

A Study for the Construction Way of College Campus Sportsmanship Culture

Li Li

China West Normal University,
Nanchong, Sichuan, China
Email: 48710020@qq.com

Abstract

Sportsmanship reflects the value pursuit of mankind, which is a vivid vision of excellent character and lofty ideals of humans, and a precious spiritual treasure of human society. Sports culture, as an important part of college campus culture, influences all teachers and students with its peculiar cultural atmosphere. In the construction of college campus sports culture, sportsmanship plays an important role. In this paper, the construction way of college campus sportsmanship culture is elaborated from four aspects: establishing an effective sports orientation, setting up the correct sports idea, advancing a lofty sports spirit and cultivating good sports moral.

Key words: colleges and universities, the construction of sportsmanship culture, study.

Sports culture, as an important part of college campus culture, influences all teachers and students with its peculiar cultural atmosphere. A good campus sports culture atmosphere can bring us not only a good healthy body and mind, but also can develop good sports concept, improve the aesthetic temperament and perfect the physical quality. Besides, it can teach college students sports skills, and develop their attitude, motivation, interest and good habits to participate in the exercise. What's more, it can improve the social consciousness of college students, promote their socialization, and enhance their abilities of communication and social activities. Sports culture contains material culture, spiritual culture, system culture and behavior culture. This paper sets up from how to build college campus sportsmanship culture, and then puts forward some practical methods for the construction of college campus sportsmanship culture.

1. The establishment of an effective sports orientation

The sports logos, models, facilities, activities, slogans and so on of a college are all the details of sports orientation, and an epitome of a college sports culture. The sports logo represents the overall image of college sports, including banner, badges, standard color, mascots, etc. The colleges and universities at home are involved little in these aspects, while the colleges and universities abroad touch upon a little but not comprehensive. For example, Harvard University and Yale University both have their own sports standard color, and Yale University has mascot—Bulldog. That is, sports logo is weak in the construction of campus sports culture both at home and abroad. Another example, nowadays many colleges and universities have their sports landmarks, such as gym, playground, etc., but there are few schools have their own iconic sports figures. Mr. Ma John in Tsinghua University has actually great influence in China. On the one hand, few schools will take the people, who have won the world champion as a model or a symbol; on the other hand, the vast majority of schools have no sports model. In addition, a college should form sports spirit or slogan consistent with the college spirit. For example, the slogan put forward by MAPKU of Beijing University is to cherish the eagle's heart for high aspirations, to have an eagle's resolution to reach the clouds, to cultivate the eagle's nature to venture, and to integrate with the eagle's spirit to reach the top. As Tsinghua University raised a slogan that "to work healthily for motherland for 50 years", at present, many schools adopt another slogan that "exercising one hour a day, work healthily for 50 years, and live a happy life forever." No matter the slogans presented by schools or proposed consistent, all of them encourage both teachers and students to take an active part in physical exercise, and create a good sports atmosphere.

In our country, although sports orientation mechanism is relatively weak, various colleges and universities should have a clear understanding that the establishment of the sports orientation mechanism is one of the means of the construction of the campus sportsmanship culture, which helps to form an active school sports culture atmosphere. In order to make our school sports culture more vivid and rich, colleges and universities should pay attention to strengthen building of this aspect, give full play to the collective wisdom of the teachers and students, select sports figures, set up sports logo, and excavate sports spirit.

2. The establishment of the correct sports values

Sports concept is people's cognition attitude reflected in fitness, entertainment, authentication and cultivation of psychological quality, moral and intellectual.

With the development of times and the progress of the society, thoughts and ideas of contemporary PE must adapt to the needs of the society, economy and cultural development. The basic requirements of contemporary college students for PE in colleges are to set up the correct sports consciousness, to cultivate sports interest and habit, to improve exercise capacity, to shape a strong constitution and to lay a good foundation for their development. Therefore, constantly absorbing the essential part of modern education theory, grasping the education law, setting up new ideas, mastering the new theory, colleges and universities' PE must grasp these basic requirements and establish the new pattern.

Colleges and universities' PE must unswervingly implement the Party's educational policy and strive to make the students establish the thought of lifetime sports. It turned from traditional one to enhance physique to promoting physical and mental development, from emphasizing skills to training the ability of sports, from the general education to individualization. In addition, the function for joyful mental and body should

be highlighted, successful experiences and inspiration can be obtained. In a word, the formation of the correct sports ideals is an important part of the construction of campus sportsmanship culture. Through PE, extracurricular sports activities, training and other means of physical education, students can form a comprehensive and right sports concept.

