

The Role of University Sports Stars in the Construction of University Sports Culture

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Abstract: During the "14th Five Year Plan" period, in the face of the overall situation of the great rejuvenation strategy of the Chinese nation and the unprecedented changes in the world in a century, sports need to base itself on the new development stage, implement the new development concept, and build a Dual circulation. College students, as reserve talents in various fields of our country, building a good college sports culture is crucial to the development of sports in our country This article analyzes the role of university sports stars in the construction of university sports culture from the perspective of spiritual culture, and puts forward suggestions on how to better play the role of university sports stars in the construction of university sports culture, including improving the material foundation, selecting suitable university sports stars, promoting the comprehensive improvement of the comprehensive quality of university sports stars, standardizing and refining the work of sports related departments To provide ideas for the construction of sports culture in universities, we should organize more sports competitions and diverse sports activities, do a good job in promoting sports stars in universities, and shape distinctive sports projects around the expertise of sports stars in universities.

Keywords: College Culture; College Sports Culture; College Sports Stars; Path Research

1. The connotation of sports culture in colleges and universities

Sports culture in colleges and universities has always existed silently in all colleges and universities, and has an influence on all teachers, students and staffs. Sports culture in colleges and universities is a cross-fertilization of sports culture and college culture, and is an important part of college culture, and a good college sports culture will have a series of positive effects on colleges and universities.

1.1 The concept of university sports culture

This paper believes that college sports culture is a unique cultural phenomenon in college campus formed by the intersection, influence, penetration and integration of college culture and sports culture, which is composed of sports teaching activities, extracurricular sports activities and sports-related activities of all teachers, students and staffs inside and outside the campus. It is the material, institutional, behavioral and spiritual wealth formed by the physical education activities, extra-curricular sports activities, sports competitions and other sports-related activities, the daily behaviors and behaviors of all teachers and students, and the sports venues and facilities on the campus.

1.2 The structure of university sports culture

There are many opinions about the structure of college sports culture, including the dichotomy of material culture and spiritual culture, and the trichotomy of material culture, institutional culture and spiritual culture, which are not comprehensive and ignore the part about sports behavior. The material culture of college sports is not only the material itself, but also the information contained in these materials, such as sports sculpture, sports field and so on, which can convey some kind of information to people through careful design and help cultivate people's sports spirit and stimulate their interest in sports. The material culture of college sports is the basis for better sports activities; the institutional culture of college sports refers to the rules and regulations of sports-related departments and

organizations to carry out sports-related activities such as sports teaching and sports competitions, which restrain people's sports behaviors, but within the restraint, it allows people to play their subjective initiative and creativity, and at the same time, it ensures the fairness, rationality and orderliness of sports-related activities. The culture of college sports system is the guarantee for better sports activities; the culture of college sports behavior mainly includes teaching and learning behavior of sports, i.e. regular physical education classes, training of sports techniques and tactics, learning of sports theory classes, sports competitions, sports extracurricular activities and other sports-related behaviors. Among them, teaching style, sports level, sports style and other non-spiritual factors expressed through sports behaviors also belong to college sports behavioral culture, such as whether the teaching activities are humorous and vivid, the level of sports skills and tactics, the style of ball games, etc.; college sports spiritual culture includes sports teaching concept, teaching attitude, learning attitude, sports values, sports spirit, sports motivation, sports interest, sports ethics, etc. It has a profound influence on the campus sports culture in an invisible way and plays a leading role in the college sports culture, among which sports values are the core of college sports culture and determine the development direction of college sports culture.

2. The connotation of college sports stars

High school sports stars are excellent student representatives who have high sports skills and tactics, excellent academic level, positive, high moral quality and correct behavioral style, and are generally admired and pursued by students in the school sports field with high popularity. Sports stars in colleges and universities can effectively bring direct influence to the student body through their own excellent image and the worship psychology of the student body.

