

Thoughts on the Sustainable Development of National Youth Campus Football

Dongqiang Wei

Jiangnan University, Hubei, Wuhan, 430056, China

Keywords: Thoughts, Sustainable development, National youth campus football

Abstract: The national youth campus football activity is abbreviated as “campus football”. It is an effective means to promote the physical health of young people, cultivate all-round development of football reserve talents, and promote the improvement of the level of football in my country. The development of campus football is a systematic project that requires all levels of government, society, schools and families to work together to complete it. In the process of development, it is necessary to scientifically evaluate its development ability and level, and analyze its advantages and existence. The deficiencies are the key to monitoring, regulating and correctly guiding campus football to take the road of sustainable development.

1. Introduction

On April 14, 2009, the Ministry of Education and the State Sports General Administration jointly issued the “Notice on Launching National Youth Campus Football Activities” (Tiqunzi {2009} No. 54), announcing the joint establishment of the National Youth Campus Football Work Leading Group, leading 2200 schools in 44 cities across the country have extensively launched campus football activities. On November 26, 2014, Liu Yandong, member of the Political Bureau of the CPC Central Committee and Vice Premier of the State Council, attended and delivered a speech at the National Youth Campus Football Conference in Beijing. He emphasized that to implement the important spirit of the general secretary and Premier Li Keqiang’s speech, we must adhere to sports. Combining education, do a good job in youth football, further popularize campus football, promote healthy and multi-faceted development of youth in our country, and provide reserve talents for the development of football in our country.

On March 16, 2015, the General Office of the State Council issued the “Overall Plan for the Reform and Development of Chinese Football”, proposing reforms to promote the development of campus football: play the role of football education; promote the popularization of campus football; promote the common development of cultural learning and football skills; promote youth Large-scale growth of football talents; expansion of the teaching staff.

On August 25, 2015, the Ministry of Education announced the list of national youth campus football characteristic schools and pilot counties (districts) in 2015. After a comprehensive selection, 8627 primary and secondary schools including Beijing Chongwen Primary School were identified and named as national youth campus football. Featured schools, 38 counties (districts) including Yanqing County in Beijing are the pilot counties for youth campus football nationwide. This series

of actions shows that the reform and development of campus football in our country has ushered in an unprecedented great opportunity.

2. The Campus Football

The essence of campus football that is different from other football activities is the organic combination of promoting the physical and mental health of young people and cultivating all-round development of football reserve talents. Therefore, this article finally defines campus football as a football activity aimed at students of all grades receiving academic education as the main goal to promote the physical and mental health of young people and cultivate all-round development of football reserve talents.

3. Sustainable Development of Campus Football

When studying the sustainable development of campus football, it is necessary to clarify the concepts of sustainability, development and sustainability. Essentially, sustainable development includes two aspects: sustainability and development. The so-called continuation means continuation and continuation, and the so-called development, in a philosophical sense, is the process of continuous advancement of things. Therefore, sustainable development has dynamic characteristics, and it emphasizes the process of development within a certain period of time.

The sustainable development of campus football focuses on the specific field of campus football to study how it can achieve sustainable development. The purpose of campus football activities is not only to cultivate reserve talents for the football cause of our country, but more importantly, to promote the physical and mental health of young people. Balanced development of campus football and other educational activities and harmonious development of campus football and society.

Campus football can survive under the condition of obtaining basic conditions. With the promotion of management and innovation and the support of social security, it can promote the physical and mental health of young people and cultivate football reserve talents, while balancing the relationship with other educational activities. Realize the healthy development of campus football.

4. The Background of the Sustainable Development of National Youth Campus Football

The physical health of adolescents continues to decline. The development of adolescents is the hope of a nation's development, especially the physical health of adolescents. This is not only closely related to their own life and work, but also has a profound impact on the quality of the entire nation and the development of the country. In the past two decades, my country's economic development has shown an upward trend, while the physical condition of adolescents has shown a downward trend. This is well known, especially since 2000, as the living conditions of Chinese adolescents continue to improve and increase, their height, weight, The morphological and developmental indicators such as bust showed continuous growth, while the physical fitness such as vital capacity, speed and strength continued to decline.

