The Cultivation of Applied Talents of Football Under the New Normal

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Abstract. This paper analyzes the historical inevitability of the cultivation of applied talents of football under the new normal by means of the literature law and the logical analysis method. On the basis of analyzing the situation the cultivation of football talents is faced with under the new normal, this paper believes the cultivation of applied talents of football is the inevitable requirement of the development of the football undertaking, the inevitable requirement of the development of the football industry, the inevitable choice to meet the needs of the public health and the inevitable requirement of the regular higher education reform.

Introduction

The situation the cultivation of football talents is faced with under the new normal. In February 2009, the State General Administration of Sports and the Ministry of Education jointly issued “Notice on the development of National Youth Campus Football Activity”, which incorporated the football sports into the sunshine sports project. Then, according to the “Implementation Plan of National Youth Campus Football Activity” jointly issued by the State General Administration of Sports and the Ministry of Education, they carried out a careful layout of the campus football pilot, and 1470 primary schools and 776 middle schools from 44 cities of our country were chosen as the first batch schools to carry out youth campus football activity. [1] Through 5-year promotion, the campus football has made some achievements. By the end of 2012, the official statistics show: “there are 5084 schools carrying out campus Football League and 191766 people registering, which attracts 2.7 million students to walk out of the classroom and walk into the green pitch”. [2]

When the campus football makes progress, it also faces many practical difficulties, such as the proportion of campus football population, the education of campus football team and common students, the construction of campus football culture, the shortage of campus football teachers and so on. The study of relevant scholars points out: the biggest plight of the development of campus football is the serious shortage of football teachers, and in most of the football specialist schools, not only is the quantity scanty, but also the quality is not high. Government departments have recognized that teachers are an important factor to restrict the development of campus football, proposing the national training program of campus football teachers and the plan that retired athletes enter the campus. Retired athletes are scarce resource, and how many people are willing to enter the campus to teach is still uncertain; national training program is the post-job training to improve the existing teachers’ football teaching and training skills, because it has a natural“weakness”, the training effect is unknown. Therefore, applied talents of football with high quality needed in the field of future campus football will mainly rely on colleges and universities to cultivate, which is the historical mission endowed by the era to colleges and universities.

Significance of Cultivating Applied Talents of Football

Inevitable Requirement of the Development of the Football Undertaking

On February 27, 2015, the “General Plan for the Reform Development of Chinese Football” was announced, which marked the development of campus football has risen to national strategy. If the Chinese football really wants to realize the takeoff dream, we must calm down and do the job well
about the cultivation of youth football training in a down-to-earth way. “Football training should be started from childhood” is the good prescriptions proposed by Comrade Deng Xiaoping for several times to develop Chinese football, but under the drive of utilitarian thought, managers couldn't get hold of rules and the lifeblood of football development, which causes the tattered condition of Chinese football today. The new national leadership collective fully recognizes the important status of football in the current society, and the important role of football in the process of cultivating a sound personality, and President Xi Jinping puts forward again the idea of cultivating football talents proposed by Deng Xiaoping, hoping Chinese football makes great efforts to take hold of the cultivation of teenagers and tamps the foundation of football sports development in the process of improving the level of sports technology. Therefore, the cultivation of football knowledge and tactical training for young people is the necessary path to promote the rise of Chinese football.

In August 2015, our country confirmed 8627 national campus football specialist schools, 38 campus football pilot counties (districts) and 4 comprehensive reform pilot areas (cities) of campus football. In five years, 20 thousand campus football specialist schools of primary and secondary school and 200 specialist colleges and universities are established attentively, which ensures there are 20 million students often participating in campus football activity. By 2025, China will build 50 thousand football specialist schools, and the amount of students will be up to 50 million people. Those massive campus football development plans show the strong will of government to develop football undertaking, but in the actual operation, many practical problems that need to be solved are also exposed, and one of them is the shortage of teachers and coaches, which is the constraint troubling campus football leap from quality to quality. At present, in Chengdu, there are “1019 primary and secondary schools and 686 professional football teacher, and there are less than 0.7 football teachers at every school on the average.” [3] The postgraduate thesis “Analysis of the Development Status and Influencing Factors of the Campus Football Activity in the Primary Schools in Liaoning Province” makes a survey to 80 advisors of football at 42 traditional football primary and secondary schools of Liaoning Province, which shows: there are 33 people without football background, accounting for 41.25% of the total number; there only 12 people passing the” specialized course of physical education schools”, accounting for 15% of the total number; there are 20 people experiencing football learning in physical education schools, accounting for 25%; there are 6 people, experiencing technical secondary school of physical education, accounting for 7.5%. Liaoning campus football teachers are uneven in football professional skills and the way of knowledge obtainment, and most of them don’t have the experiences of football professional learning, and there is a serious shortage of teachers.

In view of the present situation of the lack of football applied talents in the field of campus football field, the Ministry of Education launches the national training program. By 2020, the plan is to complete a round of training for 50 thousand school football teachers, and at the same time, it is to strengthen guidance, develop measures and create conditions for retired athletes to enter the campus to teach. In addition, in order to improve the teaching training level of campus football, the Ministry of education hopes to “hire hundreds of high level football teachers and dozens of high level coaches from abroad to schools to teach children to play and guide the grassroots teachers every year in 5 - 10 years. “[4] At present, we have cooperated with famous Italian GLS global superstar legend Club about “Development Project of China Youth Campus Football”, and we carry out in-depth cooperation with the organization according to the actual situation of different areas. Obviously, teachers have become an important factor troubling the form of qualitative change of the campus football and the enhancement of level. Higher normal schools need to conform to the trend of social development, seize the opportunity, fulfill the mission, deepen reform, give full play to the advantages of the cultivation of football applied talents, create a professional football applied talents echelon, and serve the realistic needs of society.

