

Causes and Countermeasures of the Ineffective Implementation of Sunshine Sports

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ABSTRACT. *The reasons for the ineffective promotion of “Sunshine Sports” lie in the influence of traditional cultural concepts and social selection system, the lack of sports cultural basis, and the insufficient mobilization of “all sports”. Put forward countermeasures: further strengthen policy guarantee and promotion measures, influence teachers and students with sports culture, integrate grass-roots forces, and encourage school-based sports practice.*

KEYWORDS: *School sports; Sunshine sports; Sports culture*

1. Introduction

Relevant research shows that in recent years, the level of students' vital capacity continues to decline, the quality of speed, explosive force and strength endurance further decreases, the number of small fat mounds increases, the myopia rate remains high, and the civilized disease shows a trend of “younger age”. The physical decline of young students has become a serious social problem, which has aroused great attention of the party and the state. For this reason, the opinions on further strengthening school physical education to improve students' health quality and the opinions of the CPC Central Committee and the State Council on strengthening youth physical education to enhance their physique (later referred to as the “central No.7 document”). A series of documents, such as the decision on launching the sunshine sports for hundreds of millions of students in China, have been issued one after another. With the vigorous implementation of the government, “Sunshine Sports” has been carried out rapidly. However, with the passage of time, there has been an awkward situation in many areas, which is “starting to be vigorous, carrying out intermittently and persisting less and less”. Therefore, how to effectively promote “Sunshine Sports” is still a problem that needs deep reflection.

2. The Reasons for the Poor Promotion of “Sunshine Sports”

2.1 The Influence of Traditional Cultural Ideas

People's behavior is determined by their ideas. The formation of ideas is a complex process, in which the social cultural tradition has a far-reaching impact on them. The inherent cultural tradition of society not only affects individual behavior, but also group behavior. As early as in the spring and Autumn period, Confucius put forward the concepts of “learning to be an excellent official, taking a job and going to politics” and “learning to be an excellent official means learning to be an official”. Confucius also believed that “the laborer governs people, and the laborer governs people”, reflecting his cognition of two kinds of working people's identity, reflecting his hierarchical concept that the manual workers are placed at the bottom of society and are placed in the position of being controlled by people, no matter what wisdom and social contribution they have in the process of manual work. Confucius' thought can be described as the mainstream cultural thought of our country, which has a profound impact on the ideology of Chinese people. His understanding of physical labor has also been inherited by the Chinese cultural class. Since then, the behaviors related to physical labor have been consciously infiltrated into the bottom of the society. At the same time, the Confucian culture pursues the moral norms of “go to people's desires, preserve the principles of heaven”, “three cardinal principles and five permanent principles”, which have a profound impact on people. They think that exposing the body is an extremely obscene thing, and only those manual workers, or people who are considered to be uninhibited and out of the mainstream, can expose the skin. These traditional cultural concepts are deeply rooted in the thoughts of Chinese people.

The traditional cultural concept also affects the sports aesthetic culture of our country. The traditional sports aesthetic culture of our country advocates the artistic development of sports technology, weakens physical confrontation, and pays attention to health preservation. The intensity of sports is “time and labor, but not fatigue”, highlighting the elegance of intellectual sports. Under this cultural background, the body aesthetics and health preservation culture with unique charm of our country have been formed. Those who are healthy often use some derogatory words such as “five big three rough”, “simple mind, developed limbs”, etc. In recent years, with people's gradual attention to physical health, this aesthetic culture began to change. However, the traditional cultural concept is still the main reason for the poor promotion of “Sunshine Sports”[1].

2.2 Lack of Sports Culture Foundation

Another reason why “Sunshine Sports” can't be carried out in a long time lies in the long-term neglect of the influence of sports culture on students' thoughts and behaviors, that is, the lack of cultural influence. From the current practice of “Sunshine Sports”, the school focuses on the organizational form and physical activity content, which has long been in the state of lack of sports culture foundation.

Sports is a kind of culture first, and all kinds of body sports (sports events and activities) are just a form of expression of sports culture, which can be called body sports culture or sports technology culture. According to the understanding of the connotation and composition of “culture”, sports culture not only has the material culture of sports, such as the venue culture of sports itself, equipment (supplies) culture, etc.; what should also be respected is the spiritual quality culture of sports itself, such as: teamwork, hard work, courage to fight, focus on participation, etc.; at the same time, it should also be seen that sports are extremely extensive and abundant. Rich development culture, such as: sports clothing culture, sports film and television culture, sports song culture, sports photography culture, sports collection culture, sports architecture culture, sports etiquette culture, sports ideological culture and so on.

