

Trzecia grupa postulatów dotyczy optymalnego dostosowania komunikatu do jego twórcy. Szczególną uwagą należy zwrócić na postulat maksymalnej łatwości tworzenia komunikatu medialnego pod względem jego treści, jak również formy, oraz postulat maksymalnie łatwej wyuczalności technologii tworzenia komunikatu.

Mam nadzieję, że przedstawiona powyżej propozycja przyczyni się do optymalizacji wykorzystania współczesnych mediów w procesie kształcenia. Mam równocześnie świadomość, iż niezbędnym krokiem są dalsze penetracje teoretyczne i empiryczne, np. w obszarze określenia kryteriów dokonywania oceny, by przedstawiony powyżej model optymalnego komunikatu medialnego uczynić kategorią mierzalną.

Among many problems that a contemporary school faces, the most important and the most complex at the same time are those concerning the role and the place of media in the education process. The complexity of this topic is determined by a few factors, among which I believe the most crucial are: the rate of media development, unpredictability of their direction and scope of in the long run and interdisciplinary manner.

More and more often the education process using media is analyzed in many communication disciplines assuming that educating and upbringing process is a special case of communication. In this study I am going to analyze an element of this process – media messages – with the use of principles of optimal sign theory (praxeosemiotic) aiming at defining basic conditions that must be fulfilled by various media messages in the aspect of their effective use in teachers' educational activities.

Key words: media, communication, media messages, the education process, contemporary school, educational activities.

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INNOVATIVE LEISURE ACTIVITIES FOR SENIORS IN THE LIGHT OF THE APPLICABLE LAW IN POLAND

The presented article performs the statistical analysis related to the aging process of the Polish society, the social and economical problems resulting from this phenomenon. At the same time it shows the initiatives, including the innovative ones, which are undertaken by the state factors and the local authorities in Czestochowa based on the operating state law and the local law relating to recreation.

Key words: law, statistical analysis, survey, recreation.

The phenomenon of aging of the population also applies to Poland. In 1980 in the total population of Poland it amounted to 13,3% of people, who were 60 years old and older. In 2013 this share was 17,8%. A more drastic phenomenon of aging of the population occurs in Czestochowa, where the number of inhabitants of Czestochowa in the age of 60 or older was 54 046 people, what constitutes 22% of the

total population of the city. [Data of the Department of Civil Affairs in Czestochowa from 2010].

Demographic changes observed in Poland indicate that our country is on the stage of the so-called second demographic transition. This process is characterised by a decline in fertility, delayed marriage and procreation, changes in the family model. It also involves the decline of mortality of people in the working age and the decrease in the infant mortality. Many authors emphasize that this situation is the effect of the technological, economic, cultural and social changes accumulating at the end of the XX century taking place at different levels of the social life. It leads to the higher natural birth rate. [Szatur – Jaworska B., 2002].

Analysing the population in Poland according to the censuses in the years of 2002 – 2011 it should be shown that the number of population of the country increased by 282 thousand people, i.e., by 0,7%. At the same time there was noted the increase of the number of men and women. While the opposite demographic situation occurs in Czestochowa, in the corresponding years the population of Czestochowa decreased by 15,6 thousand people, i.e. by 6,9%.

Table 1. Population in Poland and Czestochowa

Specification	Total	Men	Women	Dynamics of changes in %
in Poland – 2002 in mln people	38.230,1	18.516,4	19.713,7	100
in Poland – 2011 in mln people	38.511,8	18.643,9	19.868,0	100,7
in Czestochowa – 2002 in ths people	251.436	118.763	132.673	100
in Czestochowa – 2011 in ths people	235.798	110.846	124.952	83,7

source: own study based on data from CSO in 2020, 2011.

The causes of decrease of the number of inhabitants in Czestochowa should be sought in the negative natural increase, internal and external migrations, and in the lack of investments.

When analysing the aging situation of the people in Poland and in Czestochowa I decided that for the purposes of the topic I should refer to the main regularities shaping this situation, like the increase of the number of the elderly population.

Table 2. Population aged 60 and older

Specification	Total	Dynamics in %	Share in the general number of inhabitants in %
in Poland – 2002 in mln	6.430	100	16,8
in Poland – 2011 in mln	7.613,6	118,3	19,7
in Czestochowa – 2002 in ths	45.969	100	18,2
in Czestochowa – 2011 in ths	54.284	118	23,0

source: own study based on data from CSO

The presented table shows that there is an increase in the population aged 60 and older, both in Poland and in Czestochowa. In Poland between 2002 and 2011 the participation rate of the population aged 60 and older increased by 2,9%. While in Czestochowa the increase is higher and amounted to 4,8%. Also, in absolute terms, both in Poland and in Czestochowa we have the increase of the number of population aged 60 and older.

