

Exploration of the Value of Campus Basketball in Cultivating Students' Sports Core Literacy

Yuankai Luo*

Department of Physical Education, Guangdong Technology College, Zhaoqing, 526100, China
*Corresponding author: luoyuankaiai@126.com

Abstract: Basketball has a good foundation in Chinese school sports, showing a vigorous and upward development trend. This paper uses literature research methods and logical analysis research methods to deeply analyze the important value of campus basketball in cultivating students' core literacy of sports. The research results show that the core literacy of sports under the new curriculum reform is not only a simple superposition of skills and health, but a whole composed of three factors: sports ability, healthy behavior and sports morality. Campus basketball is a demonstration sport that organically connects skill learning, physical improvement, and spiritual cultivation. The development of campus basketball is not only an important way to improve students' sports skills, develop sports awareness and exercise habits, shape good sports morals, and carry forward a positive sports spirit, but also an effective means to promote the healthy development of Chinese school sports.

Keywords: campus basketball, school sports, core sports literacy

1. Introduction

Campus basketball is widely carried out in colleges and universities. Vigorously developing campus basketball is an important manifestation of sports thinking in the new era. Academic circles continue to pay more attention to campus basketball. Many scholars have conducted in-depth research on various aspects of campus basketball[1]. The current research focuses on the cultural connotation, management mechanism, competition system, evaluation system, etc. of campus basketball, but there is still a lack of research on the core literacy of sports in the field of campus basketball. Core literacy is the product of the era of knowledge diversification. As an important part of core literacy, core literacy of sports is irreplaceable for its educational value and emotional experience. This paper explains the connotation of "campus basketball" in the new era, starts with the core quality of sports, analyzes the value of campus basketball in cultivating the core quality of students, in order to provide support for the prosperity and development of Chinese school sports.

2. The connotation of sports core literacy

The term core literacy was proposed by the United Nations in the 21st century in the context of "what kind of talents to cultivate", and it has become an issue that countries around the world attach great importance to. Its direction directly determines an individual's ability to adapt to society and lifelong development. In 2002, the United States established the "21st Century Literacy Cooperation Organization" and began to reform the curriculum framework focusing on core literacy. At the same time, the EU also adheres to the co-prosperity strategy of "core literacy" and "comprehensive development of people", and has launched a series of curriculum reform research, promoting countries around the world to move towards a milestone in the field of curriculum reform[2]. Under the new era, the way of school education has also undergone tremendous changes. China is also actively exploring the field of school curriculum and teaching, and has achieved relatively fruitful research results. After teaching practice and research, some studies believe that core literacy refers to the necessary character and key ability that students gradually form in the process of receiving the education of the corresponding period to meet the needs of personal lifelong development and social development. Core literacy is the product of international review of the education system and repositioning of curriculum standards, aiming to cultivate new talents who can adapt to the all-round development of society. The organic combination of the improvement of core literacy and the reform of school education is the main path and means for deepening curriculum reform and innovation in the field of education in China.

As a part of school education, physical education also has unique educational value and emotional experience. As an integral part of core literacy, core literacy in sports is not just a combination of sports and health in old thinking. In the document issued by the Ministry of Education in January 2018, it is clearly pointed out that the core literacy of sports is a development system composed of three dimensions: sports ability, healthy behavior and sports morality. Sports core literacy takes sports participation as the main line, sports skills and theoretical knowledge as the carrier, and focuses on developing students' physical fitness, gaining sports participation experience, cultivating lifelong sports awareness and physical exercise behavior, and forming good sports ethics. Its essence lies in the word "raise", which is a long process of guiding and standardizing students to shape a sound personality and develop in an all-round way.

3. The role of campus basketball in the new era

3.1 Campus basketball in the new era promotes physical and mental health of students

Since the reform and opening up, the social economy has developed rapidly, and exam-oriented education has emerged as the times require. All the policies that have been formed over the years with the scores of cultural subjects as the only assessment criteria have resulted in many areas not paying attention to the development of youth sports[3]. Although the material conditions have improved significantly compared with 30 years ago, the physique of young people has been declining year by year, which has seriously threatened China's long-term planning strategy of rejuvenating the country with talents, and it is urgent to solve this problem. With the widespread development of the national fitness movement, the country vigorously promotes the campus basketball project. On the one hand, basketball itself is one of the most popular sports in the world, with great influence. Foreign basketball development cases can be used as a reference. On the other hand, the sports equipment has low requirements, high exercise value and strong participation, which is convenient for promotion as a typical representative of sports. Students living in the campus environment are in a critical period of physical growth and sound personality. The implementation of campus basketball promotes the rapid growth of students' bones, strengthens their physique and enables them to resist various diseases, laying a solid foundation for the "Healthy China 2030" plan. According to relevant statistics, often students who participated in physical activity had significant advantages in height, bone density, and bone toughness over students who did not exercise regularly participating in campus basketball can significantly enhance physical fitness and improve students' poor physical fitness.

