

# Research on the Ways of Sports Culture Communication in College Tennis Teaching

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**Keywords:** College Sports; Tennis Teaching; Sports Culture; Cultural Communication

**Abstract:** College tennis teaching is an important carrier of sports culture communication. The dissemination of sports culture in college tennis teaching is not only an important means for colleges and universities to implement the “German and Skill” talent training concept, but also an objective requirement for deepening the reform of college tennis teaching. Based on this, this paper based on the innovation of communication path, briefly analyzes the ways of sports culture communication in college tennis teaching, and points out the importance of multi-pronged measures and dissemination of sports culture.

## 1. Introduction

Sports culture is a culture formed by the long-term development of sports, with the spirit of self-reliance, tenacity, fairness, honesty, solidarity, solidarity and mutual benefit. Its inheritance, promotion and development have a positive impact on students' lifelong learning and development. As a popular sports project, tennis has a rich sportsmanship and is effectively introduced in college education. Tennis culture has become an important part of college campus culture. The following are some of the author's cognitions about the sports culture communication in college tennis teaching, which is intended to lead the way.

## 2. Incorporate Sports Culture into Teaching Objectives

To stimulate and cultivate students' interest in participating in tennis, so that students can master the basic knowledge and basic skills of tennis in tennis teaching activities, help students develop good exercise habits, and realize the effective improvement of students' physical and mental qualities is the main goal of traditional college tennis teaching. Under the guidance of this goal, college tennis teaching focuses on student skill training and assessment, and to a certain extent ignores the inheritance, promotion and development of tennis culture. Under the new situation in the new era, with the continuous deepening of China's quality education reform, how to promote the individualized and comprehensive development of students has become the focus of college education. In addition, the increasingly close contact between sports and various fields of society puts forward higher requirements for college physical education. It is necessary for colleges and universities to carry out tennis teaching, and to carry out diversified setting of teaching objectives. It is to combine sports culture teaching with sports technology teaching, so that college students not only master the basic knowledge and basic skills of tennis, but also get bodily functions in the process of participating in tennis teaching activities. The strengthening of the sports culture has also been enhanced [1]. At the same time, students have a more comprehensive and in-depth understanding of tennis, can enhance the interest in tennis learning during the internalization of tennis culture, and actively participate in the construction of tennis.

Based on this, colleges and universities can be based on curriculum reform, re-establish teaching objectives, and promote the effective expression of sports culture learning and communication in college tennis teaching. For example, college tennis teaching requires students to “three, four, five know” (will watch the ball, play, evaluate the ball; understand tennis skills, understand tennis rules, understand tennis tactics, understand tennis terms; know the history of tennis, Tennis play, tennis

spirit, knowing sports etiquette, tennis movement methods) [2]. Therefore, college students are not only fans and participants of tennis, but also the disseminators, practitioners and creators of tennis culture and sports culture.

### **3. Integrating Sports Culture into Teaching Resources**

As a material and spiritual civilization formed in the development of sports, sports culture has the characteristics of time, nationality, sociality, regionality, inheritance and diversity [3]. Based on the characteristics of sports culture, in the process of college tennis teaching, the sports culture communication resources can be explored based on the characteristics of sports culture, and it can be transformed into teaching resources, and the design of teaching activities can be carried out through teaching activities to realize the effective dissemination of sports culture. .

For example, when disseminating the tennis culture in sports culture, the nationality and regional characteristics of sports culture are used as the teaching resources to explore the foothold, and the differences in rules and etiquette of tennis in different countries and regions are explored. On this basis, we will compile tennis sports materials, publish related books, and produce related video products. On the one hand, it provides rich teaching resources for college tennis teaching; on the other hand, through the use of tennis sports materials, tennis teaching audio-visual products, as well as the publication and reading of school-based books related to tennis and sports culture, the university sports culture is inward and outward. External communication.

