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RESUME

In the process of its origin and existence, "social" dance passes through different stages, but its root is in the popular mass dance, which equals the status of dancers, and therefore dance plays the role of a social unifier of society. Both the poor and the rich perform the same steps in the same place at the same time. The desire and ambition of the elite society succeeds in introducing its own rules of implementation. Dance becomes more stylish and more sophisticated and so altered, this type of dance begins to be performed in ballrooms as a compulsory element of the social life of this society.

The striving of every man for a race in every sphere of his existence and proof of his abilities naturally leads to the emergence and development of racing forms of expression of these dances. Even with its advent in the dance halls the modern waltz and tango attract young people and become a field for the competition of their best performers. At the beginning of the 20th century, the first competitions and championships of the new modern dances began to be organized, thus adding to the definition of "modern ballroom dances" the definition of "competitive". This process of intensive development is mainly due to the persistent and consistent work of the already existing guilds of professional dance teachers in the developed European countries (England, France, Germany,

etc.) to standardize the technique of their performance. This is the reason why European dances are also called "standard dances" and it is the basis of their transformation into a field of competition for young intellectuals of Europe. The turbulent development of this social and competitive dance style continues at a steady pace, both throughout the XIX century and nowadays. The competitive dance pairs, the number of which is measured by hundreds of thousands around the world, are organized and developed their sporting competitions within two international organizations with a developed structure and chains of national and international competitions and championships – WDC-AL (World Dance Council - Amateur League), which is an international dance organization that develops dance as social and competitive, and WDSF (World Federation of Sports Dance), an international sports organization developing dances as a new esthetical sport as " Sport Dances ".

The popular sport dances today require the performers to have a high level of physical training, perfect mastery of the technical parameters in their performance, as well as qualities such as persistence, desire for victory, ambition for self-proclaiming, etc. However, very few of the dancers both social and competitive are able to meet these requirements. At the same time, thanks to the popular worldwide TV programs such as "Dancing Stars", "Thinking They Can Dance", etc., the number of people interested in sport dances without competitive ambitions is constantly growing. That is why social dancing is a great form of inclusion and retention of these people in dance halls.

However, the efforts of dance teachers in this style in our country are mainly focused on the development of sport dancing and their main professional realization is in the form of instructors and coaches in sport dance clubs of BFST (Bulgarian Federation of Sports Dances) who is the representative of Bulgaria in WDSF. Unfortunately, the educational and social form of their implementation is

not the focus of these specialists. On the other hand, there is another, not a sports one, dance organization in Bulgaria - BPTA (Bulgarian Professional Dance Association), which represents Bulgaria at WDC (World Dance Council) and whose members, professional dance teachers, aim to store, promote and develop this dance style in all its functions and forms of practice - educational, recreational, social and competitive.

It has its specific peculiarities, which must be preserved and continue to develop in our country as a separate dance direction. For this purpose, it is necessary to create adapted training programs for European ballroom dance at the level of educational and social dance. They should also be applied to educational curricula in the field of formal education in schools and higher education institutions, and to be widely used in various forms of non-formal education in dance schools, schools and clubs. The problem of the development of dance culture and dancing abilities of Bulgarians through training in European ballroom dances has a theoretical and practical significance. It has two aspects: on the one hand development of relevant dance skills and pedagogical skills and on the other the creation of an opportunity for realization and development of this dance form in order to satisfy the cultural, musical and social needs of Bulgarians in their new role of European citizens.

Key words: Social dances, social dancing, sport dances, competitive dances.

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