

# Research and Practice on the Implementation Path of Construction of Campus Sports Culture in Universities

Wujun Liu

Dalian Art College, Dalian, Liaoning, China

**Keywords:** Campus sports culture, Functions, Implementation path

**Abstract:** The campus sports culture is an important part of campus culture. This paper combs the connotation and functions of campus sports culture and puts forward the concrete implementation path of construction of campus sports culture in art colleges based on “Health First” concept. The paper aims to provide theoretical support and practical experience for the reform and development of sports culture in art colleges.

## 1. Introduction

The campus sports culture is an important part of campus culture and a culture which teachers and students participate in. As a means of cultivating people, the campus sports culture has its own unique advantages, and can realize mutual promotion and joint development with other aspects of campus culture. This paper conducted the thorough research and practice on the concrete implementation path of construction of campus sports culture in art colleges, and provided theoretical support and practical experience for the better development of construction of campus culture.

## 2. Connotation of Campus Sports Culture

The campus sports culture refers to a cultural atmosphere expressed within the specified range of the school. It is mainly a group culture that aims at the student group on campus, takes the content of extracurricular sports and cultural activities as the carrier, and reflects the characteristics of campus mental outlook through activities. The purpose of campus sports culture is to cultivate sports spirit, sports consciousness and sports skills of students, improve sports culture quality, promote the physical and mental health of students, and carry out a variety of campus sports and cultural activities under the guidance of this purpose.

## 3. Function of Campus Sports Culture

As an important part of school education, campus sports culture plays an important role in the qualified talents who are suitable for the socialist modernization construction and have physical and mental health and innovative spirit in the education policy of the integrated development of morality, intelligence, sports, art, and labor. The development of campus sports culture has set up a stage for students to show themselves. Through participation in activities, not only students can learn rich sports-related theory and practice knowledge and a youthful, sunny, and healthy campus culture atmosphere can be created, but also students' sense of participation can be cultivated, their constitution can be strengthened and the organizational coordination, moral cultivation, teamwork and other comprehensive capabilities of students can be improved. It has a great role in promoting the construction of the harmonious and healthy campus culture.

## **4. Implementation Path of Construction of Campus Sports Culture in Universities**

### **4.1 Seize the Opportunity and Ride on the Momentum to Make the Campus Sports Culture Concept of “Health First” Increasingly Popular among the Public**

In recent years, the cultural construction has been upgraded to an unprecedented height at the national level, which has pointed out the direction for the construction of campus sports culture in universities, and also brought a rare opportunity for its development and prosperity. In the new era, we must seize the opportunity and keep pace with the times. Watch sports beyond sports, see culture in a non-formal eye, change the past misunderstanding that developing campus sports culture is “playing ball games, participating in the competition, and evaluating awards”, change the ubiquitous phenomena of “paying attention to the competition and neglecting culture, paying attention to the constitution and neglecting the emotion, paying attention to the form and neglecting the consciousness, paying attention to the locality and neglecting the group, paying attention to the result and neglecting the process and paying attention to teachers and neglecting students”, firmly establish the concept of important campus sports culture, make the campus sports culture occupy students' ideological front, make the concept of “health first” increasingly more popular among the public and make conscious exercise become a habit and affect life.

### **4.2 Increase Input and Improve Software and Hardware Level of Campus Sports Culture**

Sports venues, equipment and facilities are the material basis of campus sports culture. The number of venue equipment and the quality of venue facilities affect the communication effect of sports culture. With the continuous increase in the number of enrolled students in art colleges and the penetration of the concept of “health first” national fitness has infiltrated to universities, the contradiction between sports venues, equipment and facilities, sports talents and teachers and the development of campus sports culture has become more prominent. For that reason, our college has scientifically allocated sports resources in accordance with the Catalogue of Prepared Facilities and Equipment of Sports Venues in General Institutes of Higher Education, ensuring that the contradiction between sports funds and the number of students and the popular sports culture grows simultaneously. The stadiums and various ball sports venues have been built, various sports equipment has been perfected, and the hardware foundation for the construction of campus sports culture has been strengthened to meet the needs of construction of campus sports culture to a maximum.

### **4.3 Follow Regulations, Establish Systems, and Put Various Systems into Practice**

(1) Under the leadership of the School Sports Steering Committee, establish an organization for construction of campus sports culture based on the Youth League Committee, Students' Affairs Office, PE Teachers' Office and various departments. This is a strong organizational guarantee system for the integration of construction of campus sports culture and quality-oriented education.