Another example is to spread the sports culture in college tennis teaching, take the inheritance characteristics of sports culture as the foothold of teaching resources, explore the connotation of Chinese sports culture, the characteristics of Chinese tennis culture, the correlation between Chinese excellent traditional culture and sports culture. Wait. And transform it into a college tennis teaching resource, which can be integrated into the daily life of students in college tennis teaching through WeChat public platform, classroom newspaper, campus culture wall, campus radio, campus sports meeting, tennis knowledge contest, college tennis league, etc. The way of life, the spread of sports culture. Therefore, college students can clearly recognize that sports culture is closely related to their own life, and realize the internalization and transfer of tennis knowledge, tennis culture, sports knowledge and sports culture.

### **4. Incorporate Sports Culture into Teaching Content**

In the tennis teaching of colleges and universities, in order to realize the effective dissemination of sports culture, it is necessary to fully integrate the sports culture into the teaching content, so that it can be passed down, promoted and developed with the implementation of the teaching content. In this process, it can be embodied in two aspects: tennis theory teaching and tennis practice teaching.

As far as college tennis theory teaching is concerned, the teaching content of traditional college tennis teaching focuses on the transmission of tennis skills, including tennis tactics and tennis referee rules. After being integrated into sports culture, college tennis teaching content can provide a platform and space for students to explore the connotation, value and spirit of tennis. In the tennis etiquette study, tennis history development, tennis competition analysis, tennis training experience sharing, tennis player understanding, enter into thinking, gain inspiration, and achieve innovation, thus helping the sustainable development of college tennis, promoting sports culture in college tennis Effective communication in teaching.

As far as college tennis practice teaching is concerned, the best way to spread sports culture lies in “competition”. By organizing various tennis competitions, it can effectively help students establish a sense of teamwork, competition, and responsibility, and enhance students' self-confidence in learning sports. First of all, the fun and entertaining nature of tennis matches can mobilize the enthusiasm and initiative of students to participate in tennis teaching activities at the fastest speed, to stimulate and cultivate students' interest in tennis learning, and to enhance the persistence of students' participation in tennis training and sports. Secondly, the regularity and seriousness of the tennis match enable students to quickly master the rules and requirements of

tennis and promote the analysis and learning of tennis tactics. On the one hand, improve the skills of students' tennis skills, on the other hand, deepen the students' perception of sportsmanship. Experience, understanding, and make it a communicator, practitioner, and creator of sportsmanship. At the same time, students in the process of watching and participating in the tennis game, timely development of their own shortcomings in daily tennis training, timely adjustment of sports mentality, exercise methods, training models, effective handling of problems, improve the overall quality of tennis And ability. In addition, the publicity process of tennis competitions is also the process of sports culture communication. Students can use multimedia, such as campus radio, WeChat, Weibo, etc. to build momentum for their team or favorite network team, so that more people can recognize tennis, understand tennis culture, guide them to watch tennis, and experience tennis. It has the charm, which makes it a favorite for tennis. In this process, teachers, students, and social groups watching tennis competitions have become important media for sports culture communication, and the path of sports culture has been further broadened.

## **5. Extend Sports Culture to Teaching Practice**

Extracurricular practice is an extension of college tennis classroom teaching, and is the main position for sports culture communication in college tennis teaching. As the richness of practical activities increases, the form of sports culture communication will also have diversity characteristics. For example, based on the construction of colleges and universities, the construction of tennis clubs and tennis clubs provides practical teaching venues, professional training guidance, and opportunities for competition inside and outside the school for students who love tennis and tennis players. Students are allowed to participate in clubs and club activities to learn tennis knowledge, exercise physical fitness, spread tennis culture, and create sports culture. Another example is the display of sports culture based on the construction of campus culture, which transforms the transmission of sports culture from passive to active. In this process, the school can organize sports performances, tennis performance-themed cultural performances, and college tennis league live broadcasts to create a good atmosphere for sports culture and enhance the quality and efficiency of sports culture communication in college tennis teaching.

Conclusion: In view of the above, the dissemination of sports culture in college tennis teaching is an important path for college students to inherit and promote sports culture, and it has a positive impact on promoting students' individualized and comprehensive development. Therefore, on the basis of recognizing the importance of the inheritance, promotion and innovation of sports culture, we should start from the multi-faceted situation based on the actual situation of college tennis teaching, implement the measures of sports culture communication, formulate the changes in line with the times, social development needs, and student development. The required college tennis teaching program will effectively improve the quality and efficiency of tennis teaching.

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