

# Development Strategy of Football Majors in Local Colleges and Universities

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**Abstract:** Football is the world's first sport and an important part of college sports. It plays an important role in college physical education and is one of the important means and means to cultivate high-quality talents. This paper discusses the current situation of college football teaching and the measures to improve college physical education. On this basis, it elaborates the methods and methods of characteristic football teaching, and discusses the role of featured football in colleges and universities.

## 1. Introduction

College football refers to all football-related activities that are participated by college students as the main body of the university campus, including sports courses with football as the teaching content, extracurricular football-related activities, competitions, and the values and management system of college football. Operation mechanism and hardware and software construction of sites, equipment and facilities. Football is not only the content and means of physical education, but also an effective way to quality education.

## 2. The current situation of local college sports teaching

In recent years, with the expansion of colleges and universities, many schools have problems in setting up physical education courses. Among the more common problems are the lack of teachers, limited venues and the impact of teaching equipment. These situations have had a serious impact on the teaching effect. And the more traditional teaching methods have made the whole process of football teaching limited. In the process of learning football, the enthusiasm of classroom teaching is seriously affected, which in turn affects the quality of college football physical education [1].

### 2.1 The teaching goal of deviation.

The reason why colleges and universities should carry out physical education is to enable students to develop freely. Because of the different physical qualities of students and the limitations of students' sports knowledge, the teaching objectives are limited in the process of determination. In addition, the determination of teaching objectives, but also enable students to learn more football skills, but also pay attention to the cultivation of students' moral character and health psychology. Inspire students' interest in sports and create conditions for future lifelong sports. In the process of determining the teaching objectives, there are many colleges and universities that only pay attention to the achievements of students in the learning process, but do not pay enough attention to lifelong education [1]. In the teaching process, it is easy to make quick success. In the long run, this mode of teaching is contrary to the overall goal of physical education. In addition, when a teacher teaches a course, it is rarely evaluated. For example, in football teaching, teachers teach very little about the theoretical knowledge of football. Sometimes it takes only a few lessons to finish, and then the students' exercises are not well checked. Therefore, it is difficult for teachers to learn from students. As a result, the teaching objectives cannot be reflected and the consequences of judgment cannot be made.

## **2.2 Unreasonable teaching content.**

The teaching content of college football is mainly to train students' football skills, and through continuous practice, students can have a full understanding of football technology. Increase students' interest in football and continue to cultivate the concept of lifelong sports. However, the traditional teaching method mainly uses technical teaching, which makes the whole teaching process more boring. It will have a negative impact on students' enthusiasm for learning and will not be able to understand the spirit of football. In addition, in the teaching process of colleges and universities, many teaching processes have too high requirements for competitiveness, but less training for students' cooperative spirit [1]. In the process of teaching, the actual life of the students is quite different, and the knowledge content taught is not novel enough. Many of the more novel knowledge cannot be reflected in the classroom due to the setting of objective conditions of teaching, which makes the whole classroom lack innovation.

## **3. Measures to improve the teaching status of physical education majors in local colleges and universities**

### **3.1 Clear teaching objectives.**

College football teaching should pay attention to the clear teaching objectives, and the clear teaching objectives need to be formulated according to the current syllabus. In the process of formulating teaching plans and goals, students should be based at all times, with students mastering enough football skills as the main criterion [2]. In the process of formulating teaching objectives, team spirit and collaboration awareness are the important content of teaching objectives. Only by determining the teaching objectives can we make a specific understanding of each student on the basis of this, and the teacher evaluates and evaluates the student's learning situation and technical mastery.

### **3.2 Choose the right teaching content.**

With the development of teaching, the curriculum has been developed more and more, and students have more space when choosing courses. However, in the process of teaching, the concept of football teachers has certain limitations [2]. Therefore, it is impossible to balance the interests of all students. When students choose elective courses, they gradually lose interest in football. Therefore, in the teaching process, the teacher should fully understand the students, and according to the specific characteristics of the students, select the appropriate teaching content, the students in the process of learning, not only can be easier to master, but also interested in the teaching content. In addition, in the teaching process, we must also make certain considerations for the future development of students and the overall improvement of quality. For example, in the teaching process, it is necessary to pay attention to the ball practice, as well as the in-place ball and dribble practice, because these skills are very simple, and for some more difficult balls can be deleted.

