

Research on the path of University Sports Culture construction under the New Normal of education

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Abstract: As our country fully enters the new normal, higher education is also facing new situations and challenges for innovative development, and the transformation and upgrading of education have become a topic of general concern. Universities are not only educational environments but also important cultural environments. University education is not only about imparting knowledge, but also about cultivating comprehensive qualities, which is the main direction of university education. However, China's higher education has long neglected the role of sports culture, which is not in line with the development of the times. Under this new normal of education, the construction of university sports culture has been given a new mission. How to build a university sports culture that meets the needs of the times is particularly important. Universities are also continuously carrying out reform practices, establishing new goals that adapt to the requirements of the times, exploring new paths, in order to create a good sports culture atmosphere and cultivate outstanding talents with comprehensive qualities and all-round development.

Keywords: Universities; Sports Culture; New Requirements; New Objectives; Pathways

1. Introduction

The development of various undertakings in our country has fully entered a new normal, and the development of education is also facing new challenges. Higher education can only meet the development of the times and cultivate more qualified talents for society by actively transforming and upgrading. At present, the development of education in our country has entered a new normal stage. The "new normal of education" is a new education that is different from traditional educational thoughts and concepts. It is a brand-new state that education should maintain for a long time. The change of this educational thought makes education focus more on guidance, infiltration, and transformation, rather than coercion, pressure, and simple change. Education under the new normal focuses on improving students' comprehensive qualities, so it is necessary to pay more attention to cultivating students' integrity, which is a more people-oriented education method that promotes the liberation of students' body and mind. Therefore, universities are no longer a single educational place, and the role of the cultural environment in the comprehensive development of students is more important. However, sports culture, as a part of campus culture, has not received corresponding attention. The construction of sports culture in most universities is just a formality and has not played the role of sports culture in cultivating students' comprehensive qualities. [1] In this regard, the construction of university sports culture must establish new goals, expand the construction path, and truly give play to the important role of sports culture in creating high-quality comprehensive talents.

2. New Norms for University Sports Culture Development

Facing the advent of the new normal in education, the broader social environment has put forward new requirements for the construction of sports culture in universities. The establishment of university sports courses is no longer solely for the purpose of strengthening students' physiques but should pay more attention to the cultural role of sports, highlight the values of sports culture, and not be limited to the role within the campus. It is also necessary to enhance the social benefits of sports culture construction and exert

the guiding role of sports culture construction, allowing the sports culture atmosphere of universities to transform from a single sports teaching to a multi-cultural approach.

2.1. Reshaping Students' Values of Sports Culture

For a long time, universities have focused on cultivating students' academic abilities. Whether in the university curriculum system or in the teaching evaluation system, physical education courses are the most easily overlooked. Although many physical education teachers put a lot of effort into enhancing students' interest in sports, students still do not recognize the importance of sports. University physical education classes have become courses that students have to take to earn credits. In addition, some physical education teachers themselves lack detailed teaching plans and only teach some simple physical exercise items. Some have even become free activities for students. Students only regard physical education classes as an after-school entertainment and a way to strengthen their bodies. Under such circumstances, students do not have a correct understanding of sports culture and have not realized the importance of sports for their own comprehensive development. They have not established the correct values of sports culture. In the context of the continuous deepening of educational reform, the transformation and upgrading of university education require schools and students to change their values of sports culture, break through the traditional views of sports culture, and no longer regard sports as a simple way to exercise the body or after-school entertainment. Instead, they should correctly recognize the important role of sports culture in shaping comprehensive talents. They should understand that sports culture can create a team spirit and a positive, vibrant atmosphere, correctly view sports culture, and strengthen students' perseverance and competitive spirit in overcoming difficulties. [2]

2.2. Utilize the Guiding Function of Sports Culture Construction

Physical education is an essential part of the university curriculum system. Although sports curriculum reform has always been one of the focuses of the new curriculum reform, most universities do not have a sufficient understanding of the functions of physical education classes and sports culture. Physical education classes have always been considered as a supplement to cultural courses, and their function is merely to allow students to relax and be entertained in the intense study and life, or as a course that has to be set up to cooperate with the teaching evaluation system. However, the guiding function of sports culture in cultivating students' interest in sports and their moral willpower and spiritual appeal has not received the corresponding attention. The health-promoting function of sports is only the most superficial understanding of the role of sports culture. A deeper understanding of sports culture is to see the important role of sports in guiding the development of people's spiritual culture. The competitive spirit, overcoming difficulties, and the courage to challenge contained in sports culture are the most precious treasures. Therefore, the construction of sports culture in universities should not only allow students to strengthen their bodies while studying but also guide students to cultivate a lifelong love for sports, always maintain a positive and vibrant energy, be full of enthusiasm for life, and continue to strive on the road of life. The goals and purposes of physical education curriculum settings should be to cultivate students' courage and spirit to continuously surpass themselves and overcome all difficulties, enhance self-confidence, and defeat themselves. [3]

