



UDC 378.013

[https://doi.org/10.52058/2786-6165-2025-4\(34\)-906-913](https://doi.org/10.52058/2786-6165-2025-4(34)-906-913)

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THE IMPACT OF TRADITIONS AND INNOVATIONS ON THE TRANSFORMATION OF HEALTH-PRESERVING PRACTICES WITHIN THE CONSUMER CULTURE OF UNIVERSITY STUDENTS

Abstract. This article examines the processes and mechanisms involved in shaping a health-preserving culture among student youth under the influence of contemporary mass culture and innovations. It explores the role of modern marketing strategies and mass culture norms in promoting health-preserving principles. The study analyzes the impact of both traditions and innovations on how various social groups adopt health-oriented behaviors amid the challenges posed by today's global consumer society.

The research demonstrates that mass culture and the information environment are significant factors influencing students' perceptions of the value of a healthy lifestyle. It identifies discrepancies between traditional health values and new health behavior practices shaped by marketing strategies. The aim of the study is to investigate the specific features and regularities in the transformation of traditional health-preserving principles among student youth under the influence of modern mass consumer culture.

Key informational approaches through which marketing technologies influence youth — leading to superficial, distorted, and consumerist notions of a healthy lifestyle — are explored. These notions often diverge from the actual



physical and spiritual needs of individuals. It is concluded that in a consumer society, the development of both traditional and modern health-preserving practices is contingent upon the individual's level of critical thinking, moral responsibility, and family and social values.

The findings underscore the importance of further integrating health-preserving values into modern educational and upbringing strategies targeting youth.

Keywords: health preservation, mass culture, consumer society, educational environment, health and education, value orientation, traditions and innovations, health marketing, upbringing, health culture

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ВПЛИВ ТРАДИЦІЙ І НОВАЦІЙ НА ТРАНСФОРМАЦІЮ ЗДОРОВ'ЯЗБЕРІГАЮЧИХ ПРАКТИК В КОНТЕКСТІ КУЛЬТУРИ СПОЖИВАННЯ СТУДЕНТСЬКОЇ МОЛОДІ

Анотація. Статтю присвячено дослідженню процесів і механізмів формування культури здоров'язбереження студентської молоді під впливом сучасної масової культури та інновацій. Досліджено роль сучасних маркетингових стратегій та норм масової культури в процесі популяризації принципів збереження здоров'я. Проаналізовано вплив традицій та інновацій на закономірності реалізації принципів здоров'язбереження серед представників різних соціальних груп в умовах сучасних викликів глобального суспільства споживання. Доведено, що масова культура та інформаційне середовища є важливими чинниками, які визначають уявлення студентів про цінність здорового способу життя. Встановлено



існування розбіжностей між традиційними цінностями здоров'я і новітніми практиками здорової поведінки, які формуються під впливом маркетингових стратегій. Метою статті є вивчення особливостей та закономірностей трансформації традиційних принципів здоров'язбереження студентської молоді під впливом сучасної суспільної культури масового споживання.

Досліджено основні інформаційні підходи за допомогою яких маркетингові технології впливають на формування у молоді поверхневих, спотворених та споживацьких уявлень про здоровий спосіб життя, які не завжди відповідають об'єктивним потребам фізичного і духовного розвитку індивіда. Визначено, що в умовах суспільства споживання формування традиційних і новітніх практик здоров'язбереження залежить від рівня розвитку критичного мислення, моральної відповідальності, сімейних та соціальних цінностей індивіда. Результати дослідження демонструють необхідність подальшого впровадження здоров'язберіжувальних цінностей через сучасні стратегії навчання і виховання молоді.

Ключові слова: здоров'язбереження, масова культура, суспільство споживання, освітнє середовище, здоров'я і освіта, ціннісні орієнтири, традиції та новації, маркетинг здоров'я, виховання, культура здоров'я.

Statement of Problem. Comfortable everyday living is regarded as one of the primary achievements of modern civilization. Today's world is marked by rapid scientific, technological, and industrial breakthroughs designed to improve and prolong human life. However, the very technologies meant to enhance life are simultaneously introducing new risks. Many of these innovations return with unintended negative consequences: increasingly frequent ecological catastrophes and unpredictable natural disasters due to human interference in nature; genetic manipulation and the chemicalization of food supplies; the substitution of reality with virtual digital environments; and a media landscape dominated by depictions of power and material wealth, which undermines humanistic values in favor of materialism.

The dual nature of these civilizational achievements — comfort paired with physical and psychological risk — raises significant concern. Moreover, these advancements occur within the framework of market relations, driven by the principles of a consumer society and accompanied by global political and socio-economic instability. These conditions intensify existential risks for individuals and foster a growing sense of fragility and instability in their personal lives. The rise in threats to human health further amplifies these destabilizing sentiments.