The increase of the share rate of the population in Poland and in Czestochowa, as well as the increase of the value of the demographic load rate suggests not only the formation of greater expenses for the pension securities and medical care and deepening the existing disparities between the revenue and expenditures from the social insurance fund.

Polish demographic projections clearly indicate that the number of population in Poland and the share of seniors in the total population will grow.

Table 3. *Population projection*

Years	Population	Dynamics of changes in %	Number of people aged 60 or older	Share in the total number in %
2011 – in Poland in mln	38.081,7	100	6.413,9	16,8
2035 – in Poland in mln	35.993,1	94,5	9.621,7	26,7
2011 – in Czestochowa – in ths.	235.848	100	54.284	23,0
2035 – in Czestochowa – in ths.	193.020	81,8	68.756	35,6

source: own study based on data from CSO

From data contained in the table we can conclude that the population of people aged 60 or older will grow both in Poland, i.e. by almost 10%, as well as to a greater extent in Czestochowa, i.e. 12,6%.

Through the increase of the share of the elderly people in the population, as well as certain socio-demographic, economic and health features in the category of the elderly people, we are certainly dealing with the social issue of the seniors.

Recreational activities and the social policy

The precise definition of the term «senior» is not simple. The word itself is derived from Latin and it means «older» (from senex – «old»). Who can be described as an «older man» today? – 50-, 60-, or only the 70-year old. Wishing to establish the boundary between a mature man and the older man we can be guided by the economic criteria (ending the professional activity and retiring), cultural (customs and traditions), social (becoming a grandfather), health (deterioration of health), loss of physical fitness. Taking into account many of the listed factors, in literature it was assumed that seniors are the people at the age of 60 or older. [Walker M., 2004].

The issues of the senior-aged people requires different treatment, because the seniors have specific needs and expectations, the system of values and proceedings. Aging is both the consequence and the cause of many important changes in the human life, with biological, psychological, social or economic background. These changes determine the needs to use the recreation and medical services.

According to B. Szatur – Jaworska [2002] – the process of the aging process of the population in our country will require from the social policy a relatively quick change of priorities towards the elderly.

In the first decade of the XXI century priority should go to tasks related to the needs of the «fourth age» elderly people, while in the next one – to the needs of people experiencing the initial stage of the old age – «third age». The social policy is inextricably connected to the fundamental human rights. The so-called inviolable and inalienable rights can be classified into five categories: political rights and personal freedoms, economic and social rights and cultural rights. Every older person is an equal subject of the rights laid down in the European Convention of Human Rights (1950) and in the International Covenants of Rights (1966).

The UN in 1991 announced the Senior Human Rights Catalogue. It included the right to independence, participation, care, self-fulfillment and dignity. These rights are particularly important in case of seniors. In the attempts to apply to the seniors' rights especially active is the World Health Organization (WHO). In accordance with the provisions of the International Plan of Actions of WHO, concerning the Active Aging (Madrid 2002), the framework of the social policy within the aging of the society should be based on three pillars: health, participation and safety.

The tasks of the social policy towards seniors are not regulated in the detailed way from any European Union documents. EU standards indicate the need to guarantee a minimum level of benefits for the elderly. Among the instruments for the implementation of the social policy we should distinguish many EU, European Commission and Council of Europe programs, like: the European Social Fund – EFS (1957), the European Regional Development Fund (1957) and programs implemented in the years 2007–2013 from the EFS funds and the «Public health 2008 – 2013». These programs formulated the goals and determined actions directly or indirectly serving the elderly.

The social policy in Poland towards seniors is directed to the area of strengthening the social cohesion, thus counteracting the social exclusion. Particular attention is focused on the construction of the environmental support system. Institutional measures for seniors were in 2011 undertaken by the Ombudsman establishing the Commission of Experts for the Matters of the Elderly, there was also formed the Parliamentary Team for Universities of the third age, Parliamentary Team for the Matters of the Elderly and in the Ministry of Labour and Social Policy there was created the Department of the Senior Policy. For the practical implementation of the social policy towards seniors in 2013 the Council of Ministers adopted a resolu-

tion on the establishment of the Government Programme for Social Activity of Older People for the years of 2014–2020.

The program is a comprehensive project taking into account the areas and directions of the support of the older people, which include the improvement of quality and improvement of life of the older people for dignified aging, among others, through participation in recreation and increase of the medical services.