2.3. The transformation from simple physical education to a multi-cultural approach

In the past curriculum design and teaching evaluation systems, physical education classes only needed to simply complete the teaching tasks, or as long as the class hours met the requirements and students passed the grades, it was sufficient. Under the new normal of education, if universities still regard physical education as just a teaching task, it is clearly not adaptable to the requirements of the development of the times. Simple teaching cannot play the important role of sports culture in personal and social development. The construction of university sports must transform from simple physical education to a multi-cultural approach, making physical education classes integrate body-building, entertainment, competition, education, and artistry, in order to cultivate outstanding talents while fulfilling the social responsibilities and historical missions undertaken by sports culture. First, the most basic role of physical education in strengthening the body should be utilized to create a positive and healthy cultural atmosphere on campus and enhance students' physical fitness. Second, the spiritual and cultural role of sports culture construction

should be played, making sports culture an important way to cultivate students' sentiments, competitive awareness, and spirit of overcoming difficulties, allowing students to learn to surpass themselves, continuously renew themselves, and be brave enough to defeat opponents. Finally, the intellectual role of sports culture construction should be utilized, that is, by cultivating students' spirit of overcoming themselves and being willing to challenge through sports culture, promoting breakthroughs and innovations in students' own learning and research fields, achieving accomplishments in academic research and technological innovation, applying more new technologies and new results to the construction of the country and society, and promoting the progress and development of the nation and society.

3. New Goals for Campus Sports Culture in Education

As an essential part of the overall cultural construction of universities, sports culture construction faces the important task of setting new goals and adapting to the new requirements of the era's development under the backdrop of China's higher education entering a new normal. The construction of university sports culture is no longer just simple physical exercise, nor is it merely a means for students to strengthen their bodies. It should not be a formalistic approach to sports culture construction. Instead, it should focus on cultivating students' sports awareness, competitive spirit, and sound personality, creating a campus culture that advocates sports, and truly leveraging the practical effectiveness of sports culture construction.

3.1. Enhance students' sports awareness, not just physical exercise

In the past physical education teaching in universities, physical education classes were merely an opportunity for students to engage in sports activities, and it was only during these classes that all students could participate in sports at the same time. As a result, the role of the course was merely to obligate students who did not like sports to participate, and once the course ended and they earned their credits, these students felt "relieved" and rarely engaged in sports activities. This approach to physical education was a waste; teachers failed to cultivate students' sports awareness within the teaching period. For some students, physical education classes became a form of compulsory exercise, and they did not develop a correct understanding of sports culture, nor did they have the enthusiasm or awareness to initiate sports activities on their own, let alone form a lifelong sports consciousness. [4] Under the circumstances where education is fully entering a new normal, one of the goals of university sports culture construction is to enhance students' sports awareness, to make students realize the important role of sports in the growth and development of individuals, to stimulate students' enthusiasm and interest in sports, to develop good exercise habits, and to encourage students to consciously and proactively engage in sports activities in their future studies, work, and life. Continuous sports activities bring vitality to students' development and are responsible for their own physical health.

3.2. Cultivate students' competitive spirit, not just extracurricular entertainment

Competitiveness is one of the most distinctive features of sports, making the construction of sports culture one of the avenues for fostering a competitive spirit among students. However, in the past, university physical education courses and the design of teaching content have not fully utilized the potential of physical education to cultivate a competitive spirit. Instead, the focus has been more on using physical education classes for fitness and entertainment outside of academic study, which has limited the role of physical education to the most superficial level without tapping into the spiritual aspects of sports culture. The competitive nature of sports corresponds with the competitiveness of the current era, where victory and opportunities, both in sports and in society, can only be achieved by defeating rivals. Therefore, one of the educational goals of sports culture construction and university physical education teaching should be to strengthen students' competitive spirit through physical education courses, to inspire them to challenge their competitors bravely, and to cultivate a tenacious and hardworking spirit and steadfast perseverance. Students should also learn how to face challenges from opponents, relying on their own efforts to win challenges and overcome competitors. Moreover, they should learn to correctly assess themselves in front of competitors, to flexibly apply strategies to defeat them, and to identify their shortcomings during the competition process, continuously improving themselves. When students enter society, they should be willing to compete, seize opportunities in the fierce competition, and not fear it. This is the true way to

harness the cultural value of sports culture on a spiritual level, enabling students to adapt to a competitive social environment.

