

The Cultivation Strategy of Core Quality in Campus Football

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Abstract: *The Campus football as the focus and breakthrough of physical education reform, its significance and role is decisive. As a carrier of the research, this article will core literacy and platform, using research method of literature and logic analysis, to interpret the new era of campus football connotation, analyze the campus football an important value in core in training students' physical quality, sports core literacy as a sub part of the core literacy, highlight its unique educational value through physical activity. The research found that the core quality in the campus football can cultivate students' athletic ability, healthy behavior and sports morality, contribute to the development of students in an all-round way, has a unique research value in talent training.*

Keywords: *core quality, campus football, sports*

1. Introduction

In recent years, football has been highly valued by the state. Relevant departments have successively promulgated and issued a number of policies, and regard football as an important component and supporting carrier of realizing the "Chinese Dream" [1]. As the key point of the reform of school physical education, campus football shoulders an important historical mission and responsibility. The vigorous development of campus football is an important embodiment of the new era of physical education teaching ideas, the domestic attention to the campus football continues to heat up, through careful combing and detailed research found that many scholars from the campus football in all aspects of in-depth research. At present, the research mainly focuses on the cultural connotation, management mechanism, competition system and evaluation system of campus football, but the research on the core quality of sports in the field of campus football is still lacking. The core quality is the product of the era of knowledge diversification. As an important part of core quality, core quality of sports can't be replaced by other disciplines in terms of its educational value and emotional experience. This article explains the connotation of "campus football" in the new era. Starting with the core quality of sports, it analyzes the value of campus football in cultivating students' core quality, in order to provide theoretical and practical support for the prosperity and development of school sports in China.

2. The connotation of core quality of sports

The term "core quality" was put forward by the United Nations in the context of "what kind of talents to cultivate" in the 21st century, and has become an issue that has been attached importance to by all countries in the world today. Its direction directly determines an individual's social adaptability and lifelong development ability [2]. Under the thinking of the new era, great changes have taken place in the way of school education. China has also made active exploration in the field of school curriculum and teaching, and has achieved relatively fruitful research results. Based on teaching practice and research, some studies believe that core literacy refers to the essential character and key ability that students gradually form to meet the needs of personal lifelong development and social development in the process of receiving the corresponding education period [3]. The core quality is the product of an international review of the education system and a reorientation of the curriculum standards, aiming at cultivating new talents to adapt to the overall development of society. Combining the improvement of core quality with school education reform is the main way and means to deepen curriculum reform and innovation in the field of education in China. Physical education as a part of school education also has a unique value of education and emotional experience. As a component of core quality, core quality of physical education is not just a combination of physical education and

health in the old thought. With sports participation as the main line and sports skills and theoretical knowledge as the carrier, the core quality of sports focuses on the development of students' physical ability, the acquisition of sports participation experience, the cultivation of lifelong sports consciousness and physical exercise behavior, and the formation of good sports morality. Its essence lies in cultivating sentiment, which is a long process of guiding and standardizing students to shape a sound personality and develop comprehensively.

3. Value responsibility of campus football in the new era

3.1 Promote students' physical and mental health

In the past 40 years of reform and opening up, the rapid development of social economy has led to the emergence of exam-oriented education. The policy of taking scores of cultural courses as the only standard for assessment has been formed over the years, which has caused many regions to pay little attention to the development of youth sports [4]. Although the material conditions have improved significantly compared with 40 years ago, the physical fitness of young people has been declining year by year, which has seriously threatened China's long-term plan of the strategy of rejuvenating the country by talents, and it is urgent to solve this problem. At present, the national campus football work leading group office established in 2015 vigorously promotes the campus football project [5]. On the one hand, football itself is the most popular sport in the world and has great influence. Foreign football development cases can be used as a reference. On the other hand, the sports equipment has low requirements, high exercise value and strong participation, so it is easy to be promoted as a typical representative of sports items.

