

Formation of healthy behavior among the students of medical university: to the development of the concept of research

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Abstract. *The article discusses theoretical and applied aspects of introduction of the innovative health-saving technologies in preparation of the highest echelon of medical industry in the Far-East region. Based on a comparative analysis of the results of current research and fundamental sociological sources covering the issues of personal and group behavior of the students of medical universities in relation to health, as well as the results of previously published own observations, taking into account the newly identified factors that affect the behavioral models of the modern student youth, in this article an attempt to comprehend and conceptualize the health-forming algorithm at the medical university, highlight the main directions of influence on the behavioral stereotypes and patterns of students, the formation of a rational attitude to the physical and psychological status, and the reduction of morbidity in the educational space is made. The proposed concept assumes a fundamentally new scheme for reducing the incidence rate and introducing previously unused methods of health saving among students. The structural-functional approach used in the development of the postulates of the concept makes it possible to determine and rank the significance of new functional relationships in the educational environment of a medical university, and the axiological approach to identify the most important values of students when making decisions regarding their own health. The article pays great attention to the applied aspects of health saving: the necessity of using interactive technologies and active interventions by the IT departments of the university in the existing network publics, popular among the students, generating original messages that initiate the formation of the need for introspection, obtaining new knowledge among students of medical specialties is substantiated. About the social value of health-saving behavior as a tool to improve social status, ways to implement the information are received.*

Keywords: *students of medical specialties, educational space, health-saving behavior, axiological approach, structural-functional approach, social processes*

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