3.3. Develop students' personalities, not just physical fitness

Traditional higher education has largely focused on teaching students knowledge and skills, while neglecting the cultivation of other qualities and abilities, especially the development of students' personalities. Cultivating outstanding high-quality talents is the responsibility and mission of universities. The standards for measuring the quality of talents include not only the extent of knowledge and skills mastery but also the level of comprehensive qualities and whether the personality is well-rounded. In fact, a sound personality is even more important. If one's personality is not well-developed, no matter how excellent the skills are, they cannot play their due role in the progress of society and the development of the country. For the shaping of students' personalities, in fact, the construction of campus sports culture plays an important role. Carrying out sports culture construction and holding various forms of sports activities can not only cultivate students' sentiment, enrich students' lives, but also provide more opportunities for students to communicate and interact, enhance the cohesion among students, and strengthen their spirit of competition and cooperation, as well as their courage to challenge and overcome difficulties. University sports going beyond the campus and engaging with society can provide more opportunities for students to integrate into social life, allowing students to take the initiative to assume the responsibility of serving society. Students who love sports and life can always maintain a positive, vibrant state, optimistically face the difficulties encountered in life and work, and always be full of confidence in life. Such sports culture construction truly plays the function of cultivating outstanding talents. It is not only about providing students with venues and opportunities for physical exercise but also ensuring that students step out of the campus as high-quality talents with both physical and personality well-developed and healthy. [5]

3.4. Emphasize sports culture, not just formalities

For a long time, influenced by China's educational evaluation system, scores have been the main criterion for measuring teaching outcomes, and this is especially true for physical education classes. As long as students pass the final exam and obtain the corresponding credits, they consider their mission accomplished, with almost no attention paid to their regular training or future application. This has led to teachers teaching for the sake of completing teaching tasks, and students attending for the sake of earning credits, with physical education classes becoming merely formalities without playing a real guiding role. Under the new normal of education, the construction of university sports culture is facing the demand for transformation and upgrading. Building a good sports culture environment has become an important issue that must be seriously considered. The formalistic physical education of the past can no longer adapt to modern educational teaching concepts.

A good sports culture atmosphere requires the high regard of sports culture from all teachers and students in the school. Firstly, the school should implement sports culture construction as part of the campus culture construction, from the setting of courses to the evaluation of teaching, all must be implemented in practice. Then, it is required that teachers' physical education teaching should aim at cultivating students' sports awareness, guiding students' sports interests, and promoting the formation of students' comprehensive qualities. This will drive students to love sports, take the initiative to strengthen physical exercise, organize and carry out sports activities, form a sports spirit, and create a campus where everyone loves sports and has a positive, healthy, and upward sports culture atmosphere, forming a cultural environment that advocates sports activities.

4. Campus Sports Culture Development Pathways

Facing the new situation and new requirements of the new normal in education, the transformation and upgrading of university sports culture construction is particularly important. The construction of university sports culture must be guided by new goals, actively explore new paths, accelerate the pace of sports culture construction, and create a positive sports culture atmosphere to promote the healthy and comprehensive development of students.

4.1. Organize campus sports festival activities to create a sports culture atmosphere

One of the main objectives of university sports culture construction is to create a positive sports culture atmosphere, encouraging all teachers and students to value and love sports, and to actively participate in the construction of campus sports endeavors. This requires expanding the number of participants and the scope of sports activities, ensuring that everyone has the opportunity to engage in sports activities and maximizing the enthusiasm of teachers and students to participate in sports activities. Therefore, organizing campus sports festival activities is an important means of promoting sports culture, stimulating students' interest in sports, and guiding students to develop sports habits. It is the best way to strengthen the construction of university sports culture and create a good sports atmosphere.

