

# **The Impact of High Level Sports Team over the Campus Cultural Reconstruction--Take Wuhan University of Science and Technology Female Basketball Team as Example**

Wanhong Chen

Dept. of PE, Wuhan University of science and technology, Wuhan, Hubei 430081, China.

**Keywords:** The campus culture; female basketball team; steel and iron quality.

**Abstract.** This paper based on the analysis of the concept of the campus culture and its manifestations; set forth the main question that exists in the current campus cultural reconstruction. Through many years to practice the exploration, the women's basketball team has had the huge influence to the campus material culture, the system culture, the behavior culture, the energetic cultural development. It is the important carrier that to raise the campus spirit culture having iron and steel quality talented person, and puts forward the development proposal according to my school's realistic situation.

## **1. The Concept and Expression of Campus Culture**

### **1.1 The Concept of Campus Culture.**

Campus culture refers to the sum of the material and spiritual civilization of the school, which is dominated by the advanced culture of the society, with the cultural activities of the teachers and students as the main body, the spirit of the campus as the foundation, and the joint creation of all the members of the campus in the long-term process of running a school [1].

### **1.2 The Forms of Campus Culture.**

#### **1.2.1 Physical Form Culture.**

Campus physical culture is the most basic material carrier of campus culture and the dominant sign on the surface. It is not only a direct manifestation of campus culture, but also a window for the society to show the external image of the school.

#### **1.2.2 Behavior Culture.**

Behavior culture is a kind of culture generated and carried out in various campus activities. It is mainly through the campus people's external speech and behavior to show the inner campus interpersonal relationship and other psychological environment.

#### **1.2.3 Institutional Culture.**

Institutional culture refers to the social relations concluded between teachers and students in the process of communication and the normative system used to regulate these relations. It is a school rules and regulations that the school establishes at the legal, administrative, and moral levels and is compatible with school values and management concepts.

#### **1.2.4 Spiritual Culture.**

Campus spiritual culture is the abstraction and sublimation of campus culture. It is the most core and highly abstract value pursuit and character characteristics of the University. It is a relatively stable group psychology and spiritual state and is the most typical spiritual connotation of the University [2].

### **1.3 The Main Problems in the Construction of Campus Culture.**

#### **1.3.1 Lack of In-Depth Understanding of the Construction of Campus Culture.**

At present, China's market economy has fallen into profound cultural contradictions. The development of the market economy has brought about advanced concepts such as competition consciousness and risk consciousness, as well as speculation consciousness and solipsism consciousness that are prone to misdirection. In addition to the modernization of mass media, the various theoretical trends of thought and theoretical hot spots in campus culture have become increasingly diverse. At present, the campus cultural construction is uneven, and the environmental

education power of campus culture to cultivate students' sentiments and build healthy personality has not been universally valued.

### **1.3.2 Lack of Individuality in Campus Cultural Development**

Modern college campus construction pays more attention to material culture construction and lacks the refinement of deep spiritual culture. Many colleges and universities have the same choice of the carrier of campus culture communication and lack their own characteristics that are different from other campuses. With the increasing diversity of campus cultural communication vectors, how to choose the most distinctive carriers and engrave the value system reflecting the deep campus culture on the "spiritual stele" in the hearts of campus people is the core issue of campus culture construction in colleges and universities today.

## **2. The Influence of The Construction of Women's Basketball in Our School on the Campus Culture**

### **2.1 The History, Achievement and Team Exploration of the Women's Basketball Team.**

Our school women's basketball team was founded in 1975, and has made remarkable achievements in its team building for more than 30 years. In 1998, our university successfully held the first National College Basketball League (CUBA) to win the women's basketball championship. In 2007, the Eighth National College Games women basketball team was successfully held in the southern part of the competition and won the championship. In 2008, he won the national championship in the third National Collegiate Basketball Super League. As one of the first universities to run high level sports teams in the Ministry of education, in the course of the construction and management of women's basketball team, a set of training system based on middle school and sports school is gradually established.

### **2.2 The Promotion of the Material Culture of the Campus.**

The standard wooden floor basketball complex is the material basis for women's basketball team to achieve brilliant achievements. While focusing on improving hardware conditions for women's basketball teams, schools also strengthen the construction of mass sports facilities. In the new campus of Huang Jia Hu, a series of sports venues such as basketball, volleyball, tennis, track and field have been formed.

