

The Discussion on the Promotion of School Sports Culture by Carrying out Cheerleading in Colleges and Universities

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Abstract: With the implementation of the national fitness program and quality education, cheerleading, a new type of sports with unique charm, has developed rapidly in colleges and universities, and has been favored by young people and college students. Cheerleading not only fully demonstrates the unique charm of art, but also plays an important role in enriching the campus culture. Based on the current college sports culture, this paper focuses on the cultural connotation of cheerleading sports and its promotion to college campus sports culture.

1. Introduction

Cheerleading is a very youthful sport, and it has similarities to aerobics. Aerobics is the purpose of fitness and bodybuilding. It is to show a healthy beauty, and cheerleading is the integration of rhythm, rhythmic gymnastics, skills and other characteristic project actions. High-level body exercises. Cheerleading is a unique aerobics, which has strong agitation and inflammatory in the arrangement. Because China advocates cheerleading, it does not advocate difficult movements, and gives action to the cheerleading movements. Greater freedom [1]. Therefore, its movement is simple and not boring, beautiful and not difficult to master, coupled with unique music accompaniment, is in line with the psychological and physiological characteristics of contemporary college students.

2. The characteristics of cheerleading sports

The teaching reform of physical education curriculum in colleges and universities has been carried out in depth, and many new fashion-teaching contents have enriched the physical education curriculum system. The learning objectives of students' physical education courses are more contemporary, the pursuit of physical quality, and the pursuit of sports beauty, innovation and teamwork [1]. The development of self-identity has become the main learning goal. The unique characteristics of the cheerleading sports program are deeply loved by the students and are easy to carry out in college physical education courses, which has broad prospects.

The diversity of cheerleading sports content. Cheerleading programs are divided into cheerleading and skill cheerleading according to the type of action. Cheerleading performances highlight the visual impact, passionately bring the atmosphere on the field, the style can be integrated into the various elements of the current popular, more contemporary [2]. The entire set of actions can be composed of one style or a mixture of different types of actions. The choice of music should reflect the action style, passionate music, fashion, and the pace of the times, so that students can feel the charm of music and the fun of the course in sports. Skills cheerleading refers to difficult movements such as lifting, Luohan, somersault, throwing and jumping. There are more expression space and content, and the movements are rich and varied, the combination is more innovative, extending from the ground to the space, moving difficulties, complete sets. The action has a high thrill and appreciation value [2]. The colorful project content of cheerleading sports makes students enthusiastic and challenge themselves, and has a greater platform for the pursuit of individuality(Fig.1).



Fig.1 College students' passionate cheerleading

The effectiveness of cheerleading fitness form. Cheerleading exercise is an important element of college campus sports culture. As a new form of fitness, diverse movements, smooth and perfect connection, reasonable and variable space application, extremely strong team-oriented, full of youth, which truly let college students, play the creative inspiration, highlighting the pursuit of college students in personality, aesthetics, fitness [3]. That is also a sports with practical exercise value, long-term Exercises can improve health, improve body shape, cultivate good sentiment, improve nervous system function, cultivate tenacious will quality, enhance self-identity, and provide students with a platform for team ability training, enhance social adaptability and enhance rhythm, rhythm, enhance the ability to appreciate beauty, appreciate beauty, express beauty and create beauty. The development of cheerleading exercise satisfies the requirements of social development for college students' individual creativity and teamwork, and provides a carrier for the development of quality education [3].

3. The cultural connotation of cheerleading

The original name of cheerleading is translated from English cheer leading, in which the cheer part has the meaning of invigorating spirit and boosting morale. It means that under the music, through the perfect completion of the body language of the players and the display of skills, combined with the action, the concentrated expression Youth sports, healthy and uplifting spirit and a sport that is very strong in team honor [4]. Cheerleading is characterized by interactivity and integration. Whether it is performance or competition, people can get a lot of beautiful enjoyment, such as the beauty of movement, the beauty of gymnastics, the thrill of skill movement, the harmonious beauty of music and movement, the health of athletes, the beauty of costumes, the beauty of props, the beauty of form, Moral beauty, etc. With the migration of practice, often referred to as "cheerleading" or "vigorous exercise", it often appears in large-scale stage performances, sports events, various opening occasions and other formal occasions for performances or competitions, and has a strong appeal and Infectivity [4]. Since the birth of CUBA, the passionate performances of the college cheerleading teams have become the new highlights of the university campus sports culture.

