

# Research on the Integration of Sports Culture in Campus Culture Construction

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**Abstract**—"Culture is the soul of a country and a nation." The sports spirit and its unique form of value embodied in sports are of great significance to the development of education. In the process of school education and teaching, it is necessary to always insist on promoting people's "all-round development", and strive to promote people's physical and mental harmony and comprehensive development in sports activities to establish a correct value for students while guiding them to actively take the initiative to gain spiritual strength from sports culture. The harmony and development of society requires the advancement of all-round progress of human beings; and the all-round progress of human beings cannot be separated from a healthy body and a sound spirit.

**Keywords**—*sports culture; campus culture; integration*

## I. INTRODUCTION

Culture, as a unique phenomenon of human society, includes not only ideological parts such as world outlook, outlook on life and values, but also non-ideological parts such as natural science and technology, language and writing. Therefore, culture should have its distinct ideological value orientation and the characteristics of inheritance and development. Only when a hundred flowers blossom in a variety of cultural forms can reflect the profound and long-standing cultural connotations of human beings, the essence of which endows the society with strong cultural development power and national spiritual strength. "Culture is the soul of a country and a nation. Cultural prosperity promotes national prosperity and culture mightiness advances nation mightiness. In the inheritance and development of culture, only by combining the core cultural concepts with civic education, which have national spirit and historical smriti can the all-round development of human beings, the self-reliance of the nation and the prosperity of the country be realized.

Through the form of physical activity, sports realize the pursuit of spiritual freedom. As the most powerful medium of cultural form, it shows the spirit of self-confidence and self-improvement to the outside world; through the display of the world sports competition, a nation will also pass on a kind of national self-confidence and developmental traits to the world. As a result, as a spiritual force, sports culture can be transformed into material power in the process of people's

understanding of the world and the transformation of the world, which has a profound impact on social development.

## II. THE CULTURAL CONNOTATION OF SPORTS AND ITS EDUCATIONAL VALUE

Sports culture refers to the sum of all material and spiritual civilizations formed by human beings in the course of historical development. As part of the liveliest vitality in the cultural sphere, sports culture can attract people of different languages, different races, different statuses, and even different ideologies to participate in sports and enjoy the joy of sports. As a special reflection of human needs, sports culture is created by human beings in sports life and practice. Moreover, through the tangible physical form, movement skills, sports equipment, material and intangible will, concept, age spirit related to the social attribute, the sports culture reflects its unique way of existence.

The development of sports culture will inevitably be marked by the development of the times. It is based on the cultural connotation of a country or a nation, profoundly influencing people's values. It is the diversity of different cultures in the world that brings the uniqueness and individuality of sports culture. This characteristic makes sports culture not only a universal "language" in the world, but also a personalized cultural charm. Only by absorbing and drawing lessons from the traditional national culture and sports culture can it be available to display the cultural self-confidence with strong vitality to a greater extent. What's more, the sports culture has the creativity of self-renewal, which effectively reflects the value of surpassing the sports itself. The development of modern physical education is highly consistent with the trend of world education. Fully recognizing the value of physical education in the educational system can not only enhance the status and value of sports culture in the social and cultural system, but also play an important role in promoting the "all-round development" of human beings.

Rich historical heritage and diverse cultural content make Chinese traditional culture more compatible and diverse. It is an important way to innovate and develop sports culture by absorbing the excellent content of traditional culture and integrating the national wisdom and spiritual style contained in traditional culture into the sports culture of the new era. The key to sports culture serving the reality is to maintain its

demand. Demand is a psychological tendency that the organism seeks for satisfaction in the situation of absence or certain imbalances. Demand generates motivation, and then, motivation stimulates behavior. Human needs for sports are the internal driving force for the development of sports culture and even human civilization. Sports culture bears the function of inheriting and developing, and it can exert a subtle influence on people's thoughts and spirits, better playing the role of educating, cultivating and shaping people.

### III. SPORTS IS THE BEST WAY TO ACHIEVE PEOPLE'S "ALL-ROUND DEVELOPMENT"

#### A. *Healthy Physique Is the Basis of Realizing Human's "All-round Development"*

Enhancing physical fitness and promoting health are the essential functions of sports, and also the basic elements to achieve the improvement of moral quality and intellectual level. The overall development of human beings must take the healthy physical quality as the primary training objective. Mao Zedong also wrote in his Study of Sports: "Physical education matches with moral education and intellectual education, and the latter two are based on the former one. No physical health, no virtue and wisdom." It has been the consensus of all countries in the world to improve people's physical fitness through sports, and then to improve the quality and ability of the whole nation.

