

# The Influence of Campus Football on Cultivating Students' Sports Morality from the Perspective of Core Literacy

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**Abstract:** Using the research methods of literature and logical analysis, this paper analyzes the important value of campus football in cultivating students' sports core quality. The core quality actually refers to the important character and ability that students should have to adapt to social development and promote social development in the process of learning, and emphasizes the cultivation of students' personal comprehensive quality by education, including the patriotic feelings of today's students and the construction of all-round ability. The core quality of physical education discipline actually refers to the integration of core quality into physical education teaching and the construction of students' sports ability, healthy behavior, sports morality, sports will and so on. Sports core quality is also an important condition for the development of campus sports football culture [1]. Based on the perspective of sports core quality, the development of campus football can not only improve students' sports skills and develop good sports habits and sports consciousness, but also an important way to shape good sports morality and carry forward positive sports spirit, so as to promote the healthy development of school sports in China[2].

**Keywords:** Core literacy, Campus football, Sports morality

## 1. Background of Campus Football in the New Era

Modern football originated in Britain and is the most extensive sport in the world. China has been in a backward position since the development of ancient football "Cuju". If China wants to reach a highly developed sports level in football, it must vigorously improve its youth football level. From the experience of Germany, Britain, France, Spain, Argentina, Brazil and other countries with developed football in the world, we can draw a conclusion that their youth football development level is very excellent.

After the founding of the people's Republic of China, the development of Chinese football was very difficult and stagnated under the influence of many social and natural factors. Then the new party and government attached great importance to the development phenomenon of Chinese football, which dissatisfied the Chinese people. The national youth campus football work was led by the Ministry of education and the State Administration of sports, In 2009, the national youth campus football development document was officially issued. General secretary Xi Jinping emphasized the strategy of sports power for many times, and made important instructions to the football industry to encourage the masses to carry out the national fitness campaign extensively and accelerate the strategy of sports power.

On October 20, 2014, the State Council issued "several opinions of the State Council on accelerating the development of sports industry and promoting sports consumption", which raised the development of Chinese football and vigorously developing campus football to the strategic level of national development. There is no doubt that the vigorous development of campus football is an activity to enhance students' physique, cultivate sports awareness and improve core literacy. Among them, campus football is also particularly important to the cultivation of students' sports morality[3].

## 2. The Value of Developing Campus Football in Cultivating Students' Sports Morality

The true meaning of developing youth campus football is to educate people first, and then to

cultivate students' football skills; It is an important means to effectively enhance teenagers' physical health; It is an important way to promote the all-round development of teenagers and cultivate and practice the socialist core values; It is the basic project to achieve the Chinese football dream and enhance the national soft power; It is an effective starting point for Deepening School Physical Education Reform and promoting the construction of healthy China [16]. Cultivating students' sports morality is of great significance to enhance students' core quality.

Sports morality refers to the code of conduct, value pursuit and spiritual outlook that should be followed in sports. It is a special psychological feature in the process of sports. It requires students to consciously abide by sports ethics and sports rules, which plays a good role in maintaining social norms and establishing good social customs. Sports morality mainly includes three aspects: sports spirit, sports character and sports morality. Excellent sports morality can play a decisive role in students' life planning. However, cultivating students' sports morality is limited by a variety of external factors, and its development is difficult and often ignored. Therefore, it is very important and essential to vigorously develop sports morality. In all kinds of football matches, young students should work hard, unite and cooperate, obey the referee, abide by the rules and friendly deal with all kinds of disputes on the pitch, which virtually infiltrates the cultivation of socialist core values and sports morality into the actions of young students.

### ***2.1 The Value of Developing Campus Football in Cultivating Students' Sports Spirit***

Football is a competitive sport with winners and losers. Students can bear responsibilities and obligations in failure through football matches and show a broad mind in setbacks. When students can face success and failure in football, they can calmly shoulder all kinds of difficulties and obstacles encountered in society. Through the channel of campus football, they can focus on cultivating students' sense of responsibility. Moreover, campus football not only makes students deeply experience the reality of ubiquitous competition, but also makes the quality of tenacious struggle and initiative rooted in students' hearts, so that students understand that only perseverance and hard work can improve their ability to adapt to social development. Through the campus football match, when meeting strong opponents, students can overcome their negative consciousness of escape and exercise their brave and fearless spiritual quality. Through campus football practice activities, students can be guided and cultivated to gradually establish self-confidence in winning in failure and rise [4].

#### ***2.1.1 Abide by Discipline and Law***

Campus football has a strong antagonism. In the process of training, students can not obtain good physical quality and sports results in a short time. They need hard training, brave and tenacious struggle and unremitting efforts to achieve it. In campus football matches, students need to learn to respect their opponents, respect referees and obey the rules of the game, which can promote the formation of students' values, work attitude and cognition. Football has its own rules of the game, each person can only within the rules allowed to show their skills and personality, once out of the rules, will be punished accordingly, such as be recorded foul, let the other side free throw or serve, yellow card warning, or even be sent off the field, and so on, in the course of tactical training and competition, this kind of rules can cultivate students' law-abiding quality.

#### ***2.1.2 Teamwork***

Football is a multi-person team project, which requires 11 players to cooperate with each other, not only to show their individual characteristics and talents, but also to focus on mutual support, solidarity and cooperation, it is the common goal of all the college students who take part in football. Students can be trained in the collective concept of training, Team Spirit and organization, discipline. To help students communicate with others and enhance the sense of belonging and honor of students in sports. When designing the course of campus football, we should guide, train and educate the students, and gradually form the correct communication ability (such as oral and body movement communication in the campus football match), trust each other. When there is a problem, not angry not dry, with the help of students and teachers to learn to transposition thinking, calm things down, to maintain team cohesion and strong vitality. Campus football through the usual continuous polishing, cultivation, so that students imperceptibly feel empathy, cultivate a good sportsmanship[5].