4. The relationship between cheerleading exercise and college sports culture

The construction of college sports culture not only requires students to establish a correct view of sports, but also to cultivate students' understanding of the competitive ability of sports. The function of college sports culture in campus culture construction is mainly reflected in fitness, education, competition and aesthetics. Its characteristics are fitness, entertainment and competitive. Strengthening the construction of sports culture in colleges and universities is conducive to cultivating more comprehensive and talented people. Cheerleading is a sport that focuses on youthful vitality and healthy and upward movement. It is consistent with the purpose of building sports culture

and sports in the aspects of cultivating students' physical and mental health and competitive sports awareness. The Ministry of Education promotes school sports culture in order to enrich the campus cultural life. Development, improve the physical and mental health of students, and cultivate socialist builders and successors of moral, intellectual and physical development [3]. At present, cheerleading has been included in the content of physical education and has been popularized and promoted in various universities in China. As a sports program that focuses on teamwork and positive development, the cheerleading sports program and the campus sports culture construction interact and promote each other.

5. Feasibility of conducting cheerleading in colleges and universities

Cheerleading is a fashion sport that is popular among students and has youthful vitality and teamwork. Cheerleading is a sport created based on the audience's spontaneous cheerleading activities. It focuses on youthful vitality, healthy and uplifting team spirit and the pursuit of the highest level of team honor [1]. As a new form of fitness, its movements combine all kinds of running, jumping, walking, basic gymnastics and aerobics. The modern dance, the waist of the sport, the various churning, standing and lifting air. Various elements such as styling are a kind of individualized, artistic, dynamic, and fitness-oriented sports. Its soft and soft, passionate and unrestrained form is in line with the nature of college students. Its skill stimulates the desire of college students to explore [5]. Curiosity, it conveys the desire of college students, reflecting the dare to innovate, challenge the limits, and surpass the value of self. Introducing cheerleading into college physical education classrooms not only cultivates students' sense of innovation, but also stimulates students' enthusiasm for learning, and also cultivates the team's sense of honor and patriotism.

The advantages of opening a cheerleading course in colleges and universities. Taking schools as the main development position for public welfare cheerleading is a commonality in the development of cheerleading in countries other than a few countries in Europe [5]. This is not accidental, but the result of the cheerleading itself and the characteristics of the school. To mobilize the emotions of the audience, the performers themselves are required to be full of passion and vitality, and the cheerleading is about the collective style and team spirit. This is for the campus of students with strong discipline and a lot of youthful vitality. Blessed with conditions. Secondly, the school has a variety of events and events every year, especially in various school leagues, such as college basketball leagues, football leagues, etc. These are places where cheerleading can be carried out. Thirdly, colleges and universities have professional guidance staff for cheerleading, which can provide scientific and systematic guidance, which can make cheerleading more correct and standardized development. Finally, with the development of CUBA, the leaders of various institutions increasingly value cheerleading as a new highlight of the university sports culture. Therefore, colleges and universities are the ideal environment for the development of cheerleading.

6. The Promotion of cheerleading to college sports culture

Help to promote the atmosphere of the campus sports culture. In China, cheerleading is developed in CUBA and plays an important role in the active campus cultural life, especially in promoting the development of campus sports culture. Driven by the slogan and passion of cheerleading players and the youthful and energetic performances, college students are in high spirits, cheering for their own team and boosting morale to win the game [6]. When the team wins, it creates a sense of collective pride of pride, self-confidence and unity, which greatly reflects the spirit of collectivism of teamwork, a positive spirit, for young college students, for a school. It will be an excellent educational material and spiritual wealth.

Promote the harmonious development of campus sports culture. Harmony as an idea is the essence of the traditional culture spirit of the Chinese nation. A harmonious campus is an important part of a harmonious society. It is a base for directly transporting high-quality talents to a harmonious society and an important force for promoting the construction of a harmonious society. Building a harmonious campus should become an important goal of the current development of school education.

This is not only an inevitable requirement of the development of the current era, but also an embodiment of the law of education. The cheerleading sports program has played a role in promoting the harmonious construction of campus sports culture. The development of cheerleading projects is almost based on schools [6]. This is the result of the characteristics of the cheerleading itself and the characteristics of the school. The cheerleading program pays attention to the collective style and group spirit. This is a unique condition for the campus life of youthful and energetic colleges. At present, many schools have used cheerleading as a means of education and contribute for the formation of school sportsmanship. Promote the construction of campus sports culture harmony. More students will spend their spare time in the pull-up program, which will promote the health of students. If there is no rich and diverse campus sports and cultural activities as a support, the cheerleading project will also be difficult to support, and will lose the soil for survival and development. Therefore, the cheerleading program is an improvement of the campus sports culture, and the campus sports culture and the establishment of the cheerleading sports program have an interactive relationship.

