The Influence of Sports Culture Transmission on the Development of Health Education from the Perspective of "Internet +"

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Abstract: By using the method of literature, this paper analyzes the basic elements of university sports culture in campus, such as the disseminator, the content, the media and the audience. The research shows that sports culture is a unique subculture in campus culture, and there are some problems in Colleges and universities, such as the difficulty of continuous communication, the single activity and the lack of innovation. To "empower" students, as the main body of campus students, sports culture information interaction and re creation, is an important factor to promote the brand building and sustainable development of campus sports culture. Suggestions: improve the construction of the system level, spiritual level and material level of the campus sports culture; construct the cultural system with the students as the main body; enrich the cultural content and build the campus brand; make full use of the new media, pay attention to the cultural and spiritual communication and build the sports idol. Increase the contact and exchange of sports culture among students, so as to promote the innovation of campus sports culture communication.

1. Introduction

The 19th National Congress of the Communist Party of China clearly put forward the goal of building a strong sports country, the core of which is to strengthen culture. Paying attention to the spread of campus sports culture in the new era is the basis of building a strong sports country. It is the so-called youth is the country's prosperity[1]; the youth is the country's strong, the development of college sports culture in our country should focus on the spread and inheritance of campus sports culture. Since the 2008 "people's Olympics", Chinese sports culture has attracted more and more attention of the world. The spread of campus sports culture is the extension of sports culture in the campus value. The strong sports culture is closely related to the spread of campus sports culture. Under the background of the new era, campus sports culture appears a variety of new communication trends, which brings opportunities for the improvement of the dissemination of campus sports culture, and provides strong cultural strength for building a sports power.As shown in Figure 1.
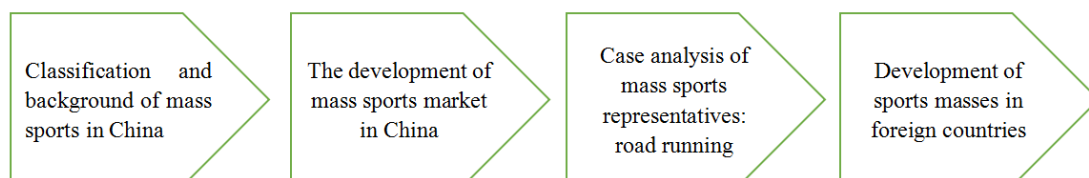

Figure 1 Internet plus physical health education knowledge analysis premise

2. Interpretation of the Campus Sports Culture

Campus culture needs to achieve a comprehensive health through the participation of the body. The main characteristics of sports culture are that thinking and body keep abreast. The importance of the body is emphasized through the "carrier and residence of knowledge and morality" one one

one sports cultural activity, and the sports spirit of tenacious struggle[2], fairness and justice, the pursuit of bodybuilding, hard work, unity and cooperation, never discouraged, the pursuit of excellence and so on all need students to absorb from sports cultural activities. The stadium, crafts, facilities, buildings in the University Campus, sports slogans, sports websites, etc. embody the knowledge, thoughts and wisdom of sports in universities, which is a cultural phenomenon in itself. For example, the sports mascot of hohua University, Jaguar and other material aspects, the system and cultural system are mainly reflected in the management and regulation of rules and regulations. For example, the regulations of Massachusetts Institute of technology stipulate that physical education, sports and Term plan for entertainment. The behavior level of university sports culture is the main body of university sports culture practice, basketball match, sports culture festival[3], etc. As the core of the university sports culture is spiritual, a good spiritual and cultural atmosphere. Only through the spread of campus sports culture, and improve and constantly innovate the thinking and way of cultural communication, can students contact with the relevant sports culture information as much as possible, make students accept the campus sports culture, recognize the campus sports culture, inherit the campus sports culture.

3. Analysis on the Factors of University Sports Culture Communication

3.1. Analysis on the "Source of Information" of Campus Sports Culture

The source of information is the source of information and the source of the spread process of campus sports culture. The world-class university sports culture is also a kind of historical inheritance. For example, the mascot of Yale University, the bulldog of "handy Dan", and the ice team of their traditional Championship winning events are virtually the source of university sports culture [4]. In addition, the source of university sports culture is diversified, including sports classroom and extracurricular activities, campus sports events and the whole competition field What's more, the articles, arts and crafts of campus sports writers and artists can be the source of sports culture in campus communication, but in the past, only focusing on the use of the school's source of information is difficult to meet the quantity and quality of sports culture in campus. The Internet can better promote the use rate of multiple school's source of information, promote the cultural exchange of each school and ensure the same time In the new era, the campus sports culture dissemination source is rich[5].

3.2. Analysis of the "Information" Problem of Campus Sports Culture Communication

The message is to spread the content of sports culture on campus, including sports knowledge, sports emotion, sports value, sports morality, sports system, etc. Sports events and classes are the best way to build the collective spirit of students and the campus sports culture atmosphere. However, many schools' sports events are unitary, sports games are formal, and sports classes are loose. The most real information of sports culture comes from the playground of campus. If these activities are difficult to survive in campus life, the lack of sports spirit will become a problem of campus culture communication.

