

Study on the Overall Promotion Model of Campus Football Demonstration Area (County)

—Take Qingyunpu District, Nanchang, Jiangxi Province as an Example

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Abstract: Along with the overall plan of the reform and development of Chinese football, the campus football appear constantly. In the rapid advance, new problems need to be solved in time. The understanding of the campus football and system problem has been the hotspot in the research topic, and focus on to solve the main contradiction facing the campus football is the key to long-term development. This paper studies the overall promotion model of campus football in Qingyunpu District by means of literature, interview and questionnaire survey. By summarizing, it provides a reference model for the development of campus football demonstration area (county), as well as suggestions for the better promotion of campus football.

1. Introduction

In March 2015, the general office of the state council issued "the reform and development of Chinese football overall plan", put forward the overall requirements of the development of Chinese football, including the guiding ideology, basic principles, and the main target, clearly put forward the reform of campus football development, a total of five, including play football education function, promote the campus football popularization, promoting cultural learning and common development of football skills, promote the juvenile football talent scale growth and expansion of faculty [1]. This is the first time in the history of China from the state for the development of campus football, its strategic height and strength unprecedented.

In order to further implement the overall requirements and deepen the field of education reform "package", published in July 2016, the ministry of education, and department of the implementation opinions "about speed up the development of youth football campus", the file points out that to complete the raise the level of campus football focus on popular, chose the national youth football characteristic school campus, play to its backbone in the development of youth campus football, demonstration and leading role. At the same time, a pilot county (district) of campus football was selected to encourage qualified places to establish a pilot county and a comprehensive reform experimental area of national youth campus football, to try first, accumulate experience and promote the overall development of youth campus football [2]. It is a great measure that inherits the advantage of our country's system and combines our national conditions. It is the extension and upgrading of the county-level administrative management mechanism of the Chinese government. [3] with a good foundation of football work and a positive declaration, a total of 496 pilot schools have been set up in jiangxi province.

This paper analyzes two major problems of campus football, that is, the understanding of campus football and its system and mechanism. On the basis of field research and expert interviews, it closely follows the forefront of The Times, integrates the advantages of the development of campus football in qingyunpu district, analyzes the mode of concentrating efforts to solve the major contradictions in this area, provides a reference mode for solving the procedural problems of campus football, and also provides Suggestions for better promoting campus football.

2. Subjects and methods

2.1 Subjects.

2015 national campus football demonstration area qingyunpu district, nanchang city, jiangxi province

2.2 Research Methods.

Literature and data method. Through China knowledge network and wanfang database, relevant literature was searched, data of this project were collected, characteristics of campus football project were summarized, and theoretical preparations were made for building a scientific development model.

Interviews. Conduct on-site interviews with leaders of education department in qingyunpu district and principals of campus football characteristic schools to collect first-hand data. Interview with experts and professors in the field of football of jiangxi normal university to further understand the situation.

Questionnaire Survey Method. A questionnaire was issued to the principal and physical education teachers of primary and secondary schools in the school with campus football characteristics in qingyunpu district, covering the following topics: school football, curriculum setting, school league, school football culture, school team training and competition.

3. Results and Analysis

3.1 General Situation of Qingyun Spectral Region.

Qingyunpu district is located in the south of nanchang city, jiangxi province. Education resources are limited. In terms of football tradition, qingyunpu district has rich corporate football culture (including jianghai group and hongdu group), good football tradition and certain football foundation (such as sports team football of the older generation of district). School football has a good foundation in the primary school stage. For example, hongdu primary school is one of the first batch of school football characteristic schools in China. [5]

3.2 The Development Concept of Campus Football in Qingyunpu District.

The 15-year education framework of school football was established, and the development concept of "football should be started from dolls" was advocated. The concept of extending school football to kindergartens was proposed, and the 15-year school football was proposed, including kindergarten, primary school, middle school and high school.

The ultimate goal of campus football is to improve students' comprehensive quality and perfect personality. Comprehensively improve the comprehensive quality of students, improve the special football skills, promote physical health, cultivate the good will quality of not afraid of suffering and losing, enrich the campus football culture, and improve the personality of students.

Combine campus football culture, school culture and regional culture;

The construction of football field shall be incorporated into the overall planning and construction of the whole district. The football field shall be an important factor in the regional construction of the whole district.

3.3 Leading Group of Campus Football.

The leadership group of qingyunpu district is led by the district governor of the district government, and the director of the district education and sports bureau as the deputy leader. The leading group has an office, which is located in the district education and sports bureau, and six organizations, which are responsible for the research and development of the development plan of the district youth campus football work and the specific matters during the promotion of the district youth campus football work.

3.4 Policies and Guarantee Mechanisms for the Development of Campus Football.

According to the research resolution of the district government, the district finance will set aside 2 million yuan for the development of youth campus football every year. The special funds will be mainly provided for student training, teacher training, league development, learning exchange, talent introduction and venue construction. In order to improve the management of funds, independent accounts have been established to ensure the appropriation of special funds and strict implementation of the financial management system and audit regulations. In terms of the allocation of funds, it is used for the organization of competitions, the purchase of equipment and equipment, the training of teachers (coaches) and referees, the support of football activities of grassroots units, the promotion of publicity and promotion, the operation of administrative agencies, the evaluation and rewards, etc.

The district committee and the district government, combined with the construction, reconstruction and expansion of the district schools every year, have built and rebuilt all the football fields in the school. Up to now, there are 11 primary and secondary schools in the district with football fields.