At the same time, by participating in campus basketball games to cultivate young people's communication skills, teamwork skills and will to challenge, these will help to promote students' mental health, establish lofty ideals, and establish a sound personality. In a word, the problem of national physique should not be underestimated. The most fundamental purpose of developing campus basketball is to improve the current situation of obesity, myopia and poor physical fitness of students. Further promoting campus basketball is an important way and way to improve students' physique and mind.

3.2 Campus basketball in the new era achieves China's basketball dream

According to statistics from relevant departments, China has the largest number of basketball fans in the world, but the best result in the history of China's national men's basketball team is only the eighth place in the World Championships and the Olympic Games. Basketball has a solid mass base in China. We have cultivated a large number of NBA stars such as Yao Ming, Wang Zhizhi and Battelle. However, with the retirement of these star players, Chinese basketball has fallen into a trough. How to change this situation? Cultivation should start from children, and China's basketball talents are often obliterated in heavy schoolwork, resulting in a sharp drop in the number of registered college basketball players. In the new era, campus basketball has raised basketball education and basketball competition to the national level, organized domestic and foreign experts to establish corresponding teaching, training and competition systems, and launched leagues at all levels across the country, and gradually formed the participation of everyone. , unified organization, active students, parent support, social support, and the national league's campus basketball competition pattern, so as to achieve the Chinese basketball dream.

3.3 Campus basketball in the new era contributes to the dream of a powerful country in sports

The Chinese government has always emphasized that young people are an important pillar of China's future development. Only by caring about the development of the next generation can the great rejuvenation of the Chinese nation be truly realized. The student stage is in an important period of life, not only should be excellent in character and grades, but also should cultivate a strong physique. The Chinese government has repeatedly proposed to build a cultural power. At the 19th National Congress of the Communist Party of China, the Central Committee clearly made a cultural power as the strategic development goal of the new era. A sports power is an important part of a cultural power. It is more necessary of the times for young students who step into the society and undertake the important task of building the motherland to carry out campus basketball activities. The development of campus basketball activities is not only an effective way to improve the physical quality of students at this stage, an important part of realizing the Chinese dream, but also an effective starting point to enhance the country's soft power and help the dream of a sports power.

4. The value of developing campus basketball for cultivating the core literacy of students in sports

The student period is an important stage in life, and it is at an important juncture to gradually develop the ability to view things dialectically and to practice independently. Cultivating students' physical education core literacy is a prerequisite for them to better integrate into society and adapt to society. Cultivation is particularly important, campus basketball is not only to lay the foundation for cultivating students' athletic ability and healthy physique, but more importantly, to cultivate students' life-long sports habits and sports virtues such as courage, self-confidence, unity and cooperation, and abiding by rules through practice and competition.

4.1 The value of developing campus basketball for the cultivation of students' athletic ability

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. Sports ability is mainly divided into two types: basic sports ability and special sports ability[4]. Among them, basic sports ability is the necessary ability to engage in life, labor and sports; special sports ability is the specialized ability required to participate in a certain sport. From the perspective of the function logic of the two sports abilities, basic sports ability is a necessary ability to ensure the normal life of individual citizens, and it is also the cornerstone for citizens to master special sports ability to exercise.

Basketball, as a technical and tactical ability-dominated competitive sports event, covers off-ball techniques such as starting, changing direction, emergency stop, turning, fake action, and ball-controlling, stopping, rebounding and other ball-bearing techniques. In the process, basic physical qualities such as strength, speed, endurance, and agility have been fully utilized and practiced. It can be seen that the practical participation of basketball is an effective way to comprehensively improve the basic sports ability. Although there are many basketball skills, it is more difficult to master the skills of basketball at a high level. Compared with many sports, the threshold for participation in basketball is very low. There is almost no need to buy special sports equipment, and you can run on the basketball court without deliberate training and experience the passion and happiness brought by basketball. And sport itself as a subject with strong practicality. Only with personal participation can we improve motor skills and achieve health promotion functions. From the perspective of the promotion of students' participation in sports, sports with high money and high time investment must be difficult to popularize, while basketball attracts the majority of students with its unique charm to participate in and improve sports ability in the process of enjoying sports.

4.2 The value of developing campus basketball for students' healthy behavior

Healthy behavior is a comprehensive manifestation of improving physical and mental health and actively adapting to the external environment. It is the key to raising health awareness, improving health status and gradually forming a healthy and civilized lifestyle. At present, bad behaviors such as sedentary and staying up late have become the main obstacles to the healthy development of students in our country, and lack of exercise further exacerbates the deterioration of students' health, making students' physical health levels continue to decline[5]. Healthy behavior is a comprehensive

manifestation of improving physical and mental health and actively adapting to the external environment. It is the key to raising health awareness, improving health status and gradually forming a healthy and civilized lifestyle. Healthy behaviors include developing good exercise, diet, rest and hygiene habits, weight control, staying away from bad habits, preventing sports injuries and diseases, eliminating sports fatigue, maintaining a good attitude, and the ability to adapt to the natural and social environment. Cultivating students' healthy behaviors has become a top priority of current Chinese education.

