methodology has appropriate examples, since in Ukraine there are encyclopedic editions about outstanding representatives of the world level in various fields of activity (doctors, engineers, soldiers, etc.); there is also an accumulated knowledge base on the preparation of a universal national biographical dictionary, and not only the Ukrainian one: "the practice of creating biographical dictionaries among various European nations dates back several centuries and is marked by the wealth of accumulated material" [29].

Valuable reference points in the creation of a Ukrainian sports biographical dictionary can also serve as world-famous cases of glorification of outstanding athletes - the Hockey Hall of Fame (Canada), the International Boxing Hall of Fame (USA), to which, in particular, the Ukrainian V. Klitschko was admitted, the Basketball Hall of Fame named after Naismith (USA), English Football Hall of Fame (Great Britain), World Athletics Hall of Fame (Spain), National Sports Museum (France), Olympic Museum (Switzerland), etc. In Ukraine, sports achievements are to some extent reflected in the National Museum of the History of Ukraine [30], although, of course, there is a need to create a full-fledged sports museum.

An equally important model for such a publication is sports encyclopedias published in the world, the methodological aspect of which, without a doubt, should be adopted. Among them, for example, the Oxford edition "Encyclopedia of World Sport" (Oxford University Press,



1999) (<https://www.amazon.com/Encyclopedia-World-Sport-Ancient-Present/dp/0195131959>), the Polish sports encyclopedia "Encyklopedia sportów świata" (Poznań, 2006) (<https://allegro.pl/listing?string=encyklopedia>), as well as "Encyclopedia of Sports in America: A History from Foot Races to Extreme Sports" (Greenwood, 2008) (<https://www.amazon.com/Encyclopedia-Sports-America-History-Extreme/dp/0313347905>), "Encyclopedia of Sport and Exercise Psychology" (SAGE Publications, 2014) (<https://us.sagepub.com/en-us/nam/encyclopedia-of-sport-and-exercise-psychology/book237359>), etc.

The selection of personalities is an important task on the way to the creation of a national sports biographical dictionary, and in this regard, the above-mentioned halls of fame and sports museums can be particularly useful in terms of methodology. At the same time, the corps of such personalities should be oriented towards the Ukrainian audience, that is, work to establish national stability, forming heroes who should be proud of, who should be emulated, and strive to achieve the same success. This educational function is closely related to the motivational one. After all, the authority of an individual is one of the strongest factors for motivating people to engage in this or that business. It is natural for a person to look up to someone, to have authorities, idols that provide examples for imitation, form and develop behavioral patterns, role models [31]. Athletes are people who show such qualities as purposefulness, perseverance, stability, indomitability, and the will to win. All these qualities are of great importance for every person, that is, everyone wants, consciously or not, to develop them in themselves, and that is why the attention of people is always attached to athletes, for whom the winners of competitions acquire the traits of extraordinary personalities, leaders, authorities, therefore, those who motivate and lead. Therefore, the biographical sports encyclopedic edition has the potential to serve as a source of information that inspires, fascinates, arouses the desire to do sports, to follow the examples of famous athletes.

A sports biographical dictionary is primarily a scientific work (the style of content is popular science, created for the widest possible audience in a readable language), prepared on scientific principles and principles. Therefore, in addition to the above, such an encyclopedia should have a purely scientific value and provide not only proven, useful, interesting, motivating biographical data, but

also outline the history of Ukrainian sports and its geographical distribution in names. For example, many Ukrainian athletes who emigrated due to the First and Second World Wars achieved success in foreign lands, but it is unlikely that these names are known to the Ukrainian public: "Children of Ukrainian immigrant athletes had the opportunity to improve their skills in professional clubs and teams, participate in international competitions as part of the national teams of host countries. Hundreds of them have acquired the status of champions" [26]. Similar examples also occur during the time of independent Ukraine, probably, their number will increase, which is connected with the current Ukrainian immigrants.

Meanwhile, scientists note the significant role of sports in the development of Ukrainian emigration. The experience of sports associations in emigration conditions formed the basis for the further development of Ukrainian sports in the environment of the Western diaspora in the second half of the 20th century. Sports clubs played an important role in the development of the national and cultural life of Ukrainians, primarily in the USA and Canada. The printed Ukrainian word was actively promoted in the international Olympic movement [32].

