

# Analysis of college sports-cultural fest concepts

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**Abstract:** Based on the interpretation of the connotation of sports and cultural festivals, this paper analyzes the significance of colleges and universities organizing sports and cultural festivals and proposes the basic concepts for organizing such festivals. The aim is to provide theoretical basis and practical reference for relevant departments to carry out extracurricular sports activities and to strengthen the construction of campus sports culture.

**Keywords:** Institutions of Higher Education, Sports and Cultural Festival, Significance

## 1. Introduction

In the new context of current educational reform, extracurricular sports activities should fully implement the guiding ideology of "people-oriented, lifelong sports" to meet the continuously improving physical and cultural needs of students, achieve the goals of physical (and health) courses, and serve the quality education. The sports and cultural festival is a new form of campus sports culture organization. While highlighting the fitness and entertainment characteristics of sports, it is more conducive to the mutual exchange between sports culture and other forms of campus culture. It plays a significant role in improving students' comprehensive qualities, establishing a healthy and civilized lifestyle after class, and can meet the diversified needs of contemporary college students for sports activities participation.

## 2. The content of college sports and cultural festivals

Hosting a sports and cultural festival at a university is a form of campus cultural activity that integrates fitness, entertainment, competition, and even education. It is centered around the entire student body, with the principle of emphasizing participation and the development of individuality. Through sports competitions, performances, lectures on sports topics, sports knowledge contests, training in various sports, sports speech competitions, online sports forums, and exhibitions of sports images and materials, students are encouraged to participate in sports activities in their spare time, inheriting and disseminating sports culture. It encourages individual performance while emphasizing cooperation and team spirit. This form of sports culture includes both the material aspect of facility construction and the spiritual aspects such as sports spirit, sports ethics, and sports values. It is not only a new form of expression for extracurricular sports activities but also an important part of campus culture. Universities can utilize spare time to carry out sports and cultural festival activities, creating a festive atmosphere for sports activities during a fixed period each year. By employing this unique form of extracurricular sports activities, the aim is to achieve the goals of fitness and entertainment for students, encouraging more students to actively participate in sports activities, learn about sports and health, master athletic skills, and experience the atmosphere of sports culture.

## 3. Significance of university sports-cultural festivals

### 3.1. "Sports culture festival and campus education"

In the new situation of vigorously promoting quality education and implementing the standards of physical education (and health) courses, the setting of school sports goals also shows a diversified characteristic, mainly reflected in five major aspects: participation in sports, sports skills, physical health, mental health, and social adaptability. The sports and cultural festival, as a new form of extracurricular

sports, plays a crucial role in the realization of the school's overall sports goals. During the sports and cultural festival, a healthy, civilized, fair competitive, and positive campus sports culture environment is created through a variety of sports activities and content. Teachers, especially physical education teachers, should fully play their leading role, imparting sports knowledge, skills, and techniques to students through methods such as "teaching, imparting knowledge, and resolving doubts", and actively participate in sports activities to set an example for students. By demonstrating and leading by example, they can spread sports culture, guide students to pursue a healthy and civilized lifestyle, help students establish correct values in sports, and cultivate a tenacious will. The sports and cultural festival will surely become the most widely participated and longest-lasting form of extracurricular sports in the construction of campus culture, and will have a profound impact on students' extracurricular life and their future work in various fields after entering society.

### **3.2. Diversity in extracurricular sports activities**

At present, there are mainly two forms of extracurricular sports activities in schools: First, the autonomous form of extracurricular sports activity participation, which means students participate alone, with classmates, or voluntarily join school sports clubs; Second, the managed form of extracurricular sports activity participation, which is organized by the school to ensure the frequency and intensity of students' participation in sports activities, such as morning exercises, break exercises, and inter-departmental or class sports competitions. However, a considerable number of universities do not have a scientific and effective plan and arrangement for the development of students' extracurricular sports activities, resulting in a disordered state where students' extracurricular sports activities are left to "grow and develop freely" without order. Compared with traditional forms of extracurricular sports activities, the sports and cultural festival has the distinct characteristics of rich content, numerous items, and flexible and diverse forms of organization. Students can choose the content or form of relevant sports activities according to their own sports interests, personal strengths, and conditions, which allows more students to have the opportunity to participate in a variety of sports activities.

