

# To Explore the Development of Basketball Culture in Chinese Universities and Colleges

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**Abstract:** With the rapid development of China's economy since the reform and opening up, the development of culture has also changed unconsciously, and the hot development of basketball in the national fitness movement has raised a trend of sports. In the face of the development of basketball, at the same time in colleges and universities to strengthen the development of basketball culture, more exploration of the integration of the development of college culture, to promote basketball culture in the new generation of young people long based on a unique development.

## 1. Introduction

In the face of the rapid progress of the economy, while doing a good job of economy, we should also carry out more training and communication, integration and study in the cultural spirit, introduce the American basketball culture into China, learn from and integrate the local culture of our own nationalities, and adapt to the needs of our college students more quickly and more. In the face of the development of basketball, some people may wonder what is basketball? What is basketball culture? What kind of way can the culture of American basketball be integrated into the elements of China? A series of questions is the answer to the most basic information in the construction of basketball culture. There is still a long way to go to develop basketball culture in China's major colleges and universities.

## 2. Basketball and Basketball Culture

Basketball is a kind of sports equipment, which shows that the basketball field restricts the two parties to the competition through the rules, and requires them to carry out activities within a certain range, to use the agility and coordination of the limbs, and to cooperate with the team to carry out the competition, and finally to win the victory. In this sport, small partners from all over the world, through the corresponding training and training, in the field with the corresponding rules of restraint, the players to win and cooperate with each other, to play their respective strengths and potential in the team, as well as the psychological quality of the strong ability to resist pressure test [1]. Basketball culture is recorded by the experience and perception of the coach in the development, and also by the players in the process of participation through the practice of cognition, learn from experience and lessons, after the integration of personal characteristics and local culture, the dissemination of publicity. Campus basketball culture embodies comprehensive education, epochal, relative stability and innovation. While enriching campus cultural life by adding different cultural elements on the road of educational reform, sports culture also infiltrates into it unconsciously, which is the mission of education and teaching, the mission of the development of the times, and the mission of continuous development and progress of culture. At the same time, through the relatively stable communication environment and national cultural characteristics of college students, sports culture can continue to carry forward.



Figure 1 Basketball culture

### **3. The Spread of Chinese and American Basketball Culture**

#### **3.1. American Basketball Cultural Features**

The slogan of independence and freedom is reflected in the development of basketball in the United States. They pay attention to the players' self-innovation and self-independence personality, encourage their unique development, and not pay special attention to the cultivation and sublimation of team spirit. By quoting high-tech technology in the basketball industry, together with the physical quality of the personnel themselves, the tall and burly figure makes them have unique advantages in developing the basketball industry [2].

#### **3.2. Chinese Basketball Culture**

China is a cultural country with a long history and culture of five thousand years, the influence of farming civilization, river civilization, more emphasis is on teamwork and harmonious atmosphere, the use of harmonious atmosphere to promote the development of work. In the same development of basketball culture, the coach pays more attention to the embodiment of each player's own strength, and the ability and team spirit of each player to work together in the team struggle. In the development of basketball, the lack of innovative spirit and advanced science and technology application ability.

### **4. The Differences between Chinese and American Basketball Culture**

#### **4.1. Basketball Match Details**

American players are keen to play the whole game on the basketball court, their players are directly designated and selected, and the interaction on the court through communication. Before kick-off, do not know the teammate also will each other high-five, introduces the name to be considered to know. A good goal or a key goal may be more exciting than you. Even an opponent's goal is a compliment. Then it is to abide by the rules and constraints of the game, in the prescribed game competition. Win or lose way on the emphasis of the rules of evaluation, win or lose more by scoring to reflect, if the same score in the same time who will first score who will win. In our country, players are divided into three dials and a half, take turns in the form of Zhuangzhuang selection of talent to play, in the competition there is no more language and communication, the game is better than the enemy to treat their own field players [3]. In the integral rule, the absolute fairness and friendship are embodied, and the form of playing another game is used to distinguish between winning and losing.