Inevitable Requirement of the Development of the Football Industry

Under the background of the transformation of economic development mode and the upgrading of industrial structure, the State Council issued the document about “Some Opinions on Accelerating
the Development of Sports Industry and Promoting Sports Consumption”, thus establishing its vital position in national economy’s systems. Many enterprises regard sports industry as an investment hit and extend their business to international market through capital injection and purchasing companies. According to the document’s regulations, by 2025, the overall scale of China’s sports industry will reach over 5 trillion RMB, and the rate of football industry accounts for over 40 percents of the whole sports industry, which means market space of football industry will more than 2 trillion Yuan. Huge interest space has attracted a large number of investors to enter the field of football industry, and the need for applied talents in management, investment, development and other aspects rapidly increases.

Although this kind of football industry which takes the capital as the main characteristic forms has a higher standard in the knowledge background of the economics, the industrial economics and others for applied talents, it still needs a large amount of applied talents who are familiar with relevant knowledge about football in middle and low levels of industrial chains, which is conducive to the further expansion and development of the football industry. For example, in the sales’ field of football industry, salesmen may be easier to get communication with customers, provide reasonable suggestions using their own professional knowledge for the products bought by consumers and make it comfortable for customers to use products if they are facilitated with sufficient knowledge structures of football so as to improve customers’ satisfaction level. In this way, they could attract more customers to purchase, increasing products’ sales and business’ volume. So far, mini football stadiums indoors are very popular, if one is equipped with some football knowledge, they can improve the efficiency of the use of venues and maximize the benefits through scientific management and providing safe, comfortable and considerate services for exercisers.

Inevitable Choice to Meet the Needs of the Public Health

With the progress of society and the improvement of human civilization level, physical education sports as a healthy way of life has been accepted by more and more people. In any ideology, the higher the degree of social civilization is, the greater the degree of concern and demand for sports is. In any country of economic prosperity, political democracy and culture prosperity, the sport has become an essential factor to promote the harmonious development of society and improve the social health level. Football’s influence on the politic, economy and culture of a country, as the world’s first sport project, is not replaced by other sports projects. The extensive implementation of football sports is conducive to enhancing the cohesion and solidarity of civil society, promoting the general improvement of the level of social health and generating good social benefits.

Since the implementation of the "National Fitness Program" in 1995, it has achieved remarkable results, and the public awareness of fitness has continuously enhanced, and the fitness needs continue to expand, and fitness methods are gradually scientific. Because of its remarkable fitness effect and flexible characteristics of sports form, football sports have gradually become popular program in the public fitness. Under the guidance of social football policy of the national development, the development of folk football sports is thriving. All those including the number of major participants is increasing sharply, the age span of participating group is indefinite, the competition pattern is formed preliminarily according to age division and all kinds of competition forms emerge in an endless stream, create a situation where social football development is closely combined with public health. The growing demand of the public fitness for football has expanded the demand for applied talents in the field of social football, such as the directors of basic technology and tactic of football, the directors of amateur training competition of social football, organizers, managers and service personnel of amateur competition and management, development and management personnel of football fitness venues of the masses. These people need to have a higher professional knowledge background of football and a strong practical ability, which objectively requires higher normal schools to make students master expertly the basic skills that applied talents should have and tamp the basis that helps them to quickly integrate into the work need of society football in the future through the transformation of talent cultivation concept and the scientific adjustment of cultivation goal and curriculum arrangement.
Inevitable Requirement of Regular Higher Education Reform

China’s higher education causes the following problems to the cultivation of talents, including unclear level and single type because we don’t completely get rid of the shackles of the original educational ideas in the process of the transformation from elite education to mass education. The homogenization of the structure and the type result in the sameness of talents cultivated by China’s higher education, and after being put into job market, it causes fierce competition in the job market and even the appearance of human resources waste phenomenon, which increases the burden of the society because of the basic coincidence of job intention and smaller discrimination of job choice. In the stage of rapid growth of the national economy, the disadvantages of higher education personnel cultivation are covered by loose employment environment, and talent supply and demand chain present a normal state; but with the slowdown of China’s economic growth rate and economic and social development entering the new normal, talent supply and demand relations have begun to undergo profound changes, however, ‘the cultivation mechanism of deficient talents of applied, compound and innovative type in the frontline of production service hasn’t been fully established, and the structure and quality of talent training are not fit for the requirement of the adjustment of economic structure and industrial upgrading.’” [5]

In order to meet the need change of the society for the quality and specification of talents, the higher education personnel training must take the initiative to transform, taking social demand as the guide, and establishing training mechanism of applied talents. The regular higher normal schools must also keep pace with the times, deepen reform, and actively transform the direction to the cultivation of applied talents on order to explore new ways of football talents’ cultivation and create a new model of football talents’ cultivation.

Conclusion

Economic transformation and the upgrading of industrial structure enhance the status of the football industry, and the government makes top-level design for Chinese football undertaking through policy guidance and protection, promotes the development of football undertaking from the national strategic level and promotes the gradual development of the quantity and quality of applied talents of football of the society. The higher normal schools should innovate the cultivation pattern of applied talents of football according to the change of talent market demand and cultivate talents of high quality for the development of football undertaking in order to realize the social value of higher education to cultivate the applied talents. This is not only the historical inevitability of the transformation of talent training mode in higher normal colleges, but also the era requirement of the healthy development of football undertaking.

References