

Research on Influencing Factors and Developing Strategies of Cheerleading in Colleges and Universities

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Abstract: Cheerleading has a broad development space in colleges and universities. Colleges and universities should pay attention to the development of cheerleading and improve the system of cheerleading. Therefore, based on the development strategy of college physical education and the exploration and analysis of China's actual situation, this study provides some references for the development of other colleges' physical education and opens up new ideas for the development of other types of physical education in China.

Keywords: College; Cheerleading promotion; Strategy

1. Introduction

The development effect of college cheerleading has a very important influence on the society. In order to comprehensively grasp and understand the development of cheerleading in colleges and universities, improve the level of physical education in colleges and universities, promote the development of national fitness cause, and promote the all-round development of students' body and mind, this paper studies the influencing factors and development strategies of the development of cheerleading. Through in-depth study found that in the development of modern university lesbian hold, there is a growing concern for lala exercise enough, lack of teachers, competition system is not perfect, and according to the research information, points out that the school should increase its attention, strengthen the teacher training, establish perfect competition system and other measures, in the hope of contributing to the development of la-la-la sport.

2. Colleges and Universities Should Promote the Value of Cheerleading

2.1. Improve physical education teaching in colleges and universities

Cheerleading is a new type of exercise which has many advantages in colleges and universities. Cheerleading has the function of physical fitness and has certain artistic expression. To some extent, cheerleading sports teaching in colleges and universities can promote the development of physical education, widen the scope of students' physical education, promote the optimization mechanism and system construction of university physical education, and also promote the development of university physical education curriculum.

2.2. Promote the national fitness campaign

Cheerleading is contagious and takes place in a joyous atmosphere of music and activities. This exercise combines various forms of exercise such as dancing, gymnastics, running, etc. It can give students a variety of physical exercises and exercise all aspects of the body. Cheerleading is a multi-person team sport that can bring in more people. Due to the large space for sports activities, it has a strong openness and randomness in the process of sports, which is very attractive to people for many sports. In this case, more people can be driven to participate in sports through the active participation of students in sports. This has a great promotion effect on the development of national fitness activities. In college campus culture activities, sport also have a special place, has gradually become a new form of cultural activity, is popular among the students, can the spirit of sportsmanship, for the campus culture construction, encourage more students to choose movement, the whole society plays an important role in promoting the development of the national fitness activities.

2.3. Promote students' overall physical and mental development

Due to the collection of many sports functions, including gymnastics movement, dance practice, yoga posture, in addition to these rich movements, also includes track and field movements. The integration of various sports has enriched the entertainment of cheerleading to a certain extent. Students are more likely to take exercise in all aspects of activities during the participation process, and can get better exercise in a variety of sports. During the development of cheerleading, mainly in the background of dynamic music, students can enjoy the joy and fun

brought by cheerleading. This is a team sport. By participating in sports, on the one hand, students can exercise their physical ability and harmony, but also exercise their participation in the collective, which helps to develop their collective consciousness. Only individuals in the group can strengthen coordination and cooperation, and achieve good results in games or activities; On the other hand, the practice of cheerleading is more conducive to cultivating students' teamwork and collective development. In the whole cheerleading team, everyone needs to coordinate and cooperate with each other. Only with the cooperation of partners can each movement get the maximum battle line and improve their own ability in the movement.

3. Factors Influencing the Development of Cheerleading in Colleges and Universities

3.1. Factors of teacher strength: Insufficient teachers and insufficient training

Colleges and universities need the support of a large number of professional teachers to carry out sports projects well. At present, colleges and universities employ relatively high professional coaches, so it is difficult to fully train high-quality physical education teachers in teaching activities. Some teachers only understand simple operation training terms, but fail to pass the professional operation training of a large number of physical education teachers. At present, it is difficult to have a full understanding of the core technology system, and the teaching activities organized are not up to standard. Due to the insufficient number and quality of teachers, the teaching quality of cheerleading in universities is affected, which is not conducive to the effective development of various competitions. The development of cheerleading teaching in China cannot be compared with that in foreign countries, especially in colleges and universities, which started late, and various systems and mechanisms are not perfect enough. The shortage of teachers is a problem in cheerleading teaching in many universities. For example, some universities teach cheerleading simultaneously through physical education and dance teachers. Although cheerleading is to some extent related to these subjects, many teachers can only do it through hard work. Due to the limited professional ability of teachers, cheerleading exercises cannot be taught from an overall and comprehensive perspective, and students cannot get professional guidance. Some teachers have some problems in cheerleading teaching and teaching innovation, which also affect the teaching effect of cheerleading.

