Research on the Value Orientation of National Campus Football

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Abstract. Football is known as the “first sport” around the world. The number of member associations which enrolled in FIFA has increased to 209. Because football game has the direct personal value orientation of keeping fit and developing wisdom as well as the direct social value orientation of agglomerating the national spirit and cultural communication. All of these are the most appropriate excuses and the most fundamental purposes for us to develop the campus football vigorously.

Introduction

In recent years, football sport has become more and more popular in China. In 2009, China started the campus football program, the State Sports General Administration and the Ministry of Education jointly issued the “Notice on Carrying Out National Youth Soccer in Campus” and its implementation plan, aiming at increasing reserves of football reserve talents and promoting football culture in order to achieve the healthy development of youth and adolescents aims. Thus, the campus football shoulder the dual task of promoting the development of our football and young people’s physical and mental health. To be a sports power, it is impossible to achieve without the level of highly developed football as a support, and the value orientation of national campus football can be found from personal and social aspects.[1]

Personal Value Orientation

A. Development of Physical Quality

Due to the characteristics of football games, football training could fully improve the quality of students’ body. Firstly, power is the basic quality. Enough power could make sure enough explosiveness and endurance in the match. Students must master basic skills of running, jumping and turning as well as other skills of passing, catching and shooting the balls. The series of skills will be difficult for students without enough power quality. In addition, students not only can get rid of their self weight, but also they can resist the ball resistance and the collision with other people. There will be more explosive actions in the match. Therefore, the development of power quality plays an important role in the football match. Secondly, speed quality is necessary. The more advantages of match are in accordance with higher speed. To some extent, speed is crucial to the results of the match. Therefore, students should receive speed intensive training to make sure the time and space advantages in the match. Thirdly, agility is another basic quality that students should master. It could reduce the probability of injury of students in the match and could help them to make accurate judgement of trend of football according to actual conditions. Besides the basic skills, students also need to master the techniques and improve the agility to handle it skillfully in the match. Fourthly, football needs certain flexibility of our body. To reduce the injury of body, flexibility training is also necessary. For football game, students are in an abnormal condition of movement all the time. Large movement range and high speed need students’ certain flexibility, otherwise they would be hurt. Therefore, students need the training of waist and
ankle joint to improve the extensibility of the ligaments and to expand the range of joint activities. Fifthly, endurance quality is indispensable to support football match. Due to the long time and great intensity of the match, physical functions such as physical strength, mental, feeling and emotion will be vulnerable if players are lack of good endurance. Consequently, wrong actions will be more and tactical level will be difficult to achieve. Therefore, endurance quality is the most important quality for students.

According to some research, 14-17 years old students who attend football game or not have great difference in their height and weight. Students who attend football games weigh more 3-8 kilograms than others. They are 4-5 centimeters higher than others. It is an indisputable fact that football can improve students’ strength, speed, agility, flexibility, endurance and many other qualities. It is also practical to enhance students’ fitness through the program of the campus football.[2]

B. Development of Good Attainment

Football game is connected closely with the cultivation of moral quality, the establishment of values and the formation of the will of character. Through the competition, their desire to advance could be stimulated. Good psychological quality, moral quality and spirit of cooperation could be developed. Through the abidance to the rules, their behaviors could be more standard. More importantly, this kind of value of football is put forward through the way of simple and acceptable. The subject of the practice and benefit of the social moral life is the individual person. Therefore, propagating individual moral spirit and strengthening individual moral education are indispensable in the aspects of development of individual good nature, harmonious relationship between people and healthy development of social life.

Through the investigation of students group of campus football in Liaoning Province, the results of students’ own emotional identities to the value of campus football could be concluded. Football game could develop teenagers’ moral characters. It can reflect the fruits of individual moral education on athletes especially the sports stars. It can be able to create greater value for the society. At the same time, it can also diminish the possible negative evaluation of many amateurs especially for teenagers at a specific physiological and psychological age.[3] This may be the reason why many countries combine Ministry of youth and sport together and put the sports stars in the “youth example” group.

