

# Preliminary Study on Campus Sports Culture Construction

—Taking Changzhou Liu Guojun Higher Vocational Technical School as an Example

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## Abstract

Through the practice research on the campus sports culture construction of Liu Guojun higher vocational technical school in Changzhou, it is found that there are many sports competitions in various forms in campus with wide participation. The construction of campus sports culture forms a new mode of sports culture construction in higher vocational colleges with sports competition as the carrier, competition promotion as the window and promotion connotation as the core. This article aims to build a harmonious campus and promote a harmonious society through the construction of campus sports culture by studying the case of Changzhou Liu Guojun higher vocational school campus sports culture construction.

## Keywords

Higher Vocational Colleges, Sports Culture, Construction, Research

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## 1. Introduction

Campus sports culture is a harmonious social culture, which is gradually formed in the course of long-term teaching, scientific research and administrative management in schools. A good campus sports culture will give people an invisible power and will arouse people's desire for sports. The majority of students in vocational schools are intellectually helpless and passively accepted into vocational schools. Psychologically, due to the lack of academic promotion, they often have a sense of inferiority. At the same time, due to lack of self-management and self-learning ability, so the mental outlook of a large number of students is not good (Pan, 2002). As to the concept of campus sports culture construction, the

ministry of education (Teaching Gao [1998] 12) points out in *A number of opinions on strengthening college students' cultural quality education* that Campus culture plays an important role in cultivating the students' sentiments, playing the role of the virtues, honing the will and shaping the self. Campus culture is a specific culture presented on campus. It is a group culture that takes students as the main body, takes extracurricular cultural activities as the main content, takes the campus as the main space, and takes the campus spirit as the main characteristic (Mao, 1996). This particular cultural atmosphere is connected with the education purpose, the direction of cultivation, the school discipline, and the way of life. It not only contains the two categories of physical and spiritual forms, but also distinguishes between the dominant culture and the recessive culture.

Campus sports culture is a subculture in a certain environment of campus. As an important part of education, the construction of the humanistic environment and cultural atmosphere in campus plays an important role in cultivating students' sentiment, strengthening virtue and wills and shaping the self.

## **2. The Goal of Changzhou Liu Guojun Higher Vocational Technical School Sports Culture Construction**

Based on clarifying the promotion of sports competition on the campus sports culture, this paper establishes the sports competition as the grasping hand of campus sports culture construction by investigating the current situation and effectiveness of the sports competition in Changzhou Liu Guojun higher vocational technical school and reflects the value of campus sports culture through colorful sports activities.

Change the concept and reconstruct the framework of after-school sports competition (Tao, 2002). Establish teaching first, then group. On the basis of module teaching, we carry on the group competition project continuation and development. In order to form a special form of extracurricular sports competition in Changzhou Liu Guojun higher vocational technical school, we concatenate competitions of some kind of type and develop a sports competition implementation plan with the characteristics of Changzhou Liu Guojun higher vocational technical school. Finally, according to the implementation of sports competition, the new mode of sports culture development in Changzhou Liu Guojun higher vocational technical school is shaped.

Combine the sports resources of the new campus. On the basis of keeping the original sports competitions, schools should develop new sports competitions (tennis, table tennis, badminton, etc.) and sports competitions which can reflect the campus sports culture spirit (sports photography, composition, physical design, traditional sports, etc.). According to the principle of total participation, the competition rules of sports competitions are formulated. Schools should also organize and manage sports competition projects scientifically, carry out researches on sports competition projects which embodies the spirit of campus sports culture (Such as sports photography, sports essay, sports design, tradi-

tional sports and so on.) and build sports competitions with different goals in different stages.

Carefully consider the organizational forms of each project. Organize and manage various sports competitions scientifically. According to the rules of different competition projects, schools could adopt different forms of competitions with departments or faculties as unit, class as unit and individual as unit, and set the limit by grades. The name of each competition, competition logo, competition slogan, competition slogan, etc. could be collected in the whole school to realize the interaction between sports competition and campus sports culture.

### **3. The Ways of Campus Sports Culture Construction.**

Carry out the overall planning of the school's after-school sports competition (**Table 1**) and complete the specific implementation plan of each project to gradually form the annual normal pattern of Changzhou Liu Guojun higher vocational technical school sports competitions, which enriches the interactive forms of sports competition and campus sports culture construction in Changzhou Liu Guojun higher vocational technical school (Liu, 2000).

#### **3.1. Gradually Establish the Administrative Organs of Sports Competition**

To realize the scientific management and organization of sports competition activities and highlight the main theme of the interactions between sports competition and campus sports culture construction, schools could penetrate and spread campus sports culture in the process of sports competition (Shen, 2002).

Whether the construction of campus sports culture can achieve good results or not depends on our attention on the importance of the organization and management of sports culture activities. The original sports activities in Changzhou Liu Guojun higher vocational technical school only focus on the development of the rules of the competition, and the infiltration of sports culture in competition activities lacks thinking and practice. The organization and management of the competition is mainly carried out by the teachers of the sports department. Due to the shortage of human resources, it is very difficult to think about spreading campus sports culture spirit in sports activities. Due to the lack of publicity, the coverage of participating students is not extensive. Sports competitions become the stage for some individual students as a result. The intrinsic value of campus sports culture is hard to be reflected in activities. Through the joint research and reflection of all PE teachers, the current sports activities are organized and managed by the office of student affairs, youth league committee, logistics department, student union, faculties and sports department. The sports department has put forward the overall plan and concrete implementation plan of Changzhou Liu Guojun higher vocational technical school's annual sports competition. Strengthen the propaganda and management of sports culture with the help of faculty and students before the competition. For example: department teachers and students help design and make

**Table 1.** Extracurricular sports competition activity schedule of Changzhou Liu Guojun higher vocational technical school in 2011.