For example, the NCAA basketball league in the United States, which is competed by various colleges and universities, has given birth to many college sports stars, and these college sports stars have attracted a lot of attention all over the world. These college sports stars have attracted a lot of attention all over the world and are a force to be reckoned with both inside and outside the school, while the development of college sports stars in China has yet to be improved and the positive effects of college sports stars have not been fully explored. Therefore, this paper conducts a study from a new perspective, i.e. college sports stars, in order to give full play to the role of college sports stars and promote the prosperous development of college sports culture through college sports stars.

3. The role of college sports stars on the construction of college sports culture

There have been college sports stars in colleges and universities, and they have been playing a big or small role in the construction of college sports culture. This paper mainly discusses the role of college sports stars on the construction of college sports culture from the perspective of college sports physical culture, college sports institutional culture, college sports behavioral culture and college sports mental culture.

3.1 Material culture of university sports

High school sports stars can strengthen school-enterprise cooperation and attract investment. High school sports stars can easily become the target of brand endorsement. Through their high technical and tactical level, high moral quality, positive and youthful image, and their original popularity, they can create a positive image for the brand and play a good role in promoting the brand, thus bringing huge economic benefits to the endorsed brand. By virtue of bringing economic benefits, college sports stars can also drive school-enterprise cooperation, as enterprises often attach great importance to economic benefits, and sports itself has significant economic benefits and is a very popular investment object, while the economic benefits that colleges and universities can bring due to the existence of college sports stars will be greatly improved, which will better attract enterprises to invest in sports venues and facilities of colleges and universities, so that The material conditions of the campus will be improved.

High school sports stars can enrich the content of school microblogs and weibo sites. Sports always attracts people's attention, and videos and texts about college sports stars' high skills, good quality and wonderful performance in sports competitions are what people like to see, which can be a good content for school microblogs and WeChat public numbers, thus increasing the number of clicks and playing a promotional role.

3.2 Institutional culture of university sports

High school sports stars can play a role in popularizing the rules of sports. First of all, with their charisma and proper publicity, college sports stars can make more people pay attention to and understand the sports they play, and increase their understanding of the

rules of the sport. Secondly, the high technical and tactical level of college sports stars will strengthen students' desire to improve their own technical and tactical level to meet their pursuit of self-worth, and the deep understanding of sports rules is an effective means to better improve their own sports technical and tactical level, such as Harden, a great player in the NBA with great popularity in the world, and his well-known step-back is based on. For example, Harden, a great player in the NBA, has a great reputation in the world, and his well-known step-back is an innovation based on a deep understanding of the rules of the basketball game, so that his sports skills and tactics have been greatly improved.

3.3 College sports behavior culture

The high technical and tactical level of college sports stars can play a role in regulating students' learning behaviors. The high and correct technical actions of sports stars are like a benchmark that motivates students to perform correct and advanced actions in their sports learning behaviors, which are reflected in physical education classes, training classes, and daily sports activities, so that students' sports technical and tactical levels can be improved. In addition, the standardization of students' sports learning behaviors and the improvement of their sports skills and tactics will also lead to smoother sports teaching behaviors and improved sports teaching quality in universities.

3.4 College Sports Mindset Culture

The image of college sports stars is positive, the hard training and perseverance shown by college sports stars in daily training, the solidarity, love, perseverance, defiance, discouragement, competition and other sports spirit, sports values and sports ethics can influence students implicitly and make them be infected. The high level of skill and tactics of college sports stars, their excellent sports performance and aesthetic movements in sports activities will also stimulate students' desire to learn, correct their learning attitude and increase their interest in sports. For example, in basketball games in colleges and universities, there are always students who perform exceptionally well, and by virtue of their technical and tactical skills and charisma, they attract numerous fans and make students envious and admiring.

4. Suggestions for giving full play to the role of college sports stars in the construction of college sports culture

4.1 Improve the material foundation

Improve school sports facilities, sports slogans, sports newspapers and magazines can be posted in the school to display sports-related content and create a school sports atmosphere, sports facilities can adopt a color scheme design that can better stimulate students' sports spirit, these material conditions can better meet students' sports needs on the one hand, on the other hand, better conditions of sports facilities can also play a role in the filming and promotion of college sports stars better publicity effect.

