

On the Cultivation of College Students' Sports Cultural Quality

Xiaobo Qu

Pingdingshan University, Pingdingshan, Henan 467000, China

ABSTRACT. *With the implementation and proposal of the National Fitness and Healthy China Strategies, colleges and universities pay more and more attention to the cultivation of college students' sports cultural literacy. However, there are some problems in the cultivation of college students' sports cultural literacy, such as the neglect of sports universal education, the function of sports education, extracurricular exercise activities and cultural edification, which lead to the failure to effectively improve the sports cultural literacy of college students. Therefore, colleges and universities should set up the concept of lifelong sports, establish a multi-dimensional sports teaching concept, pay attention to the cooperation of in class and extracurricular teaching, and create a sports culture education atmosphere, so as to effectively improve the cultivation effect of college students' sports cultural literacy, so as to improve the overall cultural literacy level of college students.*

KEYWORDS: *Universities, College students, Sports cultural literacy, Cultivation strategy*

1. Introduction

Sports culture literacy generally refers to the comprehensive quality of physical culture and spiritual culture pursued by individuals in the process of promoting their physical and mental development through physical exercise under the influence of family, school and even social environment. Physical cultural literacy is a comprehensive concept, which contains a lot of content, including sports knowledge, sports skills, sports organization ability, physical exercise habits, and non cognitive literacy such as sports spirit and sports morality. The lack of college students' sports cultural literacy has become a common phenomenon in today's society. Therefore, strengthening the cultivation of college students' sports cultural literacy has become an important issue in colleges and universities.

2. The Significance of Cultivating College Students' Sports Cultural Quality

2.1 To Help College Students to Have Healthy Physique

The cultivation of college students' physical cultural literacy can help them form the habit of insisting on physical exercise. College students adhere to physical exercise, can effectively improve their cardiopulmonary function, strengthen their bones, increase their physical fitness, so as to shape a strong physique. Moreover, regular exercise can also form a positive health psychology, eliminate negative emotions and fatigue, and always maintain a healthy and optimistic attitude.^[1]

2.2 To Help College Students Establish a Healthy Lifestyle

Sports culture literacy not only requires students to master the professional knowledge of sports, but also enables students to develop the habit of sports and exercise, experience the fun brought by sports, and let college students really treat sports as a enjoying project. Regular exercise can also make students have a sense of achievement and satisfaction. If the students adhere to purposeful and planned exercise, they will have a healthy lifestyle generally.

2.3 To Cultivate College Students' Sports Humanistic Feelings

The essence of physical education is also cultural education. In the process of physical education teaching, we also need to teach students professional sports culture knowledge, and actively guide students to learn sports culture knowledge. Through sports culture education, students can feel the positive spiritual strength of sports spirit, patriotic spirit, or competitive spirit, etc. Under the guidance of these spiritual forces, the humanistic feelings of college students can be cultivated.

2.4 To Enhance the Aesthetic Ability and Moral Sentiment of College Students

Sports itself is a sport with aesthetic feeling. Every movement and posture has strict standards and requirements, which is a manifestation of aesthetic feeling. Therefore, in the process of insisting on physical exercise, students can constantly improve their understanding of beauty, and then enhance their aesthetic ability.^[2] When students have a deep understanding of these aesthetic feelings, they can be happy in sports, and finally cultivate their own moral sentiment.

3. Problems in the Process of Cultivating College Students' Sports Cultural Literacy

3.1 Neglect of Physical Education Popularization

From the current majority of colleges and universities, we can find that many colleges and universities only pay attention to competitive education, ignoring the essence of physical education. It has always been an important task of college physical education to cultivate excellent talents in competitive sports. However, in the process of teaching, many colleges and universities attach too much importance to medals and think that only when students get a good place in the sports meeting can they really be regarded as successful physical education. This kind of thinking has seriously misled college students, resulting in that many students are not really interested in sports, thus losing the original intention of physical education.

3.2 Neglect of Extracurricular Exercise Activities

For college students' physical education, physical education in the classroom has always been the main place for college students to learn physical education. In physical education teaching, both the teaching content, teaching intensity and density are set in advance. The extracurricular exercise is full of unknown and initiative, which is also the extension of classroom teaching. However, due to the lack of management and organization of extracurricular exercise, many colleges and universities do not pay attention to the importance of extracurricular sports, which makes the atmosphere of extracurricular physical exercise not strong enough. It directly affects the enthusiasm of students for sports. While, it is easy to lead to the disconnection between the teaching content and the actual situation, and is not conducive to the cultivation and cultivation of college students' sports cultural literacy.^[3]

3.3 Neglecting the Influence of Culture

In recent years, with the deepening of China's higher education reform, the country's investment in higher education is increasing; many colleges and universities campus sports venues and infrastructure have been effectively improved; sports venues and playground and other sports facilities are constantly updated and upgraded. However, in the process of continuous improvement of campus internal hardware facilities, the construction of campus sports culture has lagged behind. The backwardness of campus sports culture is a very obvious problem in most schools. Without a relatively strong sports learning atmosphere, the monotony and formalization of physical education will be more prominent. For ignoring the role of cultural influence, and students' learning enthusiasm, sports literacy can not be significantly improved, and ultimately only let physical education become a mere formality. Therefore, college students' sports cultural literacy can not be effectively improved.

4. Effective Measures to Cultivate College Students' Sports Cultural Quality

4.1 To Establish the Concept of Lifelong Sports and Cultivate College Students' Sports Consciousness

Colleges and universities should help college students to cultivate sports cultural literacy. First of all, they should help them cultivate sports awareness, establish the concept of lifelong sports, and establish a good sports education environment, so that all students have the awareness and interest in physical exercise, and form the habit of physical exercise.^[4] Colleges and universities take themselves as the starting point, constantly improve the current physical education environment, increase the number of sports venues and related sports equipment, and create the material basis for students' sports activities. Only by deepening the concept of life-long sports and making students know the important position of sports, can we really help college students to improve their sports cultural quality.

4.2 To Pay Attention to the Cooperation in and out of Class to Help College Students Form Good Habits

In the process of physical education teaching, we also need to pay attention to the combination of in-class physical education and extracurricular practice. Only in this way can we achieve the general goal of physical education. Meanwhile, classroom teaching is generally professional theory teaching. It only lets students learn skills, such as some basic movements and essentials. However, extracurricular practice and exercise activities can really stimulate students' interest in sports, so that students can consolidate and strengthen their learning knowledge. And through extracurricular physical exercise, students can continue to grow experience, and eventually develop good sports habits.

4.3 To Create the Atmosphere of Sports Culture and Highlight the Recessive Influence of Culture

In order to help college students develop good sports culture quality, the school must pay attention to the construction of sports culture atmosphere, highlight the influence of culture on students, and change the concept of hardware teaching as the main part. Therefore, the school can actively organize various sports events to encourage students to participate in. It can also open school stadiums and set up some interesting projects for students to exercise independently; it can also integrate cultural elements into students' life through cultural festivals and sports festivals, so that these cultures can edify students' minds, and then influence students' behavior concept imperceptibly.^[5]

5. Conclusion

In short, the construction of campus culture can effectively help students to strengthen their psychological quality, improve their self-cultivation and quality, and finally let them form a good sports cultural literacy.

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