The students living in the campus environment are in the critical period of physical growth and healthy personality. The implementation of campus football can promote the rapid growth of students' bones, enhance their physique and make them able to resist a variety of diseases, and lay a solid foundation for the "Healthy China 2030" plan [6]. According to relevant data statistics, students who often take part in physical exercise have obvious advantages in height, bone density and bone toughness compared with those who do not. Participating in campus football can obviously enhance the physical fitness and improve the poor physical fitness of students. At the same time, through participating in the campus football game to cultivate the youth communication ability, team cooperation ability and the courage to challenge the will quality, these are helpful to promote the mental health of students, set up lofty ideals, establish a sound personality. In a word, the problem of national physique should not be underestimated. The fundamental purpose of developing campus football is to improve the current situation of obesity, myopia and poor physical quality of students to further promoting campus football is an important way and way to improve students' physique and mind.

3.2 Achieve football dream of China

According to statistics from relevant departments, China has the largest number of football fans in the world, but the best record in history of the Chinese national men's football team was only in the 2002 Korea-Japan World Cup group stage. China's poor performance in men's football in the world, how to change this situation, the training of football players should start from the dolls, and Chinese football talents are often obliterated in the heavy schoolwork, making the number of registered college football players increase less. In the new era, campus football has raised football education and football competition to the national level, organized domestic and foreign experts to establish corresponding teaching, training and competition systems, and carried out various levels of leagues across the country, and gradually formed everyone's participation, unified organization, active students, parental support, social support, and a national league campus football competition pattern. According to statistics from the Ministry of Education, in the past five years, a total of 12.55 million students have participated in various leagues, and more than 30,000 students with the best team at the provincial (regional, municipal) level participated in the national summer (winter) camp activities. From 2016 to 2018, a total of 828 summer camp national best team players were selected, of which more than 130 have entered domestic professional clubs, and more than 30 have gone to foreign well-known football clubs for further studies [7]. The young people selected at different levels have effectively increased the reserve of football reserve in China. The development of campus football will surely provide a steady stream of outstanding talents for the national football team, thus achieving the dream of Chinese football.

4. Strategies for cultivating core qualities in campus football

4.1 Cultivate athletic ability of students

The sports ability is the comprehensive performance of physical ability, technical and tactical ability and psychological ability in physical activities, and the mastery of sports ability is the result of the long-term effect of sports. There are two types of athletic ability: basic athletic ability and special athletic ability. Among them, basic athletic ability is the necessary ability for life, work and sports. Specialized athletic ability is the specialized ability required to participate in a certain sport. From the function logic of the two kinds of sports ability, the basic sports ability is the necessary ability to guarantee the normal life of individual citizens, and is also the cornerstone of individual citizens to master the special sports ability, and the special sports ability is the citizen science to participate in a certain sports, enjoy sports ability guarantee.

Football as the dominant brand affinity field of technology and tactics ability confrontational sports, cover starting, turn, stop, turn around, and without the ball technology such as false action and play ball, ball, dribbling the ball technology, in the process of football sports, strength, speed, stamina, agility and so on basic physical quality comprehensive use and practice. It can be seen that the practical participation in football is an effective way to improve the basic athletic ability in an all-round way. Although there are many skills in football, it is difficult to master the skills of football at a high level. Compared with many sports, football participation threshold is very low, almost no need to buy special sports equipment, without deliberate training you can run on the field, experience the passion and happiness brought by football [8]. As a practical subject, physical education can only improve sports skills and realize the function of health promotion through personal participation. In terms of the reality of the promotion of students' participation in sports, sports with high money and high time investment are inevitably difficult to popularize, while football attracts students to participate in it with its unique charm, so as to improve their athletic ability in the process of enjoying sports.