### **3.3 Innovate teaching methods and strengthen practical teaching.**

According to modern teaching theory, more attention is paid to the enthusiasm and initiative of students. In the process of teaching, it should be guided and inspired. Enable students to master the spirit of inquiry learning and improve students' ability to think rationally about problems [3]. In the teaching process, the teacher can demonstrate the technical action essentials at the beginning. On the basis of observing the technology, the students form a certain sense of view, so as to imitate the corresponding skills according to the teacher's way, then repeat the practice and finally master the technology. . In the specific teaching process, students can also be encouraged to teach by playing the role of a teacher. In addition, in the teaching process, we must also pay attention to practical teaching, that is, teachers design more learning situations, these learning situations should be as complex as possible, in order to achieve the purpose of actual teaching.

#### **4. Method of developing college football characteristic teaching**

In recent years, with the rapid development of domestic football, how to improve teaching methods and improve teaching effects has become a difficult point for physical education teachers to explore and solve in teaching practice. This paper puts forward the characteristic teaching mode in college football teaching.

##### **4.1 Competition teaching method.**

In the teaching of football, some teachers in order to enable students to correctly grasp the skills of playing and passing, and let the students repeat the repeated mechanical training with rigid commands. The direct consequence of this teaching mode is that students are easily irritated. And boring, it is not conducive to students to learn actively and cheerfully. Football itself is a competitive sport. From the perspective of physiology and pedagogy, the excitement of students is more likely to improve during the competition, which can make the brain in a state of benign excitement and thus improve training more quickly [3]. The effectiveness of the student is conducive to the consolidation and improvement of students' football skills, while at the same time creating a positive classroom atmosphere and motivating students to learn.

##### **4.2 Program teaching method.**

Compared with the game teaching method, the program teaching method belongs to a new type of modern teaching method, which is mainly formulated according to the principle of gradual and progressive teaching. It emphasizes the deepening of layers, from easy to difficult, making teaching a virtuous cycle. The main advantage lies in the comprehensive consideration of the learning characteristics of students and the differences in individual students' abilities [3]. Specific to the teaching of football, it is necessary to set up a procedural teaching mode from easy to difficult according to the differences between different students' psychology and individual existence, so that students can gradually improve. The teacher should determine the specific teaching content and teaching tasks of each program, and stipulate that only after proficiency in the first program practice can you enter the next program, and so on. Under the program teaching mode, the students' learning objectives are more clear and specific, which can greatly enhance the pertinence and effectiveness of the exercises, thus improving the learning effect.

##### **4.3 Multimedia teaching method.**

At this stage, most schools have been equipped with multimedia teaching. As a modern teaching tool, multimedia teaching integrates pictures, animations and music into one. It can stimulate students from multiple senses such as hearing and vision, thus stimulating students' enthusiasm for learning [4]. For college students, this intuitive and visual explanation of the means of presentation is also more conducive to their observation and imitation. In football teaching, there are often problems that are difficult or impossible to solve in traditional teaching modes. For example, the commonly used tactical "banana ball" has passed the "wall of people", which is obviously more difficult for teachers and students, even professional coaches. The success rate of players and athletes is not high. However, if multimedia is used, students only need to read it once to be fully clear and understandable. If necessary, they can also play in "slow motion" until the students are fully mastered. More importantly, multimedia students can be used to watch various games, play sports news anecdotes, etc., and the use of such audiovisual senses can stimulate the students' cerebral cortex, thereby forming a center of excitement and increasing enthusiasm for football.

##### **4.4 Gymnastics teaching method.**

In addition to physical education, physical education in colleges and universities also includes some physical activities and morning exercises. Therefore, in football teaching, teachers should jump out of the narrow scope of classroom teaching and actively extend to extracurricular teaching, so that in-class teaching and extracurricular teaching can promote each other and complement each other. Teachers can compile the ball, ball control and other actions in the football teaching into gymnastics,

and then use the students to exercise morning or small activities, of course, can also encourage students to train after school or after school, which can greatly extend the student's practice time [4]. At the same time, according to the theory of social psychology, everyone always wants to maintain a high degree of consistency with the environment around them, so if you integrate this training in morning exercises, some students who don't even like to play ball When you see that all the students are training, they will also participate unconsciously. When students see that they are playing in the gym, morning exercise or after school, they will actively participate and practice hard.

#### **4.5 Layered teaching method.**

Teachers should be aware that the teaching of classroom football and professional football team training are completely different. Whether it is physical, technical or football hobby, there are large individual differences. The target of football teaching is all students in the school. Therefore, it is necessary to recognize the individual differences between these students. According to the characteristics of different students, stratified teaching should be carried out. For example, students in lower grades should pay attention to "playing" and teaching should be infiltrated in "playing". The process, to be familiar with the ball in play, to cultivate interest in play [1]. For the senior students, they should strengthen the training of some basic techniques, such as picking up, bringing, shooting, etc. These techniques are the most basic and most important qualities of football players. They need students to be trained at an early age, and they can also keep students constantly The learning of the charm of football. Even students in the same grade have different levels of grades. Therefore, different levels of students should set different learning objectives, so that they can teach students in accordance with their aptitude in practical teaching. Through this layered approach, students at all levels can be assured of varying degrees of improvement.