#### ***2.1.3 Ability to Innovate***

Campus football can also encourage and require students to constantly innovate. The application of basic tactics in football is an active and creative learning process, through the use of basic tactics in

football, students can develop the habit of using their brains and making innovations constantly, and their imagination and personality can be fully developed, there is plenty of room for creativity in the liberal education[6].

Through the football activities organized by the school, students can better cultivate their own values, improve their aesthetic level, innovative ability, and improve their way of thinking. In the process of participating in football and football training activities, students can better understand the important role of self-improvement, hard struggle, team work and other aspects of sports spirit. Carry forward the Sunshine Sports Spirit, promote the physical and mental health, physical health and all-round development of young students, so that the development of youth campus football is beneficial to the national spirit of inspiration.

## ***2.2 The Value of Developing Campus Football to the Cultivation of Students Sports Character***

Sports character refers to certain stable tendencies and characteristics expressed in the course of sports[7], and is the personality quality that students should have in the course of sports [8], is the primary school student sports discipline core quality raise important content. As one of the core accomplishments of sports moral character, the sports character proposed in the curriculum standard (2017 edition) refers to the individual's participation in sports, a positive and upward stable feature or performance, characterized by plasticity, subjectivity and positivity, that is manifested through interaction with various parties. Sports character covers the aspects of civilization, courtesy, mutual respect, team cooperation, social responsibility, correct view of victory and defeat, and has the positive effect of helping the individual to judge right and wrong, good and bad, and encouraging the individual to develop good behavior[9]. Strengthening the spirit and character of sports helps students form correct values, which is of far-reaching significance to the implementation of liberal education, the improvement of national quality, the strengthening of Comprehensive National Power, the revitalization of the Chinese nation and the acceleration of modernization[10].

### ***2.2.1 Sense of Responsibility***

Campus football provides a platform for team members and each class member to express themselves. While students express themselves, they also shoulder the responsibility of bringing honor to the collective, the spirit of responsibility, obligation and dedication shown in football matches is just what football sport and real life need. In the process of football, students are full of sense of responsibility for the team and themselves, are doing their best to fight on the field, do their best, never give up. Through football, students learn that only those who have the courage to take responsibility and have a strong sense of responsibility have the opportunity to be entrusted with more missions, to be eligible to participate in more games, to play more important roles, and to win more honors. Therefore, football has an absolute advantage in cultivating students' sense of responsibility.

### ***2.2.2 Take Charge of Consciousness***

In the training of campus football, when a student accidentally knocked down a flagpole while studying in groups, he immediately bent down and put the Flagpole on its upright, take the initiative to make their own punishment after class; accept the ability and training speed of students to take the initiative to help slow students, help practice, correct movements, these seemingly small actions, can develop students a strong sense of responsibility and courage to take the spirit of character [11].

## ***2.3 The value of Developing Campus Football to the Cultivation of Students Sports Ethics***

In the course of football, because we all carry forward and propagate the Olympic spirit, eager to show the spirit of transcending oneself, so human beings pursue the ideal of "Higher, faster, stronger and more beautiful", and work together in unity on and off the field, fair competition character, abide by the rule spirit and so on, training the student to work hard, to strive for progress, to dare to dedicate the fine quality, to open up the spirit of innovation, civilized style and appearance and the courage to undertake the spirit of responsibility, this is the campus sports culture to the student's sports moral request and the raise.

### ***2.3.1 Fair Play***

Fair competition is the basic form of expression in all sports. The competitive spirit of fair competition manifests itself in two aspects: First, it refers to the excellent character of daring to compete and to win without fear of the strong; Advocate Fair, just, open behavior standard, show good

competition morals by this. The competition principle of any sports event is carried out in the spirit of "Openness, fairness and justice." Campus football can use the value orientation of football competition and competition rules to enlighten students, it is the best activity to practice the spirit of fair competition of the students[12]. The process of participating in the football match is the process of cultivating their competition consciousness. Through the participation in football, not only can develop students to win the competitive spirit, but also cultivate the sports ethics of competition, as well as its win is not proud, defeat is not discouraged, respect for the referee, respect for the spirit of the opponent.

In order to promote the healthy, rapid and sustainable development of campus football activities, it is necessary to formulate fair and strict rules and regulations for matches, competition organizers should dilute the "Only achievements theory", "The tournament principle", "The gold medal first" and other quick-win ideas. We should standardize the management of the competition, strictly enforce the discipline of the competition field, correct the competition style, and establish the idea of "Fair competition, safe competition and civilized competition", to make the campus football competition really become an effective way for young students to adapt to the social rules and moral norms.

### 2.3.2 Organizational Discipline

School football can strengthen the students' organizational discipline, and the process of the formation of the lower grade students' self-discipline is the process of the conflict and struggle between the school's request for discipline and their existing behavior habits, in the campus life of students, after long-term influence of the campus culture on their organization and discipline, the achievements of the school in educating students in ordinary times can be fully reflected in the campus football matches[13]. This kind of spontaneous football organization construction, it is mainly by students' love of Football and sports habits to complete their basic training, but also through the mutual trust and help between students to train and develop a cohesive team. Before the game, the players warm up in an organized way and enter the field in an orderly manner; the substitute players wait in a fixed position; the players on the field shake hands with the opposing players in order before the start of the game and refuel; after the game, they also stand in line to shake hands and salute, the teacher returns to the class in a team, which embodies the discipline of campus football and is one of the basic requirements for students' sports ethics at the compulsory education stage[14].

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