Carrying out campus basketball is an effective means to cultivate students' healthy behavior. On the one hand, the self-discipline and hetero-discipline characteristics of basketball can create a situation for students to develop consciousness, subtly cultivate students' self-discipline consciousness, and lay a foundation for the change of bad behavior. On the other hand, in the process of participating in basketball, students not only improve their own physiological state, but also enhance their ability to adapt to the natural environment; at the same time, students interact with teammates and opponents in the process of basketball practice, which can effectively improve self-communication ability is conducive to the improvement of social adaptability. In addition, in the face of an increasingly fierce competitive environment, students have nowhere to release their pressure, which may cause certain mental health problems. The development of campus basketball provides a suitable occasion for students to release sports. Students participate in basketball to relieve study fatigue, regulate psychological pressure, and maintain a good psychological state.

4.3 The development value of campus basketball to the cultivation of students' sports morality

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 sports spirit, 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 vigorous development of sports morality has the necessity of the times[6].

Basketball is a collective sport. The whole game requires constant offense and defense transitions and multi-person cooperation. It requires team members to cooperate with each other and run in each other. It cultivates teamwork spirit and mutual respect among team members in a subtle way. Basketball games can stimulate students' will to be aggressive and tenacious. During the game, the players need to judge the changes on the field in time and adopt reasonable techniques and tactics. This requires everyone to clarify their own positioning, make corresponding adjustments according to different situations to adapt to the changes in the game, and give full play to their personal value. This is essentially a kind of the cultivation of social attributes. In society, everyone, just like the players on the court, needs to clarify their social responsibilities, fulfill the tasks stipulated by their social attributes with due diligence, and in the face of emergencies, make the most correct crisis management based on the situation they have grasped. At the same time, the team members try their best to intercept the ball and fight against opponents on the court, and the tenacious fighting spirit displayed is irreplaceable by other disciplines. In addition, the essence of sports competition is fairness and justice. In the process of competition, both the referee and the athlete must follow the principle of fairness and justice. Athletes compete fairly, referees enforce the law fairly, and create a harmonious sports atmosphere. Cultivating this kind of character meets the requirements of the new era and has a positive effect on building a harmonious society. Therefore, the development of campus basketball plays an important role in the cultivation of students' sports core literacy.

5. Conclusion

In recent years, campus basketball has driven the development of campus sports and stimulated the enthusiasm of students to participate in sports. The vigorous development of campus basketball is in the ascendant. Campus basketball fully shows the regularity, competition, challenge, entertainment and uncertainty of sports. It not only has high requirements on strength, speed and endurance, but also participants must have a tenacious fighting spirit and teamwork spirit. Good qualities such as awareness and a correct view of winning and losing. Vigorously developing campus basketball aims to enhance students' physical fitness, develop sports awareness and habits, and cultivate a standardized and orderly sense of competition. It is not only an important embodiment of the practice of the new era, but also the cultivation of students' sports skills, healthy behavior, responsibility and other core sports

literacy. good practices and important tools. It is the unshirkable responsibility and obligation of Chinese campus basketball now and in the future to cultivate all-round development of healthy citizens in the new era and to help realize the dream of a strong country in sports.

References

- [1] Lin Y, Y F. *Research on the sustainable development path of campus basketball under the guidance of core literacy [J]. Innovation Research in Ice and Snow Sports, 2021(18): 179-180.*
- [2] Conte D , Favero T G , Niederhausen M , et al. *Physiological and Technical Demands of No Dribble Game Drill in Young Basketball Players[J]. Journal of Strength & Conditioning Research, 2015, 29(12):3375-3379.*
- [3] Yuzhou G , Qi H . *Research on multi direction training and technical analysis of basketball based on BP neural network model[J]. International Journal for Engineering Modelling, 2018, 31(1):54-60.*
- [4] Li Z H, Saravanan Vijayalakshmi. *The effectiveness of physical education teaching in college based on Artificial intelligence methods[J]. Journal of Intelligent & Fuzzy Systems,2021,40(2):1598-1612.*
- [5] Lee Hyun Suk, Lee Junga. *Applying Artificial Intelligence in Physical Education and Future Perspectives[J]. Sustainability,2021,13(1):1388-1406.*
- [6] Li C, Hou Y, Wang P. *Joint Distance Maps Based Action Recognition With Convolutional Neural Networks[J]. IEEE Signal Processing Letters, 2017, 24(5): 624-628.*