### **5. The strategy of football specialty to the local college sports**

#### **5.1 Serve the goals of college physical education.**

The goal of physical education refers to the learning outcomes and standards expected by teachers and students in physical education. The goal of physical education in colleges and universities emphasizes life sports and recreational sports, emphasizing the form of multiple independent learning to meet the diverse sports needs of students, and further improve the comprehensive sports quality of college students. Football has a unique role in achieving the goal of physical education in colleges and universities. It can not only cultivate students' sports awareness and sports interest, but also promote students' coordinated development of mind and body, improve students' ability to resist disease and adapt to changes in the external environment, and train students to be brave and tenacious. Overcoming the excellent quality of difficulties enables students to form a positive and enterprising attitude towards life and improve their ability to adapt to society [5].

#### **5.2 Promote the reform of college sports elective courses.**

As an important part of college physical education, football teaching plays an important role in college physical education and college students' quality education. At present, the physical education teaching in colleges and universities in China basically adopts the elective or club system under the credit system, which satisfies and respects the students' learning and understanding of the subjective needs of football. However, due to the uneven level of students' football and the diversity of football needs, the unified football teaching model can not reflect the individual differences in football teaching, and the teaching effect cannot be guaranteed. Therefore, the teaching form should be people-oriented, based on the development of human personality, and mobilize the students' enthusiasm, initiative and autonomy [5]. Students can truly feel the joy of football and experience the resulting sense of accomplishment, and truly understand and appreciate the competitive spirit, collaborative spirit, collectivism, creativity and good moral quality norms in football, which will help the future talent quality. The need for development.

### **5.3 The role of football in the development of college students' personality.**

1) Promote the physical fitness of college students. The technical movement of football is composed of various basic skills such as running, dribbling, passing, breaking, shooting, etc. It plays a good role in promoting the overall development of physical strength, speed, endurance and sensitivity [4]. The functions of the muscles, skeletal system and internal organs of the body of the university are at a mature stage. Through the teaching, training and competition of football, students can exercise in various systems, which improves their physical ability and improves internal organs. Enhancing physical fitness and improving health all play an important role. The football game is carried out under intense and intense confrontation.

2) Promoting the education of college students' aesthetic education. The teaching, training and competition of football are both science and art. As an educational process in sports education to train all-round development talents, football is one of the important contents of quality education. The quality education in the process of football can not only cultivate the well-balanced body shape of the human body, but also fully develop the natural beauty of the human body, and cultivate the aesthetic ability and aesthetics of the human being, so as to achieve the purpose of pursuing "beauty" [61].

3) Promote the formation of good ideology and morality for college students. Compared with other sports, football is a very competitive sport. It is not only more than skill, intelligence, physical strength and psychological competition, but also competition than thought and style. Football is also a collective project that can cultivate team members' team spirit, collective cooperation spirit and overall concept. In any competition, it is not only by a certain player to win, but by the cooperation between the players on the field. Football games can win and win. Through correct guidance and education, students can cultivate the excellent style of "winning arrogance and defeating defeat"; they can cultivate students' perseverance, hard work and hard-working willpower quality and courage and determination, not afraid of difficulties, and dare to fight hard [6].

4) Promote the promotion of the cultural quality of college students. Through the basic knowledge of football, the mastery of basic technology, and the formation of basic skills, intelligent education is carried out to cultivate students' desire for knowledge, enrich students' knowledge of sports culture, and broaden their knowledge [5]. The application of basic tactics in football is a proactive and creative learning process.

### **5.4 The role of football in the construction of humanities environment in colleges and universities.**

Building a colorful and diverse campus football movement in colleges and universities is an indispensable part of expanding the influence and appeal of campus football, popularizing and developing college football. The social and cultural implications of football are implicit and rich [6]. They can only be revealed in specific football activities, such as football skills and tactics teaching, football theory lectures, football competitions, football photography, football music, football salons, football. Games, football cheerleaders, football babies, domestic and international football matches and the dissemination of relevant information. The breadth and depth of the football culture displayed by different forms of football activities are different.

## **6. Summary**

As part of college sports, college football plays a role in improving the visibility of colleges and universities, promoting the development of college sports, promoting and popularizing football, cultivating high-level football players, enhancing the cohesiveness of schools, and giving full play to the advantages of college sports teams. It has played a big role in improving the level of sports research in universities.

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