Due to many factors, such as the lack of physical education teachers' own quality, the weak propaganda of physical education culture, and the superficial cognition of school to physical education culture, the cultural construction of school physical education is not satisfactory. The survey shows that only a few schools recognize the importance of sports culture and regard it as an integral part of campus culture. Most teachers and students do not know the connotation of sports culture. It is the school education that has long neglected the cultural construction of physical education. In the process of physical education, the understanding of the diversity of physical culture is insufficient. More attention is paid to the biological development of students, ignoring the influence of physical culture and education on the development of teenagers. The task of strengthening students' physique is simply understood as strengthening students' physical movement, but it supports people's hobbies and long-term participation. It is often the rich cultural connotation of education movement. The reason why “Sunshine Sports” has the result of “surface promotion - unstable foundation - poor effect” is closely related to the lack of school sports cultural foundation[2].

2.3 Insufficient Mobilization of “All Sports”

In school education, physical education is not only a course, but also an important part of education. This status requires all educators to participate in school physical education. Carrying out “Sunshine Sports” requires students to exercise for an hour every day. The survey found that no matter in the big class or extracurricular activities, the whole school students almost participate in sports at the same time, whether they carry out the same sports or a variety of sports at the same time, it is difficult to effectively organize, manage and guide by only a few physical education teachers. The survey also found that if some school leaders are enthusiastic, head teachers and other teachers love sports, the above phenomenon will be significantly improved, “Sunshine Sports” will be implemented more solidly. To carry out “Sunshine Sports” should be a school wide activity participated by all students and all teachers. We must not think that carrying out “Sunshine Sports” is just a matter for PE teachers[3].

3. Countermeasures for the Development of “Sunshine Sports”

3.1 Effective Promotion Measures

1) Strengthen the guidance of public opinion. The competent department of education should use various media to strengthen publicity, actively create a public opinion atmosphere, let the whole society further understand the significance of “Sunshine Sports”, ensure that “Sunshine Sports” has momentum, influence, content and result, and create a good external environment for promoting “Sunshine Sports”. 2) reform physical education. “Sunshine Sports” is realized by students participating in a certain sports. The teaching content of competitive sports is indisputable, but we should pay attention to the laws of students' physiological development and the formation of sports skills in teaching. Teachers are allowed to adjust teaching contents and form school sports projects with different characteristics. 3) reform the major of physical education in normal universities. Normal colleges and universities bear the responsibility of training primary and secondary school teachers, and most students will eventually go to the post of teacher. The major of physical education in normal colleges and universities needs to help students understand the sports culture deeply and improve their ability of organizing sports activities and teaching sports skills. In this way, we can carry out the “Sunshine Sports” in which all the school members participate. 4) physical education content is added to the teacher qualification examination. In the teacher qualification examination, the content of the theory and practice examination of school physical education should be added, so that the candidates can learn the basic theory of school physical education and lay a good theoretical foundation for their sports activities[4].

3.2 Influence Teachers and Students with the Culture of Sports

Physical education is an integral part of education. Physical education should be built as a school culture. It should influence all teachers and students with its culture -give full play to the influence and authority of culture, and build a unique “school-based” sports culture atmosphere. For example, sports song competition, sports photography exhibition, sports film and television appreciation, sports etiquette display, sports collection introduction, sports architectural design, sports ideology interpretation and so on are carried out on campus. At the same time, we should fully tap the sports elements in each course (there are sports materials in each course), and improve the students' sports cultural quality and comprehensive quality through the organic integration of sports and other disciplines, so as to effectively improve the influence of sports on students' biological and social nature, so as to consolidate the cultural foundation of “Sunshine Sports” and make “Sunshine Sports” run. We should take the road of sustainable development[5].

3.3 Encourage School-Based Sports Practice

In order to realize the goal of “everyone has a project, everyone loves sports”,

we must encourage schools to carry out school-based characteristic research and practice, enrich content, organize reasonably and carry out effectively from the reality of local, school and students. Considering the conditions and resources of school, family, community and natural environment, we should construct the characteristic “Sunshine Sports” which is suitable for our school. School-based sports should be based on the project, according to the actual selection of the school 1-2 projects, the establishment of different levels of sports groups or sports organizations, such as: top-level school students team, teachers team; middle-level grade team, class team; bottom level sports team. Let students of different levels participate in sports teams of different levels, and truly form a school sports atmosphere in which everyone participates and competes for the first place[6-8].

4. Conclusion

The development of “Sunshine Sports” plays an important role in improving the physical quality of young students, promoting the overall development of body and mind, and improving the comprehensive quality of the whole nation. Although there are such and such problems in the promotion of “Sunshine Sports” at this stage, it is always a tortuous process for new things to overcome the old ones. On the basis of a comprehensive analysis of the problems in the promotion of “Sunshine Sports”, appropriate rectification measures and solutions should be put forward, focusing on implementation and constantly improving the long-term mechanism. “Rich youth means rich China, strong youth means strong China”. I believe that with the promotion of “Sunshine Sports”, China's development will also usher in greater progress.

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