3.2. Factors of competition system: the cheerleading competition system is not sound

Competition system is the guiding goal of the development of sports events. Especially in China, sports are

organized and managed from top to bottom, and the improvement of competitive system directly affects the development of sports. Due to the difficulty of cheerleading in sports and its easy to cause sports injuries, relevant departments canceled some cheerleading activities when they organized them. The orientation of the competition system will influence the development trend of a project. From the survey, it can be seen that the cancellation of the university games is detrimental to the development of cheerleading. In the current technical training of cheerleading, they all focus on the technical training of cheerleading and lack of support for the cheerleading. Therefore, the imperfect competition system directly affects the development scale of the project.

3.3. University leaders pay insufficient attention to it

The development of school sports is influenced not only by the general environment of competition system, but also by the small environment of colleges and universities. To a certain extent, the leadership's emphasis on sports can increase the enthusiasm of coaches. The promotion and development of cheerleading skills cannot be separated from the attention and support of leaders. The attention paid to cheerleading by senior leaders largely determines the direction and development of the project. There are two main reasons why college leaders don't pay much attention to the training of cheerleading skills. First, the safety consciousness of the leaders is too strong. Most students at this stage are the only child, and the safety of students at school is an important responsibility of the school. The technical activities of cheerleading are difficult and dangerous in sports. College leaders have been taking a wait-and-see attitude toward Cheerleading out of concern for students' physical and mental safety. It is not difficult to find that the superior leaders' neglect of cheerleading is another important factor affecting the development of cheerleading in colleges and universities.

4. Strategy Analysis of Sustainable Development of Cheerleading in Colleges and Universities

4.1. Improve the competition system and stabilize the event design of universiade

Since the implementation of "Healthy sports and Happy Sports" in China, various sports events have sprung up like mushrooms. In the process of rapid development of cheerleading, higher standards and requirements have been put forward, and a sound cheerleading competition system is very necessary, which plays an active role in guiding and regulating cheerleading. The higher the level of the sport, the more it can stimulate the interest of coaches and athletes in training and competition. Therefore, in the case of frequent games, the setting of major

events is the key to directly and effectively promote the development of a sport.

4.2. Strengthen the emphasis and promote the development of cheerleading

The characteristics of cheerleading are in line with the physical and mental development of modern college students. It is most appropriate to promote and develop cheerleading on campus. Like many developed countries in Europe and the United States, they promote basketball, football and other sports on campus, and are eventually known and actively participated in by the public. From the characteristics of the cheerleading movement carried out in universities in the past, the cheerleading coaches who teach, the students who learn cheerleading and the atmosphere created by the whole school all have a great influence on the development of the cheerleading movement.

4.3. Improve the level of sports training to achieve the goal of sports training

The improvement of college sports practice quality has an important influence on the improvement of athletes' comprehensive quality. In college sports teaching activities, it is necessary to integrate the content of sports humanities to meet the main needs of sports humanities, so as to greatly improve the level of sports competition. In physical education in colleges and universities, we can combine the knowledge and methods of the humanities to gain an in-depth understanding of each student's physical condition and improve the level of physical training. For example, the actual amount of exercise can be determined through the determination and analysis of the blood lactic acid content of athletes. In the practice of physical education in colleges and universities, the application of physical education humanities can help coaches get more information and scientifically design the way of physical training. Under the scientific guidance and training mode, the comprehensive quality of athletes can be improved continuously and the goal of sports training can be realized more quickly.

5. Conclusion

Through the study of this article can be found, the promotion and development of college sport can improve college physical education, promote the development of the national fitness campaign, to promote the all-round development of students' physical and mental health, but in the specific problems often encountered in the development process, such as attention sport seriously insufficient, inadequate teachers and imperfect competition system. On the basis of these problems, the school should pay more attention to cheerleading and establish relevant reward system to improve the enthusiasm of students' participation, and expand the influence of cheerleading through strengthening teacher training and the establishment of teacher training system and other measures. Only in this way can the smooth development of cheerleading be promoted.

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