Research on the Construction Strategy of Campus Sports Culture in Higher Vocational Colleges

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ABSTRACT

College sports culture is the combination of sports culture and the atmosphere of the college, covering all things related to the college physical exercise, sports invention and sports research. It is the characteristic development of traditional sports culture applied in colleges. Through introducing the hotspot in the college education research, namely the being-needed value education, this paper comprehensively analyzes the characteristics and practical application of the being-needed value education and explores its importance in the construction of college sports culture.

KEYWORDS

College sports culture; vocational colleges; strategy.

INTRODUCTION

With the proposal of the national sports fitness program and the development of culture and education, the physical exercise in colleges has gained new opportunities for development. The group of physical exercise in colleges mainly consists of young students, so it is more interesting, competitive and ornamental. Through physical exercise, students can build up their body, release pressure and cultivate their teamwork ability and psychological quality. The higher vocational education aims at the cultivation of applied talents and attaches great importance to the ability and professional quality of students. This highly-targeted training approach can help students to adapt to the increasingly fierce social competition, increasing work pressure and accelerating work pace. The requirements and standards of workers have been constantly raised and many positions require that first-line technical staff should have a strong physique and good adaptability, and thus good construction of sports culture can help higher vocational college students to improve their understanding of sports and to train and improve their sports ability.

CHARACTERISTICS AND FUNCTIONS OF SPORTS CULTURE IN HIGHER VOCATIONAL COLLEGES

College sports culture is the combination of sports culture and the atmosphere of colleges. The traditional sports culture is the synthesis of all the material and spiritual civilization in sports created by human in the historical process. Its connotation and extension include sports forms, sports equipment, sports inventions, sports research...
and all other things involved in “sports”. The college sports culture can also be defined as this: it is the characteristic development of traditional sports culture applied in the college campus and it is everything about physical exercise, sports invention and sports research. The development and spread of the concept of sports culture in colleges cannot be separated from specific sports items. The sports item is the carrier and the media of sports culture. The college sports culture can get deeper definition through the development and progress of sports [1].

**Characteristics of the college sports culture**

The sports culture of colleges is a kind of culture that grows up with college culture. It has the characteristics of inclusiveness, universality and wide participation.

1. **Inclusiveness.** The sports culture of colleges is a highly inclusive culture type the threshold of which is low and young students can join the culture by participating in moderate physical exercise. The loose request of students is completely different from the culture of competitive sports.

2. **Universality.** The sports culture of colleges has been becoming more and more popular and wider with the country support and investment, and almost all types of colleges have their own sports culture. The college sports culture can be divided into different styles according to the specific geographical and humanistic environment.

3. **Extensive participation.** The item types in college sports culture are open to all teachers and students as well as related personnel. Different types of personnel can participate in specific sports programs and the audience of college sports culture mainly consists of young students.

**Functions of the college sports culture**

**Promoting students to exercise actively**

Sports forms are diverse and sports activities are full of fun. All kinds of physical exercises are helpful to maintain good physical condition and pleasant state of mind. Through the implementation of “Trinity” education mode, students can intuitively feel the charm of physical exercise, which will increase their desire for exercise to complete the goal of fitness.

**Forming right values**

The physical exercise itself is a symbol of a positive and optimistic attitude towards life. The application of “Trinity” teaching method in sports culture teaching can reduce the pressure of life and learning by the relaxed atmosphere [2], which is conducive to forming the correct life orientation and life values and eliminating the negative and pessimistic attitude of life.

**Enriching knowledge and increasing experience**

The physical exercise itself is also a science the rules and methods of which are worthy of serious study and research. After applying the “Trinity” mode, students need to constantly improve their skills to meet the requirements of the theory when they are exercising. It is also needed for them to achieve a better understanding of
sports culture from a more serious learning attitude and better ability by constantly studying the skills and styles of others.

