

# A Brief Analysis of the Popularization of Social Sports in the New Period

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**Abstract:** With the rapid progress of society, people's quality of life is also improving, so that simple eating and drinking has been unable to meet people's needs for high-quality life. More and more people begin to pay attention to health by actively participating in exercise. Especially after the concept of "national fitness" was put forward, China's basic fitness facilities in communities have been gradually improved and fitness venues have been expanding. From the current development of social sports, however, there are still some problems that can not be ignored, such as single social sports, poor outdoor sports conditions, older social sports participation groups, and so on. The above problems constitute the factors hindering the popularization of social sports. This paper takes social sports as the main research object, explores the obstacles on the road of popularization of social sports in the context of the new period, and copes with how to innovate the way of social sports promotion and propaganda, in the hope of allowing more people to participate in the national fitness boom to help build a healthy China.

In recent years, people's awareness of physical exercise has improved. Taichi and square dance are no longer confined to the elderly, and young people are also actively learning, inheriting and innovating, thinking about the change and immutability of Chinese traditional sports culture, and committed to the wider scope of social sports. Social sports, also known as mass sports and mass sports, refers to the voluntary participation of ordinary people for the purpose of physical fitness, fitness, entertainment, leisure, social networking, etc., and generally does not pursue high-level sports achievements. Sports activities with a wide range of contents and various forms.

The earliest and longest spread social sports in China are represented by marathon. In a specific range, people run along the prescribed track, and great changes will take place in the psychology and physiology of athletes in the process of competition. A marathon is not so much a race with others as a race with yourself. Later, such as table tennis, badminton, martial arts and other fitness sports, because of its convenience, small requirements for the venue and other characteristics, gradually replaced the marathon, become the main representative of social sports. Although the relevant government departments have invested a lot of energy and financial resources in serving the popularization and popularization of social sports, they are also facing an awkward situation that is difficult to promote. Therefore, in order to improve the quality of the people and enhance the physique of the residents. To develop a healthy life style, it is necessary to analyze the obstacles to the popularization of social sports and put forward targeted solutions.

## 1. Reasons why it is difficult to promote the popularization of social sports

### 1.1 Lack of attention to the popularization of social sports

Different from competitive sports, social sports have received little widespread attention. It is generally believed that only competitive sports that win glory for the country should be paid attention to. In fact, people live closer and serve a wider range of people in social sports. It plays a more obvious role in improving the overall physical quality of the society, so people should not only pay attention to competitive sports, but also increase the publicity of social sports. However,

from the point of view of the current media publicity, the emphasis on social sports, especially the local media sports pages, will be devoted to covering international sports events. But the social sports competition concrete arrangement, the hardware setting configuration, the policy document and so on places in the inconspicuous position.

### **1.2 Uneven input of social sports funds**

With people's attention to social sports, the relevant government departments have also increased the expenditure on social sports, such as hardware facilities, social public welfare personnel training, venue construction and so on. However, the investment in social sports is unequal. In particular, there is a large gap between urban and rural areas. Many urban communities have set up special sports venues, and in order to better serve the elderly, they also have indoor sports venues, but rural sports venues are often open-air, and basic sports building materials lack maintenance. As a result, the service life of the equipment is short, and the investment of rural social sports funds falls into a vicious circle.

### **1.3 Insufficient hardware facilities**

According to the data of the current survey, on the one hand, the stadiums and stadiums of colleges and universities in China cannot meet the needs of students. Taking the data of the Fifth National Survey of Sports venues as an example, there are 850080 sports venues in China, of which 558044 are in the education system, while only 28741 are in colleges and universities, which are used by more than 29 million students, which is far from enough. On the other hand, the construction of hardware facilities in rural areas is seriously inadequate, especially in remote rural areas, there is often no special establishment of basic fitness equipment, grass-roots community sports facilities, fitness equipment, sports venues are also very lacking. In some places, in order to not only meet the hardware needs of the masses, but also achieve the purpose of making a profit, they will charge a certain fee while opening up to the public, thus damaging the enthusiasm of the masses to a certain extent. Therefore, only by increasing the number of free and open public sports venues, can we enhance the enthusiasm of the masses to participate in fitness.