A healthy body needs to correctly understand the connotation and extension of physical health, and be able to participate in physical exercise well and actively. Health in the true sense means a combination of a person's physical health, mental health and strong social adaptability. Education should aim at everyone's acquired health. Therefore, while the students are taught to "build up a good physique", they should also be asked to "build up a powerful heart." Beyond the essential function of improving physical fitness through physical exercise, sportsmanship leads the practice of sports to promote the development of society and the progress of civilization. From the primitive sports form that originated from the production and labor practice to the "higher, faster and stronger" sports spirit of the modern Olympics, it reflects the ideological style and consciousness of the sports that has enlightenment and influence on human development, producing tremendous value for the progress of human civilization. The sports spirit is an ideology bred by sports. It goes beyond the sports itself and internalizes into a belief and pursuit in the human heart.

#### B. *Improving the Cultivation of Personality and Promoting the Improvement of Moral Quality*

Besides focusing on teaching student's cultural knowledge and physical exercise, more importantly, the education should teach students how to behave. The increasingly tense competitive pressures in modern society and the burden of study and work have caused tremendous mental pressure, which has led many young students to begin to show negative psychology, such as weariness of learning and life, and even to varying degrees of mental illness. This phenomenon has been increasingly valued and studied by the educational circles. If

the sports spirit is well integrated into the education and the positive elements are used to guide the students' psychology, build up self-confidence, enrich and deepen the educated ones' spiritual world to a certain extent, the students can face the difficulties in life with a positive and optimistic attitude, and constantly improve their spiritual world and maintain their mood in the process of dealing with the real life and adapting to the environment, open-minded and enterprising in spirit.

"Olympic is synonymous with sportsmanship and a symbol of modern social civilization. The spirit of 'sacred truce', characterized by the pursuit of peace and friendship, is what we yearn for; respecting the spirit of justice, equality and competition has become the ideal pursued by people; physical fitness, health and beauty have become the goals pursued by people." The sportsmanship of sports culture can help students draw positive spiritual strength and arm and motivate themselves with the spirit, thus achieving mental improvement and powerful inner world.

The value of physical education is also reflected in the excellent sports culture and sports spirit on the modern people's ideological education guidance and personality value guidance, which has exerted a subtle, lasting and far-reaching effect on people, and gradually formed a thinking mode of learning under the influence of sports culture atmosphere and has been internalized into an ideological and educational concept that uses sportsmanship to shape personality direction and guidance. Moreover, to a certain extent, it promotes the formation of correct morality in society and assist people to learn to get along with others in an equal and harmonious way, so that they can better handle the relationship between people in the process of interpersonal communication.

Since the development and formation of personality are greatly influenced by social environmental factors, the overall quality and moral values of each person are constantly changing during the long-term personality cultivation process. In the historical process of social development, only by externalizing people's moral and ideological views into practical activities can they help people achieve the unity of theory and practice and use the results of social practice to measure their moral qualities, so that they can constantly improve their own value judgments and value choice ability. In order to give full play to the role of individual talents in promoting social development, it is essential to start with optimizing the structure of individual knowledge and culture and raising the level of ideological and morality, and achieve the ideal personality by continuously improving the quality of inner moral thoughts. In the process of shaping the ideal personality, people will optimize their individual abilities through continuous exploration and progress accompanied by integrating the spirit of fairness, equality and hard work into the process of personality shaping and perfection to realize the comprehensive and substantial improvement of individual ability under the guidance of sportsmanship.

#### C. *Forming Correct Values and Positive Attitudes Towards Life*

"Sports spirit shines the light of wisdom of the whole human being, and is a precious spiritual wealth shared by all

mankind. The humanistic spirit, heroism, fair competition spirit and team spirit displayed and promoted in sports are the main components of sportsmanship, which reflects the value ideals and value pursuits of human beings, shines on the universal values that are common and respected by different national cultures, different religious beliefs, and countries in different regions. The ultimate goal of education is to help students establish a correct world view, the outlook on life and values. Meanwhile, it aims to allow students to use these theories to improve their overall quality while applying the correct perspectives and advanced theories, and to apply them to daily life, thus achieving an organic combination of theory and practice. At the same time, the value of ideological and moral education contained in sportsmanship is integrated into the process of education, focusing on strengthening students' moral consciousness and social responsibility, so that they can extract useful ingredients from sports culture, thus the role of consolidating social responsibility awareness and national spirit can be achieved.

#### IV. SPORTS CULTURE IS AN IMPORTANT WAY TO BUILD CULTURAL SELF-CONFIDENCE

Culture is the carrier of thinking and an important medium for recording the development of human history and the progress of civilization. The formation of sports culture must inherit and develop on the basis of excellent traditional culture, which can consolidate the foundation of cultural construction and lay a strong foundation for cultural self-confidence. The idea that has been passed down for thousands of years with the prosperity of the nation has infiltrated everyone's minds and become a daily-use and unconscious value, which constitutes the unique spiritual world of the Chinese. As Xi Jinping said, Chinese traditional ideology and culture "embodies the world outlook, outlook on life, values, aesthetics, etc. formed and passed down by the Chinese nation in productions and lives of generations. And the core content has become the most basic cultural gene of our nation."