In this context, our country vigorously develops campus football because it is of great significance for football to enter the campus. There are a lot of running, passing and receiving exercises in football, which can not only improve the physical qualities of young students such as endurance, speed, coordination and agility, but also cultivate their spirit of unity, cooperation and hard work. Therefore, the development Campus football is of great significance to the comprehensive and coordinated development of young people's body and mind.

The lack of Chinese football reserve talents. Chinese football has achieved good results in Asia.

Since the 1990s, a series of reforms have promoted the initial development of professional football. However, the ideological eagerness for quick success, lack of understanding, backwardness in organization, lack of talent, and lack of supervision For various reasons, the development of football in our country has not been supported by the public. The atmosphere in the football industry has deteriorated, and football results have been on a downward trend. On the one hand, in the current environment of poor development of domestic football, the domestic football atmosphere is low, which greatly affects the training of youth football reserve talents. On the other hand, the 1992 Hongshankou Conference promoted football to the market, making it self-development and professionalism. However, the professional reform of football has directly led to the collapse of the football talent training system of the provincial and municipal sports teams on which football depends. At the same time, the football training, training, and transportation system based on ordinary schools has not been established in time. This has become One of the important factors that led to the sharp decline in the current Chinese football registered population and the serious shortage of reserve talents [.

Therefore, the comprehensive development of campus football activities is not only conducive to promoting the all-round development of young people's body and mind, but also laying the foundation of talents for the development of Chinese football. It is an important measure for the all-round development of our country.

The sustainable development of campus football requires a scientific evaluation system. The main goal of campus football is to enhance the physical fitness of students and cultivate all-round development of football reserve talents. This can be clearly seen from the guiding ideology of campus football activities. At the same time, campus football is a complex systematic project that must be sustainable. Development is not something that can be achieved by one's own power, but requires the concerted efforts and coordination of multiple parties to jointly promote the sustainable development of campus football. Since the reform and opening up, our country has developed football many times, but it has not achieved good results. The fundamental reason is that it has not followed the law of football talent training and carried out football activities blindly. Therefore, the sustainable development of campus football should be integrated Evaluation theory and sustainable development theory are the premise, and scientific decision-making on this basis can better promote the healthy and sustainable development of campus football.

5. Considerations on the Sustainable Development of National Youth Campus Football

Clear the division of labor and establish a standardized management system. At the 10th meeting of the Central Leading Group for Deepening Reform, Comrade Xi Jinping emphasized that the development and revitalization of football must overcome the system and mechanism defects that hinder the development and revitalization of football, and provide better institutional guarantees for the development and revitalization of football; the key is to follow the right path and focus on playing. Build a good foundation for the masses, consolidate the foundation of talents, start from the baby, start from the grassroots, and start from the foundation. Therefore, it is necessary to establish a campus football management system with clear responsibilities led by the education department and active participation and support by sports and other departments. The education department focuses on the launch, organization, and popularization of activities, with emphasis on football teaching, after-school training and competition, and construction of venues and equipment. , Security and fund management. The sports department emphasizes support in teacher training, professional technology, competition protection, etc., and the two jointly develop activities management methods, implementation plans, talent training, and funding guarantee measures. .

The sports department shall strengthen the support of education and provide professional

technical support. At present, the serious shortage of excellent coaches is a major bottleneck restricting the popularization of campus football. Therefore, at this stage, in addition to strengthening the training of physical education teachers in schools, organizing coaches, lecturers, outstanding retired football players to the cities, and schools to carry out tour lectures and coaching, etc., in addition to the large number of schools in my country, more schools need training. There are many situations that cannot be solved in the short-term. Local sports and football associations should also strengthen their support for education, and select outstanding football coaches who know teaching and management from local sports, football associations, sports schools and other departments to enrich the ordinary primary and secondary schools to carry out football education support. To make up for the lack of professional football teachers in primary and secondary schools.