The Czestochowa government in 2010 conducted the diagnosis concerning the older people. The surveys – «The Portrait of Czestochowa seniors» – it covered 731 people. [The Czestochowa program for the support of seniors for the years of 2010–2013, Czestochowa, 2010] and the results are as follows:

The results of the conducted survey on sport

1. Do you do sport actively?

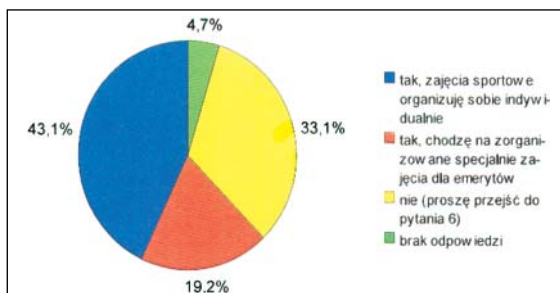


Figure 1. Seniors doing sports

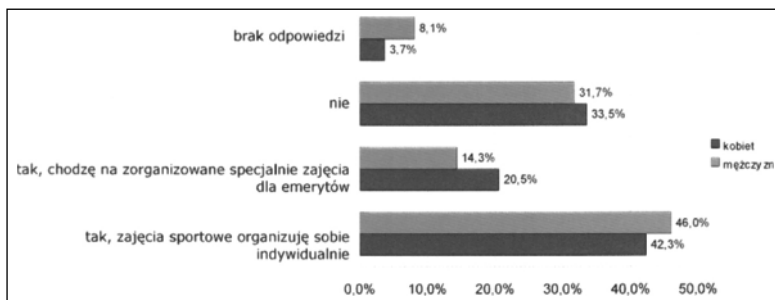


Figure 2. Active practice of sport and sex

From the survey it results that the majority of respondents (62,3%) are people who actively do sports. 43,1% of people declared that they organise their sports individually. This group had more men (46%) than women (42,3%).

While the specially organised activities for retirees are attended by 19,2% of the respondents. More women admit to this (20,5%) than men (14,3%). It can be observed that the higher the monthly income achieved by the respondents, the greater interest they show in different forms of the physical activity.

2. If yes, what sports?

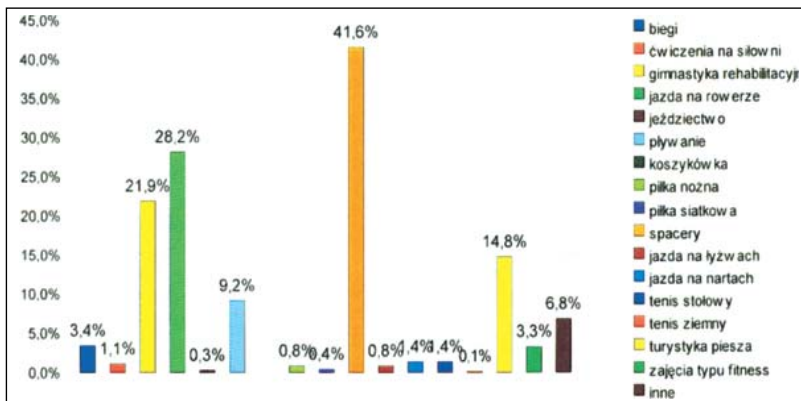


Figure 3. Sport disciplines selected by the seniors

The respondents were asked to choose the sport disciplines, which they do actively. Most people (41,6%) indicated walking. Another sport discipline most often selected by the respondents (28,2%) is cycling. 21,9% of people participating in the survey reports that they do the rehabilitation gymnastics. The least often selected sport disciplines included: basketball, tennis, horse riding and volleyball.