In this context, the educational system assumes a critical role. The ability of students to acquire skills for managing their own health-preservation processes becomes especially relevant and vital in today's environment.



Literature Review. In recent years, the issue of health preservation and safety has become one of the most pressing topics in academic discourse. Scholars from diverse fields such as philosophy, sociology, and pedagogy increasingly turn their attention to examining the educational, cultural, socio-economic, ethical, and other dimensions of health preservation. This growing interest reflects the urgent demands of our time.

Statistical data paint a concerning picture regarding the health status of Ukraine's population, underscoring the importance of educational environments as crucial spaces for fostering and reinforcing health-preserving practices among contemporary youth. Within both formal classroom settings and extracurricular activities, there exists a unique opportunity to instill sustainable health-oriented behaviors.

Among the prevailing topics within pedagogical research circles are the multifaceted aspects of health education strategies, the development of a health-preserving culture, the influence of advertising and fashion on health-related behaviors, and the role of gender identity in shaping health-preserving motivations.

Recognition of the educational environment's significance in addressing health-related challenges among children and youth is increasingly translating into practical outcomes. A growing trend can be observed in leading Ukrainian educational institutions, where methodological guides and recommendations are being published for educators at both secondary and higher education levels. A notable example is the collaborative work by experts at the Kharkiv Academy of Continuing Education, titled «The Health-Preserving Component of Education» [1].

Among recent scholarly contributions to this field, the research by Ukrainian academics O. Potuzhnii and V. Polishchuk stands out as particularly relevant. In their analysis of health-preserving education and the formation of related competencies, the authors emphasize the importance of integrating disciplines within pedagogical practice. As they argue: «The integrative approach to forming health-preserving competence in future professionals is reflected in the content and structure of both professional and safety education, enabling the development of a holistic worldview among students. This type of education embodies the trend toward integration by combining knowledge from the natural sciences, valeology, physical education, health basics, biochemistry, and biomechanics. It fosters a value-based attitude toward one's own health» [2, p. 128].

Purpose. The objective of this study is to analyze the distinctive features and patterns in the transformation of traditional health-preserving principles among student youth, influenced by the contemporary culture of mass consumption. The research focuses on how mass culture and marketing technologies shape young people's health values and behaviors and examines the implications for educational policy and practice.



Main Material. The study of the phenomenon of health preservation in the context of a consumer society would be incomplete without considering the role of traditions and innovations. It is precisely their transformation that lays the groundwork for individual, collective, and societal action. Notably, within the educational process, philosophy, the social sciences, and the humanities provide students with the tools to comprehend the essence, form, significance, and relevance of the dialectically connected categories of tradition and innovation. These disciplines enable critical assessment of their advantages and disadvantages and support the modeling of future developments in the processes of personal health preservation. In doing so, students acquire knowledge that may later be applied to the pursuit of constructive approaches for transitioning society toward a qualitatively new stage of goods production and healthcare system functioning.

In this article, the authors proceed from the assumption that a health-preserving tradition refers to established customs, behavioral norms, and knowledge in the field of individual and collective health maintenance. A novelty is understood as a product (in the broad sense of the term) or as cutting-edge technology, while an innovation refers to the process and result of implementing such a product or technology — that is, the practical realization of a novelty. This paper focuses on specific mechanisms through which health-preserving traditions and novelties are utilized by marketing structures within the modern sociocultural landscape of the consumer society, whose primary aim is to generate profit from consumer engagement.

Health-preserving traditions have long captured the interest of reflective individuals, as they serve as a universal mechanism for the accumulation and transmission of information, thus ensuring the continuous development of a culture of health preservation. These traditions influence not only the marketing dynamics of consumer mechanisms but also the cognitive processes of individuals. This is particularly relevant in an era where new technologies – and consequently, risks to both physical and mental health – are omnipresent: in nutrition, in the overuse of digital communication devices, in construction materials and techniques, and so on. Therefore, the formation of a culture of health preservation among university students necessitates awareness of potential health threats present across all spheres of human life.

The emergence of a modern health-preserving culture — seen as an adaptation to the new format of globalized society – connects contemporary practices with traditional health-preserving models. A key characteristic of the relationship between tradition and innovation in the consumer society lies in the use of tradition as the conceptual basis for new products and services.

Thus, novelty is often presented as a transformed tradition, marketed as a well-established, and at times ancient, brand. A clear example is the emergence



of kosher and halal product lines within the modern food industry, encompassing stores, restaurants, and other services. These foods are no longer marketed exclusively to Jewish and Muslim communities; rather, they have become brands associated with quality and environmentally friendly food, appealing to consumers of various religious backgrounds. Additionally, it is likely that the developers of these food networks recognize that they are also promoting other forms of consumer activity — such as gastronomic tourism, medical tourism, and more. In this way, ethnic consumption traditions have transcended their original cultural boundaries to become elements of mass consumption.