### **2.3 Impact on the Construction of Campus Institutional Culture.**

Through many years of hard work, from the recruitment of players, sports team training, competitions, athletes cultural learning and daily management, has initially formed a set of effective college sports team construction management system. However, the construction and orderly development of sports teams require multisectoral dialogue and cooperation. At present, the construction of campus system culture is still in the development stage. All kinds of problems found in the construction and management of women's basketball teams still need to be improved in the system.

### **2.4 The Orientation of Behavior Culture.**

As a public figure on the campus, women's basketball players have become a model of all campus people by their healthy and lively lifestyle, rigorous and realistic learning attitude, hard work style, and the spirit of unity and struggle. The influence of this behavior is subtle. It is more profound and meaningful than simple sermon.

### **2.5 The Promotion of the Spiritual Culture of the Campus.**

The women's basketball team's fighting spirit and impressive record have proved to campus people and society that only having good team consciousness, hard work, and hard work are the most likely to achieve ideal results. This spirit has been combined with the history of the school, abstract and sublimated into a powerful campus spiritual force. This is the "steel quality" that martial arts adults cherish and take pride in. It has a strong spiritual shock to every martial arts student.

### **3. Giving Play to the Role of The Sports Team and Improving the Cultural Quality of the Campus**

#### **3.1 Material and Cultural Construction Needs to Be Further Strengthened.**

Due to the influence of historical conditions, the uneven distribution of venues in various campuses is a real problem in our school's sports venues. In the humanities environment, it shows that the historical precipitation and humanistic atmosphere of the campus environment have not yet been fully reflected, and it can not fully reflect the "steel quality" of our school. Strengthening the construction of the campus and rational layout, making full use of and alleviating the tension of the campus is an urgent need to strengthen the material and cultural construction of the campus and improve and enrich the campus culture.

#### **3.2 The Core Campus Spirit Has Been Formed and Needs to Be Consolidated and Improved.**

The struggle, the enterprising spirit and the iron and steel will have already made outstanding contributions to the construction of the country, and have been widely appreciated and recognized by the society. As a good carrier of campus culture construction, the women basketball team provides a good soft environment for our school to train high-quality talents with iron and steel quality. To consolidate and strengthen the role of the women's basketball team to the construction of the spirit and culture of the "steel quality" campus, and to make the campus spirit of our school to form a relatively stable development system, is the key to the development of the campus spiritual culture.

#### **3.3 Make Full Use of Women's Basketball Effect, Improve Campus Cultural Taste and Enhance School Brand.**

With a long history and fine style of the Wuhan University of Science and Technology women's basketball, to promote the formation and improvement of the high grade campus culture, publicity and promotion of the brand and reputation of the school. Efforts should be made to develop and actively excavate the great role of the high quality carrier of women basketball.

##### **3.3.1 Increase the Publicity and Breadth of Publicity.**

In the age of information high modernization, we must adopt the strategy of "going global" to further improve the social effects of schools and women's basketball teams. Therefore, we should actively deal with the media and strengthen the production and management of the web home page of our school, so as to further strengthen the depth and breadth of the social influence of the women's basketball in our school.

##### **3.3.2 Strengthen the Construction and Management of The Women's Basketball Team.**

In recent years, the competition of college sports teams is becoming more and more intense. The martial arts basketball team that has created a glorious history must strengthen the construction and management of the women's basketball team, and form a strict and standardized system from the enrollment, training, daily life to the appointment of the coaches, the encouragement and the management of the logistics personnel, and constantly improve and improve the execution, so that the women's basketball will promote the spirit of the campus. The role of the important carrier has been fully played.

##### **3.3.3 Buildup Brand Awareness and Build Campus Spirit.**

To establish the brand consciousness of the construction of women's basketball team, concern its growth and attention to its development, make every campus person realize the important role of the women's basketball team to the campus culture of our school, thus forming a cohesive force to cultivate the training goal and spirit of "iron and steel quality" talents in our school and in the women's basketball team. Infecting and encouraging campus people to work hard and actively explore in their study, work and life, and form the spirit of the campus with unique "iron and steel quality".

## **References**

- [1]. Liu Day. On the development of university campus culture [M]. Qingdao: China Ocean publishing house, 2004, 9.

- [2]. Milan. Current situation and Countermeasures of campus culture in Universities [J]. Journal of Southwest Institute of Nationalities (PHILOSOPHY AND SOCIAL SCIENCES), 2001.04.
- [3]. Zhang De, Wu Jinxing. Campus culture and personnel training [M]. Beijing: Tsinghua University press, 2001190-191.
- [4]. Li Shenyang. Comparison and reference of Chinese and American university campus culture construction [D].2005.04.