### **1.4 The level of social physical education and training is backward**

First of all, the basic education system does not pay enough attention to physical education, which is mainly manifested in that physical education is included in the scope of the examination in the college entrance examination, while in primary and junior middle schools in many places, physical education teaching continues to use the traditional education and teaching methods to suppresses the enthusiasm of students in class, while students also generally believe that physical education is "leisure class". Secondly, there is a lack of pertinence in the training of sports talents, which does not adapt to the rapid development of social sports, and the training of social sports talents slows down the improvement of social sports institutions.

## **2. Strategies for promoting the popularization of social sports**

### **2.1 Strengthen the propaganda of social sports**

The relevant departments should regularly carry out large-scale social sports events, such as marathons, community table tennis matches, and so on, so as to enhance people's awareness of community sports in a specific scope. Incentives can also be used to stimulate people's enthusiasm for participation. In addition, the local sports media should reposition the reporting content and, under the guidance of the "Three-Closeness" principle, report the sports news that people are most concerned about in a specific area, using many multimedia platforms, such as WeChat official account, WeChat account, Douyin number, Kuaishou, etc. On a broader scale, news about social sports is disseminated.

### **2.2 Promoting the scientization of social sports**

Colleges and universities should attach importance to physical education, formulate scientific physical education teaching plans, train and recruit high-quality physical education teachers, improve the overall quality of physical education teaching, and improve the physique and health level of students. It also improves the students' mastery of sports knowledge, and can bring the sports knowledge to life, affecting the people around them to participate in social sports. In addition, the community is equipped with special sports training personnel to maintain hardware facilities, but also can guide people to exercise scientifically and avoid safety accidents in the process of sports.

### **2.3 Improve the hardware facilities of social sports**

First, the government should bear the responsibility of sports popularization, gradually increase the investment of sports teaching funds and hardware facilities, promote the continuous improvement of grass-roots community sports hardware facilities, and narrow the gap between urban and rural sports hardware facilities. Second, all sectors of the community should actively participate in the hardware construction of sports popularization, make suggestions and contribute money to the construction of sports hardware, and with the increase in investment in government hardware facilities, all sectors of the community should also take good care of sports equipment and improve the efficiency of their use, thereby really makes the best use of things, for the development of mass sports to provide strong support. Third, the improvement of sports facilities is the key to preventing hidden dangers. The community attaches importance to the maintenance and repair of sports building materials, manages the sports hardware equipment in its own area, sets up warnings in a timely manner, prevents the elderly and children from being injured as a result of the use of damaged facilities, and notifies the relevant departments for timely maintenance.

### **2.4 Training talents for social sports management and service**

In view of the shortage of social sports talents, colleges and universities should undertake the task of cultivating talents, set up special courses to introduce the importance of social sports, disseminate systematic sports knowledge, and carry out a variety of sports activities in the school. Make "exercise an hour a day" become a kind of living habit, and take the student as the example, to get the whole family to form the habit of loving exercise, and finally form a kind of social fashion.

### **2.5 Mobilizing multi-party social resources**

The benign social movement atmosphere needs the participation of people from all walks of life, so the government needs to mobilize multi-party social resources, especially the support of public opinion resources, while promoting the popularization of social sports. Through the report, it will not only provide people with the backbone sports information, but also attract investors, which will help to improve the quality of social sports activities and strengthen the publicity of social sports activities.

## **3 Conclusion**

To sum up, the popularization of social sports is of fundamental significance to the realization of socialist modernization. Only with a healthy physique can all kinds of activities and work be carried out smoothly. In order to activate intelligence to contribute to the progress of the motherland. The popularization of social sports is not a process achieved overnight, nor is it a simple problem of "one plus one equals two". In addition to the economic and administrative support of the relevant government departments, it also needs the participation of colleges, universities, communities, and other social forces, and the use of social media to increase the publicity of the popularization of social sports, so as to plant the seeds of "exercise to get health" in people's hearts, so that people are willing to exercise, like to exercise, and fall in love with exercise, thus forming a long-term mechanism of social sports planning.

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