### **3.3. Integrating campus physical culture**

Campus sports culture is a subordinate concept within the broader concept of campus culture. Incorporating sports culture into the construction of campus culture, and guiding and leading sports culture through campus culture, combines the dissemination of sports culture with the construction of campus culture, providing a more effective approach and a better platform for the development of campus culture. Organizing sports and cultural festival activities provides a broader stage for the in-depth development of quality education in universities. Just as schools regularly hold sports events, sports carnivals, or sports parties with cultural connotations, they attract more students to participate and explore their enthusiasm for sports activities, transforming students' participation from passive to active.

From this perspective, the organization of sports and cultural festivals is not a simple replacement for morning exercises, track and field sports meets, and other forms of extracurricular sports activities. Instead, it has profound significance as an optimization and integration of campus sports cultural resources, an innovation in the organizational management of extracurricular sports activities, and it injects new vitality into the construction of campus culture. It leads the trend of campus cultural construction and the development of extracurricular sports, forming a new trend in campus sports. It possesses the intrinsic characteristics of sports and the essential attributes of campus culture, making it an essential component of campus cultural construction.

## **4. The basic concept of organizing sports and cultural festivals in universities**

### **4.1. Innovation in extracurricular sports activities**

Students in extracurricular sports activities are less constrained by the inherent rules of physical education classes. They choose activities voluntarily, engage wholeheartedly, express themselves, and fully experience the joy of sports. Therefore, traditional organizational forms are no longer easy to meet the students' needs for extracurricular sports. To improve the effectiveness of extracurricular sports activities

and make them an effective way to implement quality education and national fitness programs, physical education workers must have advanced educational concepts, guided by promoting the comprehensive development of students, and establish the concept of "happy sports" for all students. The sports and cultural festival is a new form of extracurricular sports development with a campus as the spatial scope and students as the main participants, with very rich project content, fully reflecting the guiding ideology of "health first," and is a very unique form of group culture. Organizing sports and cultural festival activities, breaking free from the shackles of traditional extracurricular sports forms, can enhance students' awareness of fair competition, spirit of tenacious struggle, and the concept of collaborative cooperation, thereby enhancing students' innovative abilities. It attracts students' attention with sports activities that are in line with the times, rich, and interesting, better exerting the educational role of sports activities, deepening students' understanding of sports culture in the process of participating in sports activities and mastering sports skills, and ultimately significantly improving students' comprehensive qualities.

#### **4.2. Promotion of university sports culture**

University students' understanding of sports culture is not yet profound or comprehensive enough. To fully leverage the functions and roles of the sports and cultural festival, it is essential to intensify the promotion of the festival, thereby changing students' perceptions of rigid and monotonous extracurricular sports activities such as morning exercises and school track and field meets. Firstly, utilize various departments of the school to strengthen the promotion of the sports and cultural festival activities. Generally speaking, when a university organizes a sports and cultural festival and related activities, the physical education department, the Youth League Committee, the Student Affairs Office, and student associations are all involved, working closely together. The physical education department fully utilizes its organizational and technical advantages to make specific arrangements for the sports and cultural festival; the Student Affairs Office, the Youth League Committee, and student associations do their best to organize students. Therefore, the collective strength of the school can be harnessed to jointly promote the development of the sports and cultural festival. Secondly, make full use of campus media to do a good job in publicity and create a festive atmosphere for the sports and cultural festival. Campus media mainly includes: radio stations, campus websites, and ubiquitous bulletin boards on campus. Lastly, after the sports and cultural festival, promptly carry out summary work to summarize experiences and lessons for the smooth development of the next year's sports and cultural festival, and promote the continuous improvement of work. The sports and cultural festival activities carried out by universities are not only aimed at all students but can also be extended to teachers, and even include parents of students and surrounding residents, which is conducive to communication and understanding between schools, teachers, students, and family and surrounding residents, and other social factors. It optimizes the humanistic environment for universities to teach and cultivate talents, and is conducive to the continuous improvement of the school's social image and status.