3. The promotion of the noble sports spirit

Sportsmanship, a cultural ideology, which is formed through sports and focuses on the sum of the most positive consciousness, such as human strength, wisdom, gumption and so on, is the advanced product of sports. The sportsmanship charm lies on quite strong inspiring, infection and conquering to be the most active educational element of sports, so that it can guide and influence people's lifestyle and sports practice.

Campus sportsmanship, accumulated, integrated, refined from the construction of campus sports culture in a certain historical stage to reflect the sum of the code of conduct, values and consciousness, is the reflection of the spirit of sports lifestyle and ideology of people in school. Once formed, campus sportsmanship, with inalterability, persistence, is hard to change. You can feel a kind of incentive because sportsmanship can infiltrate into every corner of the campus as long as you stay in this spiritual atmosphere. As a result, better educational effect will be achieved by mental quality edified and formed subtly. Generally speaking, the campus sportsmanship includes the spirit of collectivism, fair competition, indomitableness, openness, innovation and the pursuit of truth.

3.1 Collectivism spirit

To teach collectivism spirit has always been one of the important content of school education work, which is the base of patriotism education. Sports is the most effective means to advocate collectivism, because any form of sports is not only the combination of unabashed individuality and collective cooperation, but also the integration of personal show and unity. The personal ego must be incorporated in the social so that their value can be embodied.

3.2 Spirit of fair competition

Fair competition is the basic form of all sports activities. The spirit of fair competition contains two aspects. First, spirit of fair competition is the good character, not afraid of the strong, bold in competition and victory, good at competition and victory. On the other hand, the spirit of fair competition advocates the code of conduct— "openness, fairness and justice", to show the good moral competition. The spirit of fair competition is consistent with moral trait of fairness advocated by the school education; especially in the market economy era of social transition, the education of fair competition becomes quite important.

3.3 Indomitable spirit

This is the summery of the victory of competitive sports, which represents that sportsmen dare to play in the game. Sports in campus promote the indomitable spirit. It inspires us to form strong will and good psychological quality that we should take the bull by the horns, fix on the target firmly and overcome difficulties. The Olympic motto "faster, higher, and stronger" itself arouses athletes that they should be not afraid of strong rivals, dare to score a success and struggle, continue to beat opponents and surpass.

3.4 Spirit of open innovation

Xi Jinping said, innovation is the soul of a nation's progress, an inexhaustible source of a prosperous country, and also the most distinctive national endowment of the Chinese nation. Jiang Zemin also pointed out that: "innovation is the soul of a nation, the driving force for the prosperity of a country. The key of innovation is talent, which counts on the growth of education". At present, education has been increasingly formed to the open situation of modernization, and facing the world and the future. This kind of situation integrates ethos and value dimensions of campus sports, which is required to be open. Furthermore, as a college with highly intensive knowledge and excellent wisdom, teachers and students themselves with open innovation, also hope to create a new sports culture to meet the needs of the development of era. Therefore, the spirit of open innovation is a comprehensive embodiment of campus sports culture.

3.5 The pursuit of true

Pursuing goodness of sports spirit mainly manifests valuation of world outlook, life, sports morality, etc. talents fostered in colleges and universities should have a certain sense of mission, justice and integrity. One is to love the school as dearly as one does one's own home to share weal or woe with school; the other is to unite, commit and serve willingly. "Seeking for beauty" is mainly embodied in the aesthetic ability and practice. It demands the teachers and students to cultivate the correct elegant aesthetic consciousness, and to guide people to regulate the whole life of campus according to the principle of beauty (including the beautiful environment, behavior, and thoughts of sports, etc.), in order to make the whole campus permeated with sports beauty.

4. The cultivation of good sportsmanship

In the process of campus sports cultural activities, moral education should be paid attention through all kinds of activities, especially in group activities. Rigorous organization and strict discipline of sports competitions contain not only ethical element to fully demonstrate the fair competition and unite cooperation, but also the moral trait of respecting ourselves and others, and self-improvement. Sports competition can be also incentive to encourage people to fulfill their potential, carries forward the spirit. The results of race can cultivate the students' moral character that be dizzy with success, nor discouraged by defeat. In a word, to cultivate and educate should conform to the principles of fair and open, respecting opponents, according to the sports ethics and code of conduct to abide by the rules, respect for opponents and be realistic and pragmatic.

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