

Research on the Value and Construction Strategy of College Campus Sports Culture

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ABSTRACT. *College students are an important reserve force for national prosperity and national rejuvenation. Campus sports culture is a combination of campus culture and sports culture, which can significantly promote the overall development of college students' physical and mental health and cultivate their good moral character. Therefore, colleges should strengthen the construction of campus sports culture.*

KEYWORDS: *College; Campus sports; Sports culture; Cultural education*

1. Introduction

Campus sports culture is a unique culture. It has both the characteristics of campus culture and sports culture. It is targeted at teachers and students throughout the school. It is very rich in content, including not only physical education, but also extracurricular sports activities, school physical education system, school sports facilities, students' sports spirit, etc. [1]. Campus sports culture is created by all the teachers and students together, which reflects the current situation of school sports education in a great extent. Nowadays, with the continuous deepening of quality-oriented education and the deepening of the strategy of "national fitness" and "healthy China", the development degree of campus sports culture is of great significance in shaping the image of a school and improving its popularity and reputation.

2. The Educational Value of Physical Culture on Campus

College students are an important reserve force for the country's prosperity and national rejuvenation. The construction of college sports culture is an important part of the education of colleges and universities, and it is of great significance to the growth and success of college students. The specific performance is as follows.

2.1 Cultivate the Good Moral Character of College Students

The core of college sports culture is sports culture, which is closely related to

human development since its birth. Now, “peace and development” has become the common aspiration of all countries in the world. In this context, sports have also experienced the development and change of “hunting-defending-fitness”. College sports culture can directly or indirectly present the rules of sports and the sportsmanship of athletes to college students through physical classroom teaching and extracurricular sports activities, which affects their behavior and cultivates their good moral qualities, such as honesty and trustworthiness, compliance with discipline, unite friendship, dedication, patriotism, etc.. At present, the requirements of the society for the moral quality of college graduates are increasing day by day. Through the construction of campus sports culture, colleges cultivate the good moral quality of college students, thus improving their employment competitiveness.

2.2 Promote the Intellectual Development of College Students

Scholars at home and abroad do not yet have a unified definition of what intelligence is. Intelligence contains a wide range of contents, such as abstract thinking ability, learning ability, ability to adapt to the environment, observation ability, memory ability, imagination ability and so on. Intelligence directly affects the efficiency and quality of people’s work. College sports culture can promote the intellectual development of college students. For example, in sports classroom teaching, college students need to have good learning ability, observation ability and memory ability to understand and master the contents taught by teachers. In extracurricular sports activities, college students need to deal with various interpersonal relationships, cope with different environments, and deal with various emergencies, so as to improve their communication skills, environmental adaptability and adaptability.

2.3 Enhance College students’ Physical Fitness

The most direct function of sports is to enhance the physical health of the exerciser. Contemporary college students tend to neglect physical exercise. In addition to exercising in physical education, they spend most of their time playing mobile phones and computers in dormitories. Even out of the dormitory for physical exercise, exercise time is very short. College sports culture has created an environment of “full participation” for college students. In this environment, college students interact with each other and encourage each other, prompting their enthusiasm to participate in physical exercise[2]. College students have improved strength, endurance, flexibility and other qualities through physical education and extracurricular sports activities; they have also improved the nervous system, respiratory system, blood circulation system and other functions; at the same time eased negative emotions such as tension, anxiety, depression, sadness, etc.

2.4 Improve the Aesthetic Ability of College Students

College sports culture improves the aesthetic ability of college students with rich

sports content. The beauty of sports is everywhere, such as the beauty of athletes' technical movements, the beauty of athletes' clothing, the beauty of athletes' sportsmanship, etc [3]. College students should have strong aesthetic ability. Only by knowing beauty can they discover beauty, and then create and spread beauty. College sports culture can improve the aesthetic ability of college students from different levels. Compared with aesthetic education in the classroom, the improvement of college students' aesthetic ability is subtle, multi-layered and very profound.

2.5 Training College students' Labor Concept and Skills

In order to better adapt to social life, college students should have the correct concept of labor and strong labor skills. College sports culture is rich in content; it can provide some rare opportunities for college students to work. For example, colleges may set up training courses on the management and maintenance of sports venues and equipment facilities to teach college students knowledge and skills in the management and maintenance of sports venues and equipment facilities. In this way, in sports classroom teaching or extracurricular sports activities, when problems occur in sports venues, equipment, and facilities, students with relevant labor skills will stand up and solve problems as soon as possible. For another example, colleges can organize special sports labor teams to allow students to clean the venue and store equipment after the school sports competition. In short, college sports culture can cultivate college students' correct labor concepts and strong labor skills, allowing them to devote themselves to campus life with full enthusiasm.

3. The Construction Strategy of College Campus Sports Culture

The author believes that colleges can build campus sports culture through the following channels.

3.1 Host Campus Sports Culture Festival

Colleges may hold sports and cultural festivals on campus regularly every year. The theme of campus sports culture festival should be "sports and health", "healthy campus", "sports and youth", "unity, hard work", etc. The core guiding ideology is the strategic requirement of "healthy China". The content of the cultural festival should be rich and colorful, emphasizing the competitiveness and entertainment, so that all teachers and students can participate in it^[4]. In addition, in addition to the common sports items in the sports teaching materials, some traditional sports items and sports game items should be set up. In addition, sports knowledge competitions and sports photography activities can also be held. The main purpose of the campus sports culture festival is to encourage teachers and students to actively participate in sports and build a healthy exercise platform for teachers and students. College leaders must do a good job of organizing and managing the campus sports culture festival to ensure the smooth running of the sports festival.

3.2 Encourage Students to Form Sports Associations

College sports associations are an important force to promote the construction of college sports culture. School leaders and PE teachers should encourage students to form sports clubs, such as basketball club, football club, badminton club, outdoor sports club, roller skating club, etc. Compared with the centralized physical education class teaching and the decentralized extracurricular sports activities, sports clubs bring together college students with the same interests and hobbies, so that they can speak freely about their favorite sports and study, train and compete together. This is an active and healthy sports learning model. Colleges should give full consideration to the physical education practice and economic conditions of the school, and provide the physical education community with the guarantee of manpower, material and financial resources.

3.3 Cultivating Brand Events

Many colleges will hold some sports events regularly every year. The common ones are school sports meeting, special sports competition and interesting sports competition. Sports games are competitive, entertaining, healthy, educational in one, deeply loved by college students. In order to further enhance the role of sports events in promoting moral, intellectual, physical, and aesthetic education for college students, colleges and should use branded thinking to create their own sports events^[5]. Colleges should integrate the school's school style and study style into sports events, and make sports events a shining business card to promote the characteristics of school sports education.

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