3. How often do you do sport?

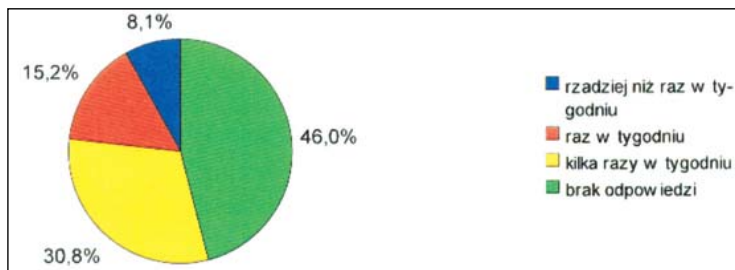


Figure 4. Frequency of doing sport

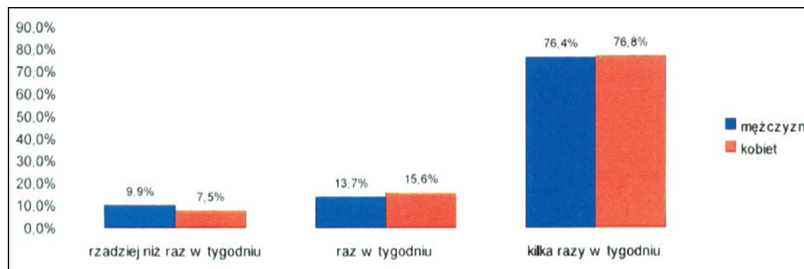


Figure 5. Frequency of doing sport and sex

Table 4. Frequency of doing sport and age

	56-60 lat		61-65 lat		66-70 lat		71-75 lat		76 i więcej lat	
	n	%	n	%	n	%	n	%	n	%
rzadziej niż raz w tygodniu	12	12	13	8,8	13	8,3	10	6,6	11	6,6
raz w tygodniu	19	19	27	18,2	31	19,7	20	13,2	14	8,4
kilka razy w tygodniu	38	38	58	39,2	51	32,5	39	25,7	37	22,2

30,8% of the respondents declared that they do sport several times a week. This admitted by the same number of women (76,8%), as men (76,4%). 15,2% of seniors said that they undertake physical activity once a week. Among these people there were 15,6% of women and 13,7% of men. Less often than once a week the sport is done by 8,1% of people. At the same time there can be observed the decrease of the frequency of sport with age. Of all age groups, most often the physical activity is undertaken by people aged from 61 to 65 (39,2%). Physical activity once a week is most often undertaken by people aged 66-70 (19,7%).

4. What form of leisure activity do you prefer?

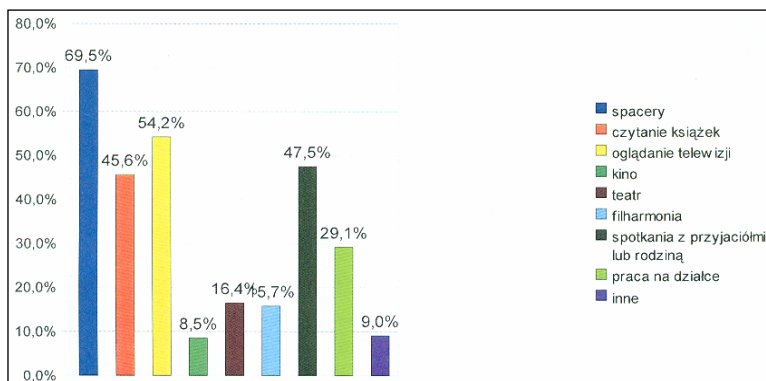


Figure 6. Forms of leisure activities

5. How do you evaluate the health situation?

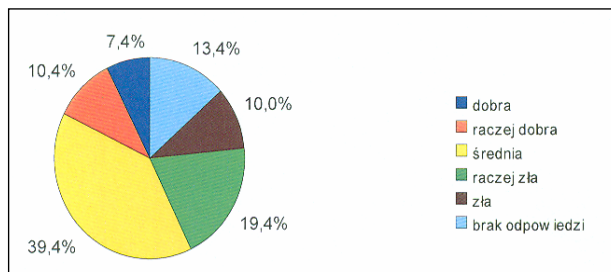


Figure 7. The health situation of Czestochowa seniors

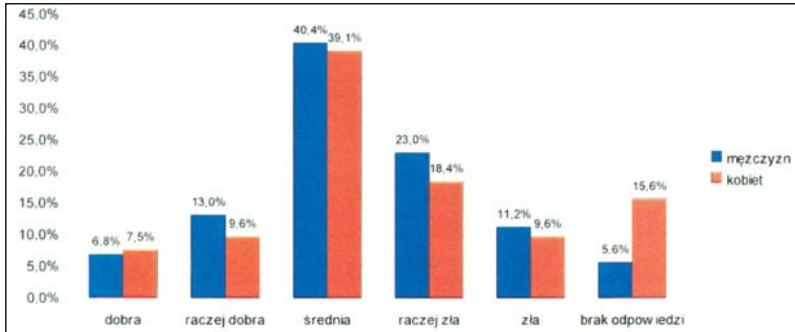


Figure 8. Health situation of Czestochowa seniors and sex

39,4% of seniors rated the health situation as average. It was determined like this by more men (40,4%) than women (39,1%).

As a result of the conducted diagnosis concerning the older people, the Czestochowa government adopted the Seniors Support Program for the years of 2010–2013, and then for 2014–2017 – the next program and established the Council of Seniors. The innovative activities of the local government for seniors we may include: creation of branches and geriatric clinics in urban hospitals, the increase of the number of places in the nursing homes, and most of all: the construction of open professional recreational facilities in all parts of the city, allowing the seniors to practice recreation and to do this in the vicinity of the place of residence and the development of bicycle paths.