Time	Projects	organizational forms	Participate methods
Sep.	School track meet	Faculty as unit	Require the total number of participants
Sep.	fun basketball	Class as unit	Whole school organize and divide by grades
Sep.	Volleyball relay	Class as unit	Whole school organize and divide by grades
Sep.-Oct.,	The Guinness single challenge on campus.	Individual as unit	Whole school organize
Nov.	push-and-pull	Class as unit	The 1st stage is organized by faculty, The 2nd phase department selects the team to compete and divide by grades.
Dec.	kicking shuttlecock	Individual as unit	Whole school organize
Dec.	rope skipping	Class as unit	Whole school organize, 1-min: Individual as unit, 3-min: class as unit,
Jan.	long distance race	Class as unit	Whole school organize and divide by grades
Mar.-Apr.	Table tennis	Individual as unit	128 male and 128 female, until quota is filled up.
Mar.-Apr.	badminton	Individual as unit	128 male and 128 female, until quota is filled up.
Mar.-Apr.	tennis	Individual as unit	64 male and 64 female, until quota is filled up.
May	basketball 3 - 3	Free team competition (6 people)	Whole school organize, 64teams until quota is filled up.
May.-Jun.	volleyball	Class as unit	Faculty organize the 1 <sup>st</sup> stage (May), Select teams to compete in the 2 <sup>nd</sup> stage, and divide by grades (early Jun.)
May.-Jun.	basketball	Class as unit	Faculty organize the 1 <sup>st</sup> stage (May), Select teams to compete in the 2 <sup>nd</sup> stage, and divide by grades (early Jun.)
Jun.	Sports Photography Sports essay	Individual as unit	Whole school organize, present and evaluate each term

sports festival emblem and poster; Students play the role of referee in all competitions; Each department is responsible for the selection of the department in the preliminary stage. These measures enable the campus sports culture to infiltrate into the competition activities and play the role of encouraging the teachers and students the whole school to participate.

### 3.2. To Enlarge the Content of Sports Competition and Shape the New Mode of Sports Culture Development in Changzhou Liu Guojun Higher Vocational Technical School

In the research process of this paper, we get the strong support and concern of all the teachers in the sports department. PE teachers propose that only by innovating, endowing the content of sports competition with new connotation, shaping the new mode of sports culture development in Changzhou Liu Guojun

higher vocational technical school, and letting the innovative sports competition gradually become the representative school's propaganda, and establishing the school image can make the development of campus sports culture keep a sustainable way, and can let sports competitions be really full of vitality and achieve good results. At present, the sports department not only carries out the hot projects and activities which are closely related to students, for example: basketball, volleyball, badminton, table tennis, and tennis competitions, but also keeps innovating, carries out various activities that are close to students' life, cultivate students' comprehensive quality and embody sports spirit culture, for example, the Guinness book of events on campus, small competition judges, dragon and lion dances, yoga optional course, taekwondo, and sports dance clubs. These activities not only enhance students' interest in sports, but also make the more students participate in sports activities. The activities have effectively cultivated the students' comprehensive qualities and laid a good foundation for the smooth progress of sports competitions. In addition, in order to encourage some students with poor physical quality and skills to participate in sports competition activities, the sports department has expanded the contents of sports competition, for example: student sports photography, sports essay and sports health knowledge lecture. These activities have attracted more students' attention and drawn a large number of students (Brewer, Van Raalte, & Linder, 1993).

In order to make the traditional sports activities (such as track meet, campus sports and fitness festival) highlight the elements of campus sports culture, Changzhou Liu Guojun higher vocational technical school has put forward many new measures which embody the spirit of sports culture.

For example, the winning athletes stand on the podium and accept the awards from school leadership. In addition to maintaining the original teachers' martial arts performances, students Taijiquan performed in the opening ceremony, the dragon and lion dance and Tae kwon do are added to show sports etiquette and sportsmanship.

These measures raise students' awareness of sports culture subconsciously and encourage students to participate in sports. The comprehensive effect of these activities will eventually make the sports competition an important window for the school to publicize and establish the school image. A harmonious campus sports culture is gradually forming (Curry & Strauss, 1994).

#### **4. Conclusion**

At present, Changzhou Liu Guojun higher vocational technical school sports competition is rich and colorful. The construction of campus sports culture forms a new mode of sports culture construction in higher vocational colleges with sports competition as the carrier, competition promotion as the window and promotion connotation as the core. The sports department of Changzhou Liu Guojun higher vocational technical school is constantly improving the relevant management system of sports competition, adopting various measures to

increase publicity and improve students' sports enthusiasm. In the interaction between sports competition and campus sports culture construction, the sports department of Changzhou Liu Guojun higher vocational technical school adheres to the spirit of campus, promotes the connotation as the core, and strive to explore and build the campus sports culture that conforms to the characteristics of the school. To achieve the effect of multi-dimension of sports competition, students should have a certain ability of comprehensive physical education. The normal development of sports competition is related to the teaching effect of physical education curriculum. Only on this basis, the continuation and development of the group competition project can reflect the value of sports competition project development and keep the students' participation in sports activities. Therefore, there is still a long way to go to realize the research task of the interaction between sports competition and campus sports culture (Zhou & Chen, 2007).

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