

THE TENDENCY TO INCREASE THE ACTIVITY EXTREMENESS IN ATHLETES AT THE PRESENT STAGE OF SPORTS ELABORATION

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Sport can be seen as a model of reality. Purposeful modeling of extreme situations gives the opportunity: a) to calculate the risks; b) to learn how to properly, taking into account individual characteristics, to distribute the load, to maintain the necessary level of tension for the time necessary to obtain a reliable result without stress; c) to build their actions adequately to the requirements of the situation in which there is a maximum deviation of the system from the norm, to make non-standard decisions, to show their abilities.

The wide opportunities presented by those involved in sports stimulate interest in sports among the General population, lead to an increase in popularity and record achievements in many sports.

The number of young people involved in sports, including extreme sports, is also growing rapidly. The number of people engaged in extreme sports over the past 30 years in the United States, some European countries, and Australia has tripled, in Russia over the past 20 years it has increased almost 1.5 times (Ganol A. S., 2011).

As a result, competitiveness is growing, and wrestling is becoming increasingly tough.

Increase of activity extremality in athletes at the present stage of sport development is also promotes by:

1. The development of the sports industry, a huge number of professional coaches, sports managers, manufacturers of services and equipment for sports, competing for consumers-extreme athletes and therefore seeking to bring their customers to record achievements, on the one hand, and the emergence of financial opportunities, free time and the desire of people to quickly achieve success, on the other.

2. The commercialization, which in recent years has covered almost all sports, the opportunity to receive billions of dollars in profits in the sports industry, leading to the emergence of an unprecedented number of previously diverse competitions. To participate in these competitions, the organizers are trying to attract the strongest

athletes, to interest them in demonstrating record results, to sharpen the fight to make the competition spectacular, as attractive as possible for spectators and the media.

3. It was in the XXI century, that extreme sports became the most popular both in the Olympic program and in Amateur sports. The international Olympic Committee approved the list of disciplines of extreme sports: aviation sports, rock climbing, roller sports, surfing, motorsport, water skiing, diving (Parshakova V. M., 2018). In April 2011, the IOC decided to include the men's and women's ski halfpipe in the 2014 Sochi games.

4. The development of subculture among those engaged in both elite and low-budget extreme sports (for example, snowboarders) with their foundations and rules, high value of extreme activities and ultimate achievements. Subculture creates conditions for familiarization with extreme activities and the formation of personality orientation to increase its extremity in a large number of unprepared people, among whom many were initially focused only on expanding the circle of communication and increasing motor activity.

5. The formation of "demand for personality" is the broadcasting of samples of social behavior in a complex sociocultural space, where the leading role is often played not by traditional institutions (school and family), but by the media, creating a positive image of an extreme athlete, popularizing new ideas to improve performance, provoking athletes to increase activity, willpower, risk, competition. Due to the media, it is possible for athletes who increase the extremity of their activities to quickly become famous, succeed, and prove their uniqueness.

6. The need for success achievement, competition, self-affirmation, manifestation of activity, emotions, aggression and auto aggression, the realization of reflexes of purpose and freedom, in the experience of limit, borderline states, etc.

7. "Anti-vital" moods, which can be a manifestation of hidden depression, deviations, early stage of suicidal behavior.

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