The sports festival can take the form of a series of activities, combining traditional sports with fun and engaging events. For example, holding basketball, football, table tennis, and aerobics competitions on a quarterly basis at the university-wide scale to attract male and female students to participate in the sports festival; organizing fun sports events from time to time, such as chess activities, freestyle basketball contests, and even sports song competitions, to create a strong sports culture atmosphere in all aspects. While enriching students' lives, these activities also enhance their interest in sports. [6]

4.2. Organize various sports competitions to cultivate students' competitive awareness

In the new educational environment, physical education is no longer just about simple body exercise and leisure entertainment; it should play a deeper role in character development. Therefore, cultivating students' competitive awareness is one of the main goals of university sports culture construction under the new normal of education. Organizing various sports competitions is a primary way to foster the competitive spirit among students, and the organization and management level of university sports competitions reflect the extent of a school's sports culture construction. Universities can strengthen students' competitive awareness by engaging them in various sports competitions, which is both a test of students' psychological and mental state and a form of physical exercise. University sports competitions should not be solely for entertainment; instead, they should serve as a simulation of social competition, teaching students how to face competition and how to defeat opponents. More importantly, students should learn how to deal with the successes and failures of competition and how to overcome the difficulties in competition, fostering a spirit of embracing challenges. To cultivate competitive spirit among students, universities can regularly organize sports competitions such as basketball, volleyball, campus soccer, bridge, orienteering, martial arts, group fitness exercises, long-distance running, and rock climbing. Different levels of awards can be set for each competition event, with both individual and team reward methods to stimulate interest in participating in sports competitions.

4.3. Develop university sports clubs and form high-quality sports teams

University student clubs are an important vehicle for enlivening the campus atmosphere. Universities should encourage and advocate the development of sports clubs among college students, such as table tennis, badminton, soccer, basketball, roller skating, and yoga clubs. This provides a platform for students to communicate and interact, attracting more students to participate in sports activities and making sports clubs an important place for students' extracurricular life. Forming high-quality school sports teams can represent the overall sports strength of a school. Schools should encourage and advocate for sports teams to showcase the school's sports strength and elegance by participating in various competitions. Students, while watching the matches, can not only increase their interest in sports but also stimulate their enthusiasm for learning sports knowledge, participating in sports activities, and improving sports sentiment through the honors obtained from the victories in competitions. This helps to create a strong sports culture atmosphere throughout the entire campus. [7]

4.4. Promote the informatization of sports culture and establish a campus sports website

In the era of "Internet Plus," the construction of university sports culture must also adapt to the development of the times and actively promote the informatization process of sports culture construction. Utilizing information technology to establish a campus sports website enhances the modernization of university sports culture construction. Currently, the informatization construction of universities mainly

focuses on libraries, campus intranets, and other content related to cultural course teaching, while the construction of sports culture rarely employs information technology methods. Establishing a campus sports website can demonstrate the school's emphasis on sports culture construction and promote sports culture to students through the website, guiding their interest in sports. The website can feature sections such as sports news, sports videos, sports meetings, special reports, event notifications, sports reviews, and communication communities. This allows students to understand the latest sports developments both inside and outside the school, be informed of various sports activities on campus in real-time, and communicate and interact in the community, enhancing friendships among students through shared interests. It also enables students to express their views on sports culture on the platform, deepen their understanding of sports culture, stimulate their interest in participating in sports culture construction, and jointly advance the school's sports culture construction process. In addition, an event registration system can be set up on the campus sports website, which not only facilitates students to sign up and increases their enthusiasm for registration but also makes it easier for event organizers to tally participants, improving the organizational efficiency of sports activities.

4.5. Enhancing Sports Facilities for Student Access

The construction of any culture cannot be separated from the support of material foundations. Therefore, the construction of university sports culture inevitably cannot lack high-quality sports venues. Without high-quality sports venues, even the strongest interest in sports has nowhere to carry out various activities. Therefore, the most important aspect of university sports culture construction is to increase the construction of sports venues, invest funds to build venues with comprehensive functions, and purchase a variety of sports equipment, allowing students with different sports interests to have good sports venues, facilitating students to participate in various sports activities and hold various sports competitions. In addition, it is also necessary to utilize the functions of sports venues, undertake some large-scale events such as university basketball leagues, form a strong sports culture enthusiasm on campus, attract students to pay attention to sports, gradually integrate into the ranks of sports enthusiasts, and create a sports culture atmosphere. [8-9]

5. Conclusion

Under the new normal of education, university physical education classes, as an important vehicle for the comprehensive development of students' qualities and an essential part of campus culture, it is very necessary to carry out the transformation of sports culture construction. In the construction of sports culture under the new normal of education, it is important to emphasize the guiding function more and pay attention to the guiding role for students. The construction of university sports culture is not only to strengthen students' exercise and enhance students' physical fitness, but more importantly, to cultivate students' sound personality and the competitive spirit and perseverance needed for future social survival. To this end, universities need to use a variety of means, in conjunction with in-class, extracurricular, and online approaches to create a strong campus sports culture atmosphere, allowing students to truly love sports, improve their sports sentiment, cultivate sports spirit, and give full play to the important role of sports culture in shaping high-quality comprehensive talents.

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