

The Promotion of Campus Football and the Analysis of Its Diversified Competition Mode

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ABSTRACT. *This study first analyzes the background, connotation, development conditions and requirements of campus football, then analyzes the basic situation of the current development of campus football, and then discusses the diversified competition mode of campus football from three aspects: Entertainment competition type, professional campaign type and stage sports type.*

KEYWORDS: *Campus football, Promotion, Diversified competition mode*

1. Introduction

The development of campus culture is one of the important contents of campus reform. The football competition in campus culture is a regular activity held by every school. The organization and implementation of campus football competition is an important way to enhance students' sense of cooperation and develop campus culture. Campus football match can not only arouse students' sense of honor, but also strengthen students' team spirit based on the form of group match. The current campus construction not only includes various forms of team organization activities, but also carries out various learning and protection items according to the team activities, with the main purpose of promoting the construction of campus culture. The form of football competition is an important activity on campus, which can promote the communication and exchange between students and is an important means of campus friendship.

2. The Background, Connotation, Developing Conditions and Requirements of Campus Football

2.1 Background

June 2009 In June, in accordance with the guiding spirit of the leaders of the CPC Central Committee and the State Council on rectifying and revitalizing Chinese football, in order to implement the opinions of the CPC Central Committee and the State Council on strengthening youth sports and enhancing youth physique, and promote the decision on developing hundreds of millions of students' sunshine sports, the General Administration of physical education and the Ministry of Education jointly launched the "campus football activity" in the national primary and secondary schools "Project, and set up the "national youth campus football work leading group", promulgated and implemented the "national youth campus football implementation plan", allocated 40 million special support funds[1].

2.2 Connotation

The purpose of campus football activities is to cultivate the interest of youth football, popularize campus football, give full play to the educational function of football, promote the reform of basic education and deepen quality education. Its purpose is to improve the physique and physical fitness of the majority of students in an all-round way, cultivate the sports spirit of striving and enterprising, unity and cooperation of young people, popularize football knowledge and skills, and form a youth football talent training system based on the school and the combination of sports and teaching [2].

2.3 Conditions for School Development

- 1) Priority should be given to traditional football schools;
- 2) schools with football teaching, training and

competition conditions; 3) schools with many years of school football activities[3].

2.4 Requirements for Developing Schools

The principal in charge must be responsible for the school football work and set up a special organization; 2) the site conditions for the special football activities must be improved; 3) the teachers (coaches) who organize the football training must participate in the relevant training; 4) The proportion of football teaching in the teaching content should be increased in school physical education. The school students should have no less than 2 hours of football activity time every week to ensure that no less than 50% of the students in the school participate in football activities. 5) the school must organize inter class and inter grade competitions within the school^[4].

3. The Basic Situation of the Development of Campus Football

Since 2009, the State General Administration of sports and the Ministry of Education jointly launched the “national youth campus football activity”, the two ministries jointly set up the national youth campus football work leading group, jointly issued the “notice on the development of national youth campus football activity” and the “implementation plan”, in June 2009, the national youth campus football activity kicked off in Beijing, 2009 It was officially launched in Qingdao in October. For more than two years, under the coordination and cooperation of the State General Administration of sports and the Ministry of education, under the direct leadership of the national youth campus football leading group, the relevant provincial and municipal education bureaus, sports bureaus, football associations, schools and other departments of the country have closely cooperated and worked together, and the youth campus football work has achieved remarkable results.

To sum up, the national youth campus football work has made the following progress: first, the formation of the basic framework of the national youth campus football activities, and has begun to take shape. Youth campus football activities have been carried out in 47 cities across the country, covering more than 2700 primary and secondary schools, with about 1.1 million young students participating in the campus football activities; second, the management system and operation mechanism of the national youth campus football work have been initially established. Each layout city has set up corresponding youth campus football leading group, and combined with the actual situation of each region, established effective organization, formulated a series of systems and methods for campus football activities organization, competition, training, security, evaluation, etc.; thirdly, in June 2009, formulated the medium and long-term development plan of campus football, outlined the development blueprint; The fourth is to initially establish a campus football competition system and carry out extensive competition activities; the fifth is to carry out all-round training work, including principals, competition managers, campus football instructors and school physical education teachers and other aspects, and obtain technical support and help from FIFA and AFC; Sixthly, actively organize publicity and public opinion guidance, so that the concept and brand of youth campus football has expanded its influence. It has established a special national youth campus football official website, published the “campus football” magazine, and the central and local media have actively given extensive attention and reports to youth campus football; seventh, a number of advanced units and excellent representatives have emerged to carry out campus football activities, providing an example and experience for further promotion of campus football work.

