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## **FACTORS THAT INFLUENCED THE INTENSIFICATION OF PHYSICAL CULTURE AND SPORTS IN THE PRESS OF BUKOVINA IN THE SECOND HALF OF THE NINETEENTH - EARLY TWENTIETH CENTURY**

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### **Abstract**

The article identifies and substantiates the factors that influenced the intensification of physical culture and sports in the press of Bukovina in the second half of the nineteenth – early twentieth century. It is recognized that the view of physical education in one of the territorial units of modern Ukraine, and in the past – a separate crown land of the Austro-Hungarian Empire – Northern Bukovina (1849-1918) is timely. Physical education of children and youth, as well as the whole branch of physical culture and sports, in this period had a wide resonance, which is confirmed by numerous materials of Bukovinian periodicals. It is proved that the democratic principles of the Austro-Hungarian Empire, in particular to establish and publish the press in the state and native languages, to organize parties, public associations and other associations) contributed to the development of the press in Bukovina, expressed in increasing the number of publications and expanding the circle of subscribers

and readers, the appearance of newspapers and magazines in different languages, including Ukrainian. The author emphasizes the experience of publishing periodicals in Western Ukraine and the impact of this experience on health issues in the pages of Bukovinian newspapers and magazines. Factors of influence inherent in Bukovina in the second half of the XIX – early XX centuries. administrative changes, development of physical culture and sports societies, editorial policy of the Ukrainian press of the region, which satisfied the social demands of readers. Factors of influence inherent in Bukovina identified administrative changes, the development of physical culture and sports societies, the editorial policy of the Ukrainian press of the region, which satisfied the social needs of readers. Factors of influence inherent in Bukovina in the second half of the nineteenth – early twentieth century. identified administrative changes, the development of physical culture and sports societies, the editorial policy of the Ukrainian press of the region, which satisfied the social needs of readers.

**Keywords: Bukovyna; newspapers; press; societies; physical education; factors.**

**Formulation of the problem.** Physical education is an important component of the cluster of modern educational landmarks that identify a new quality, adequate to the current historical epoch. Its defining characteristic is a kind of ambivalence of the processes of globalization and regionalization in all spheres of public life, including education and upbringing. On the one hand, the mechanism of integration into European structures has been launched, on the other hand, irreversible state-building processes are underway with obvious accents of national and regional identity.

In this regard, it seems timely retrospective view of physical education in one of the territorial units of modern Ukraine, and in the past – a separate crown land of the Austro-Hungarian Empire – Northern Bukovina (1849-1918). Operating in a state of foreign subordination, the system of physical education of Ukrainian students and adults has long been formed as a unique symbiosis of European and national traditions with clear attributes of local authenticity in educating healthy body and soul, educated and patriotic, conscious, disciplined and capable. hard work for the benefit of their own people, individuals and citizens. Physical education of children and youth, as well as the whole branch of physical culture and sports, in the specified period had a wide resonance, confirming numerous materials of Bukovinian periodicals. They, on the one hand, accumulated the essential content of the then theory and practice, and on the other hand, they were an effective means of presenting and storing information, disseminating physical education knowledge. Newspaper and magazine articles, special issues for many years revealed the importance of physical

culture and sports in human life, popularized exercise, formed the need for regular classes, gave practical advice and recommendations; illustrated both the didactic and developmental effects of physical culture and sports, and their effectiveness in uniting and national self-identification and the establishment of Ukrainians in the region. We consider publications in periodicals as an authoritative source base, which covered the state policy in the field of physical education, physical culture and sports; reflected the progress of branch scientific thought; covered the development of physical culture and sports movement; progressive theoretical ideas, etc.

**Analysis of recent research and publications** The historical genesis of physical education and sports was systematized in the press by A. Gusev, M. Derepa, S. Kost, Y. Sazonova, and I. Svistelnyk. The study of the experience of covering the problems of physical education and a healthy lifestyle of the population of Galicia was the topic of the works of I. Andrukhiv, O. Vatsibi, V. Zhitaryuk, V. Kovpak; Bukovyna is fragmentarily presented in the press in the works of A. Andriychuk, N. Gnes, T. Zavgorodna, M. Kozhokar, I. Strazhnikova, Y. Tumak, O. Tsybanyuk.

**The purpose of the article** was to single out and substantiate factors of intensification of physical culture and sports topics in the press of Bukovina of this period.

**The main material research.** Bukovyna, autonomous crown land Duchy of Bukovyna (1862) [2, p. 187-191], according to researchers of the region was a full participant in all political, economic and socio-cultural events that took place in Europe as a whole, in particular the Austro-Hungarian Empire of the period under study.

The reorganization of the state caused by the revolutionary events of 1848, namely the transformation into a dual monarchy - Austria-Hungary (1867), which declared democratic principles (equality of all citizens, freedom of movement, occupation, the right to own movable and immovable property, freedom of expression their opinions, profess their own faith, teach and learn in their native language, establish and publish the press in the state and native languages, organize parties, public associations and other associations) contributed to the development of the press in Bukovina, expressed in increasing the number of publications, including local, provincial, and expanding the circle of subscribers and readers, the emergence of newspapers and magazines in different languages, including Ukrainian. The state does not prevent the publication of magazines in different languages, but it also publishes official bodies in Ukrainian.