#### **4.3. Optimize sports items for distinct themes**

Whether the sports and cultural festival can create the desired festive and joyful atmosphere, and whether it can stimulate students' enthusiasm for participation and attract more attention, the key lies in whether the setting of the sports and cultural festival items is reasonable. Therefore, when setting the content of the sports and cultural festival, universities must fully consider the basic sports abilities and interests of most students. The competition items should be more comprehensive and interesting. In addition to track and field events such as running, jumping, and throwing, the competition items should be diversified to meet the needs of different sports enthusiasts. In line with the guiding principle of "health first," and based on the actual situation of extracurricular sports activities in universities and students' sports needs, the content of the sports and cultural festival can be divided into four parts: traditional competitive sports, fitness and bodybuilding sports, leisure and entertainment sports, and sports culture communication projects. When setting the content of the sports and cultural festival, universities should pay attention to integrating their own characteristics, introducing traditional sports culture, and carrying out competitions, performances, and knowledge contests of local folk and national traditional sports projects. Taking Yan' an University as an example, in the process of carrying out sports and cultural festival activities, the special red cultural

conditions of Yan'an can be utilized to introduce the elements of the red sports meeting, skillfully integrating the red cultural elements such as the heroic figures and touching deeds that emerged during the revolutionary war period under the leadership of the Communist Party of China into the sports competition, and even adding some elements of song and dance or war scenarios, so that participants can achieve the goal of fitness and entertainment while also accepting revolutionary ideological education through this channel, playing a dual role in promoting red culture and carrying out patriotic education. It is also possible to introduce folk traditional items such as Ans ai waist drum and yang ko dance to enhance college students' understanding of local folk traditional sports culture. Each sports and cultural festival should determine its theme according to the central task of the school's sports work that year, reflecting the specific goals and forms of the current sports and cultural festival with a distinct theme word. For example: with the theme "I exercise, I am healthy, I participate, I am happy," with the theme "unity, cooperation, struggle, innovation," with the theme "entering nature, entering the sunlight, heading to the playground, embracing health," etc., to make students clear about the goals of the activities and to play an inspiring role.

#### **4.4. Management strategies for sports culture festivals**

Standardizing organizational management is one of the important guarantees for the smooth conduct of the sports and cultural festival activities. It must follow the general rules of festival activities and also meet the requirements of sports characteristics. The organization of the university sports and cultural festival must establish a corresponding management institution, which is specifically responsible for this work, and clarify the levels of the sports and cultural festival management institution and the responsibilities of each department. The specific approach is to establish a leadership committee for the sports and cultural festival, headed by the principal or the vice principal in charge of sports work, with the heads of the sports teaching department's competition management department, the academic affairs office, the university youth league committee, the student affairs office, the finance office, the school hospital, and other relevant departments as members. It includes four departments: the office, the activity organization department, the news publicity department, and the security department. Among them: the office is mainly responsible for the liaison, communication, coordination, supervision, and inspection of all aspects during the sports and cultural festival activities; the activity organization department is mainly responsible for formulating the overall plan and specific implementation plan for the sports and cultural festival activities, including time arrangement, project setting, rules and referees, venue and facilities allocation, etc.; the news publicity department is mainly responsible for organizing the broadcasting station, campus website, school newspaper, and other news staff to do a good job in promoting and reporting the sports and cultural festival; the security department is mainly responsible for safety, fire protection, and order maintenance during the sports and cultural festival to ensure the smooth progress of the activities.

