

Some Contradictions in the Development of a Healthy Lifestyle

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Abstract: A healthy lifestyle is considered one of the most important determinants of human health and well-being. According to the World Health Organization, lifestyle factors account for nearly half of the determinants influencing individual health. The purpose of this study is to analyze the contradictions that arise in the development and promotion of a healthy lifestyle in modern society. The research employs analytical, comparative, and theoretical methods to examine the relationship between lifestyle, culture, and public health. The results show that despite the growing recognition of the importance of healthy lifestyles, various social, economic, and cultural factors hinder their effective implementation. Commercialization of healthcare, consumer culture, and the persistence of unhealthy habits create contradictions that complicate efforts to promote health-oriented behaviors. The study concludes that the development of a healthy lifestyle requires a comprehensive approach involving state policy, educational initiatives, and individual responsibility.

Keywords: healthy lifestyle, public health, lifestyle factors, health promotion, valeology, disease prevention, social determinants of health, health behavior, quality of life.

Introduction

Benign Health is widely recognized as one of the most valuable aspects of human life. According to the World Health Organization, approximately 50% of an individual's health depends on lifestyle factors, while heredity, environmental conditions, and healthcare services account for the remaining determinants. This indicates that lifestyle plays a crucial role in maintaining and improving public health [1].

The concept of lifestyle includes various aspects of human activity, including work, leisure, nutrition, physical activity, and personal hygiene. These factors influence both physical and psychological well-being. In modern society, however, the promotion of healthy lifestyles often encounters numerous contradictions caused by economic transformations, cultural shifts, and changes in social values [2].

The transition to market-based economic relations has introduced new challenges, including the commercialization of healthcare and the spread of consumer culture. These processes sometimes conflict with public health objectives aimed at promoting healthy living. Therefore, it is important to analyze the contradictions that arise in the development of healthy lifestyle practices and identify possible solutions to these challenges [3].

According to the World Health Organization, 20% of a population's health is determined by heredity, 20% by social conditions, 10% by healthcare, and 50% by lifestyle [4].

Methodology

This study employs qualitative research methods commonly used in social and health sciences. The research is based on theoretical analysis, comparative analysis, and the study of scientific literature related to healthy lifestyles and public health [5].

The theoretical method is used to analyze the concept of lifestyle and its relationship with culture and health. Comparative analysis allows the examination of different perspectives on the promotion of healthy lifestyles in various social contexts [6].

In addition, the study reviews existing academic literature, policy documents, and international health reports to evaluate current approaches to health promotion and disease prevention. This methodological approach enables a comprehensive understanding of the contradictions associated with the development of healthy lifestyles.

1. The concept of "lifestyle" is very broad. It reflects various aspects of human life. This concept encompasses material, productive, and everyday conditions, as well as concepts related to quality of life such as standard of living, lifestyle, the meaning of life, etc. However, lifestyle is also characterized as an activity that has become a habit, repeated day after day [7].

Lifestyle is manifested in a person's behavior patterns, thinking patterns, approaches to work, and specific approaches to the consumption of food and various services. In this regard, the lifestyle of an individual or group will differ significantly from that of another. This distinction is particularly evident based on nationality, as each nationality creates specific standards of behavior for its own nation, manifested in various spheres of activity (in industry, everyday life, in socio-political life, in leisure, etc.) [8].

There are two levels of lifestyle: healthy and unhealthy. A healthy lifestyle is a rational human activity aimed at maintaining and improving one's health [9]. The main elements of a healthy lifestyle are: a rational work and rest schedule, the absence of bad habits, optimal physical activity, personal hygiene, a balanced diet, and physical exercise [10].

An unhealthy lifestyle is any (mostly irrational) human activity aimed at undermining one's health. This includes bad habits such as smoking, alcohol abuse, and poor diet, as well as a sedentary and inactive lifestyle, poor hygiene, etc [11].

Results

The analysis reveals several important contradictions in the development of healthy lifestyle practices in modern society. One of the primary contradictions lies in the conflict between economic interests and health promotion. In many cases, commercial activities related to food production, entertainment, and consumer goods promote unhealthy habits that negatively affect public health [12].