A distinctive feature of health-preserving traditions is their practical character, as they are inherited by one generation from the previous one through repeated implementation. While oral transmission of knowledge is certainly possible, acquiring the status of a health-preserving tradition necessitates consistent practical application. Consider, for example, the popular Ukrainian tradition of drinking warm milk with honey at the first sign of a cold – a practice still in use today. However, it must be acknowledged that, unfortunately, even labeling such products as «100% natural» does not guarantee their authenticity in today's Ukrainian supermarket chains. The chemicalization of the food industry, while beneficial to commercial interests, enables the enhancement of appearance, flavor, shelf life, and even the creation of artificial food products with long-lasting durability. Nevertheless, these technological benefits have little to do with the actual promotion of human health.

In contemporary Ukrainian academic literature, the issue of the rationality and safety of innovations, as well as methods of controlling technological risks, has been repeatedly raised. Moreover, as emphasized by L. Ryzhak, «the specificity of modern risks also lies in the fact that the dangers they create are hidden from perception. The invisibility of risks feeds the illusion of safety in human and societal existence. However, the technogenic civilization that is expanding across the world has become a threat to humanity as a whole» [3, p. 135].

It is no secret that the main components of the consumer machine are fashion and advertising. These elements serve as essential prerequisites for active consumption, attributing a certain level of prestige to the acquisition of health-preserving services or products (depending on price, brand, etc.), by which an individual's social success is often measured. With the help of tools such as fashion and advertising, various health-preserving traditions and innovations are presented as value-based and existential guidelines. Over recent decades, the megastructure for the production and sale of health-preserving goods and services in the consumer society has turned into a massive business empire, commonly referred to as the wellness industry. In practice, services in this industry are often consumed not for the sake of health itself, but rather for the image of a prestigious lifestyle.



Both domestic and foreign researchers consistently emphasize that all actions undertaken by producers of goods and services in a consumer society are driven by profit. In this context, O. Shcherba rightly notes that «in most cases, the Ukrainian consumer can only be protected to some extent within the domestic consumer market. As for the global market, they are not protected at all (mainly due to political factors and the state's weakness in defending the rights of its citizens on the global stage)» [4, p. 89]. Unfortunately, it must be acknowledged that despite the ease of accessing information through online resources — including information about marketing tactics and various influences on consumer behavior — the mass manipulation of human desires and needs persists. Moreover, the methods and means of influence continue to evolve. In modern information society, the shift from manipulating mass consciousness to influencing individual decision-making through incentives and motivations occurs continuously and subtly. This is clearly evident in the substitution of the category of «health» with the category of «healthy lifestyle», a trend that is particularly noticeable among students. A familiar scenario involves female students smoking during breaks, irregular eating habits and daily routines, and poor sexual hygiene. In other words, there is a clear lack of genuine health-preserving behavior. Nevertheless, the same group regularly attends gyms and cosmetologists. What explains such contradictions? To answer this question, we turn to the words of A. Boyko, who rightly asserts that «one of the most important functional elements of mass culture is its organic ability to unify human subjectivity, to create the illusion of erasing differences between people and of the universality of the problems they face» [3, p. 97]. As a result, new fictitious health-preserving traditions are formed, in which the preservation of health is not the true value. The main motivation for engaging in such health-preserving behaviors is the need for a form of self-realization, self-actualization, and at least partial inclusion in the lifestyle of successful people.

It is important to note that such fictitious health-preserving imperatives do not find the same resonance in other social groups. Older generations, for instance, tend to approach health-related information – disseminated through television and the internet — with greater critical thinking. Overall, the level of health-preserving culture is based on how relevant the issue of health is to an individual. Elderly people, in particular, are genuinely interested in maintaining a healthy lifestyle for the sake of their health itself, rather than as a way to imitate a prestigious lifestyle.

Conclusion. Taking into account the inevitable expansion of health risks in modern society, the authors believe that the lack of equality among consumers in terms of protecting their right to health is a significant and destructive factor. Without a doubt, consumer inequality – caused by inadequate oversight of



producers and service providers, and by a lack of popular scientific coverage of the direct threats posed by consumer products utilizing cutting-edge technologies across various spheres of life – will continue to erode public trust in the state and its institutions. Nevertheless, it is crucial to clearly understand that the issue of using next-generation products and technologies as a health risk is not a new one for society. Whether health-preserving traditions and innovations will have a positive or negative impact depends not on technology, but on the level of development of critical thinking, moral responsibility, and the family and social values of the individual. The research results demonstrate the necessity of further introducing health-preserving values through modern strategies for educating and raising youth. Such strategies are vital for preventing the formation of superficial, distorted, and consumerist notions of a healthy lifestyle among young people – perceptions that do not always align with their actual physical and spiritual development needs.

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