Researchers of the history of the region (O. Dobzhansky, M. Kozhokar, S. Osachuk, L. Tymchuk, Y. Tumak, O. Tsybanyuk) determined that in the region of the second half of the

XIX - early XX centuries. there were charitable unions, entertainment associations (casinos, shooting societies) and public benefit societies (professional, artistic, literary-scientific, educational, scout, women's, fire-gymnastics, anti-alcohol, academic, physical culture and sports), etc. Thus, literary-scientific and artistic unions operated in the region: "Society for the Promotion of Scientific Education in Chernivtsi" (1869), "Comrade of the People" (1883). Unions of representatives of the profession were active - "Society of Doctors in Chernivtsi" (1869), "Society of Firefighters in Chernivtsi" (1869), "Bukovynian Regional Society of Teachers" (1870), "Progress" (1871) [2, p. 43].

Bukovynian Physical Culture and Sports Societies "General Gymnastics Society in Chernivtsi" (1867), "Chernivtsi Skating Society" (1873), "First Bukovynian Cycling Club" (1886-1887), "Tourist Club", "Laun- tennis club "(1896), fencing club" Chernfechtklub "(1902) united all Bukovinian supporters of a healthy lifestyle [7].

Attempts to unite the population of the region on a national basis were transformed into the emergence of societies (reading rooms), whose common goal was to support the national language and culture, educational development: "Society of Romanian Literature and Culture in Bukovina" (1862), "Society for Ukrainian Literature Russian Conversation" (1869), "Fraternal Relief Society" (1867) and "Polish Reading Room" (1869), "German Reading Room in Chernivtsi" (1871), "Chernivtsi Jewish Reading Room" (1887) [7, p.3].

The reaction to the complication of the political situation in Europe in the early twentieth century was the active work of the militaristic society: the Polish "Sokol" (1892), the Ukrainian Gymnastics Union "Sich" (1904). the Austrian Wandering Bird movement (1913) and the Ukrainian Plast (1914). Their main purpose, in addition to national education, was the development of local lore and applied tourism.

It is also necessary to emphasize the existence of some experience in publishing periodicals in Western Ukraine and the impact of this experience on health issues in the pages of Bukovinian newspapers and magazines. The history of the Ukrainian press begins with the publication of "Kurjer Lwowski" on July 9, 1749, which contained information about events in the life of the city in Polish.

The official journals of Austria-Hungary include the General Bulletin of the State Laws of the Austrian Empire (Allgemeines Reichs-Gesetz und Regierungsblatt für das Kaiserthum Oesterreich) (1849), published in Vienna, and the Bulletin for Ruthenians in the Austrian State. -1856), published in Austria-Hungary for Ukrainians [4, p.240-247].

Analysis of data on the growth of the number of Ukrainian publications in western Ukraine during 1849-1876 allows us to determine that compared to Galicia, the development

of the Ukrainian press in Bukovina was in a stable, inactive phase. From 1850 to 1853, 6 Ukrainian publications were systematically published in the western Ukrainian lands, 5 in Lviv, and 1 in the capital of Bukovyna. In the 80s and 90s of the 19th century, the Ukrainian press in Bukovyna, Galicia, and Transcarpathia developed with renewed vigor. One of the reasons for the development was the transfer of publishing activities (along with material resources) to Western Ukraine due to the ban on the printed word in the Russian Empire [4].

Thus, the development of the network of print media in the Ukrainian lands in general created a strong basis for the emergence, diversification and distribution of Ukrainian publications in Bukovina in the period under study. In addition, the amount of information and materials presented in them, the diversity of topics and areas, as well as inquiries of the population led to the appearance in the press articles on physical education of children and youth, coverage of gender specifics of exercise, folk traditions in the context of hardening the younger generation, forms and methods of combating alcoholism and smoking, etc.

On February 2, 1870, the first issue of the magazine "Bukovynska Zorya" edited by I. Hlibovetsky was published. It is here that we find the story of S. Vorobkevych under the pseudonym Ivan Ivanov from Kitsman "Sudzhenia", which raises issues of physical education of young people, namely the use of folk traditions in hygiene, tempering, healthy relationships between men and women, the need for movement for children and young people and representatives of the older generation [3, p.4].

The organized public life of the Ukrainians of Bukovina intensified their desire to publish their own periodicals. From 1874 to 1918, the Ruska Besida society published the Ukrainian-language Bukovynian Orthodox Calendar. The topics of the articles, in particular, presented the problems of educating a healthy, educated, patriotic young generation, including physical and health aspects.

The main topics of the "body of Ukrainian thought" - the magazine "Bukovyna" (1885-1918) were: the state of Ukrainian schooling ("Bukovyna and our schooling"), the life of Ukrainians abroad ("What are our brothers"), the struggle against Muscovite ("Troubles of the people"). Another leading topic was the conscious physical education not only of the younger generation, but also the promotion of healthy living among all segments of the population of the region ("Gorivka", "Danger from gorivka") [5, p.6].

The "Good Councils" (1889-1914), which contained materials and information for peasants and workers, paid serious attention to materials against drunkenness, the poor, and begging. In the rubric "For fun" we find riddles, folk games, descriptions and methodical explanations of the organization of mobile and sports games – "Chickens", "Sticks" [6].

The periodicals that best reflected the desire of Bukovynians to raise a healthy generation include the magazine "Library for Youth", which began publishing in 1885. O. Popovych's editorship caused and substantiated the content of the monthly: stories, fairy tales, Ukrainian folk games and more. In addition, the publication published a number of popular and educational articles by O. Popovych, Yu. Fedkovych, and Lesia Ukrainka. The general concept of the magazine for young people was implemented through health and entertainment topics, popular science materials about the then hygienic requirements for housing, European gymnastics systems, advertising the latest simulators at the time, equipment for horse racing and playgrounds.

**Conclusions.** The intensification of coverage of physical education of children and youth in the Ukrainian publications of Bukovina in the period under study was influenced by factors inherent in Bukovina in the second half of the XIX – early XX centuries: administrative changes, development of sports associations, editorial policy of the Ukrainian press.

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