

Research on the Path of Colleges and Universities Campus Sports Culture Construction from the Perspective of Life Education

Chao Yi^{1,*}

¹College of General Education, Fujian Chuanzheng Communications College, Fuzhou, China

*Corresponding author

ABSTRACT. *The construction of campus sports culture and life education have inherent consistency, which are unified in the educational practice of cultivating high-quality talents with all-round development in colleges and universities. At present, the life education in the construction of campus sports culture is weakened, the content of life education is lack of systematization, and the carrier and method are rigid, which results in the lack of effective coordination between the construction of campus sports culture and life education. Therefore, in the process of campus sports culture construction, we should actively explore the long-term mechanism of life education, and play the role of the main channel of campus sports cultural activities to enhance the appeal of life education; tap life education resources to enhance the practical application of colleges and universities sports culture construction; improve the integration system of campus sports culture construction and life education, and enhance the complementary effectiveness.*

KEYWORDS: *colleges and universities, life education, campus sports culture*

1. Introduction

The logical starting point and ultimate goal of education is life, and the core value of sports also lies in caring for life. As an important part of colleges and universities education, the construction of campus sports culture plays an important role in strengthening and improving the life education of colleges and universities students and comprehensively improving the comprehensive quality of colleges and universities students. This article is based on the perspective of the integration and development of colleges and universities campus sports culture construction and colleges and universities students' life education, and actively explores the integration of life education that combines the realization of life education goals in colleges and universities students' daily campus sports and cultural activities and the implementation of life education concepts to promote the construction of colleges

and universities campus sports culture. The model has important theoretical and practical significance in constructing ways to guide the construction of colleges and universities campus sports culture with life education, promoting better results in colleges and universities life education, and creating a good environment and cultural atmosphere for the healthy growth of colleges and universities students.

2. Overview of the relationship between campus sports culture construction and life education in colleges and universities

2.1 The connotation of campus sports culture construction

The concept of "culture" is numerous and complicated, and the cultural conclusions drawn by scholars based on their own research perspectives often have obvious differences and diversity. Generally speaking, academia generally adopts the cultural meaning of anthropologists divided into three levels: material, spiritual, and system. Based on this logic, scholars' definition of campus sports culture also revolves around the material culture, spiritual culture and institutional culture in the context of campus time and space. The colleges and universities campus sports culture refers to "in the specific spatial environment of colleges and universities campuses, there is a kind of colleges and universities students as the main body, colleges and universities teachers as the leading factor, various sports activities as the main content, and campus spirit as the main content. The main feature, a group culture with a unique form of expression, is a cultural atmosphere created by the interaction of teachers and students in sports activities." The development and construction of campus sports culture in colleges and universities should center on the goal of talent training in colleges and universities, and meet the objective requirements of promoting the active development and healthy growth of colleges and universities students, so as to realize its educational value and function. Therefore, in the process of actively exploring the construction of campus sports culture in colleges and universities, we should actively pay attention to the participating subjects of colleges and universities students, and fully explore the cultural connotation and spiritual characteristics of campus sports. At present, colleges and universities physical education has made great progress with the improvement of teaching facilities at the materialized level, but it needs to be strengthened and improved at the system and spiritual level. This requires not only to further strengthen the educational function of campus sports culture, but also to strengthen organic integration with various educational resources of colleges and universities, complete the coordination and unity of various components, form a joint force, and build a vivid and effective education system.

2.2 The connotation of life education

The rise of life education is closely related to the alienation of human life values in modern society. Life education is based on the characteristics of life, following the principles of life development, based on students' own potential life substrates,

and awakening life consciousness, enlightening the spiritual world, developing life potential, improving life quality, and paying attention to the whole of life by choosing excellent educational methods development makes it a life full of vitality, a healthy personality, a distinct personality, and an activity of mastering and creating wisdom [1]. Life education aims to help young students understand the meaning and value of life, learn to cherish and respect life, and enable students to obtain comprehensive development. It is a people-oriented whole-person education. From a theoretical perspective, life education can not only refer to the education related to the lives of young people, but also point to the education of specific issues in the life of young people. At the practical level, life education disseminates physiological knowledge about natural life growth and development, teaches survival skills to adapt to modern social life, mainly solves bad behaviors of young students, and explores life education reforms from the school education system and development strategies. Judging from the current application status in China, many provinces and cities in China have launched a series of distinctive and creative life education actions.

