

# The Current Situation and Countermeasures of Cheerleading in University Campus

Yuying Wang

Chongqing University of Arts and Sciences, Yongchuan, Chongqing, 402160, China

wuying\_2280@yeah.net

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**Abstract:** Cheer leading originated from the rites of the early tribal society. Among them, the part of cheer has the meaning of invigorating and boosting morale. In order to encourage the soldiers who go out to fight or hunt, they usually hold a ceremony in which the people cheer and dance to encourage the soldiers and hope to win. Later gradually developed into the world's sports, widely loved by people. Cheerleading is not the same as aerobics. It is a single sport with the same characteristics as football, basketball, volleyball and other sports. It originated in the United States and has a history of more than 100 years. At first, it developed into a worldwide sport to cheer for American football. Loved by people all over the world. Colleges and universities are also an important gathering place for the development of cheerleading. Many colleges and universities are listed as experimental schools. Cheerleading activities can enhance students' physique, shape beautiful bodies, and help them form a good sense of unity. This paper analyzes the current situation of Cheerleading in Colleges and universities, and puts forward countermeasures.

## 1. Introduction

Cheer leading was formally introduced into various colleges and universities in 2000, and has been developing for 19 years. Cheer leading activities have been included in physical education courses in Colleges and universities to improve students' physical quality, cultivate students' enthusiasm for sports and enrich campus cultural life. Cheer leading has its unique sports characteristics and distinct cultural connotation, which conforms to the aesthetic experience of students and improves the enthusiasm of students' participation. However, due to the differences of cultural background in Colleges and universities, the lack of attention and publicity of Cheer leading activities by cheer leading associations, some colleges and universities have low participation rate in cheer leading activities. Therefore, the development of Cheer leading needs to experience some changes.

## 2. Related Work

### 2.1. Incomplete Management

In the context of the current implementation of quality education, all colleges and universities are carrying out quality education courses, in order to promote the overall development of students and improve the overall quality. However, most of the university leaders still pay more attention to learning, focusing on students' learning, participation in competitions or thesis writing, especially on the professional courses of cultural courses. Some courses to cultivate students' comprehensive ability are ignored. Therefore, although some schools have already opened cheerleading courses, due to the neglect of the school, the courses are not There is a good development, no high-quality environment, insufficient software and hardware facilities for curriculum development, no reasonable distribution of training time, and insufficient professionalism of guidance teachers, all of which are important reasons for the current college cheer leading can not be widely carried out [1].

### 2.2. Insufficient Construction Funds

Cheer leading is a sport with unique characteristics, which requires investment in personnel and facilities. At present, Cheerleading Sports in Colleges and universities have less investment and single source of funds. As shown in Table 1, it needs to allocate funds according to the development of the school every year, resulting in the lack of professional training for the teachers, the shortage of teachers, and the lack of professional technology Equipment management is not in place, and students can not learn professional knowledge of cheer leading, which leads to the poor practicality of Cheer leading courses and obvious results [2].

Table 1 Funding sources of cheer leading in colleges and universities

Capital channel	Support	Not Support
Education Commission appropriation		×
Allocation of Sports Committee		×
School administrative funds	√	
Parental support		×
Corporate Sponsorship		×
Funds for high-level athletes	√	
No appropriation		×
Other		×

### 2.3. Low Participation of Students

Because the school does not pay attention to the development of cheerleading, which directly leads to the low participation level and enthusiasm of the students. The school does not pay enough attention to the early introduction of cheerleading, so the students can not understand the effect and role of Cheer leading activities, and can not experience the passion of participating in activities. We have made statistics on the forms of Cheer leading in Colleges and universities, as shown in Table 2. Even if students take part in cheer leading activities, they will gradually lose their learning motivation due to the lack of professional teachers and a good classroom environment, especially when the purpose of the school's cheer leading activities is not clear enough, which makes the students who are really interested in cheer leading unable to be attracted, leading to the inability to establish a high-level cheer leading team. It's hard for students to give up their other time to participate in the activities they don't understand without the support of the main students. Cheer leading activities will be more difficult to go on, causing a vicious circle.

