

Research on the Culture Connotation of Campus Football

Dongqiang Wei

Jiangnan University, Wuhan, Hubei, 430056, China

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Abstract: Football is a popular sport, which makes young people obsessed. They often engage in football, which is conducive to the formation of good mental and ideological qualities, has a huge impact on the formation of their own good character, and can enrich students' after-school life. , Popularize students' sports knowledge. This article defines the concepts of campus football and campus football culture, analyzes the cultural connotation, composition and mutual relations of campus football, so as to open up a better path for the development of football and make better contributions to campus football. Promote the development and strength of Chinese football.

1. Introduction

Football is called “the world's No. 1 sport”. It affects the hearts of hundreds of millions of people and deeply attracts the attention of all mankind. Its charm has far exceeded the scope of sports. In a sense, it reflects not only the essence of the sport, but also the cultural value brought by the sport. Its cultural value can deeply reflect the cultural connotation of a country and a nation.

Football culture is a part of sports culture, and it is also a branch of sports culture, and football culture is inseparable from the traditional cultures of nations around the world. Marx once said: The essence of any culture is that man is creating change, and it is man himself that makes the historical process of nature, society and mankind change. Because football culture is a part of sports culture, football is a kind of sports. Therefore, football culture is “the sum of material and cultural wealth created in the social and historical practice of human society.” It is also the sum of everything created by human beings in this football game with the human heart, behavior and other things. Therefore, we can think of football culture as a culture-related complex created when people participate in football.

2. Campus Football Culture

Campus football itself is a kind of culture. Culture is humanization, a special system that exists in nature. Culture is material or spiritual. There are two definitions of culture, one is culture in a narrow sense, which refers to the adaptation of human social behavior consciousness to social system norms; the other is culture in a broad sense. It refers to the sum of the process of material and spiritual wealth created by people. However, as far as campus football culture is concerned, campus football culture belongs to a small part of the big category of culture, and because football itself belongs to a kind of sports, and sports are used as a means of education in campus culture. From this perspective In other words, the means of cultural implementation are education and sports,

which makes culture more specific and can better reflect the value of culture. In other words, the real core shown by sports is culture. Therefore, campus football culture is formed by the combination of sports culture and campus culture. Therefore, by analogy, culture is the real core content of campus football activities, and it is also the highest state pursued by campus football activities. The development of campus football requires cultural construction as the core content. From the perspective of the current cultural structure, the combination of the cultural commonality of sports culture, football culture and campus culture constitutes a campus football culture. Summarizing a large amount of data, it is found that campus football culture is most suitable for the “four-point method” of the cultural structure hierarchy classification. Now we propose the definition of campus football culture: campus football culture is a cultural product formed during the development of campus football activities, including material conditions and behavioral methods. The four aspects of spiritual connotation and system policy. Because when the development of a sport reaches a certain level of rationality, people will give them cultural connotation.

3. The Cultural Connotation of Campus Football

3.1 Culture is the Essential Attribute of Campus Football

The essence of campus football is culture. Because football is a kind of sports, and sports as a means of education and education itself belong to the category of “the general term of material wealth and spiritual wealth created in the practice of human society and history” (general culture). From this perspective, sports and education are both the means by which culture is implemented, and it is the embodiment of culture. In other words, the real core of sports (football) is culture. Campus football is a combination of sports and education, and is the product of applying sports to educational practice. Therefore, culture is also the real core of campus football and the essential attribute of campus football. Cultural construction is the core work of campus football. From the perspective of the impact on people, the impact of culture is subtle and lasting, and when sports is a pure project, the impact on people is relatively staged and transient. Therefore, only when it rises to the height of culture, the influence of sports will be stronger and lasting.

3.2 People (Student) Oriented is the Core of Campus Football Culture Construction

The implementation process of campus football activities is the “humanization” process of football projects. It is the process of football project practice influencing and transforming people, and it is also the process of people's active role in the development of football projects. For campus football, “people” refer more to the vast number of young students participating in football activities. It can be said that students are the core of the construction of campus football culture, and the development of campus football activities should be based on the majority of young students. Of course, the “people” in people-oriented can also include physical education teachers, principals, managers and other groups, but from the perspective of the basic goals of campus football-quality education and football talent training, compared with students, these groups are still in the “marginal” position, students are the core of all groups. The health of students is the basic premise of people (students) oriented. People-oriented development of campus football activities is an inevitable requirement for the extensive, in-depth and sustainable development of campus football activities. Without the active participation of the majority of young people, campus football will inevitably be reduced to empty talk. The development of campus football activities cannot circumvent the basic premise of the healthy development of students' physical and mental health. It should “promote the healthy growth of students as the starting point and end of all school work.”

Compared to students, football is second. The development of football projects in schools must first meet the basic needs of students' quality education, and secondly, consider the issue of sustainable development of the project itself. It should be fully realized that in order to make the football project take root in schools, continue and develop it for a long time, and finally meet the basic goal of football talent training, so as to serve the revitalization of Chinese football, we must first clarify the relationship between students and football. In terms of problems, students are the first, and the development of football is second. Of course, the first student and the second football player are not contradictory opposites, but a dialectical unity relationship that complements each other. Without the active participation of young people in schools, the development of football projects would be impossible. The extensive development of football projects in schools provides a powerful “handle” for comprehensively implementing quality education, improving the physical fitness and teamwork spirit of young people. “. In other words, the sustainable development of campus football and football projects should be built on the basis of people-oriented (student-oriented).

