

Research on the Aesthetic Value of Cheerleading Teaching in the Colleges and Universities

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ABSTRACT. *Cheerleading is an emerging fashionable sport. Since it was introduced into China, it has been deeply loved by people and especially the teenagers and then gradually popularized. The introduction of cheerleading into the physical education of colleges and universities can enrich the campus life, stimulate the students' aesthetic consciousness, enhance the students' cohesion, exercise the students' willpower, improve the students' physical quality and cultivate the students' sentiment. By taking the aesthetic value of cheerleading as a clue in this paper, its aesthetic value is specifically analyzed and incorporated into the aesthetic education of cheerleading teaching in the colleges and universities so as to guide the cheerleading training more accurately and scientifically.*

Keywords: *Cheerleading; cheerleading teaching; aesthetic value*

1. Meaning of Cheerleading

Cheerleading originated in the United States with a history of more than 100 years. At the beginning, cheerleading was an event that cheered for American football, but now it has developed into a kind of sports across the world. Cheerleading integrates dance, gymnastics and music and manifests the sports skills of cheerleading team, embodies the youthful vigor and pursues the team honor through rich space and formation change, easy and bright music rhythm and sports skills in strength and speed. It is an organized performance activity and competitive event. As a competitive event, cheerleading fully manifests the spirit of the time and highlights the youth. It not only enriches the campus culture but also is deeply loved by people.

2. Manifestation of Aesthetic Value of Cheerleading

Cheerleading is a kind of beautiful sports with a strong sense of art. Its movement, music, modeling, clothing, spirit and cultural connotation, etc. manifest the features of beauty. Specifically speaking, the aesthetic value of cheerleading is mainly manifested from the following several aspects:

(1) Youthful vigor. The cheerleading team members have a strong and powerful body, show the youthful vigor, radiate the vitality and vigor from inside to outside and infect the audience in the sports. They show healthy and bright skin through long-term scientific exercise. The male team members have smooth muscle lines and a well-proportioned body; and the female team members have a graceful figure and a coordinated upper and lower limb proportion. These external expressions embody the beauty of health and youth. The movements manifested by the cheerleading team members are uniform and coordinated smoothly and the formations are flexible beyond all expectations, so the cheerleading creates a rich visual sense of beauty, manifests the life passion of modern people and can let people experience the great vitality and also make the audience full of vigor.

(2) Spiritual pleasure. With the acceleration of people's pace of life, both the life stress and work stress are big. Some useful entertainment programs can eliminate the stress from people's life and work, improve the aesthetic attainment and make people feel comfortable. And cheerleading can eliminate worry and make people happy and fully enjoy the spiritual freedom and joy. In the cheerleading, the healthy skin, well-proportioned body, graceful figure, flexible movement and passionate performance of team members as well as mutual coordination and indomitable struggle in the performance process manifest the solitary, positive and vigorous spiritual outlook and make people experience its value and spiritual beauty in the process of watching.

(3) Self-realization. In the training process of cheerleading, the movement and posture should be standard and graceful. When the team members make a group of jaunty and rhythmic movements through repeated training and correction, the joy and confidence will be maximized. If this kind of mental state is often maintained, the confidence of team members can be greatly enhanced. They will constantly improve themselves in training and practice and can show their most beautiful side

in the performance. While the audience is satisfied, their self-value is also satisfied and realized.

3. Aesthetic Education of Cheerleading Teaching in the Colleges and Universities

(1) Give full play to the leading role of teachers

As an instructor of cheerleading teaching, the teachers in universities and colleges should improve their own aesthetics accomplishment in order to play a leading role in teaching. The teachers should have a full understanding of aesthetics knowledge about sports and attach importance to the education of beauty for the students in teaching and training so as to help the students stimulate the students' aesthetic consciousness. The teachers should have certain dance foundation and artistic accomplishment like beautiful language, accurate explanation, neat and good dressing and graceful and smooth demonstrative movements to bring the appeal of beauty to the students and make the students master the movement essentials as soon as possible. The training intensity of students is subject to their comfort in organism, because the students can feel a good mood brought by comfort after the exercise. This good mood still can be continued. When making the cheerleading performance, the students can show their best side to the audience passionately and cheerfully so as to further infect and motivate the audience's good mood.

In the cheerleading exercise, the teachers should also cultivate the students' humanistic beauty. In the training or competition, the teachers should request the students to have good moral character, cultivate a fine style of work like mutual cooperation between the students, collective collaboration, robustness and modesty and eliminate the bad thoughts such as impatience, arrogance and rudeness. An excellent cheerleading team member should have superb performance skills and also high cultural literacy and moral accomplishment and can bring the appeal of beauty to the audience through each move.

(2) Cultivate the students' perception of beauty and expressive power of beauty

Cheerleading is a sports event with strong visual impact and high visual aesthetic value. The teachers should take visualized teaching methods to transform the boring technical training into a vivid perceptual process to improve the students' aesthetic

perception. The teachers should visualize the whole teaching process, present such elements as movement and music to the students intuitively and form an artistic visual effect so as to bring aesthetic perception to the students. When the students repeatedly experience the beauty in the participation process of aesthetic activity, various abilities such as flexibility, agility and reaction can be cultivated.

After the students have good perception, they should also listen to more music, read more Chinese and foreign classics in the world and receive comprehensive aesthetic education to improve the perception of beauty. The expressive power of beauty manifested by the students can make the audience get aesthetic satisfaction in the process of watching.

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