THE STATUS QUO OF COLLEGE SPORTS CULTURE EDUCATION

There have been many changes in the education mode and method in the past few decades. As a new mode premised on vocational training, the higher vocational education has shown the perfection of the development of China's higher education in the whole process of its production and development. The concept and mode of higher vocational education are different from those of traditional undergraduate education, and thus they cannot be compared in terms of curriculum and logic. In physical education, higher vocational education emphasizes physical ability, while undergraduate education attaches importance to physical quality. The essential deviation between them has pointed out the way for the direction and purpose of physical education (PE) curriculum. The basic manifestation of sports culture in higher vocational colleges lies in the setting of sports teaching environment and the PE curriculum.

The current PE courses in higher vocational colleges are divided into four categories: the elementary course, optional course, elective course and sports culture course. Students are required to complete a certain class hours of PE course in each semester at school. And the learning time of the PE class is gradually decreasing from freshman to junior year to internship period, so that the requirements of the PE course are not the same at different school years. Because the freshman year is the basic stage of PE curriculum, most of the higher vocational colleges offer sports elective courses (basketball, volleyball, martial arts, aerobics, free combat, etc.) and introductory courses (the basis of the queue formation, long-distance running, etc.). The sophomore PE courses are more professional. Courses mainly include various elective courses and optional courses like 24-form Taijiquan, female self-defense, shuttlecock, badminton, basketball, artistic gymnastics and orienteering, so as to provide students with adequate sports practice [3]. College students generally start their internship in their third school year. In response to this actual situation, schools accordingly reduce the class hours and credits of PE course, and the curriculum for basic and elective courses is simplified as an elective course. As long as a student can attend classes in the specified time and get a certain credit in the examination, he completes all the physical education courses.

At present, most of the higher vocational colleges have paid corresponding attention to the teaching of sports culture. The explanation of sports culture and preaching about the origin and development of specific sports items make students integrate into higher vocational education with sports atmosphere under the premise of deeply understanding the connotation culture of sports.
HOW TO IMPLEMENT THE CONSTRUCTION OF CAMPUS SPORTS CULTURE IN HIGHER VOCATIONAL COLLEGES

Strengthening the connection between the construction of campus sports culture and concept of vocational education

Students in higher vocational colleges are faced with employment. The educational philosophy of colleges should focus on the “employment-oriented and service-oriented” to train special skilled talents who can adapt to the employment of higher vocational students. As an important part of school education, campus sports culture is also an important part of students’ quality. It should pay attention to the physical and mental development of students and focus on students' all-round progress in spirit, thoughts and other aspects of the quality to improve their sports ability and physical health and help them form a positive sports spirit. Colleges should strengthen the application of the campus sports culture construction in the aspect of students' future occupation development. According to the occupation-oriented principle, students of different majors should be arranged for different sports trainings, which not only can promote the mastery of sports and fitness skills, but can also strengthen their expectations and confidence of the occupation development in future. It will play a better role in improving the development of students in higher vocational colleges.

Improving the organization and management mechanism of PE courses in colleges.

At present, many higher vocational colleges have launched a reasonable and feasible management system for the reform of sports culture and physical education, which will be further strengthened in the future. The diversified incentive mechanism is a scientific method in modern university management system and it can help colleges to master human resources. At the same time, faculties can also achieve their career planning and salary expectations through an incentive compensation system, with the success of the incentive system. For the construction of sports culture in higher vocational colleges, teachers are indispensable and important factors. Colleges should lay stress on teachers to help them develop higher expectations for their careers, which will help to develop a more rational teaching system of sports culture and form a good atmosphere for physical exercise.