Another contradiction arises from the persistence of unhealthy behaviors such as smoking, alcohol consumption, and sedentary lifestyles. Despite the availability of scientific knowledge about the harmful effects of these habits, many individuals continue to engage in them due to social influence, cultural norms, or personal preferences [13].

The study also highlights the role of culture in shaping lifestyle patterns. Cultural traditions influence dietary habits, attitudes toward physical activity, and perceptions of health. While some cultural practices promote healthy living, others may contribute to unhealthy behaviors.

Furthermore, the commercialization of healthcare and sports services can limit access to health-promoting activities for certain social groups. This creates inequalities in opportunities to maintain a healthy lifestyle.

2. Lifestyle is part of a people's culture. The concept of lifestyle is closely linked to culture. Culture refers to the totality of material and spiritual values created by humans and serving their self-realization. The level of development of a society can be seen in its culture. It determines the environment in which material and spiritual values are created, the conditions for the self-realization of human creativity. Culture creates a system of relationships between people; it forms the mechanism of socialization and enculturation, etc. In culture, the material and spiritual values created by humans serve not only the current generations but also become the basis for the transmission of these values to future generations, ensuring the continuity of generations. Lifestyle is an established order or way of life. It can be argued that the concept of "lifestyle" is part of the concept of "culture," and lifestyle reflects the moral, aesthetic, and other values of a given culture on a daily basis [14].

3. Valeology is defined as the science of healthy lifestyles. The main goal of valeology is to maintain human health by utilizing the body's internal reserves in conjunction with environmental conditions. Accordingly, the objectives of valeology are:

- research and quantitative assessment of human health and health reserves;
- fostering a healthy lifestyle;
- preserving and strengthening human health and health reserves through promoting a healthy lifestyle.
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4. In the context of the transition to market relations, some traditional moral and cultural values are being lost, the "market" is beginning to "capture" various spheres of human activity, a process of commercialization of areas such as medicine, physical education, and mass sports is taking place, and the cult of consumerism is being instilled in people's consciousness.

A contradiction arises between the desire to make a profit and the development of a healthy lifestyle. Fostering a healthy lifestyle is a crucial task for the state and society, as lifestyle is a determining factor in health.

However, the health education work carried out by various organizations is primarily aimed not at preventing disease, but at developing recommendations for its treatment. A healthy lifestyle is based on scientifically proven sanitary and hygienic standards aimed at improving health. Meeting these requirements is a direct path to a healthy lifestyle. At the same time, it is very difficult for the average person to give up their usual lifestyle habits (delicious food, alcohol consumption, constant cell phone use, etc.). Therefore, a comprehensive approach to promoting a healthy lifestyle is necessary, combining the efforts of the state, society, and each individual. Valeology plays a key role in this complex and lengthy process [15].

Discussion

The findings demonstrate that promoting a healthy lifestyle requires addressing complex social and cultural factors. Public health initiatives often focus on providing information about disease prevention, but this approach alone is insufficient to change deeply rooted behavioral patterns.

Educational programs aimed at developing health awareness play an important role in encouraging individuals to adopt healthier habits. At the same time, government policies should support the creation of environments that facilitate healthy living, including accessible sports infrastructure, balanced nutrition programs, and preventive healthcare services.

The concept of valeology, which focuses on maintaining and strengthening human health through lifestyle changes, provides an important framework for addressing these challenges. By integrating medical knowledge with cultural and social perspectives, valeology promotes a holistic understanding of health.

Conclusion

The study confirms that lifestyle is a key determinant of human health and an important factor in the prevention of many diseases. However, the development of healthy lifestyles in modern society is accompanied by various contradictions related to economic, cultural, and social processes.

Addressing these contradictions requires a comprehensive approach involving government policies, educational programs, and individual responsibility. Promoting healthy lifestyles should focus not only on medical recommendations but also on creating supportive social environments that encourage healthy behavior.

The development of public health strategies based on scientific evidence and cultural awareness can contribute significantly to improving the overall health of society.

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