

The Development and Promotion of Three-Man Basketball in Ordinary Colleges and Universities Based on the Background of National Fitness

Junhua Liu

*Southwest Petroleum University, Nanchong 637001, China
1002707084@qq.com*

ABSTRACT. *Promoting the development and promotion of three-man basketball in ordinary colleges and universities will play an important role in promoting college students to master basketball skills, develop basketball interests and develop exercise habits. It is of great significance to the promotion of national fitness. The development and promotion of three-man basketball in colleges and universities by means of literature and questionnaire survey are studied, the internal and external factors that affect students' participation in three-man basketball are analyzed, and the following Suggestions and countermeasures are put forward: Deeping the reform of basketball teaching; Training student basketball referees; Creating campus basketball culture; Expanding school publicity; Schools attach importance to financial support. The above five strategies are summarized in the hope of providing some references for university leaders to formulate relevant policies and promote three-man basketball.*

KEYWORDS: *national fitness, three-man basketball, ordinary colleges and university, promotion*

1. Research background of three-man basketball

To promote the all-round development of national fitness, under the correct leadership of the CPC central committee and the state council, the national fitness plan (2016-2020) was promulgated in 2016 (hereinafter referred to as the "plan"), which elevated national fitness to the height of national strategy, aiming at improving the physical quality and health level of the whole nation. In the plan, it was mentioned, "young people should be taken as the key groups to implement the national fitness program. We will vigorously popularize youth sports activities and improve their physical fitness. It can be seen that our country pays close attention to and attaches great importance to the healthy development of teenagers' physical

quality. Moreover, puts forward the corresponding policy "comprehensively implement the promotion plan of youth activities, so that teenagers can improve their physical quality, master sports skills, cultivate exercise interests, and form a good habit of lifelong sports and fitness". Making teenagers master sports skills is the means to form lifelong sports fitness habit, and forming lifelong sports fitness habit is the way to achieve overall health.

College students, as an important part of young people, are full of vigor and vitality. To some extent, the health level of their physical fitness affects the hope of the nation and the future of the country. To improve the physical fitness of college students is an important embodiment of the realization of national health. Three-man basketball, as a popular and convenient sport in colleges and universities, is popular among college students. The development and promotion of three-man basketball in ordinary colleges and universities will play an important role in promoting college students to master basketball skills, develop basketball interests and develop exercise habits, and play a very important role in promoting national fitness.

At the 2017 IOC executive board meeting in Lausanne, Switzerland, three-man basketball was included in the official competition of the 2020 Tokyo Olympic Games, and the Tianjin national games included three-man basketball in the official competition for the first time. The three men's and women's basketball teams won their first Asian games in Jakarta in 2018, making a historic breakthrough. With the emergence of three-man basketball as a variety of official game news at home and abroad, the influence and attention of three-man basketball will continue to improve, and the social status and value of three-man basketball will continue to climb. Chinese colleges and universities should seize this favorable opportunity, vigorously develop three-man basketball, expand the number of three-man basketball in China, and play a role in strengthening Kentucky and "encouraging national fitness".

2. Factors influencing students' participation in three-man basketball

2.1 Internal factors that affect students' participation in three-man basketball

Influence students to participate in the system of three people basketball sport there are many internal factors, and more complex, concrete including lack of interest in basketball, misunderstand basketball, lack of master basketball skills, weak physical quality and no confrontational sports, playing basketball is too tired, more spare time spent on electronic games. The above factors can be classified as students' cognition of basketball, mastery of basketball skills and planning of spare time.

2.2 External factors affecting students' participation in three-man basketball

The external factors that affect students' participation in three-man basketball include firstly, the basketball venues and basic venues are less open and the facilities are relatively insufficient, which cannot meet the needs of all students in learning

and training. There are few basketball courses, and students cannot learn comprehensive and systematic knowledge about basketball because they have less semesters to learn basketball courses. In addition to basketball skills and tactics, the teaching of referee law and other relevant knowledge is also relatively lack, which leads to more amateur penalty and behavior of students in law enforcement games. Finally, the holding of campus basketball game attracts and drives students to watch and participate to a certain extent, which is of great significance to the improvement of students' enthusiasm in playing basketball and the shaping of team spirit.

3. Development strategy of three-man basketball in common colleges and universities

(1) Deepen the reform of basketball teaching. Increase the number of basketball teaching classes, more systematic and detailed teaching on skills and tactics, referee method and other related knowledge, to promote the correct understanding and perception of basketball among college students, to make college basketball flourish. In addition, bilingual basketball courses have improved students' interest in learning. Improved professional knowledge and ability; Improved foreign language knowledge and ability [1]. In-depth study of bilingual basketball teaching is of important constructive significance and value to current teaching [2]. About carrying out teaching reform and basketball bilingual teaching, there are generally incentive measures, and there are certain performance rewards for teachers' after-school sports tutoring, which aims to encourage teachers to work actively and encourage college students to participate in sports actively. Therefore, the academic affairs office in the implementation of classroom teaching reform in the process of making encouragement policy has a certain decision-making and guiding significance.

