

Research on the Cultivation of College Students' Sports Literacy under the Strategy of "Healthy China" and the Countermeasures

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Abstract: This paper analyzes the cultivation of college students' sports literacy by using literature data method, field research method and expert interview method. It finds that the factors that restrict college students' sports literacy training are: the lack of campus culture construction, the chaos of campus extracurricular activities, and the setting of physical education curriculum. Not perfect, the professional quality of physical education teachers is low, and the learning platform of "multimedia physical education" is lacking. A constructive strategy has been proposed for the above status quo, aiming to make a small contribution to the realization of the "healthy China" strategy.

1. Current health status of college students

According to the 2018 Chinese student physique and health research report, the main problems of college students' physical and health status: First, the physical quality of college students continues to show a downward trend. Compared with 2016, the speed, explosiveness and endurance of boys in the 19-22 age group When the physical quality indicators decline, the physical fitness indicators of girls have risen and fallen. Second, the detection rate of poor eyesight is still high, and continues to show a trend of younger age. The number of college students aged 19-22 is 86.36%, up 1.34 percentage points over 2016. Third, the detection rate of obesity continues to rise. The obesity detection rates of urban boys, urban girls, rural boys, and rural girls in the 19-22 age group are 12.15%, 3.32%, 7.99%, and 2.33%, respectively, compared with 2016. The average increase was 2.88, 1.32, 2.20, and 0.92 percentage points. [1]

2. The restrictive factors of college students' sports literacy

2.1 Attention to the construction of campus sports culture is not enough

Although the campus sports culture plays a vital role in the long course of education, it has not received much attention. Many schools are more concerned about the evaluation indicators of teachers and students' scientific research achievements, discipline construction, and degree granting rights. Physical education disciplines are not listed in mainstream disciplines, and are marginalized. There is widespread prejudice in understanding. Sports is a symbol of "simple minds and developed limbs." There is no technology to guide and there is no science-based narrowness. Concept. However, with the development of the times, the progress of society, the importance of sports to health has become more and more prominent, and a single physical education class has not been able to meet the physical and mental development of students. [2]

2.2 The system of college sports culture construction is not perfect

The improvement of school sports management system and the perfection of sports rules and regulations are the important cornerstones of campus sports culture construction, and the key to the scientific, standardized and rationalization of campus sports culture management. It is a powerful guarantee for the smooth development of all campus sports and cultural activities. Strong and powerful execution is the key to the success of the campus sports culture system. Because the campus sports culture activities are rich in content, diverse in form, and large in participation groups, there are certain difficulties in the organization of the competition. If there is no perfect organization

mechanism, the responsible departments cannot coordinate and lack unified professional guidance, then There is no continuity and stability in the organization of sports activities, which seriously affects the construction of campus sports culture. [3]

2.3 Physical education curriculum setting factors

In the formulation of the physical education curriculum system in China, Ignore the teaching of sports health theory knowledge, why is physical exercise? How to carry out scientific physical exercise? How to make a scientific diet? In addition, those sports recovery measures and so on are seriously lacking in sports knowledge. Secondly, the system reform of the curriculum is separated from the evaluation system. Teachers are forced to teach tasks, pay attention to the teaching of sports skills and ignore the evaluation of students' learning process. In addition, the evaluation system is not very good from the actual situation, only a single skill assessment, ignoring the students' usual participation, which has greatly hindered the students' enthusiasm and initiative in learning sports knowledge, and played down the role. The cultivation of students' sports interests.

2.4 Professional literacy factors of physical education teachers

Due to the multi-faceted factors in the training of physical education teachers in China, the opportunities for physical education teachers to participate in training are few, so most physical education teachers' professional skills, sports training, sports health knowledge and other comprehensive skills stay at the undergraduate level or master's degree. At the stage, theoretical knowledge such as sports health is even more lacking. [4] A few physical education teachers have a good old-fashioned professional skill, no timely update and improvement, and students cannot be intuitively standardized. These have seriously affected students' interest in sports and lost their ability to appreciate sports aesthetics. Therefore, the professional knowledge and skills of physical education teachers determine whether students have a comprehensive and scientific study of sports knowledge, and have a very significant role in promoting the cultivation of students' sports literacy. [5]

3. College students' sports literacy training strategies

3.1 Strengthening the construction of campus sports culture

The strong campus sports culture atmosphere is the most important platform for the development of students' sports literacy, and must be highly valued by school leaders. Maximize the optimization of the stadium's hardware facilities, meet the material conditions of students' participation in sports as much as possible; establish and improve the sports culture system, provide a strong guarantee for the smooth development of campus sports activities; give full play to the professional expertise of physical education teachers or physical education students, Effectively organize and guide students to conduct sports activities and sports competitions; at the same time, increase funding and establish more diverse and rich sports associations.

3.2 Reasonable Reform of Physical Education Curriculum System

The reform of the curriculum system should take the sports health knowledge as the premise, and acquire more sports health knowledge to better promote the subjective initiative of students' physical education, to carry out scientific and effective physical exercise. The system of the curriculum and the evaluation system are in harmony and balanced, promoting the development of the curriculum and the physical and mental health of the students, and stimulating the initiative, consciousness, interest and hard work of the students. Finally, the evaluation system is based on reality. Students' assessment cannot be determined by a single skill test. At the same time, students should also pay attention to the level of participation of students. Therefore, the entire evaluation system must master qualitative indicators, quantitative indicators, physical and mental participation, dynamic indicators and skills. Coordinated to form a scientific comprehensive evaluation system, to more effectively improve the effectiveness of physical education classroom teaching, and guide the development of students' physical health literacy.

3.3 Improve the professional quality of physical education teachers

Organize more effective and content-rich sports professional training, and strengthen the credit system management for continuing education. Improve the professional knowledge of teachers in all aspects, have a deeper and comprehensive understanding of the profession of physical education teachers, and understand the value and significance of physical education teachers. More publicity of the important value of sports in society, to shape the sense of pride, responsibility and mission of physical education teachers, enhance the professional identity of physical education teachers, and thus promote teachers' professional beliefs. Strengthen educational practice activities, collectively prepare lessons, and observe each other to promote the teaching ability of physical education teachers.

4. Conclusion

Under the background of healthy China strategy, the cultivation of college students' sports literacy is a long-term and endeavorous effort. It requires the high attention of the state and society, the strong support of school leaders and the active efforts of most sports workers, and the need to strengthen college students' sports. Consciousness, improve the ability to participate in sports, enrich basic sports knowledge and habits of physical exercise, etc., constantly explore effective ways to improve college students' sports literacy, promote the development of physical health, and play an important role in achieving healthy China's strategic goals.

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