In the contemporary society with increasingly rich spiritual civilization, the organic combination and benign development of the spiritual power as well as moral value contained in the traditional culture of the Chinese nation and sports culture can not only provide spiritual guidance and moral comfort, but also promote the prosperity and development of the sports industry, and even further promote the harmonious development and overall progress of the entire society. For students who are educated in school, it is a crucial period for their world outlook, outlook on life and values shape. If the sports culture that students like to see and enjoy is effectively integrated into their daily learning life, they can not only enrich learning connotation of themselves, helping them achieve the overall development of the individual, but also to improve their moral cultivation and physical and cultural quality, so that they can enjoy spiritual pleasure in the process of receiving education.

It can be said that the integration of sports culture into ideological and moral education can exert the subtle influence of sports spirit to a certain extent, so that students will use the national spirit contained in sports culture as the goal of motivating themselves in the process of equal physical and mental education, develop a habit of active learning and

positive thinking, and extend the behavioral habits based on sportsmanship to lifestyle and even the whole life.

Firstly, school education provides an environment for the promotion and development of sports culture, so that more students can deeply understand the cultural heritage and spiritual connotation closely related to sports culture, and then realizes the maximum value of physical education. First of all, physical education provides a systematic and stable platform for the cultivation and inheritance of sports culture, allowing students to deeply understand the sports spirit and social and cultural thoughts contained in sports culture, and then generate interest and desire for in-depth study. Eventually, the development of the inheritance of sports culture will be promoted.

Secondly, students who are the main driving force for the future development of the society have strong innovation ability and creativity. They are responsible for the inheritance and advancement of sports culture, which gives sports culture a new vitality and development direction, and let sports culture and social development combine with each other in a closer way, and promote the overall development of society and the enhancement of national cultural soft power through the prosperity of culture.

Thirdly, the integration of sports culture and ideological and moral quality education and teaching can also enhance the effectiveness and group nature of cultural inheritance, so that sports culture can exert greater influence in schools and society, and improve the countrymen's overall understanding and cognition of sports culture, allowing them to use the spirit of excellent sports culture to encourage themselves in the process of learning and practicing ideological morality, and to promote the correct development of personal ideological and moral concepts.

#### V. EFFECTIVE INTEGRATION OF CAMPUS SPORTS CULTURE CONSTRUCTION AND MORAL EDUCATION TEACHING

##### A. *Highlighting the Pertinence of Teaching Contents and Strengthening Moral Education*

To strengthen the combination of sports culture and moral education and highlight the role of sports culture, it is vital to lay particular emphasis when making the arrangement of curriculum content, which is characterized by strengthening the content of sports culture education, so that the level of sports of college students can be improved quantitatively first. In the teaching process, teachers must let college students develop correct social morality, truly loving the motherland, showing filial piety to their parents and serving the society. In addition, it will be better to improve students' ideological and moral cultivation while exercising and learning knowledge.

##### B. *Paying Attention to the Role of the Environment and Creating a Good Sports Culture Atmosphere*

Education is a long-term job. It is not only limited to the classroom, but also reflected in all aspects of students' daily lives. So, it is important to create a good campus sports culture atmosphere, letting students form a peaceful mind and positive attitudes and values under the influence of sports culture, and

extend the influence of from class to class. The creation of a campus sports culture atmosphere can help schools figure out a unique campus culture tradition, and in turn, this tradition has a lasting and far-reaching impact on students in the school. In view of the development of many long-established universities, world-renowned universities such as Oxford, Cambridge, and Tsinghua embrace a long-standing sports tradition, and the sports spirit that has been nurtured in tradition has always affected the development and growth of students.

## VI. CONCLUSION

From the perspective of the teleology of sports, a sport is to build up the human body, cultivate sentiment, and enhance people's cooperation and friendly relations activities. That is to say, the main body of sports is people, and it is an important way performed around people to meet their all-round development. The sports spirit and its unique form of value embodied in sports are of great significance to the development of education.

The core concept of "people-oriented" sports culture urges our education to pay attention to the all-round development of people, and to devote to the construction of the country with a healthier physical state and loftier moral quality. In the process of school education and teaching, it is necessary to always insist on promoting people's "all-round development", and strive to promote people's physical and mental harmony and comprehensive development in sports activities, and establish a correct value for students while guiding them to actively take the initiative to gain spiritual strength from sports culture. The harmony and progress of society requires the promotion of all-round development of human beings; and the all-round development of human beings cannot be separated from a healthy body and a sound spirit.

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