4.2 Cultivate healthy behaviors of students

The health behavior is the comprehensive performance of improving physical and mental health and actively adapting to the external environment. It is the key to enhance health awareness, improve health status and gradually form a healthy and civilized life style. At present, bad habits such as sitting for a long time and staying up late have become the main obstacles to the healthy development of Chinese students, while the lack of exercise further aggravates the deterioration of students' health, making the students' physical health level continue to decline. The health behavior is the comprehensive performance of improving physical and mental health and actively adapting to the external environment. It is the key to enhance health awareness, improve health status and gradually form a healthy and civilized way of life. Health behaviors include the ability to develop good exercise, diet, work and rest and hygiene habits, control body weight, keep away from bad habits, prevent sports injuries and diseases, eliminate sports fatigue, maintain a good attitude, and adapt to the natural and social environment. Cultivating students' healthy behaviors has become an urgent task in China's education.

To develop campus football is an effective means to cultivate students' healthy behavior. On the one hand, the self-discipline and heteronomy characteristics of football can create a kind of consciousness cultivation situation for students, imperceptibly cultivate students' self-discipline consciousness, and lay the consciousness foundation for the change of bad behavior. On the other hand, in the process of participating in football, students not only improve their physiological state, but also enhance their ability to adapt to the natural environment. At the same time, students interact with their teammates and opponents in the process of football practice, which can effectively improve their communication ability and is conducive to the improvement of social adaptability. In addition, facing an increasingly competitive environment, students have no way to release their pressure, which may cause some mental health problems. The development of campus football provides students with a suitable occasion for sports release, students participate in football to relieve the study fatigue, adjust the psychological pressure, is conducive to the maintenance of a good psychological state.

4.3 Cultivate sports morality of students

The sports morality refers to the code of conduct that should be followed in sports and the value pursuit and spiritual outlook formed. It has a positive effect on maintaining social norms and

establishing good social customs. It mainly includes three aspects: sportsmanship, sports character, and sports ethics. The development of sports morality of students is limited by a variety of external factors, development is difficult and easy to be ignored, but excellent sports morality plays a decisive role in students' life planning, and it is necessary for the times to vigorously develop sports morality.

Football is a collective sport. The whole game requires constant offensive and defensive conversion and multi-player cooperation. It requires team members to cooperate with each other and run in with each other. It has cultivated the team spirit and mutual respect awareness among the players in a subtle way. Therefore, the campus is developed. The football matches can inspire students' willingness to be aggressive and hard-working. During the game, players need to judge the changes on the field in time and adopt reasonable skills and tactics. This requires everyone to clarify their own positioning and make corresponding adjustments according to different situations to adapt to the changes in the game and maximize their personal value. This is essentially a kind of cultivation of social attributes. In society, everyone, like the players on the court, needs to clarify their social responsibilities, fulfill the tasks stipulated by their social attributes with due diligence, and make the most correct crisis management based on the situation they have mastered when facing emergencies. At the same time, the players struggle to tackle the ball and fight their opponents on the field, and their tenacious fighting spirit is irreplaceable by other disciplines. In addition, the essence of sports competitions is fairness and justice. Both referees and athletes must follow the principles of fairness and justice during the competition. Athletes compete fairly and referees enforce the law impartially, creating a harmonious sports atmosphere. Cultivating this kind of morality meets the requirements of the new era and has a positive effect on building a harmonious society. Therefore, the development of campus football plays an important role in the cultivation of students' sports core quality.

5. Conclusion

In recent years, campus football has driven the development of campus sports and stimulated the enthusiasm of students to participate in sports. The momentum of the vigorous development of campus football is in the ascence. The Campus football fully shows the rules of sports, competitive, challenging, entertaining and uncertain, not only to the strength, speed, endurance have higher requirements, at the same time the participants should have the tenacious spirit of fighting, the sense of teamwork, the concept of correct view of victory and loss and other good qualities. The purpose of vigorously developing campus football is to enhance students' physique, develop sports consciousness and habits, and cultivate standardized and orderly competition consciousness, which is not only an important embodiment of the practice of new era thoughts, but also a good measure and an important means of cultivating students' sports core qualities such as sports skills, healthy behaviors and responsibility. It is now and in the future the unshirkable responsibility and obligation of Chinese campus football to cultivate healthy citizens in the new era with all-round development and help realize the dream of sports power.

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