Photo 1. The recreational facility in Czestochowa – The District of «Tysiąclecie», source: author



Photo 2. Recreation facility in Czestochowa – District «Pólnoc», source: author

Conclusions

From the resulted analysis it results that the increasing population of the elderly people is inevitable. The reason for this is both the prolongation of the human life and the reduction of the number of births. This phenomenon occurs throughout the European continent, in Poland, and it will have a special dimension in Czestochowa. Therefore, in front of the state authorities, and particularly the local government of Czestochowa there must take place special actions in order for the participation of the seniors in recreation and access to health services was a priority, what will allow for a dignified aging process and prevention of the social exclusion process. It is necessary to develop standards and to expand the environmental forms of care and services to integrate the seniors. The legal regulations should be generated, allowing the connection of the professional work of informal careers with the exercised care over the family member and the mobility of seniors should be supported to increase the quality of their life.

References:

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3. Walker M., Marketing to seniors, 1st Book Library, Bloomington, 2004.
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5. Central Statistical Office – data from 2002 and 2011.

Predložený článok vykonáva štatistické analýzy súvisiace s procesom starnutia poľskej spoločnosti, sociálnych a ekonomických problémov, ktoré vyplývajú z tohto javu. Zároveň to ukazuje, iniciatív, vrátane inovatívnych tie, ktoré vykonávajú štátne faktory a miestne orgá-

ny w Czestochowa na zakładzie operacného právom štátu a miestnych právnych predpisov, ktoré sa týkajú rekreácii.

Ключові слова: право, статистické analýzy, prieskum, rekreácia.

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PODOBIENSTWA I ODMIENNOŚCI TRENINGU NARCIARSKIEGO OSÓB PEŁNOSPRAWNYCH I NIEPEŁNOSPRAWNYCH

Poniżej zaprezentowano badania nad podobieństwami i odmiennościami treningu stosowanego w narciarstwie biegowym osób niepełnosprawnych i pełnosprawnych. W oparciu o ankietowanie respondentów oceniono formy aktywności sportowców w pełnym rocznym cyklu treningowym. Badaniami objęto reprezentantów: Polski, Czech, Szwecji Niemiec, Francji, Wielkiej Brytanii, Słowacji, Stanów Zjednoczonych Ameryki Północnej, Norwegii, Japonii, Ukrainy oraz Austrii.

Słowa kluczowe: Trening sportowy, niepełnosprawność, narciarstwo biegowe

Wprowadzenie. Choć do pierwszego biegu żołnierzy na nartach doszło w 1767 r., to inauguracyjny bieg otwarty odbył się dopiero kilkadziesiąt lat później – w 1843 r¹. Pionierskie zawody w narciarskim biegu na orientację rozegrano z kolei 13 maja 1897 r. w norweskim Bergen².

Pierwszą światową imprezę z masowym udziałem niepełnosprawnych narciarzy biegowych rozegrano w 1976 r. w Szwecji (Örnsköldsvik)³. Oznacza to, że od zaprezentowania światu narciarstwa biegowego musiało minąć ponad dwieście lat do pojawienia się dużej grupy sportowców niepełnosprawnych w imprezie o największym zasięgu.

Współcześnie za pożądane uważa się proponowanie osobom niepełnosprawnym form zachowań typowych dla pełnosprawnych⁴. W związku z tym adaptuje się do potrzeb zawodników o ograniczonej sprawności liczne konkurencje i dyscypliny sportowe. W ten sposób dąży się do wszechstronnego aktywizowania osób niepełnospraw-

¹ G. Sadowski, Drogi rozwoju narciarstwa biegowego na świecie i w Polsce, GOLDRUK, Nowy Sącz 2012, s. 9-13.

² B. Koc, Bieg na orientację, SiT, 1985, Warszawa.

³ N. Morgulec-Adamowicz, M. Monika-Iwaniszewska, Narciarstwo Klasyczne i alpejskie, s. 288-312 w: A. Kosmol (red.), Teoria i praktyka sportu niepełnosprawnych, AWF, Warszawa 2008, s. 306.

⁴ E. Rutkowska, Wsparcie jako element rehabilitacji kompleksowej osób z niepełnosprawnością, «Niepełnosprawność- zagadnienia, problemy, rozwiązania», nr III/2012(4), s. 39-52; P. Winczewski, Trail – orienteering jako forma aktywności osób niepełnosprawnych ruchowo, Forum Edukacyjne Fizjoterapii i Kosmetologii 1/2012, s. 27-33.