(2) Training of student basketball referees. The level of student basketball referees is an important reflection of whether college basketball matches are professional or not. The higher the professional level of the referees, the more professional the basketball matches will be. In the process of the game, the referee plays the role of popularizing the basketball rules and guiding more students to play correctly by his own running and penalty to the watching students. According to the survey, nearly 35.2% of the students are willing to learn referee well, and 45.3% are willing to learn basketball referee well, which shows that basketball referee knowledge is highly popular among students. To train student basketball referees, we can guide and improve the level of college student referees by organizing regular training and giving lectures on relevant referee knowledge, to provide a strong guarantee for the success of campus basketball league in the future.

(3) Create campus basketball culture. Basketball culture refers to the values, aesthetic taste, achievement experience and basketball thinking mode bred in the continuous development of basketball. To create a good atmosphere of campus basketball culture, the construction of college students' campus basketball league can make full use of the competitive cohesion function of the basketball league, to drive more students to participate in and integrate into basketball [1]. From the perspective of basketball league, some basketball matches between colleges, majors

and majors, and grades can be held. From the form of basketball league, it can hold full court five-a-side basketball game, three-a-side half-court basketball game, one-on-one half-court bullfight and other forms of basketball game. The holding of campus basketball league is a necessary condition for building campus basketball culture, and the inheritance of campus basketball culture comes from the continuous holding of campus league. College basketball culture not only consists of some antagonistic basketball games, but also includes basketball association, cheerleading, and basketball classroom teaching and so on. Through the organization of various forms of competition, to provide students with a platform to show their expertise, will further expand the participation of basketball sports population [1].

(4) Expand school publicity. Expanding the publicity of the school can further improve the influence of basketball and its audience. Make full use of the campus basketball association, student associations and other student organizations; regularly carry out relevant basketball activities, so that the majority of basketball enthusiasts can have a platform to participate in basketball activities give full play to their strengths. Through campus WeChat public account, campus broadcast, posters and other forms of publicity, the specific performance of the pre-game publicity call students to actively sign up, during the publicity of the highlights of the competition process to attract more students to watch, after the game interview winners and runners-up to share and publicize the experience of the competition. We should make the best use of these media to tell basketball stories from various angles and spread the knowledge about basketball culture to the majority of students in diversified forms.

(5) The school attaches importance to financial support. As the core subject of the construction of basketball power mechanism of campus, the school (principal) should dominate the rules, regulations, incentive measures and guarantee measures of the construction of basketball power mechanism of campus, to ensure the benign operation of the construction of basketball power mechanism of campus. In terms of guarantee measures [1], on the one hand, the school should increase the capital investment in basketball court and equipment and facilities to build a certain number and quality of basketball court, to guarantee the sports demand of the majority of college students. Moreover, the school should encourage the construction and development of the school basketball team, and provide certain financial support to ensure the training of the school team, to lay a good foundation for the future competition results and increase the majority of students' sense of identity and belonging to the school.

4. Conclusion

The development and promotion of three-man basketball has a great promoting effect on college students' participation in physical exercise. At present, the development of three-man basketball games in ordinary colleges and universities still have some problems, the school leaders should raise the importance of three basketball games. Both on the policy, or in a specific practice there is still have some promotion and improvement of space, only in this way the three-man

basketball will flourish in the ordinary colleges and university with the trend of the Times, to lay a solid foundation of the ideas of strategy for the realization of the 2020 national fitness countries.

Acknowledgments

Supporting Project: 2018 Nanchong social science research "13th five-year plan" project (project number: NC2018C069)

The author: Liu Jinhua (1992, 8 -) male, the Han nationality, Heze, Shandong province, graduate student, teaching assistant, research direction: social sports and physical education.

References

- [1] Hu Yunzhang et al. Current situation and development strategy of basketball culture on campus in Anhui province [J]. Journal of Hubei correspondence university, 2018, (4).
- [2] Jin Yong et al. Theoretical and practical research on the implementation of "penetrative" bilingual teaching of college basketball special course [J]. Sports world (academic edition), 2015, (6).
- [3] Liu Wanwu. Research on college basketball culture [J]. Journal of Lanzhou institute of education, 2014, (3).
- [4] Zhou Lifeng. Connotation of college basketball culture and the influence of the college students' education [J]. Journal of sports science research, 2015, (1).
- [5] Lan Shunlin. Dynamic mechanism to construct the campus basketball development in our country factor analysis [J]. 2018, (3)