4.2 Selecting suitable candidates for college sports stars

College sports stars will be promoted in large numbers later, so we must choose suitable candidates. First of all, college sports stars need to have high level of sports skills and tactics, excellent academic performance, college sports stars should also be positive, behave properly, have noble sports morality, correct sports values, sports spirit, etc., be loved by students, and cannot have bad hobbies, so as not to cause bad influence on college students. They should not have bad hobbies, so as not to cause bad influence on college students.

4.3 Promote the overall improvement of the comprehensive quality of college sports stars

The influence of college sports stars on students is huge, and the requirements for college sports stars should also be strict, and they should pay attention to the overall improvement of college sports stars' abilities in all aspects, so as to promote their continuous progress. The academic aspect should also be grasped to maintain excellence, and in other aspects, whether it is moral style, dealing with people, or social etiquette, etc., there should be special people to educate and train them, so as to prompt college sports stars to continue to be comprehensively improved and play a good leading role.

4.4 Standardize and refine the work of sports-related departments

School sports related departments should standardize and refine the work arrangements of each department, contacting the sponsors of sports activities, setting up the venues of sports activities, organizing arrangements, shooting the college sports stars during the activities, operating the publicity number after the activities, etc. should be clearly divided into their respective duties, and special work should be done by professional people, so that the effect of one plus one is greater than two can be produced in a systematic work .

4.5 Hold more sports competitions and a variety of sports activities

Regular sports competitions and sports activities give college sports stars more opportunities to express themselves, bring visual enjoyment to more students, make students' nervous body and mind relax, and make more students get positive influence from college sports stars. For example, we can invite the creators of short videos in sports field who have high popularity in Jitterbug to carry out sports activities in school, so that college sports stars and creators of short videos in sports field who have high popularity can interact with each other, so that students can feel the strong sports atmosphere and experience the fun from sports in rich and diversified sports activities, which can also play a better publicity effect on college sports stars.

4.6 Good publicity for college sports stars

Proper publicity can make the role of college sports stars in the construction of college sports culture better, publicity work needs to have good writing skills, video editing skills, etc., but also need to understand the students' reading and watching preferences, grasp the trend of sports, cast their favor, in order to produce better publicity effect, in the means of publicity can be through WeChat public number, microblogging, and combined with the popular In the means of publicity can be through WeChat public number, microblogging, and combined with the popular short video platform ShakeYin to promote, combined with graphic and video way to promote, expand the audience. The content of publicity should focus on highlighting the excellent technical and tactical level, sports values, sports spirit, sports attitude and sports morality of college sports stars, so as to better play the role of college sports stars in the construction of college sports culture.

4.7 Shaping college special sports programs around the expertise of college sports stars

College sports stars are the leaders of college students, and they are the objects of emulation. With the aura they have, the sports that college sports stars are good at are easily accepted and learned. For example, if the college sports stars are good at basketball, then with the excellent sports performance of college sports stars in daily sports activities and basketball games, plus the publicity of college sports stars by relevant departments, it is easy to form a strong basketball atmosphere in colleges and universities, which is more conducive to becoming college special sports. The special sports programs of colleges and universities can help promote the cohesion of college sports, create college sports atmosphere, drive more students to be interested in sports and devote themselves to sports, and also help to enhance the influence and popularity of the school, so as to attract more students with excellent performance in sports to enter the campus, thus, shaping college special sports programs around the expertise of college sports stars will be beneficial to the further construction of college sports culture. Thus, shaping college special sports programs around the expertise of college sports stars will be conducive to the further construction of college sports culture.

5. Conclusion

College sports stars have a good role in promoting the construction of college sports material, institutional, spiritual and behavioral culture. Reasonably shaping college sports stars, promoting them and properly playing the positive role of college sports stars will promote the construction of college sports culture and bring many benefits to college teachers, students and staff as well as the school, and will also promote the rapid development of China's sports field.

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