On colleges and universities campuses, incidents of college students disregarding and trampling on their lives often occur [2]. Various problems caused by mental health and emotional disorders of colleges and universities students also emerge in endlessly. A survey report on the mental health of colleges and universities students showed that the overall detection rate of mental problems was 66%, of which 31% of the students had serious or obvious mental problems, such as depression, obsessive-compulsive disorder, anxiety disorder and neurasthenia, etc [3]. The emergence of the alienation and crisis of the life values of colleges and universities students is a torture to contemporary higher education. It is necessary to return to the "people-oriented" life education spirit, truly promote the healthy growth and talents of colleges and universities students, and cultivate high-quality talents in line with social development. The rapid development of life education in colleges and universities is not only the need for college students to adapt to the development of physical and mental health, but also a necessary choice to improve colleges and universities students' life consciousness. As far as the current practice of life education in colleges and universities is concerned, the key lies in how to improve the quality of life education.

2.3 The relationship between campus sports culture construction and life education

The fundamental goal of college education is to "educate people." In the colleges and universities education system, the construction of campus sports culture and life education is different in form, but they are consistent in the setting of goals [4]. Therefore, from the perspective of the educational purpose of "educating people", the construction of campus sports culture and life education have an inherent compatibility. The colleges and universities campus sports culture itself has an irreplaceable function of life education and is an important way of life education for colleges and universities students. Sports and cultural activities are the basis of

practice combining the pursuit of educational goals of colleges and universities with the comprehensive and coordinated development of the body and mind of colleges and universities students. A variety of campus sports and cultural activities have built a platform for colleges and universities students to develop themselves and promote the overall development and improvement of colleges and universities students' quality. Campus sports culture creates a positive campus culture atmosphere, which plays an irreplaceable role in the development of colleges and universities students' physical and mental quality. The spiritual culture accumulated for a long time in campus sports, such as fair competition, enterprising style, and harmonious interpersonal relationships, are conducive to shaping the good social adaptability of colleges and universities students. This shows that the construction of campus sports culture is an important carrier and platform for life education.

Life education is an important goal and task of campus sports culture construction. Campus sports culture is an important part of colleges and universities education in the new era. Actively integrating life education into the construction of colleges and universities campus sports culture reflects the life education function of sports cultural activities. The life education function of campus sports culture in colleges and universities is embodied in the cultivation of various qualities of colleges and universities students' will and quality, cultivating sentiment, psychological adjustment, artistic aesthetics, norm cohesion, identity education, and socialization. Taking life education as an important purpose of campus sports culture construction is to let colleges and universities students experience the vitality and meaning of life in campus sports and cultural activities. Follow the value concept of life education and use life education to lead the construction of college sports culture. That is, to take campus sports culture as a good carrier of life education in colleges and universities, let the concept of life education penetrate into the sports and cultural activities that colleges and universities students love to see, and fully tap sports cultural activities as a countermeasure the role of the main channel of life education for colleges and universities students. There is a close relationship between campus sports culture construction and life education in colleges and universities. A correct understanding of the dialectical and unified relationship between the two in promoting the development of colleges and universities students' physical and mental quality is the basis for effective use of campus sports culture to promote life education.

3. Current problems in the construction of campus sports culture and life education in colleges and universities

3.1 The content of life education is not systematic, and the carrier and method are rigid

Life education is receiving more and more attention in colleges and universities, but currently there are few colleges and universities offering special life education courses. Life education has not yet formed a scientific system in terms of curriculum, textbook construction, teaching syllabus, and teacher staff, which lags behind the

actual needs of life education. The content of life education is not systematic enough, and it is often interspersed with general education courses such as mental health education, ideological and political education, ethics or philosophy, and is severely marginalized or weakened. This fragmented life education lacks vitality and efficiency in the limited classroom teaching process, and it is difficult to achieve better teaching results. In addition, colleges and universities have insufficient investment in knowledge preaching about life education and limited publicity channels. Psychological counseling activities are often mere formalities and their educational effects are increasingly weakened.

Currently, the carrier and channel of life education in colleges and universities are single. Lectures and psychological consultation are the main channels and important carriers of life education, which lack experience and effectiveness. Life education presents empty theoretical preaching. The educational methods are simple and too rigid, which cannot attract the attention and interest of students. It is difficult to play its due educational role and cannot help colleges and universities students to establish a healthy outlook on life, thus inevitably affecting the effectiveness of education.

3.2 Life education is weakened in the construction of campus sports culture

The essence of physical education is the care and respect for the life development of young students. Physical education conforms to the true meaning of education and is universally recognized. Physical education contains rich life education connotations. It can be said that physical education is an educational activity that pays great attention to life experience and has characteristics and advantages that other forms of life education do not have. Therefore, the construction of college sports culture has a strong vital value orientation. In fact, there is a serious lack of life education awareness and ideas in current higher education, insisting on imparting more knowledge as the goal, emphasizing too much professional quality and social competitiveness, and often neglecting the formation of college students' concept of survival education and the individual will, character, and emotion diversity. The instrumental rationality of college sports culture construction is constantly strengthening, but the value rationality of life development is constantly weakening. The colleges and universities often pay attention to the entertainment of campus sports culture, and regard the construction of campus sports culture as a leisure cultural activity that enriches the after-school life of college students. Instead of raising it to the height of perfecting the life values of college students, it reduces the level of campus sports cultural activities [5].