Table 2 Development form of cheerleading in colleges and universities

Form of development	School	Percentage	sort
PEclass	3	25	3
Elective course	2	17	4
Recess	6	50	2
A cheer leading school team or club	12	100	1
Other	1	8	5

### 2.4. Imperfect Training Facilities

Many colleges and universities only list cheerleading activities as a physical education course, only provide teachers and venues for students, and do not provide related sports props for students according to the characteristics of the course. Students can only learn some simple cheer leading

actions under the guidance of teachers, but some difficult to improve, graceful cheer leading actions are not trained, resulting in no cheer leading courses Progress, we have carried out a questionnaire survey for this phenomenon, as shown in Table 3. In some colleges and universities, cheer leading activities are not supported by the University in terms of infrastructure and materials, and only organized and held by students spontaneously, resulting in the quality of Cheer leading activities can not be improved. Over time, Cheer leading enthusiasts will gradually lose, and cheer leading activities are difficult to carry out [3].

Table 3 School facilities to meet the needs of Cheer leading courses

Site facilities meet the teaching level	Number	Percentage	Sort
Very satisfied	2	8.3	3
Basically satisfy	15	62.5	1
Dissatisfaction	7	29.2	2

### 3. On the Development of Cheerleading in Colleges and Universities

#### 3.1. Enhance Attention

To carry out cheer leading activities smoothly in Colleges and universities requires the cooperation of schools, teachers and students. Therefore, first of all, we need to improve the importance of Cheer leading activities in schools, and lay a good foundation for the smooth development of Cheer leading activities. Schools can publicize cheer leading activities in their spare time through various publicity channels, such as campus websites, radio stations, etc., to publicize its sports charm and Related knowledge, let teachers and students to understand this project, and what benefits can be brought by participating in this activity, so as to attract students to participate in the cheer leading project. It is also necessary to enhance the attention of school leaders, so that all teachers and students can have an interest in cheer leading, stimulate their enthusiasm to participate in cheer leading activities, get broad support, and promote the long-term development of Cheer leading [4].

#### 3.2. Improve Professionalism

Colleges and universities should pay attention to the quality of Cheerleading activities, provide students with comprehensive help and professional guidance, so that students can better understand the charm of Cheer leading activities, clear their position in this project, and then better practice under the guidance of teachers. The school should introduce professional technical talents for the cheer leading course, choose the cheer leading teachers who have received professional training, provide professional technical action guidance for students, and provide regular training opportunities for cheer leading teachers to ensure that the professional level of teachers can keep up with the development of the times and guide students to carry out cheer leading training systematically. Schools should also encourage teachers to learn cheer leading by themselves, constantly improve teachers' professional quality, learn to use the latest teaching methods to guide students, promote communication and learning between teachers and students, better cultivate tacit understanding between teams, and promote the long-term development of Cheer leading projects in schools [5].

#### 3.3. Improve Training Facilities

The development of Cheer leading in Colleges and universities needs the support of professional and perfect training facilities. Colleges and universities need to increase the investment in cheer leading courses, broaden the sources of funds, and add a variety of financing methods, so that the school has sufficient funds for Cheer leading Sports. From the improvement of infrastructure, it is necessary to provide help for the smooth development of Cheer leading activities, as well as appropriate training venues for the project, Let students participate in cheer leading activities can

get professional technical guidance, perfect sports facilities and a wide training ground. At the same time, we need to provide supporting props for students according to their learning situation, so as to realize the diversity and professionalism of cheer leading. A good teaching environment and teaching conditions can also ensure the safety of the teaching process, so as to mobilize the enthusiasm of students and make cheer leading more popular.

### **3.4. Add Project Type**

The development and expansion of Cheer leading projects should be combined with the development of the school itself, adding new types of projects that are in line with the school atmosphere, students' characteristics and students' groups, and fully displaying the school's cheer leading characteristics. Teachers can let students play freely, create their own style of Cheer leading characteristics, promote the formation of Cheer leading communities, and actively participate in various cheer leading activities Competition, to a higher level of platform progress, and other colleges and universities to cooperate and exchange, enrich their school's cheer leading projects and types, and better integrate with the society, will continue cheer leading activities, for the development of Cheer leading courses to create a strong environment, but also for students to provide a broader friendship platform, add their own social experience, and obtain a good curriculum body Check [6].

## **4. Conclusion**

The development of Cheer leading activities has added vitality to the campus of colleges and universities, but as a new type of sports project, the current situation is not optimistic, the school's management measures are not enough, the capital investment in cheer leading is insufficient, the enthusiasm of students is not high, and the construction of the school's operation facilities is not perfect and other factors have led to the difficulties in carrying out cheer leading activities in Colleges and universities We should pay more attention to cheer leading activities, improve the professionalism of teachers, improve the training facilities, open more meaningful cheer leading courses for students, make cheer leading activities have a broader development space, continue to promote the development of Cheer leading in Colleges and universities, and make contributions to the cause of physical education in China.

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