3.5 Diversify The Development Form Of Campus Football.

The qingyunpu district takes "inheriting the quintessence of China and inheriting the ancient charm and qingyun" as the carrier, and vigorously promotes the traditional sports culture of football. Held the campus football culture festival, through the logo, mascot design, painting, calligraphy, seal cutting, paper cutting, photography art exhibition, football lessons video lessons, hold tight game and other forms, to spread all kinds of football, football game rules, shows the football star, vigorously popularize the sport, cultivate healthy football culture. District encourages parents to participate in youth school football activities. [4]

The characteristic spectrum zone qingyun football school football as the required content of physical education, the schools based on the circumstance, school-based teaching materials, Football teaching activities every week with a PE lesson in football teaching, primary school is grade 1-2 major is to cultivate students interest and basic skills, grade 3-6 outstanding physical quality, consolidate the basic skills, strengthen the football level, high school pay attention to comprehensive football teaching and training, strengthen the football skills.

3.6 Campus Football Concentric Circles.

The characteristic football school has the policy, the supporting facilities and the sufficient funds support, the resources are rich, causes to develop the campus football aspect to be guaranteed, and USES the advantageous resources to cultivate a large number of campus football talents, develops the abundant campus football game and the cultural activity. With characteristics of football schools as the center of the circle to the surrounding radiation influence the characteristics of football schools, promote advantage development experience, to drive the football characteristic campus football school activities orderly, make the characteristic school campus football gradually formed the scale, accumulate experience, and lay the foundation, will eventually become a member of the school campus football characteristics.

3.7 Combination of Popularization and Improvement.

The whole district shall organize and develop class, school and district leagues, and actively organize and participate in municipal leagues, so that all students can participate in campus football. At the same time, it encourages the invitational matches and cultural exchanges with outstanding football schools in and outside the province, and has organized teams to participate in the "DE xin yuan" football invitational tournament in changsha, hunan province. We have carried out horizontal exchanges with jiujiang city and other surrounding cities in jiangxi province for a long time.

In order to solve the problems that teachers, students and parents don't have a thorough understanding of campus football, the qingyunpu district evaluates the collective civilization competition area, civilized schools, civilized classes, civilized teams and fighting teams, and conducts the individual assessment of the students, such as little warriors, little citizens and little lei

feng. Good team leader and participate in the evaluation of the fashion awards, instead of only emphasizing physical activities, changing the disadvantages of traditional elitism and blind pursuit of performance in bidding [6]. Students' skills, talents and performance in competitions are included in the evaluation criteria. We will truly implement popularization and improve it on the basis of popularization.

3.8 Strengthen the Team Building of Football Teachers in Special Schools.

hired professional football coaches and local players who help to make the schools in football teaching and training work, so far there have been 12 retired athletes want to invited to football in our campus teaching training work, at the same time by the high level of experienced players who entered the school, ease employment pressure and to strengthen the teachers troop.

In February 2017, qingyunpu experimental school of no.3 middle school in our district held the third youth school football coach training class of qingyunpu district. 76 PE teachers and 16 club coaches from all schools in our district participated in the training, and invited the A level coach of the afc, and the D level instructor teacher of the cfa, miss li shoulin, to teach for all the teachers. Through this series of measures, the shortage of football teachers has been gradually alleviated, so that the youth campus football work in our district can be carried out steadily and orderly.

3.9 Campus Football Helps Schools in the Area to Advance to Famous Schools in the City.

It is because of jiangxi nanchang qingyun spectrum area lead the improvement of the organization, funds and secure venues, teachers gradually strong, the development of diversified forms of campus football, in and out of the football the formation of the popularization and the enhancement pattern of personnel training, so to attract and retain the students with a certain level, solve the entrance of their worries. In view of this, the qingyunpu district focuses on building a small, primary and high 15-year experimental school in qingyunpu district to retain high-level students, so that students can continue to receive training and have higher and higher skills, so as to improve the school's campus football atmosphere and environment, and improve the quality of students, thus improving the school's educational level. With the development of campus football, the contradiction between students' learning and training has been solved to a large extent, and the final result has blossomed from ideal to reality, making the experimental school a local famous university.

4. Conclusions and Suggestions

4.1 The Conclusion.

The establishment of campus football demonstration area (county) is in line with China's industrial administrative management mechanism and conducive to fine management of campus football; Nanchang qingyunpu district has formulated and implemented relevant policies on the sustainable development of campus football.

Nanchang qingyun spectrum area, the campus football the whole advancement pattern design scientific, effective and carry out various forms, in the 15th year of campus football development construct concept of education, qingyun spectrum area on the basis of primary school football to carry out, and through the primary school junior high school - high school campus football talent training channels, and solves the adolescent enters a higher school campus football talent bottleneck.

The construction of school football field in qingyunpu district of nanchang city is combined with social football, residential district and other factors, which greatly improves the construction and use frequency of football field in old cities and provides hardware guarantee for the development of campus football.

4.2 Advice.

The evaluation system of China's campus football demonstration areas should be complete and the evaluation criteria should be scientific and detailed, which is beneficial to both developed areas and the sound development of campus football in developing areas.

The construction of campus football demonstration area of the football field combined with administrative region environment development, the coordinated development of the campus football culture and regional culture, the development of the campus football demonstration area and in combination of the building and development of universities, the campus football demonstration area (county) to realize the whole advancement, the campus football to long-term development.

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