#### **4.5. Operational mechanism of sports culture festival**

For the smooth conduct of the school's sports and cultural festival activities, it is essential to establish an efficient and practical operational mechanism and formulate scientific and reasonable activity procedures. The theme and theme words, purpose and tasks, main and co-organizing bodies, timing and venues for various sports activities, participants, arrangements for referees and other staff, competition rules, and awards should be determined according to the goals of the school's sports work. Due to the rich content and wide range of participants in the sports and cultural festival, its duration is relatively long. The specific duration and organizational form should be determined according to the actual situation of the participants and the competition items.

The organization can adopt a multi-level, phased, and combined form of decentralization and centralization. The sports and cultural festival activities can be divided into two stages: The first stage is the preliminary round, which can be carried out in a decentralized manner. Under the overall deployment of the sports and cultural festival leadership committee, the physical education teaching department arranges it specifically, and each college is responsible for and completes it. Students can participate in their spare time or on weekends in units of classes or dormitories. The second stage is the semi-final or final stage, including the opening ceremony, final competition, and closing ceremony, which should be carried out in a centralized form for the whole school, requiring about 3-5 days. The centralized time should not arrange teaching work,

and the festive atmosphere should be created in the form of the school's legal holidays to push the sports and cultural festival activities to a climax.

At the same time, the sports and cultural festival should try to avoid the hot summer and cold winter seasons, and spring and autumn are more appropriate. It should also avoid other major school activities and national holidays, as well as the examination times of students.

#### **4.6. Cultivation of referees for sports culture festivals**

Organizing sports and cultural festival activities in universities requires a considerable number of referees with a strong sense of professionalism and professional quality, which is also one of the keys to the smooth conduct of these activities. The rich content of the project settings and the wide range of participants in the sports and cultural festival activities determine that relying solely on physical education teachers and students majoring in sports to act as referees is far from enough. Therefore, before the sports and cultural festival, it is necessary to conduct special training for the referees, or to offer elective courses related to refereeing in the university's public elective courses, organize referee level examinations for various projects, and issue level certificates. This not only improves the quality of the referee team for the sports and cultural festival activities and expands the number of referees but also meets the requirements of quality education and the needs of the sports system reform.

In the development of sports activities, it is important to fully embody the cultivation of students' main spirit, focus on leveraging students' initiative, enthusiasm, and creativity, cultivate students' personalities and abilities, and ultimately cultivate their interest in participating in sports activities. University students have strong learning abilities, higher cultural levels, and relatively broad knowledge, and through learning and training, they will be able to serve as referees, logistical support, and organizational competition work for various activities of the sports and cultural festival. Especially in the preliminary stage of the preliminary competition in each college, from registration work, order book compilation to refereeing work, senior students can be boldly used as staff to involve more people, giving every student the opportunity to play to their strengths, and allowing students to cultivate a sense of identity with sports culture in the process of participating in various work. At the same time, physical education teachers or students majoring in sports can be invited to provide work guidance, giving students the opportunity to participate in the whole process of organizing and managing the sports and cultural festival, cultivate more abilities of students, and give full play to the main role of students in sports activities.

### **5. Conclusion**

In the context of current educational reform, university sports and cultural festivals serve as important activities to promote quality education and national fitness programs. They not only meet students' increasing demands for sports culture but also enhance students' comprehensive qualities through a variety of sports activities. These festivals emphasize participation and individuality, encouraging students to choose projects based on their interests and strengths, thereby increasing their initiative and enthusiasm. Moreover, through specialized training and education, students are enabled to take on roles such as referees, further enhancing their practical abilities and sense of identity with sports culture. The organization and management of university sports and cultural festivals are standardized, with an emphasis on publicity and education, as well as the reasonable arrangement of the timing and form of activities to ensure smooth progress. They also inject new vitality into the construction of campus culture, becoming an essential part of it.

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