

Construction of Sports Culture under the Background of “Internet +”

Bofei Xie

Wenzhou Vocational & Technical College, Wenzhou, 325000, China

Abstract: In the new period, with regard to the goal of China’s sports culture education, it emphasizes the importance of “Internet +” in China’s cultural education. Based on the above, the construction of sports culture under the background of “Internet +” has been put forward. In view of the current difficulties in the construction and development of sports culture in China, the feasible schemes for the construction of concepts, facilities, teams and operation mechanism are put forward.

Keywords: “Internet +”; Sports culture; Construction; Countermeasures

1. Introduction

At present, China’s sports are developing toward a period of gradual prosperity. During this period, not only did China begin to have an independent right of speech in the world sports competitions, but also in the development of modern Chinese sports culture, sports and exercise are gradually becoming an important part of the daily exercise of Chinese residents^[1]. It should be emphasized that only by integrating sports culture into the trend of world sports culture, meeting the cultural needs of contemporary residents in daily life, gradually forming a healthy and regular lifestyle, and forming the concept of lifelong exercise, can China’s sports culture slowly release the new driving force of social progress. With the development of science and technology in China and the progress of material production methods, Chinese sports culture will have a new future.

2. Construction of the Concept of Sports Culture

According to the actual research, the current sports culture in China is at the development stage, and the residents’ understanding of the concept of sports culture still remain on the superficial surface in the 20th century. Only a deeper understanding can raise the awareness of contemporary residents about sports culture and stimulate the whole society’s love for sports. In colleges and universities where sports culture should be prevalent, there are serious problems, such as a small number of associations, a single means of propaganda, lack of innovation, lack of long-term planning, etc.^[2]. Therefore, the first thing we need to do is to carry out professional interpretation of the relevant concepts concerning the construction of sports culture and education, for example, the essence of “Internet +”, “understanding of Internet +” and “the application of Internet + in sports culture”; To

explore the methodology of research on the construction and innovation path of sports culture under the background of “Internet +”. In the methodology, the research that needs to be emphasized mainly includes: the judgment of the meaning of the possibility of “+” and the possibility of combination of sports, education and scientific means; the importance of theoretical analysis based on policy; the key content and main tasks of the construction of sports culture based on the informationized operating environment. The establishment of the concept of sports culture must be based on the experience accumulated in real life, the cultivation of the exercise consciousness of the whole society, the formation of the new concept of “participation in sports is feeling oneself” and the sustainable practice of sports education culture. Meanwhile, the sports practice at the social level needs to be further strengthened, which is definitely not just a superficial form of propaganda, but must seek change, livelihood, novelty, application and reality, and innovation in teacher quality training, public curriculum development, social and cultural environment optimization^[3]. How to make students realize that taking part in physical exercise is a daily sport activity and insist on it, how to make the whole society realize that physical exercise is to make themselves live more fully, and how to strengthen the physical quality of students is the content that our country should pay attention to in the construction and practice of sports culture.

3. Construction of the Facilities of Sports Culture

In today’s society, most of the ordinary colleges and universities have a serious shortage of sports facilities, so the implementation of many sports is limited. Even after installing sports facilities, some schools can not carry out sports teaching normally because of the lack of timely maintenance of sports equipment in the later period,

which results in many safety risks, thus resulting in resulting in the production of idle sports facilities^[4]. With the rapid development of social economy in China, the overall investment in education, especially in sports culture education, has been greatly improved, which has changed the situation of sports funds in colleges and universities, and provided basic guarantee for promoting the construction of sports culture in colleges and universities. However, the huge population base in China, the weak physical facilities, and the continuous expansion of enrollment in colleges and universities which lead to a sharp increase in the number of students, the expansion of the scale of colleges and universities have made the amount of funds for college sports far from meeting the needs of colleges and universities, which has become a major problem limiting the construction of sports culture in colleges and universities. The construction of sports culture in colleges and universities is based on sports facilities. In order to ensure the development of sports culture, colleges and universities must gradually increase their investment in sports facilities, create a positive and healthy atmosphere and sports environment, guarantee the needs of teachers and students for facilities in daily physical exercises and the basic needs of watching large-scale sports competitions^[5]. As a landmark building of local sports culture, sports venues have become a practical carrier of sports culture, which has a certain subtle influence on the spread and development of sports culture. Local governments must make good plans and arrangements according to the actual needs, and combine the actual situation of students and venues and equipment, so as to make the gymnasium play a great role. With the help of existing sports equipment, the local government can further optimize the sports environment, so as to effectively mobilize the enthusiasm of the public for physical exercise, and promote the long-term development of sports culture. Local governments must scientifically and reasonably utilize the local symbolic sports buildings, especially the symbolic sports venues, to hold large-scale sports events and promote the cultivation of the atmosphere of sports culture construction. The physical conditions of the stadium, such as equipment, sports environment, sports resources, scale of the venue, and sportswear, are prerequisites for ensuring the smooth development of local sports culture. If the local area already has a certain scale of sports venues, sophisticated sports equipment, advanced sports facilities, and a sports environment with a warm atmosphere, it can greatly stimulate the public's enthusiasm for actively participating in sports culture, which can help improve sports. Therefore, government managers must incorporate the construction of stadium facilities and the introduction of equipment into the overall plan for local sports culture construction, meet the public's specific requirements for local sports venues, facilities and equipment, gradually increase investment in

sports projects, and strive to improve sports, so as to further promote the construction of sports culture.