Improve temperament and improve aesthetic ability. Unlike other sports, cheerleading is not just a single sport, but also a multi-faceted art form that combines stage performance with sports. The exercise of cheerleading can first improve the body posture of college students. It has a body shape and a healthy body. The important point is that it must have a dynamic and youthful image. In many competitions in cheerleading, artistic performance scores and technical scores are one of the evaluations of cheerleading competitions, and artistic expression is from the facial expressions, body postures, movements and music of cheerleading players [7]. These can affect the physical and mental health of college students in the ordinary life. Whether it is competitive competition or performance, the combination of action and music, clothing with props, beauty, exquisite artisanship, this integration of harmony, beautify people's body and mind, and cultivate the soul.

Enhance physical fitness and promote physical and mental health. Cheerleading is an aerobic exercise, mainly for the body's exercises. It completes the difficult movements such as jumping and pace in 2-3 minutes. Through these actions, muscle strength is increased, thereby exercising various muscle groups of the body, contributing to the harmonious development of various joints and skeletal muscles of the body, and enhancing people's physical fitness. Cheerleading also effectively exercises the cardiopulmonary and respiratory functions of the body. In the fast music rhythm, it also increases the cardiopulmonary function and respiratory function of the body, thereby improving the function of breathing depth and promoting metabolism and blood circulation [7]. The most prominent is the middle sound effect; the sound effect is matched with the shape or the lifting, or the throwing, which increases the ornamental. Cheerful rhythm, thrilling and difficult movements, superb skills can render every present person, bring you beautiful enjoyment, can eliminate depression, wilting, frustration, make mental health effectively improve, and play an important role. The ultimate goal of sports culture in colleges and universities is to promote the healthy development of college students' physical and mental health through various activities with cultural atmosphere.

Improve teamwork and develop teamwork spirit. Cheerleading is a collective project. Different from other projects, sometimes it not only has the operation, but also the movement of the equipment. It depends on the cooperation of the players. For example, the difficult movements such as throwing and lifting must be done. With a strong spirit of cooperation and mutual trust, the long-awaited running in and hard training can guarantee a wonderful cheerleading [8]. Through practice, the team members can increase their self-confidence, mutual understanding and trust, face difficulties and overcome difficulties. From failure to success, each team member can re-examine himself, conduct self-reflection, and find his own deficiencies. Uniform movements and loud slogans can unite the team and ensure coordination and consistency. This will help to enhance everyone's sense of collectivism and improve his or her personality. The promotion and development of sports culture in colleges and universities is not only to enhance physical fitness, but also to enable them to cultivate teamwork spirit and honor and disgrace in a big environment.

Enrich students' cultural life after school and promote the construction of spiritual civilization on campus. Cheerleading operation is a unique and beautiful scenery on campus, which has a good

guiding effect on students' extracurricular sports activities. The main content of campus spiritual civilization construction has two aspects: one is to strengthen the construction of campus culture, and the other is to improve the quality of students' civilization. From the perspective of strengthening the construction of campus sports culture, the cheerleading movement has created a strong atmosphere of campus spirit and civilization. This has established a correct value orientation for campus spirit for the campus life with youthful vitality. From the perspective of improving the quality of students' civilization, it plays a major role in cultivating students' team spirit, coordination, mutual assistance, overcoming difficulties, and self-improvement and innovation ability [8]. From the shaping of external image to the pursuit of inner realm, cheerleading allows students to consciously adjust their moral concepts, values and behaviors, so that students can constantly explore their own knowledge and comprehensively improve their self-image.

7. Summary

Cheerleading exercise can become an important platform to enrich the campus culture and cultivate students' health and mind. It not only can highlight the atmosphere of school activities, promote the campus sports culture to a new level, but also promote the development of the entire campus culture, and fully display and publicize the cultural characteristics of the school.

Sports culture is an important part of a harmonious campus. The development of the cheerleading project is almost based on the school. This is the result of the characteristics of the cheerleading itself and the characteristics of the school. Building a harmonious campus should become an important goal of the current development of school education. This is not only an inevitable requirement of the development of the current era, but also an embodiment of the law of education. The cheerleading sports program has played a catalytic role in the harmonious construction of campus sports culture.

Cheerleading in the construction of campus sports culture, not only can enrich campus life, promote the construction of campus spiritual civilization, promote the activity atmosphere of campus sports culture, promote the harmonious development of campus sports culture, and have a brand image in the campus.

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