Figure 2 Running skills of basketball in the competition

#### **4.2. Development of Innovation in the United States**

In a commercial economy developing country, businessmen compare whether it is worth paying by considering the income of interest and cost, grasp different points in basketball game, carry on innovation development and individualize self-shooting dexterity, change of running way and so on. The advantages and individual values brought to them by the spirit of freedom and independence in American culture development. Thinking about the composition of their players from the individual point of view, innovative basketball culture is the aspect that our country needs to learn and communicate. In the development of the 21st century, the development of Internet information and the introduction and popularity of high-tech, seize the opportunity of innovation and change to carry out more integration to promote our basketball culture, promote the participation of new young students in colleges and universities, and constantly improve and enrich the spirit of basketball culture.

#### **4.3. China has a Unique Advantage in its Ability to Collaborate**

In thousands of cultivation cultures, the farming civilization of China's great powers managed the flood and drought by means of collective cooperation. Since the introduction of basketball in China, the game has also been influenced by the local culture of the country, showing unique advantages and benefits in the ability of collective cooperation. Group sports have more advantages and benefits than individual events [4].

#### **4.4. Differences in Physical Fitness between Chinese and American Players**

Physical fitness, the U.S. team members more look big, and in the Chinese team to find the second "Yao Ming" that is more difficult. The difference between Chinese and Western diet results in the weakness of our country in body shape and physique, and the interception caused by shooting after bouncing. But on the other hand, our basketball players but although the body is relatively petite, such as "Lin Shuhao" as agile and fast players, in the West is very few, which is also in the physical quality of the advantages and disadvantages of different differences.

### **5. Exploring the Reference and Study of Basketball Culture in Chinese Universities**

#### **5.1. Enhancing Innovation**

In the basketball culture introduced in colleges and universities, more students should be driven to gain perception and perception in the application of practical competition in learning, to carry out innovative technical skills, to innovate coordination and cooperation ability, to think boldly and try new skills, to explore the spirit of not afraid of mistakes to find the appropriate technical skills in China's local national conditions, to face the different size of the opponent should take the way, clever response flexibility and coordination show.

#### **5.2. Introduction of High Technology**

In the development of college basketball in our country, college students are the fastest and most knowledgeable young people in scientific research and practice. The introduction of high-tech technology into the development of basketball culture needs to take into account not only the conflict between science and technology and culture, but also the integration of science and technology and culture, so as to compare the components of different parts of the application, reduce conflicts and enhance integration, so as to better apply high-tech technology to the development of basketball culture [5].



Figure 3 Technology test simulation course

### 5.3. Talent Selection Mechanism

In the construction of college basketball culture at the same time, some young people are willing to join the basketball family, for the cause of basketball to pay youth energy. In this process, we must put the threshold of the door, considering the basketball strength of the applicants, but also need to pay more attention to personal psychological quality. On the battlefield, the difference between win and lose, psychological bearing ability, all need to be careful in the selection, players can not because of a small bit of suffering and "retreat drum" meaning. Understand the degree of mental health, can bear the pressure in the heart, in the comprehensive quality assessment, in the selection and selection.

### 5.4. Institutional Improvements

In the development of basketball, the state in colleges and universities to develop basketball culture, not only the economic base level of financial support, and the state in the superstructure sector to support the revision and improvement of the system. The development of basketball culture can not be separated from the system support of the state, and the establishment of a sound and fair system is able to maintain the fairness and regularity of sports in development [6]. Basketball is a kind of sport which embodies team cooperation. The internal substitute system, reward system and so on all need scientific and reasonable system design, therefore in unceasingly consummates the system also manifests the basketball culture consummation, better promotes the university basketball culture long-term foothold.

## 6. Conclusion

In order to promote the development of basketball culture in China and the United States to explore the effect of basketball culture construction in colleges and universities, in exploring and studying the construction of basketball culture in colleges and universities, we should consider many factors to explore and innovate, especially the introduction of talents, the strong support of innovation, the good protection of athletes' families and themselves, make use of its advantages in the development of basketball, make it more favorable to develop, increase the positive role of college basketball culture in the construction of college culture.

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