4. Construction of the Team of Sports Culture

Teachers, as a new force in the construction of sports culture in society, are also an important force in the construction of sports culture in China. The success of sports culture construction depends to a large extent on the good construction of the teaching staff. Therefore, it is very important to cultivate a team of teachers with high professional ability, excellent teaching quality, strong sense of responsibility and playing a leading role for students^[6]. Teachers' educational concepts, moral standards and "three outlooks", as well as their personality and temperament, will directly or indirectly affect students' understanding and learning of sports cultural knowledge. Therefore, teachers need to constantly update their educational concepts and establish the concept of "lifelong learning", "health first" and "teaching is mutually beneficial", which is the key to the long-term development of sports culture construction. In addition to strengthening the construction of teachers, schools must further cultivate professional teams, who are also the fresh force of sports culture construction and the powerful assistant of sports teachers in sports construction. Therefore, they need to play an important role effectively. As an important force in the construction of sports culture, physical education teachers' professional dedication and comprehensive quality are the key conditions for effectively realizing their own work and cultivating high-quality sports talents. Physical education teachers' professional ability, moral level and professionalism have always played a strong role in promoting the process of teaching people, which is the key to the long-term development of sports culture construction. Therefore, physical education teachers must insist on learning new knowledge, reform and innovate teaching methods, improve the quality of education, and organize some creative sports and cultural activities. On the other hand, the society should also provide a good working environment for physical education teachers, and effectively improve teachers' enthusiasm in physical education and teaching on the basis of constantly improving teachers' comprehensive quality.

5. Construction of Operation Mechanism of Sports Culture

Because most of the sports and cultural activities are in the form of group activities, which have the characteristics of large-scale activities and wide radiation range, we should advocate free participation and oppose unorganized and undisciplined sports activities. Therefore, it is necessary to strengthen the management at all levels of the society and establish a system of cooperation which is

led by the Ministry of physical education, or physical education teachers or leaders. Under the background of

“Internet +”, the contents of the mechanism of sports culture in China are listed below.

Table 1. Contents of the mechanism of sports culture in China

| Role | Division of labor | Description |
|-------------------------------|---|---|
| Party committee | The formulation and implementation of relevant documents; the organization and supervision of relevant sports activities. | Provide certain economic support for the smooth development of sports activities. |
| Sports department | Formulate implementation standards for relevant sports rules and regulations; publicity work for sports websites. | Arranging sports coaches |
| Publicity department | Enhance the propaganda of sports spiritual culture. | Through the WeChat, Micro-blog, QQ group and other new media methods. |
| Logistics and security office | Maintenance of sports facilities; purchase of sporting goods; public security work during sports and cultural activities | Logistics support and maintenance of order |
| Finance department | Budget, etc. | |

Relevant departments can strengthen macro-control and technical guidance on the construction activities of social sports culture, and be responsible for organizing national or social large-scale sports events (such as sports games, sports festivals, etc.), responsible for the training, examination and declaration of professional referees and athletes; The management mechanism enables sports personnel from different levels and different departments to participate in the construction of sports culture in their respective positions, to achieve the combination of group activities and individual activities, the combination of formal and informal activities, the combination of large-scale events and small-scale events, The combination of sports activities and entertainment activities, which can ensure the sustainable development of social sports culture construction activities. It is necessary to strengthen media publicity. For example, we can often use coherent and catchy slogans, pictures, broadcasts, videos and other media forms to carry out extensive publicity of sports and cultural activities, and the whole society really understands the importance of physical fitness, which is conducive to cultivating public interest in sports activities, improving residents' enthusiasm for participation, so that everyone can understand sports, participate in sports, enjoy sports. Relevant departments can organize lectures on sports culture knowledge, which is an important way to deepen the knowledge of sports culture of the community residents. Famous sports experts and athletes at home and abroad are invited to give professional lectures in cooperation with sports teaching, and to introduce well-known sports events and international situations at home and abroad appropriately,

which can broaden people's horizons and increase students' knowledge of sports culture.

6. Conclusion

The paper analyzes the construction of sports culture under the background of “Internet +”, and puts forward the difficulties and problem in the construction of sports culture, and puts forward suggestions for the long-term development of sports culture in accordance with the development of “Internet +”. It is hoped that the research in the paper can provide a theoretical basis for the construction and future development of sports culture under the background of “Internet +”.

References

- [1] Gu Chengxi, Chen Ke, Huang Chenxi. Application of Taboo Search on PE Resources Integration of University Town. Computer simulation. 2011, 28 (2), 252-256.
- [2] Xu Xingling. Construction of Campus Sports Culture in Universities under the Background of Humanistic Olympics. Master's Degree Thesis, Suzhou University, 2007.
- [3] Liu Yiwu. On the Main Direction of the Development of Sports Culture in Contemporary China. Geological Science and Technology Information, 2007.
- [4] Zheng Jichao, Zhao Na. The Dilemma and Path of the Development of Campus Sports Culture in China under the Background of “Internet +”. Sports Research and Education. 2016, 31(2), 50-53.
- [5] Yang Deyin, Gong Degui. Construction of Campus Sports Culture. Journal of Physical Education. 2001, 8(3), 86-87.
- [6] Cheng Yuanyi, Yang Aihua, Zhang Ying. University Sports Culture in China with an Influencing Culture. Journal of Shenyang Sport University. 2012(6), 47-49.