Social Value Orientation

A. Spirit Education

The prosperity of modern football culture presents the essence of the cultural traditions of all the nations in the world. As the essence of national football culture, national spirit is the important condition for the full development of football. The vigorous development of campus football will be an effective way to spread the quintessence of the nation into the next generation. As the later generations, we could not copy others’ styles and we must integrate and innovate our own football style and spiritual culture system with the excellent traditional culture spirit of the Chinese nation. All of these must start from an early stage. Full inheritance and development the good cultural tradition of the Chinese nation, attention to the construction of legal system, regulation and civilization, boldly reform of the current management and operation system of football and the scientific standardization and the legalization of civilization of development could be benefit for the long-term development of our national football and could meet the needs of the basic requirements of building a Harmonious Society for football.

B. Establishment of World View

In the background of nationalization, different football cultures inspire and promote each other, which constitutes a rich and colorful cultural ecology of football. In the developing process of permeation, football cultures of all nations and districts have become the necessary part of world football culture. Therefore, global football culture has become an organic whole.
Different nations and districts have different football cultures. The formation of these cultural characteristics is connected closely with factors of history, national customs and culture of these countries. Due to these differences, global cultures have their own features. The romantic culture has formed a unique Latin American style. As a former European colony, Latin American football culture can integrate the classical and romantic European culture with the passion and impulse of Indian culture. Therefore, it acquires the reputation of “art football”. Latin American football is free in the level of material and spirit as well as the system. For example, complex Brazil football league matches could represent it.

British gentleman trait creates the features of active and fierce of English people in the football match. After realizing the maladies caused by the roughness in the pass, they have no hesitation to learn from Spanish to improve the skills of passing ball and the rates of controlling. Then they draw lessons from Italian football on the basis of steady defense to find a chance to counterattack. Germany is a country with profound cultural background, the spirits of rigorous thinking, confidence and resistance are represented well. Most of the Nordic countries are with very simple ethnic composition. The victory of the match is not only their aim. A unified team’s tactical skills, conscience and styles are also the representation of their value. They determine their technique styles on the basis of it: stature and strength are the basic requirements; destructive defense and long-pass advanced offence are also important. However, they speak highly of the simplicity and rude as well as the subtle and organized training.

Chinese culture has a long history. Guiding ideology, theoretical basis or practice of Chinese ancient sport are all influenced by culture. However, many old spiritual pursuits are cultivated morally in the competition. It is difficult to see the fierce competition now. Accordingly, the desire for attack is not strong for Chinese football and heroic players are lack at the crucial moment. Therefore, Chinese football not only needs to inherit the tradition, but also it needs the comparison and communication with other countries to enhance ourselves together. In the background of football cultural globalization, students could know the different football cultures of different countries and their national characteristics as well as the human universals through the football cultural communication and could avoid the narrow view of the world.

Conclusion
To be a sports power, a highly developed level of football is necessary for a country. Compared with other football developed countries, the level of football in China has been in a weak position. Chinese football fails to “go to the world” and is also unable to become the top of Asia. Without the rapid development of national teenager football, it is impossible to be football developed country. From the actual situation of all the football developed countries in the world, all of them have a good level of teenager football development. For China, to speed up the development and to improve the level of football, the immediate priority for us is the efficient expansion of the Chinese campus football. Football is a kind of positive sport. Teenagers can not only directly develop their body quality and other aspects such as power, speed, agility, flexibility and endurance, but also they can cultivate humanitarianism through football games. Football also has a great impact on the cultivation of moral quality and the establishment of value. The campus football can also be an effective carrier of national spirit to spread the excellent national tradition to the future of our country. Students could know the different football cultures of different countries and their national characteristics as well as the human universals through the football cultural communication and could avoid the narrow view of the world.

References

