

Studies on Campus Sports Culture Construction Strategy

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Abstract: Campus sports culture is an integral part of the campus culture. It is the sum of conscious practice manifested in behavior patterns and way of thinking reflected by teachers and students when participating in sporting events and sports development activities on values, spiritual state, emotional direction, methods and means, skills, technology and other aspects.

Keywords: campus sports culture, campus culture, behavior patterns, way of thinking

INTRODUCTION

Significance of the research

Campus sports culture is campus-based and its main body is the teachers and students. The core of campus sports culture is the unique concept of thinking, psychology, values and ways of thinking of the teachers and students. It is not only an important means to enhance the physical condition, but also the basic way of enriching personality; it is not only an important part of modern education, but also the fundamental elements of modern education; it is not only the physical improvement practice, but also a new concept to enhance the spiritual realm of activities. These concepts have a very important role in promoting the construction of campus culture [1]. Campus Sports Culture, with its unique charm, is present in the campus culture and plays a role in the overall goal of holding the requisite human resources in social culture. Sports culture [3], with its educational, competition, excitement and other characteristics, can effectively cultivate students' patriotism, team spirit, competitive awareness, self-reliance and perseverance personality. The comprehensive and free development of the teachers and students is the harmonious unity of the perfect unfolding and personality realization; it can improve the overall quality of teachers and students.

METHODS OF STUDY

Literatures and documentation

By reviewing newspapers, magazines, books on education, culture, psychology, philosophy and other disciplines of sports and reading relevant literature, as well as content and present campus sports culture.

Expert interviews

Consult the starting point, significance, purpose of study with experts engaged in teaching and research education from some colleges and universities of Heilongjiang, Jilin and Liaoning Province, and seek their opinions and suggestions. Make discussions on the contents of the subject and the implementation plan of the subject study.

Learn the current domestic situation about physical education by investigation and visit

Induction and reasoning

Sorting out the collected information and forming a report.

The Basic contents of campus sports culture

The classification on campus sports culture is different as the research perspectives are different. Now the more widely used classification borrowed from the classification method of cultural studies, the campus sports culture is divided into three categories: the sports spiritual culture, sports system culture, sports material culture.

Sports spirit culture

College sports spiritual Culture reflects the deep-seated ideological sports concept. It has a strong penetration force into the entire school campus and the groups. PE teachers develop good personality by their modeling and contribution spirit. School sports administrators consciously to management education, service education. College and class group organize and conduct a variety of colorful sporting activities, which will not only mobilize the participation enthusiasm of each student and inspire their potential, but also develop

good habits of unity, cooperation, and form a positive spiritual atmosphere, so that teachers and students of the class and the college will have a cohesive and centripetal force.

Sports material culture

Campus sports material culture mainly refers to the quantity and quality of the various sports venues, and various sports equipment, including sports professional reading room, sports and cultural propaganda media and so on. With these material conditions as a security, teachers and students can participate in the process of the pursuing of better movement in the value of sport and unite the spirit of sport; it has laid a strong material foundation for the enrichment and development of campus culture.

Sports system culture

Universities, in its development and construction process, will inevitably encounter the issue of fully build the physical education and training management [2], sports management at all levels of competition sports associations and school management, rules and regulations. These systems will not only play an important role in regulating the teaching and training order, regulate the sports behavior of teachers and students, and maintain normal order of College Sports, but also reflects the concept and value orientation of college sports leaders and sports managers. Construction of cultural institutions in college sports embodies the level of development of the campus culture, and also forms a good management culture by improving sports culture of institutional development process, so as to promote the healthy growth of staff and students.

Values and function of campus sports culture

Campus sports culture functions mainly as the implementation of quality education, lifelong physical awareness, sport and cultural heritage and to complete college sports task.

Campus sports culture is an irreplaceable role to train high-quality talent, an indispensable main part to create humanism atmosphere and cultural atmosphere, a powerful tool to promote the development of the campus culture; especially it plays an irreplaceable role in human society civilization passing, as it improves the quality of sports training and humanities of the teachers and students, enhances the active attitude of teachers and students to expand the awareness of participating physical activities, improves the teacher-student functional structure, strengthens school and social interaction through a variety of sports competitions and sports and cultural and recreational activities, so as to create favorable conditions for achieving the training objectives of school education. The main functions of campus sports culture include: educational function, excitement function, coagulation function, fitness and

entertainment function, psychological counseling, personalized shaping function. In the process of building a harmonious society, the value of campus sports culture is mainly reflected in: motivational value, competitive value, cultural value, health and aesthetic value [4].

