

FACTORS MOTIVATING PROFESSIONAL ATHLETES TO ACHIEVE HIGH SPORTS RESULTS

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Abstract. *Since professional sport is a labor activity of people aimed at "the production of sports achievements, a professional athlete does not just get a sports result in a competitive fight, but it produces a sports result, which is then "consumed" by society. The purpose of the study was to study the motivation of professional athletes to obtain "high achievements" in the development of professional sports in Russia. Diagnostics of relationships established in professional sports allows you to look at the existing system of relationships from the point of view of an athlete.*

Keywords: professional athletes, high performance sports, motivation, self-motivation, self-identification.

As noted in the work of Babiak 2009, professional sport is a unique social institution for the production and consumption of sporting achievements in society. In a number of Babiak works, it is noted that, depending on the quality of the sports result, the professional receives a certain remuneration of a financial nature, and also claims a higher status position, which in turn opens up to the athlete the possibility of producing a qualitatively higher result and greater reward. This activity requires a lot of physical, intellectual, psychological costs, "social sacrifices" associated with the lack of time to communicate with family and friends, soul searches, self-development, rest, etc.

The activity of a professional athlete is characterized by the early age of activity cessation, as well as the difficulties of physiological adaptation: injuries, problems with hormones, weight, the effects of stress, "sports medicine", etc. By the degree of health impact, professional sports can be compared to "harmful production". Professional athletes are on the same list with miners, metallurgists, test pilots, submariners, etc.

Formation of the personality of a professional athlete is determined by the institutional specifics of the sports profession, so it is necessary to determine what the context of the study will be understood as "profession" as a whole, and what is the essence of professional sport as a type of profession?

The "profession" can be understood as a social function, the actual social activity, as well as the institutional sphere that defines the normative and value orientations of the activity. As a result of this function, individual and group social needs are satisfied, and for a professional this function brings income. Sport of the middle class was intended not so much and not only for the possibility of ostentatious spending and "club communication about", but for personal pleasure, contemplation of the competition and therefore defiantly declared himself amateur. A similar doctrine was adopted in Soviet society. Since the competition from a game event turns into a predominantly sporting one, the main significant features of which, along with strict rationalization, have become specialization, the achievement of material success as a result of their own work in sports arenas, sport has become a profession. Obviously, one of the most important subjects of studying the phenomenon of "sports" from the standpoint of sociological science is analyzing it as an institution of professional socialization, environment, industry of the professional athletes formation. Regarding the possibilities of self-identification, status positioning within the framework of the institute of sports, in the works of Alkemeier 2006 and Gulbin J.P., Croser M.J., Morley E.J. & Weissensteiner J.R. 2013, it is noted that "in the diversity of sports life socially different tastes, values, ways of thinking and ideas about themselves for men and women from different social strata appear." All these differences are part of social representative work, through which the sensual-bodily becomes recognizable in its other being, showing itself in a specific way. Sport becomes an expression of "performance culture": football players, triathletes, boxers become real performers.

Thus, professional sport in its various social manifestations serves as the institutional form and social practice of socialization of the individual, his upbringing, transformation of objective reality, and satisfaction of the needs of a socio-cultural, economic, leisure character.

The distinctive features of the institutional sphere of sports include: the reproduction of this

social activity in the framework of the relevant social group - the classic sports community; as well as competitiveness with receiving laurel wreaths as a reward.

As a method for collecting data, a questionnaire was selected by branches of sport. The study used the sampling method. The general sample of this study is represented by the total number of Sports Masters, International Sports Masters and Honored Sports Masters, aged 17 to 45 years, whose main occupation in life is a source of material income and "social capital" to meet most social needs is sports activities : training and demonstration of high sports results.

In the course of the study, representatives of various sports were surveyed, according to which high results were achieved in the Urals Federal District for a long time, sports schools and professional clubs were formed, whole galaxy of Sports Masters, International Sports Masters and Honored Sports Masters were brought up: athletics; cross-country skiing and biathlon; rock climbing, motorcycling; boxing, judo, sambo, classic wrestling, taekwando; football, volleyball, basketball, badminton, hockey, table tennis; swimming.

The survey involved athletes who are at different stages of their professional careers, so we can analyze not only the characteristic features of self-identification of professional athletes, but also the institutional causes of problems of general socialization.

The study involved:

- athletes who believe that they are at the beginning of their professional career; professionals at the peak of their skills; professionals who have decided to complete, or have already completed a sports career.