With the help of the famous school effect, promote the deep integration of education and sports. In the process of campus football development, we should change our concepts and fully understand that competitive sports can only have the motivation for sustainable development only when it returns to the campus, so that the school's educational laws and the training laws of competitive sports can be effectively integrated. From the current point of view, it is an effective method to implement the combination of education and sports by taking advantage of the effect of local famous schools. That is, the two departments of education and sports are jointly responsible for the selection of football specialty students, ideological education, cultural learning, daily management and training competitions. Students are arranged to study in various classes and participate in football training after class. The school is mainly responsible for students' cultural teaching and daily education management. Sports school coaches and school physical education teachers are jointly responsible for carrying out after-school training, so that students can enjoy high-quality educational resources at the same time. The level of sports can also develop better, and achieve a double harvest of culture and sports, so as to promote the popularization and promotion of campus football and the improvement of the overall level.

Strengthen the construction of campus football culture and build campus brand. In the process of campus football development, primary and secondary schools should pay attention to the creation of campus football culture atmosphere, give full play to the function of cultural education, and carry out campus football culture construction according to local conditions, so that football can take root on campus and integrate into student life. For example, display boards and photo exhibitions can be produced. , Football Celebrity Wall, and launching fun football activities to promote campus football to increase students' enthusiasm for participating in football activities; schools should also incorporate campus football into sunshine sports activities, actively promote campus sunshine football activities, create a football culture atmosphere, and spread football knowledge And skills to form a situation of "there are teams in every class, and activities every month and every month"; schools should also make full use of various media to build a platform for communication and exchange of campus football information, and exchange confusion and feelings in campus football activities. Show their achievements and create a good cultural atmosphere conducive to the development of campus football.

Establish and improve the incentive mechanism and evaluation system. In order to improve the participation enthusiasm of schools, teachers, coaches, students and parents of campus football-related deployment, it is necessary to formulate corresponding incentive mechanisms such as assessment and evaluation, promotion of professional titles, advancement, scholarships and related policies and regulations, and implement them well. It is necessary to actively explore the enrollment model that connects the enrollment of each school, form a corresponding enrollment and reasonable mobility policy of football players, allow the reasonable flow of football special students during admission, and smooth campus football student athletes to enter the upper-level school and various excellent sports The channel of the team, as far as possible to reduce the loss of students with

football talents, to achieve the sustainable development of campus football. At the same time, it is necessary to conduct regular assessments and evaluations of the schools, adhere to scientific and operability evaluation, implement dynamic management, regular “upgrade and downgrade” system and funding rewards and punishment systems, and earnestly grasp the work of campus football activities.

6. Conclusion

The nationwide youth campus football work must be student-oriented, face to the whole, focus on popularization, dilute the color of competition, and remember to engage in face-saving projects. It is necessary to actively cultivate students' interest in football, master football skills, promote the physical and mental development of students, and enable students to form a healthy and civilized lifestyle. Only in this way can the development of national youth campus football have hope and the realization of Chinese football dreams is just around the corner.

References

- [1] Wang Min et al. *Dialectical thinking on football entering the campus. Teaching and Management*, vol. 6, no. 20, pp.121-122, 2016.
- [2] Dong Zhongming, Gong Bo, Yan Zhongjie. *Discussion on the development of campus football activities. Journal of Shanghai Sport University*, vol. 2, no. 7, pp. 175-176, 2019.
- [3] Li Weidong, He Zhilin, Lu Yu. *Investigation and analysis of the development of national youth campus football activities. Journal of Shanghai Sport University* vol. 156, no. 40, pp. 159-161, 2018.
- [4] Jia Zhenrong? *Thoughts on the development of national youth campus football. Sports Culture Guide*, no. 8, pp. 11, 2019
- [5] Li Jixia, He Zhilin, Dong Zhongming, etc. *Research on the Development Bottleneck and Breakthrough Strategies of National Youth Campus Football Activities. Journal of Shanghai University of Sport*, no. 1, pp. 6-7, 2015.