4. Research Status of Domestic Campus Football Culture Construction

With the development of domestic football in full swing, but my country's football population base cannot keep up with the pace of the development of football, therefore, football sports cultivate and select outstanding football reserve talents through the campus platform. The development of campus football is inseparable from the construction of the platform of campus football culture. Therefore, the construction of campus football culture has far-reaching significance for the physical and mental health of students and the development of the country's football competition level. In the study of the construction of campus football culture for teenagers in my country, Li Tie put forward that: material conditions meet the foundation of campus football culture construction; a sound system guarantees the smooth development of campus football culture construction; campus spiritual culture construction is the pursuit goal of campus football culture construction and development And direction; the construction of campus behavior culture is the core system of the construction and development of campus football culture. Therefore, it is necessary to improve the campus football hardware facilities, establish a complete set of rules and regulations, and further strengthen the promotion of campus football. Li Gaoping's investigation and analysis of the football sports carried out by the traditional football schools in Suzhou thinks that: the football sports carried out by traditional football schools refers to the situation of campus football population, as well as the status of students' daily training and participation in competitions. It has a great influence on the development of campus football. These basic factors can arouse the attention of campus football management departments and formulate relevant supervision and evaluation systems, which will be more conducive to the development of campus football and football. Huang Deyi's research on the countermeasures of the youth campus football training system in my country believes that because of the current imbalance in economic development across the country and the imbalance of campus material conditions, it is necessary to formulate relevant systems and sufficient funds to ensure the smooth implementation of campus football. It also regularly trains school teachers to improve the basic qualities of the teaching staff, continuously improve the student's advancement mechanism, and improve the campus football game system. Zhang Rui pointed out in the current Nanchang school campus football activities that the principal personally implements and supervises, improves the school football field facilities, strengthens the promotion of campus football culture, and establishes a supervision system and evaluation system in line with the construction of campus football culture. When discussing the development of “campus football”, Gao Xiang pointed out that during the development of campus football, on the one hand, the basic facilities of the school

must meet the requirements of teachers and students and stimulate students' interest in sports. The other side should strengthen the training of coaches' teaching level, expand the influence of campus football activities, improve the game system, and set up an evaluation and guarantee system. In the study of the development dilemma and promotion measures of campus football in Jiangxi Province middle school, Meng Qinglei believes that the development of campus football requires the establishment of a systematic campus management mechanism, training of professional teachers, establishment of a complete system for students to enter higher education, improving the diversified use of venue resources, and establishing funds Guarantee mechanism. Li Kegang believes that the construction of campus football culture is based on the material conditions of campus football (field facilities, curriculum, funding, coaches, campus media), campus football behavior culture (value orientation, behavior style, behavior environment), campus football spiritual culture (Social environmental impact, football concept, football guidance mechanism), campus football system culture (operation mode, regulatory system) four aspects to expand.

5. The Current Research Status of Foreign Campus Football Culture Construction

The level of football in Western countries has always been at the highest level in world football. Basically, these countries have a long history of football, a strong atmosphere, rich cultural connotations, and the material conditions for football are quite complete. The most important thing is that these countries have a very systematic Football reserve talent training system. In building our country's youth football system based on the experience of Japanese campus football, Zhou Jian believes that the level of Japanese football has a place in international competitions and is directly related to the Japanese football talent training model. Therefore, the development of campus football activities in our country should learn from the Japanese campus football development model. The development of Japanese campus football has always adhered to the training model of football reserve talents connecting elementary schools, middle schools, universities and clubs. In addition, with the help of government and social forces, the policy and financial resources are guaranteed for the development of campus football. Zhang Wei pointed out that the cultural structure system of British football is closely related to the culture of each city in the exploration of British urban football culture. Combining local characteristics to develop football sports culture, formulating a sound football system culture, enriching football culture is conducive to enhancing the soft power of the city . Lai Chun pointed out that football culture is constructed from three aspects in Icelandic football culture construction and its enlightenment: artifact culture, spiritual culture, and institutional culture. The construction of artifact culture is conducive to increasing venues and equipment and increasing the football population. The construction of spiritual culture is suitable for carrying forward the spirit of teamwork, and the institutional culture is suitable for cultivating the standardization of the team system. Behavioral culture is suitable for cultivating team cohesion. Pu Yijun pointed out that the unique cultural temperament of Argentina football is inseparable from the profound cultural background of Argentina in the formation of the cultural characteristics of Argentina football and its enlightenment. Argentina's unique cultural character is formed by the national experience and is a cultural symbol of the strong Argentine football. It is closely related to the divided social structure of Argentina. To sum up, there are many types of research materials on the core values of campus football culture construction. The main point is that the construction of campus football culture is aimed at creating an atmosphere of campus football activities, enhancing students' physical fitness, and stimulating students' interest in football. It is of great significance in shaping students' good character and cultivating a good outlook on life, world outlook and values. Lay the foundation for China to cultivate football reserve talents and explore a campus football road with Chinese and national characteristics.

6. Conclusion

Culture is the essential attribute of campus football, and people (student)-oriented is the core of campus football culture. The construction of campus football culture is an efficient measure to cultivate students' sports interests and hobbies, and to form good physical exercise habits. It is an effective means to comprehensively implement quality education, promote sunny sports, and build a good campus culture. Use football culture construction as a means to promote the pace of campus culture construction, make football activities an important content of campus cultural activities, a way of life that accompanies the growth of students, and an important carrier for the spiritual sustenance of students and the construction of school culture.

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