The research hypothesis includes the following assumption: at various stages of professional development, self-identification has a different degree of relevance for an athlete. To the greatest extent this issue is actualized among those of professional athletes who, for various reasons, decided to end an athlete's career. Novice athletes rarely look ahead so far. As for the professionals at the peak of their careers, they often think about this issue.

For those who are at the beginning of their careers (72 % of the total number of respondents), a more project and uncertain vision of the studied process is typical. The paradox is that an athlete often deliberately chooses a career as a professional athlete for the next 10–15 years, but does not think about what he will do after retiring from professional sports, as he arranges for post-sporting life. In this case we are not talking about the retirement age (the average age of retirement from professional sports is 25–30 years). In addition, professional athletes in Russia rarely insure themselves in the event of injury and getting status as an incompetent out of age. The study revealed the reasons for this behavior of professional athletes, because at this stage the foundation for self-identification was laid, when the athlete decided to associate his life with professional sports and became a member of the national team, received an attachment, etc. It is at the beginning of their professional careers that sportsmen make decisions, set priorities between sports and education, between training, competitions and getting a profession.

The concept of success in life, its components and social attributes, as well as ways to achieve success, express the structure of the value complex of a professional athlete. The ideas about success in life as an indicator of the value orientations of professional athletes are operationalized as follows: decent career;

- high social position; strong, friendly family; self-realization, the ability to express oneself; the ability to develop oneself, self-improvement; prestigious education; stable financial position.

According to the survey, the success of life professional athletes are associated primarily with the presence of a strong and friendly family (49.7 % of the total number of respondents), a decent career that ensures a high level of well-being (36.2 % of the total number of respondents), as well as the opportunity of development and self-improvement (36.2 % of the total number of respondents), that is, to improve their social status, thereby ensuring an increase in the level of well-being of themselves and family members. Financial stability as a component of successful life is noted by 22.1 % of respondents. Further, according to the importance of professional athletes, self-actualization and the ability to express themselves in life through professional activities (22.1 % of the total number of respondents), high social position (12.7 % of the total number of respondents), as well as prestigious education (8 % of the total number of respondents). Obviously, self-realization does not occupy a leading position in the priority values of life success. This is probably due to the uncertainty of the social expression of self-expression and self-realization. Education, is one of the last places in the priority values of life success. This is a specific feature characteristic of Russia as a whole, and not only for the community of professional athletes - today education, even prestigious, does not guarantee success. In addition, professional

athletes are focused primarily on the demonstration of high sports results, which guarantees them professional success.

The status of an athlete who gives the highest sports result is not “professional” in Russia, in the strict sense of the word. An athlete does most of his time in sports and receives, in exchange for a high sports result, a material reward that ensures his life, as well as other social opportunities and benefits. However, at the state level, his status as a professional athlete is not fixed in the majority. There is no employment contract fixing the labor nature of its main type of activity, which means that its legal status is uncertain.

In addition, as a result of the existing system of relations, as applied to a professional athlete, there are no clear social guarantees from the state: pensions, disability benefits, etc. A professional athlete is de facto not recognized by the state and society as an employee in the field of sports, and if recognized, the level of his support does not at all correspond to the level of professional competence.

In general, social and material support of professional athlete’s work is carried out by various interested “structures”, federations, etc. Relationships are often “beneficial” in nature and can be unilaterally broken, which negatively affects the level of satisfaction and social stability of an athlete as a high-level professional. In this case, it is very difficult to defend any rights of a professional athlete.

The nature of self-identification of professional athletes in modern Russia is determined by the following factors:

- the factor of unsystematic, when we say that there is no national system to ensure the process of post-sports rehabilitation of professional athletes (including professional and household);
- a pronounced social monofunctionality of a professional athlete, his “social infantilism”, which is understood as the lack of knowledge and experience of a non-sporting character in a professional athlete, which would provide him with the opportunity to improve in society in a different socio-professional status;
- increased social expectations and exploration, ambitions, when we can talk about the psychological difficulties of a professional athlete, associated with the need to rebuild their own career, to win a high social position, acceptable social status in a different social and professional role;
- “offense” on the state and the infrastructure (institute) of sports, for the fact that they obviously do not create the conditions for a “transition” from the sports sphere to the non-sports. Resentment is expressed in psychological tension, fatigue and negative state, including the “decadent” mood among professional athletes, which is often the basis of their deviant (delinquent) behavior.

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