The main objects of college vocational education are fresh students who have complicated thought, rich emotion and infinite development Possibilities. Therefore, it should not only focus on the teaching of professional knowledge and ability, but should also strengthen the training of the students’ psychological quality. In this sense, it is necessary to emphasize the “humanism” of education in higher vocational colleges and highlight teachers’ mastery of common cultural knowledge which has the intrinsic value of cultivating humanistic spirit and quality. Teachers of higher vocational colleges should be good at communicating with students by using professional and approachable language, which is largely dependent on their knowledge level. Furthermore, teachers should also be good at using knowledge of different fields to help students understand contents of the course or form comprehensive abilities. It can be seen clearly that, in addition to professional knowledge and ability, college teachers must have the knowledge of the comprehensive field, which requires them to pay attention to learning and
accumulation. Any opinion or viewpoint of college teachers may have an important impact on students’ learning and growth.

**Strengthening the arrangement of extracurricular sports activities in higher vocational colleges to embody the sports culture atmosphere**

Extracurricular sports activities are the supplement and extension of PE curriculum. Since more and more attention has been paid to modern extracurricular sports activities, most of the higher vocational colleges have time requirements for extracurricular sports activities which students have to take every day. As an important part of sports culture in the campus, the significance of extracurricular sports activities has been deepened under the requirements of “sunshine sports” and “quality physical education”. For example, the development of basketball is one of the important forms of extracurricular activities in higher vocational colleges. As an important part of sports culture in the campus, the significance of extracurricular sports activities has been deepened under the requirements of “sunshine sports” and “quality-oriented physical education”. Basketball has long been one of the main outdoor sports activities in China's colleges, and it has greatly enriched the form and content of sports in colleges. The basketball sports events and activities emerge endlessly in colleges, greatly promoting the prosperity of the campus sports culture. At the same time, the convenient way of exercises also deepens young students’ interest and it has been very popular for them to exchange of basketball skills and culture through matches. Therefore, it is needed to strengthen the development of sports extracurricular activities, such as basketball and football, to enhance the sports atmosphere in higher vocational colleges.

**Strengthening the ability of PE teaching in higher vocational colleges**

Although PE is course has wide audience, its development in vocational colleges is affected by the following factors, including school administrators, teaching performers and participants. First of all, school leaders directly decide whether or not a sports-related course can be implemented. The approval of school leaders for the physical education curriculum is the entry into the campus. This is also the impact of policy issues on physical education curriculum and culture. With the recognition of the school leadership, the relevant teaching can get necessary funds and equipment support, and even professional research team can be introduced to better serve the development of sports culture in colleges. At the same time, it should be clear that the teachers in colleges are the direct practice support of PE teaching. Good teachers give play to the functions and characteristics of physical exercise to stimulate students’ interest in learning, which is very beneficial. But there is no experienced full-time teaching teacher in most of the higher vocational colleges. The teachers who are good at teaching other subjects teach PE blindly and they just repeat what the book says, which is completely disjoint of the student's actual needs and methods of physical exercise. This has gradually become a major factor restricting the development of sports culture in higher vocational colleges. Students themselves are also one of the factors that hinder the development of sports culture, while the lack of students' understanding of sports culture is the root cause of the lack of a solid foundation for sports culture.
In recent years, the talents for PE teaching are gradually abundant and diversified with the updating and rapid development of faculties in higher vocational colleges. Through the study of several schools which have already set up a comprehensive PE curriculum, PE teaching talents with higher-diploma (master degree and above) have played the primary responsibility in the team of the school's PE teaching. As professional research and academic staff, they have a wealth of knowledge and practical experience in physical exercise and the theory and practice of various ball games. By providing corresponding guidance for students, comprehensive teaching requirements of PE curriculum can be achieved and the students' academic atmosphere is cultivated, which will have a beneficial impact on the development of sports culture in higher vocational colleges.

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CONCLUSION

In summary, with the development of people's sports consciousness, sports culture has become a characteristic of PE teaching in higher vocational colleges. At the same time, it has an impact on more and more young students relying on its own charm and extensive influence. The actual impact of sports culture can be used to fully mobilize the enthusiasm of teachers and students and improve sports teaching ideas, so as to spread influence sports further. In this way, more and more college students will pay attention to sports culture and the corresponding physical exercise, step out of the dormitory and get close to nature, embracing a brighter future.

REFERENCES