3.3. Analysis on the "Channel" of Campus Sports Culture Communication

Channel is also the medium of mass media theory. In the new era, the media constantly keep pace with the new trend. "Internet + sports culture" has gradually become a trend in China. The so-called "Internet +" sports culture is popularly spread through the deep integration of information technology and big data platform with traditional industries, so as to improve the traditional communication technology content and create a new campus culture transmission. Platform. The essence is how to effectively spread sports culture with the help of Internet and it technology under the circumstances of separation of teachers and students and competitive departure. In the campus, the simplest form of expression is to spread sports culture with the help of new media. In the Internet era, a large number of information can be more rapid and more diversified for interactive communication. Sports culture will show an open and diversified style among the audience. The

communication channels of campus sports culture are also diversified, such as sports posters, sports culture and art exhibitions, sports lectures, sports knowledge competitions, sports associations, sports culture and art festivals, sports news newspapers and magazines, etc., which are various but difficult to be comprehensive or integrated. From the point of view of sports associations, the sports associations of Harvard University and Oxford University, the first-class universities in foreign countries, are all charged, and the organization of activities has certain financial support. The cultural communication of extracurricular sports activities on campus is random and template free. Extracurricular sports activity is one of the ways to carry out sports and cultural activities. It has the function of not only completing the task of physical exercise, but also activating the students' extracurricular cultural life. But in reality, it takes up a lot of students' independent time and causes students' antipathy. From the perspective of posters, the types of sports posters include sports event posters, sports academic activity posters, sports public welfare posters, sports culture publicity posters, sports business posters. It can be seen from this that the posters of sports culture publicity are only a part of them. The campus sports posters are the product of the construction of campus sports culture. They always reflect the characteristics of university sports culture in different times and serve the construction of campus culture. The primary task of sports posters in the new era is to transmit sports spirit and sports culture, but the publishing and distribution in the new era should be from a single billboard paste to a combination of network paste and campus paste.

3.4. Analysis of the Problems of "Coders and Readers" in the Spread of Campus Sports Culture

Most of the people who play the role of coder and decoder in traditional campus sports culture publicity are PE teachers. In the new era, all campus elements related to sports culture symbols are included. Due to the universality and diversity of sports culture, the decoder may be the students who occupy the main audience. Among them, there is a factor of physical education teachers among coders, coders and channels[6], which provides financial support for students. Physical education has been renovated and innovated continuously in the past three years, and 8 sports clubs have been set up in 2013-2014 academic year. In addition, the problem of teachers' literacy is also rooted in the lack of knowledge of the society for physical education teachers, who undertake the task of guiding and disseminating physical culture.

3.5. Analysis of Hand Purchase in Campus Sports Culture

The audience in the campus mainly refers to all college students, in addition to other members of the school. Many media reported that college students are addicted to the Internet, revelry consumption, star chasing and other scandals. The unreasonable arrangement of university time is a common fault of college students. College sports culture is one of the best ways to fill the gap in college students' life. The media has the effect of acculturation. College Students often imitate the characteristics of NBA basketball technical action and the spread of college sports culture Broadcasting should pay more attention to the dissemination of practice, such as Hui Ruoqi of Nanjing Normal University and Zhang Changning's women's volleyball spirit dissemination. The campus volleyball of Nanjing Normal University has become the most popular and necessary skill in the University. In short, the audience in the new era is no longer willing to be passive recipients. Students have become the receivers, creators and communicators of campus culture. This positive audience itself is a conductor. The essence of these so-called campus sports culture is mainly produced by students, compiled by students, and finally transmitted by individuals to the noumenon or other individuals. They lack the leading platform of campus culture. The development of campus sports culture should return to the noumenon. Schools need to delegate power to students, take the example sports culture of the same generation as the carrier, and create innovative communication of campus sports culture[7].

3.6. Analysis of "Feedback" in Campus Sports Culture

Feedback can be interpreted as the effect of communication and the operation of the positive and negative value of the effect on the cultural communication itself. In the past, in the process of

spreading sports culture, we only paid attention to the quality of the source of information, only grasped the quality of the source of communication, and ignored the "feedback" link. Therefore, it is difficult for posters on campus, students' technical level, and students' enthusiasm for sports to achieve continuous improvement Under the background of the times, Internet communication is an interactive, innovative communication, and effective implementation of supervision and review. The "feedback" link in the communication process of campus sports culture should be completed in combination with online network.

3.7. Analysis of "Noise" in the Spread of Campus Sports Culture

Under the background of the new era, the combination of sports culture campus communication and Internet communication is the trend of the times, but the existing problems can not be avoided, that is, the noise in communication. The spread of campus sports culture is carried out on a huge platform. Many hands can express their opinions at will. The spread on the Internet is more rapid, but with the problem of cultural authenticity, Lippmann once said that each of us is just a couple living on the earth, a couple on campus or a couple in the network interest circle, and we can only understand one aspect of public time at best, Even witnesses can't reproduce the full picture of the incident in its original form. The noise in the process of campus culture communication is likely to be the audience itself in the new era. Without moving out the effective rules and relevant regulations to guide the campus communication of sports culture, and without reviewing the trend of Internet campus cultural environment[8], it may become the biggest "reef" of campus sports culture communication in the new era.