Not only the content, but also the form of a sports encyclopedia is important, especially when it comes to its purpose for the widest possible readership. The trend of recent decades is the development of electronic encyclopedias, when publishing houses refocus on the dissemination of encyclopedic knowledge in the information environment and do not print paper editions. Editors of well-known biographical dictionaries ("Oxford Dictionary of National Biography", "Neue Deutsche Biographie", "Österreichisches Biographisches Lexikon", "The National Biography of Finland", etc.) have moved their content to digital media, and new projects emerging recently are exclusively electronic (online) editions [32, 33].

It is noteworthy that digital biographical resources have a number of advantages, especially from the point of view of attracting and retaining the attention of readers, expanding the possibilities of presentation and visualization of biographical data - that is, everything that can make a publication that will be used by thousands, or even millions of people, and therefore, the function of promoting sports and physical culture will be fulfilled thanks to such publications. For example, the experience of biographical encyclopedias in Finland is characterized



by the following: "For each person, two groups of data are created: one for a textual description of the person with additional links to the data, and the second for spatio-temporal visualization of the person's life events using a map and timeline. The timeline covers the period from a person's birth to their death and shows when the major moments of their career were achieved. The timeline has four horizontal lines to represent different categories of biographical events, each in a different color: family events (eg, marriage, birth of children), career events (eg, education, professional experience), achievements, and honors. The corresponding markers on the map have the same color scheme. When an event is in the event list or timeline, the corresponding map marker is highlighted. The size of the marker depends on the number of events associated with this particular place, so the most important locations for a person's career are highlighted" [34].

These or other similar technologies must be implemented in the creation of a Ukrainian sports biographical dictionary. The effectiveness, social significance, influence and further fate of such a source of knowledge will largely depend on the form of information presentation.

Concluding our thoughts on the necessity and potential of creating a Ukrainian sports encyclopedia / biographical dictionary for Ukrainian society, especially in the post-war period as a means of promoting a healthy lifestyle, improving the nation, we will briefly outline the vision of other researchers of what a quality sports encyclopedia should be. Thus, according to D. Peele [35], an encyclopedia should have a number of defining features, among them completeness (coverage of all types of sports represented in the country or region to which the encyclopedia is dedicated), historical depth (description of the origin and chronology of the development of sports, the most prominent representatives - athletes, coaches, officials), rules (readers of the encyclopedia, unfamiliar with one or another sport, should be provided with the opportunity to gain knowledge about the basic rules defined for the respective sport, schemes of playing fields, etc.), statistics technical data on the most important competitions and other relevant information about sports. The researcher also

emphasizes the importance of such an encyclopedia of information, which will be able to orient a person who is interested in a particular sport, how and where to start practicing it (it is about specific sports sections, clubs, sports infrastructure in general).

Conclusions

1. Physical culture and sports in Ukraine are the key to a healthy nation, especially given the need for physical and moral stability, necessary in the struggle for freedom and territorial integrity against the current aggression of the Russian Federation. This also causes problems in Ukraine with the state of health care, the demographic situation, the level of the economy, etc.

2. The exit from the difficult economic, social, and demographic situation in Ukraine in the conditions of the post-war state should take place taking into account the development of physical culture and sports at the state level, and the promotion of physical activity plays a great role in this process.

3. Propaganda of physical culture and sports can and should take place in different ways, one of them is cognitive literature, in particular sports encyclopedias. In this sense, the potential of encyclopedias lies in the fact that this type of reference editions plays a major role in highlighting and popularizing outstanding figures - athletes who have achieved success, are well-known and respected personalities in the world, and therefore can be role models.

4. Popularization of prominent Ukrainian athletes in an encyclopedic format is, in our opinion, an effective mechanism for raising a healthy lifestyle and patriotic feelings of the country's citizens.

5. Sports encyclopedias are publications that, in addition to the above, have a valuable value for the development of science, in particular, the history of sports, questions of classification, typology of sports, etc.

Conflict of interest

The authors declare that there is no conflict of interest.



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