However, from the current situation of campus football activities, there are also some problems and deficiencies. For example, some local governments have not fully played the leading role in campus football work; some regions and units still have a gap in understanding the significance of campus football work; the supporting policies for the development of campus football activities need to be further studied, formulated and improved; the system of campus football activities for young people still needs to be further adjusted and improved; In some areas, there are still some problems in the organization, venue, funds, teachers and other aspects of campus football activities[5].

4. Diversified Game Mode of Campus Football

4.1 Types of Entertainment Competitions

This form of assessment is often affected by many factors. It is relatively fixed in terms of time arrangement, and is basically carried out in a fixed time. Because of the influence of objective factors, we will basically choose spring or autumn. Of course, if necessary, we will also hold assessment and evaluation activities in winter.

Because a lot of activities need to be done outdoors, most cities choose spring, the weather and temperature are more appropriate. In this season, students should be encouraged to do more activities and training, which can enhance their physical fitness, and also help students prevent various diseases. The time arrangement of the other two seasons should be determined by objective factors such as weather. This type of assessment is less professional and more entertaining, which can enhance the enthusiasm of students on the basis of consolidating their basic football skills [6].

4.2 Professional Campaign Type

The main types of professional campaign assessment are from the aspects of campus culture construction innovation, making reasonable campaign assessment standards to ensure the smooth progress of football competition. According to the type of assessment in this way, it is necessary to master the specific conditions, so as to gradually expand. First of all, we need to improve and optimize the common rules and regulations of the campus, and optimize and innovate the campus culture and construction level by level. For campus sports, this type of football competition is very common, so it has a relatively fixed management system. According to the original rules and regulations to carry out specific improvement and innovation, reasonable distribution and planning of students' football sports time, on the basis of ensuring that students need time to stabilize their skills training, improve the enthusiasm of students' training, and gradually achieve the goal of football training. Most of the junior high school students in training time control is very strict, the basic movement of students will be controlled in half an hour or about an hour, which can not only ensure the training time of students, but also save the physical strength of students. Generally, the training and assessment system of schools in this area will be adjusted according to the requirements and development of the school itself, which has certain fixity, but there is a large space for free change in activities. According to the development and adjustment plan of the whole year, the school makes specific arrangements for it. In special circumstances, it can formulate special training and assessment system. For example, in the case of students' intense learning, a school makes specific adjustments to the corresponding assessment, and conducts assessment and assessment based on the grade. On the basis of monthly assessment, a comprehensive competition is held every quarter to ensure that students can have sufficient time for training and learning, so as to better improve their football skills [7].

4.3 Stage Joints

Campus football match is a kind of healthy sports, and it is one of the most effective ways to relieve students' learning pressure. Campus competition itself has very significant characteristics. During the active implementation of the reform, a series of distinct system forms have been formed, among which the more common is the type of stage sports meeting, which is a regular activity held by the school, including the type of football competition. This system is very strict for the basic skills in the players' activities, including the most basic ball, passing and dribbling. For football players, these skills are an important guarantee to achieve football competition. Therefore, for these basic skills, professional assessment is needed. First of all, during the assessment period, teachers need to make professional assessment according to the students' own conditions and basis. At the same time, they need to pay attention to the way of examination. They must ensure the enthusiasm of students, better mobilize the students' interest in learning football, and try not to hit the students' learning confidence. Secondly, before the start of the competition, teachers will hold professional group elections to explain the relevant professional knowledge of football in detail, including the basic skills, professional knowledge and various rules of the game. These knowledge is the most basic content of football competition. Teachers need to carry out specific tests according to the specific performance and basic skills of students to enrich their professional football knowledge. This kind of learning method can help teachers to know more about students' football ability, as well as their comprehensive quality and cooperation. This phased assessment method can strengthen the communication between students and teachers, but it still needs to be improved and perfected in terms of professionalism. Therefore, this method is more suitable for the friendship between schools or the competition with loose competition standards, which has certain benefits for students' own learning files [8].

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