4. The way of University Sports Culture Communication in the New Era

4.1. Empower Students and Consolidate Cultural System

University sports culture is a kind of cultural form created by the behavior subject under the guidance of teachers in various sports activities. Teachers are the guide, while students are the main body of university sports culture creation. The sports infrastructure and system of the university are the premise of culture breeding. The connection among the Youth League Committee, the college students' committee and the students' association needs to be strengthened. The management of the University Association needs to ensure the institutionalization and Standardization should also reflect flexibility and autonomy, and "empower" students. Clubs and societies are led, organized, managed and operated by students themselves. Schools should give full policy and financial support, provide financial guarantee for the spread of sports culture in Colleges and universities, and establish development funds to promote the development of sports in Colleges and universities, so as to make the activities of sports communities worthy of the name and achieve "Out of the dormitory, out of the network, towards the playground" goal. In addition, we should optimize the allocation of public sports resources in the university campus environment, further improve the construction of ecological facilities of university sports culture, use university media to expose behaviors that violate sports morality and sports culture, and promote new forms, methods and research of sports culture. It is necessary to integrate the concept of sports into the construction of university campus culture, establish the consciousness of College Students' sports culture participating in communication, and form the responsibility of contemporary college students and university sports organizations for sports culture communication. In addition, while opening the traditional sports, we may open the western competitive sports to make it more cosmopolitan. At the same time, we should consider the non administrative management and strengthen the propaganda of the authoritative media on campus to publicize the relationship between sports and individual quality, so that students can establish the idea of final physical education.

4.2. Enrich Cultural Content and Build Campus Brand

Sports culture communication can improve the approachability, pertinence, tendentiousness and controllability of sports culture campus communication. First of all, the content of college physical

education should be improved from the integration of College Students' sports associations and college physical education courses, to enhance the creativity of students as the main body. Zhejiang University implements the credit management mode of "4 + n" in physical education for students, and initially realizes the spread of physical culture throughout the study and life of the whole university. The dissemination of sports content should be more with the pace of the times, combined with new media to build a sports forum, so that sports culture dissemination content is more fitness, entertainment, fashion, educational and artistic. The core is to improve the connotation of university sports culture communication. Professor Ge Qinghua once said that the fundamental problem of Chinese football is culture. He put forward a concept of intelligent football. Cruyff also said that "playing football is very simple, but it's difficult to play simple football". They all advocate cultural education and football at the same time[9]. To create a unique brand performance content, such as the volleyball spirit performance project of Nanjing Normal University, to create an online communication channel for example, can well launch the imitative goal, to create a unique sports culture brand of the school, the communication of sports example is also conducive to the communication between the campus and the campus, to better create their own advantage projects and traditional characteristics, to create a similar German chariot, African lion and other marks.

4.3.   Attach Importance to Campus Media and Enrich Spiritual Communication

We need to increase the media integration of campus culture and sports culture. To enhance the attention, sports related activities should be widely carried out and publicized in a wide range. There should be many types of activities, a wide range of activities, and publicity in place. To improve mobility, those who are good at mobility should be updated all the time, and constantly use new things to shock the students' eyes. Different faces of the same spirit also promote the reproduction and innovation of culture. To enhance the sense of ceremony and attach importance to the sense of ceremony is the operation of sports cultural activities. We must pay attention to the basic cultural form. The traditional and historical process cannot be omitted. Each sports activity gives the audience a sense of awe, solemnity and honor. Upgrading the utilization rate of "Internet +" campus sports culture transmission can create an example of sports fitness activities, an example of sports art form, and an example of sports competition activities to promote communication. Through sports idol theme lectures, campus movies, short videos, self media news and other media forms of spiritual communication. The model symbol will become the focus of attention in the campus, not only the leading role in the sports meeting and training field at that time, but also an impressive sports cultural symbol, which can continuously provide students with cultural interpretation, and the sports model will produce strong cultural communication and radiation.

5. Conclusion

Under the background of the new era, the communication of campus sports culture is the foundation of building a strong sports country, and the communication of sports spirit is the soul of building a strong sports country. The development and dissemination of campus sports culture, material carrier and media are the foundation, the economic foundation determines the superstructure, the premise of developing sports spirit is the completion of sports facilities, the construction of sports venues, the maturity of sports associations, and the continuous enhancement of sports campus media transmission of campus sports system. Therefore, the use of new media, the integration of physical education in and out of class and other methods for college sports culture communication, to create an excellent path of sports culture in the era of integration of transmission and reception. The dream of sports power should start from the campus. Starting from the cultivation of students' sports spirit, there will be new social groups who are patriotic, transcendent, hard-working, cooperative, just, respectful and pursuing health.

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