(2) Carefully implement various laws about the sports of the national education department. In accordance with the spirit of Opinions on Strengthening and Improving the Construction of Campus Culture in Institutions of Higher Learning, National Fitness Program Outline, Standards for University Sports Work and other documents, conduct the sports culture teaching activities and solve lawful problems. Our college has formulated relevant sports rules and regulations and implementation methods according to the actual situation of the school. Our college guides students to participate actively, combines the students' sunshine sports activities with the full implementation of the Standards for University Sports Work, Student Physical Health Standard and physical education teaching activities, and has achieved good results. For example, in the implementation of the sunshine long-distance running system, the Students' Affairs Office and the Sports Department take the lead, and the counselors of various departments take turns on duty and the cadres of student union personally conduct the organization, so that the constitution of students is significantly enhanced. At the annual school sports meeting, there are not only track and field events, but also group events such as football, basketball, volleyball, table tennis, badminton, taekwondo, ultimate

frisbee, cheerleading and tug-of-war. At the opening ceremony of the sports meeting, the thousand-people aerobics square team has become a highlight of campus sports culture.

#### **4.4 Pay Attention to the Reform of Physical Education and Integrate Sports Culture into Class**

(1) Actively explore the teaching mode according to the actual situation of the school, and strive to form the club teaching mode of the in-and-out-of-class integration. It's impossible to improve students' physical quality and cultivate students' lifelong sports consciousness only through 2-period physical education per week. Only by combining the inside and outside class activities can the foundation for students' lifelong sports be laid. Students can consolidate what they have learned and deepen their practical application abilities through participating in extracurricular activities. Promote the practice through competition, promote the learning through practice, cultivate their interest in sports items in learning, form sports habits and promote the integrated development of students' mind and body.

(2) In the setting of teaching contents, in addition to traditional ball, track and field, martial arts, aerobics and other items, the fashionable and casual sports items of more fitness, epochal character and entertainment such as yoga, Tai Chi, street dance, sports dance and netted balls need to be introduced. In the teaching, be targeted to penetrate the sports culture and sports spirit in a targeted manner, broaden the sports vision of students and guides students to experience rich connotation of sports culture.

#### **4.5 Vigorously Develop Extracurricular Sports Activities and Broaden Communication Channels for Campus Sports Culture**

(1) Strengthen guidance and keep up with the development trend of popular sports culture. Actively carry out various sports activities and make them promote each other to form a certain scale. The setting of the competition contents must reflect the diversify, competitiveness and entertainment, enjoyment and culture. In recent years, the sports market marked by CUBA is growing vigorously and the national fitness represented by fitness and body shaping and elegant sports, is in the ascendant. Therefore, sports activities that college students love and are similar to "campus MBA competition", "campus Guinness", "sports talent show", "hip-hop game" can be held on campus. Cultivating students' interest in sports culture through novel forms can help overcome Internet addiction, stay away from drugs, avoid AIDS, balance mentality and mental health, and develop a healthy and scientific lifestyle. Attract the teachers and students to the activities as far as possible, and make great efforts to create a campus sports culture atmosphere in which everyone participates.

(2) Make full use of the information transmission forms such as campus radio, network, QQ group, WeChat and Weibo, build a communication platform for campus sports and culture, timely release sports news, disseminate sports knowledge, update sports concepts, and promote the wide spread of campus sports culture. Making the best of the sports bulletin board and hanging the sports warning slogans that enlighten the life can stimulate the enthusiasm of teachers and students to participate in physical exercise and play a positive role in enhancing the confidence of physical exercise.

(3) Carrying out various forms of short-term training, sports knowledge lectures and competitions are very useful to broaden the horizons of teachers and students, and enrich sports culture knowledge of students. In addition, actively participating in the sports cultural activities of universities and the society and strengthening exchanges and cooperation are effective channels to improve the level of physical education, training and research in universities, and to expand popularity and influence.

#### **4.6 The Integration of Recreation, Sports and Specialties Ensures the Quality and Effect of Sports Cultural Activities**

Due to having many ethnic artistic talents, many specialties, high starting points and high levels, arts institutes have obvious advantages in the development of campus sports culture activities,

outstanding characteristics, easily create good works and achieve rapid results. The recreation and sports aren't separated and the specialties are linked. The two are integrated and promote each other. Expanding the function of physical education and exploring a new discipline relationship of interactions, infiltration and integration, and joint development between new disciplines through taking the sports culture as the media can optimize and integrate school educational resources. For example, students majoring in Broadcasting can conduct explanations, interviews, reports and others on the spot in the football, basketball, volleyball and other competitions. In cheerleading and aerobics competitions, teachers and students in clothing, art, music, dance and sports jointly participate from the selection of coaches to the selection of athletes, from apparel design to music production, from dance choreography to training organization. During holding each sports meeting, in the whole process of planning, design, publicity, organization, implementation, event interviews, reports, video production and summary, it can be related to the practical teaching of students majoring in music, drama film and television, art design, art, clothing and other arts specialties to exploit the advantages of each specialty, thus strengthening the students' practical learning ability and improving the level and quality of events.