4. Exploration of the path of integration of campus sports culture construction and life education in colleges and universities

4.1 Improve the life education mechanism of campus sports culture construction in colleges and universities

To promote the integration and development of physical culture construction and life education in colleges and universities, it is first necessary to strengthen the internalization mechanism and adjustment mechanism of sports cultural activities [6]. The colleges and universities students are the main body of life education and the main body of campus sports culture construction. By participating in various campus sports and cultural activities, colleges and universities students not only exercise their physical fitness and improve their psychological quality, but also encourage them to actively adapt to campus life. They created a variety of opportunities to express themselves in sports participation activities, improved self-efficacy, enhanced self-awareness, learned to respect others, enriched friendships between classmates, improved cooperation and communication skills, self-management, self-management, etc. Secondly, we should strengthen the long-term mechanism construction of life education, and enrich and develop the content system of life education in the construction of colleges and universities sports culture. Give full play to the role of the main channel of sports and cultural activities to promote life education, deepen life education in campus sports and cultural activities, and carry out targeted activities of life education to improve the life experience of colleges and universities students.

4.2 Establish a system of integration of campus sports culture construction and life education to enhance complementary effectiveness

Current colleges and universities sports culture construction and life education are developing in parallel, lacking the necessary integration mechanism [7]. First of all, it is necessary to consolidate the theoretical foundation of the integration of campus sports culture construction and life education, and strengthen the foundation of comprehensive education. Strengthen the integration of colleges and universities sports culture construction and life education in terms of goals and content, expand the ways of integration and development, and then form its own life education philosophy and discourse system. Secondly, various life-oriented campus sports and cultural activities should be carried out in a planned way to enhance the universality of the integration of campus sports culture construction and life education. Thirdly, it is necessary to reconstruct the integration system between each other, based on the needs of colleges and universities students' comprehensive physical and mental development, based on the realization of the value orientation of campus sports and cultural activities and the enhancement of the effectiveness of life education, break the bottleneck of integration development, and connect the free development of colleges and universities students' real life cultural practice activities demand.

4.3 Give full play to the role of the main channel of campus sports and cultural activities and enhance the appeal of life education

Campus sports and cultural activities contain rich life education substrates and content, which can carry the function of life education and enhance the effectiveness of life education through experiential activities [8]. By stimulating the creativity of colleges and universities sports organizations, it can effectively promote the sustainable development of life education. The colleges and universities should actively build platforms, allocate resources, and give play to the hidden function of life education by holding various campus sports and cultural activities. Actively encourage student sports associations to organize various forms of sports competitions, sports training and performances to guide colleges and universities students to feel the value and meaning of life.

4.4 Excavate life education resources and improve the practical applicability of colleges and universities sports culture construction

The construction of sports culture in colleges and universities should pay attention to the effective integration of life education resources, give full play to the development function of life education, and improve the effect of sports people [9-10]. To infiltrate life education into campus sports and cultural activities, it is necessary to insist on practical experience as the mainstay, and use vivid sports scene education activities to promote the healthy and comprehensive development of college students. The essence of life education is to improve the quality of human life and realize the value of human life, and promote the free and harmonious development of human beings. By tapping life education resources, enriching the content of college sports culture construction, improving college students' experience of the meaning of life, and helping colleges and universities students establish positive and healthy life values. Clarify the guiding ideology of life education, and actively explore the integration model of the combination of campus sports culture construction and life education in colleges and universities. Carry out a variety of campus sports and cultural theme activities of life education from the colleges and universities, class and individual levels. Through the guidance and encouragement of schools and colleges, colleges and universities students are promoted to establish a positive and healthy outlook on life; classes can play a cohesive and exemplary life education value function; individuals can enhance self-efficacy, establish self-confidence, and continuously improve themselves through participation in sports activities Life consciousness.

5. Conclusion

Life education is an important goal and task of colleges and universities sports culture construction, and campus sports culture construction is an important carrier and platform for college life education. Therefore, in the construction of physical education culture in colleges and universities, we should adhere to the guidance of

the concept of life-oriented education, and comprehensively improve the effectiveness of life education in colleges and universities through the sports and cultural activities that students love to see and see, and strive to achieve the goal of colleges and universities talent training.

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