Sports activity promotes physical and mental health

Sports culture concept and spirit is a concrete expression of the campus culture and spirit. Positive campus sports culture has an irreplaceable role in campus culture, and also has a strong psychological pressure regulating function to the teachers and students. Many colleges and universities often promote active and healthy ideas through sports culture.

Physical education, training games and sports community organizations of college is an important part of campus sports culture, is the process for the students to learn sports knowledge, technology, skills, as well as the doing physical exercises. It is also the process for the students to cultivate culture emotion, will, personality and good quality. PE teachers in the teaching and training process not only teach sports knowledge, technology and skills, but the main idea is to impart health education on various sports associations organize guidance and assistance, which are conducive to helping students establish a correct outlook on life and values.

Guiding function of sports behavior

Every physical activity is a social activity, a mutual communication between people, a way of interaction and communication; thereby an atmosphere is formed with a strong hint of what to do? How to do it? Thus it becomes a conscious for teachers and students to abide by the code of conduct. The self-esteem and honor of individual and collective, desire to win and to succeed can make people aggressive in life, work and study, overcome the difficulties, and cultivate innovation spirit pursuing ambitions of self-confidence. Cohesion force comes from common understanding from the general sense of unity; physical exercise will help mutual communication and understanding among group members, mutual trust and support. Such as carrying out sports games between colleges, departments and classes can enhance the collective cohesion, sense of responsibility and sense of honor.

Function to form a life-long sports concept

Lifelong physical ideology is formed under the impact of modern education thought, and closely linked to "people-oriented", "health first" concept, through different modes of sports culture transmission, the students unknowingly be infected or tend to make imitations. By participating in sports competitions and various sporting activities at all levels inside and outside school, students' physical fitness were developed, also students' ability to adapt to various

environments were improved, and it can gradually develop students good personality and quality of brave, perseverance and hard-working. Long-term physical exercise will better promote physical and mental health, develop a healthy and lively attitude towards life and behavior, students received advanced scientific guidance in terms of mental, emotional, concepts, so that teachers and students' overall quality can be improved.

Countermeasures to the construction of campus sports culture

School leaders at all levels shall seriously implement the education thought of "health first", so as to cultivate qualified socialist builders and successors, implement the spirit of the sixth plenary session of our party's seventeenth conference based on different situation of each school, and full play the role of people, finance and material to prosper the campus sports culture.

Strengthen the construction of campus sports culture organization

School leaders at all levels are the organization guarantee for the construction of campus sports culture, the first thing is to improve the leaders' recognition and understanding on the education thought of "health first", pay enough attention to the function of campus sports culture in cultivating qualified socialist builders and successors, make some conducive policies to realize the prosperity and development of sports culture.

Well enhance sports teachers' team

Sports teacher is the organizer, advocator and practitioners of campus sports culture, sports teachers' ideological awareness, knowledge level, professional competence, etc., will have the unconscious influence to the students, so we must build the physical education teachers team with qualified quality, broad knowledge, strong work ability, job-enthusiasm, empathetic features.

Strengthen construction, maintenance and effective use the sports venues and equipment

Campus sports venues and equipment are the material basis for the campus sports culture, and is the basic guarantee for the development and prosperity of rich and colorful sports activities. School shall constantly strengthen investment and construction based on its individual situation, and more importantly, efficiently make use of venues, equipment and facilities, to create economic and social benefits, to play its proper role in the promoting the developing of the campus sports culture.

Strengthening the campus sports cultural assumptions

Culture is a blood relation of campus, the spiritual home of the teachers and students. Once the campus

sports spiritual culture construction is good, it can make teachers and students develop positive enterprising spirit and healthy and civilized way of life. To fully the good sports culture spirit incentive for teachers and students: shaping people with best sports achievements, and guiding people with correct sports consensus. To strengthen favorable publicity based on book, radio, television, network and other media of the campus. Sports spiritual culture has a strong penetration force; it is the effective education means to strengthen social morality, professional ethics, family virtues, individual character, harmony-developing, development-seeking, job-loving, friendly and hardworking. Campus sports culture must be well constructed to prosper and develop campus sports culture.

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