#### **4.7 Pay Attention to the Construction of Campus Sports Associations and Play a Guiding Role in the Construction of High-Level Sports Teams**

(1)The sports association is an important part of the campus culture and the main front for carrying out campus sports activities to bring a group of common fans together. The annual recruitment of new members by the association has become beautiful scenery of the campus and gives an active impetus to the campus sports culture. The PE Teachers' Office and the sports associations of the college should unite to hold more events. During the event, the gym teachers give the whole cause technical guidance, and the students organize and plan specific work, so as to cultivate various abilities of students, so that students not only can get exercise from physical activities, but also learn the spirit of solidarity and cooperation in the organization of events and meanwhile the communication and exchanges skills of students can be strengthened to better adapt to the society.

(2)Our college pays high attention to the construction of high-level sports teams, has established high-level track and field and aerobics sports teams, and meanwhile builds the school-level taekwondo, roller skating, table tennis, basketball, and football sports teams and makes full use of our resource advantages to conduct the careful organization, strict training, and standardized management. Thus, it not only can improve the level of sport technique of students, but also can train a group of backbone students with higher sports level, which will greatly promote the integral improvement of school sports. In recent years, our college has actively participated in sports events of the society and universities, and has won many gold and silver medals in provincial and municipal competitions. We won the first prize of the Group Award in the university group in the annual finals of the National Cheerleading League, the first place of the Men's Speed Slalom in the National College Roller Skating Championship and won the first prize of taekwondo dance in Liaoning College Martial Arts and Taekwondo Championship. These achievements not only greatly stimulate the sense of group honor of all teachers and students in our college, but also play a leading role in demonstration. Our college has also established a propaganda window and the reputation of the college have been improved.

#### **4.8 Hold a Campus Sports Culture Festival**

We make full use of the annual practice week and the campus sports culture festival and other opportunities to integrate the teaching resources of the college and carry out the sports culture activities throughout the year. We change the concept that the traditional sports culture festival is the track and field event. We widely carry out the promotion and popularization activities of sports knowledge while organizing various sports competitions. For example, in addition to competitions between teachers and students, orientation competitions of basketball, football, volleyball, table tennis, "Labor Union Cup", "Counselor Cup", we also organized sports games, sports articles soliciting, sports painting, sports photography and other forms of competitions. Each department

has given full play to its respective advantages, so that students' professional skills have been displayed, a spirit of solidarity and interest has been cultivated, and the practice opportunities have been increased. The practice shows that during the campus sports culture festival activities, the disciplinary violation phenomenon of students is significantly reduced, the campus is full of vitality, the class cohesion is obviously strengthened, and the function of campus sports culture is invigorated.

## 5. Conclusion

In summary, art colleges have their own characteristics. Through the above specific measures, the college provides more support for campus sports culture in system management, and finally a campus sports culture atmosphere with its own characteristics is formed. I believe that art colleges should make good use of the situation of cultural prosperity and development and resource advantages to integrate and innovate the campus sports culture with other campus cultures, maximize their ideological level, interestingness, knowledgeability, scientificity, creativity and social values and more effectively develop its educational function, thus effectively improving their school-running level.

## References

- [1] Opinions of the General Office of the State Council on Strengthening the School Physical Education to Promote the Comprehensive Development of Physical and Mental Health of Students GBF [2016] No. 27 on May 6, 2016.
- [2] Notice of the General Office of the State Council on Forwarding Several Opinions of the Ministry of Education and Other Departments on Further Strengthening the School Sports Work GBF (2012) No. 53 on October 29, 2012.
- [3] Kai HUA, Shanshan SUN, On How to Build Campus Sports Culture at the Present Stage [J], Journal of Hubei University of Economics, 2011(4).
- [4] Wei ZHANG, Thinking on Construction of Campus Sports Culture in Universities, Journal of Changzhou Institute of Technology, April 2009.
- [5] Li CAO. Discussion on the Construction of Sports Culture and Harmonious Campus [J]. Sports World (Academic Edition), 2008(8).
- [6] Meilin LV. Practice Strategy of Construction of Sports Culture in Art Colleges [J]. Sports World (Academic Edition), 2016(7).
- [7] Wei ZHANG, Yueqing YANG, On the Construction of the Academic Physical Education Culture [J], Journal of Hubei Sports Science, June 2006.