

## Research on the Countermeasure of Basketball Culture Construction in colleges Based on the Cultivation of Core Literacy

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**Keywords:** Core accomplishment; Basketball culture; Training; Countermeasure.

**Abstract:** College basketball culture is an important part of campus sports culture. Improving the construction of college basketball culture is one of the important ways to cultivate students'core literacy. However, there are some problems in the construction of basketball culture in colleges, such as the low attention paid by university leaders to basketball culture, the inability of various construction subjects to promote the construction of basketball culture system, and the backwardness of the propaganda and construction of basketball culture in colleges. These problems restrict the overall improvement of students'core literacy. Therefore, the construction of basketball culture in colleges urgently needs college leaders to promote the construction of basketball culture on campus and to formulate a basketball culture system in line with the actual situation of colleges. At the same time, colleges need to innovate propaganda methods and improve the awareness of inheritance of basketball culture.

### 1. Background of the study

#### 1.1 Literature review

With the development of society, education focuses more and more on the development of students'comprehensive ability. The national Ministry of Education organized the joint research group to study and publish the core literacy of Chinese students development, which is generally summarized as the six basic core literacy indicators of the humanities, scientific spirit, learning to learn, healthy life, responsibility and practical innovation. As a course to cultivate students'comprehensive core quality, physical education has attracted more and more attention from the society. Physical education, as a basic course in colleges, plays an important role in training students'sports skills and enhancing their physical fitness (Zhang and Wang, 2018). Basketball has a mature operation mechanism and fitness effect. Promoting basketball on campus will help enrich campus culture, strengthen students'physical quality and build a healthy lifestyle (Chen, 2018). Good college basketball culture can promote the healthy development of students'physical and mental health, but also enrich the construction of campus spiritual civilization (Tang, 2014). Basketball culture has become an important component of campus culture. Taking colleges in Tianjin as an example, this paper investigates the current situation of basketball culture construction in colleges. By using the methods of data statistics, documentation, analysis and induction, it analyses the factors that affect the basketball culture construction in colleges(Shi and Huo, 2012). Basketball as a high physical fitness sport, the traditional teaching mode cannot improve the enthusiasm of students for physical exercise. Interesting teaching has gradually been re-congratulated by people. Interesting teaching of college basketball has attracted much attention from all walks of life (Yang, 2016). College basketball teaching should focus on students. Teachers should give less restraint to students and more guidance, explore students'innovative thinking, and let students follow their own understanding of technical movements to do basketball (Zhong, 2017). With the emergence of students'self-selected items in teaching, basketball as a material of physical education has been widely used and improved, and basketball teaching is playing an increasingly prominent role in CollegePhysical Education (Lu, 2017).

## **1.2 Purpose of the study**

In recent years, with the goal of developing students' core literacy, the new curriculum reform has been deepening and the construction of college basketball activities has made considerable progress (Lu, 2018). However, there is still a huge gap between basketball and core literacy. The old idea that basketball is playing basketball still exists in the cognition of university leaders and participants in basketball activities (Zhang, 2011). There are many subjects in the construction of basketball culture, and there are many contradictions among them, which leads to the slow progress of the construction of basketball culture. This not only hinders the development of basketball skills in colleges, but also deviates from the right track with the development direction of basketball culture. Based on this, this paper summarizes and analyses the outstanding problems in the construction of basketball culture in colleges, and puts forward corresponding countermeasures, in order to provide useful reference for the construction of basketball culture in colleges.

## **2. Problems in the construction of basketball culture in colleges based on the cultivation of core literacy**

### **2.1 Some university leaders do not have a deep understanding of basketball culture, which leads to a low degree of attention.**

For a long time, the school has been influenced by the argument that “what kind of sports university leaders like, what kind of sports will have good development”, which reflects that the policy of university sports development is often mixed with personal perceptual factors. College leaders' understanding of basketball culture also directly affects the effect of college basketball culture construction (Chen, 2018). Through collecting and summarizing the academic research on basketball culture construction, this paper finds that nearly 70% of the researchers reflect the same problem, that is, college leaders do not fully understand the value of basketball. When most leaders pay attention to the development of basketball, they mainly focus on enriching students' extracurricular life, strengthening students' basketball skills to win competitions, and do not attach importance to the role of basketball in promoting the all-round development of College students. In addition, the proportion of university leaders participating in basketball is low, lacking a comprehensive understanding of basketball. In the absence of top-level design, the understanding of basketball culture in many colleges, from teachers to students, still stays in the exercise stage.

### **2.2 There are many subjects in the construction of basketball culture system, and the contradictions among them are complex.**

There are many kinds of subjects in the process of basketball culture construction in colleges, and contradictions among them occur frequently. Generally speaking, the main body of college basketball campus culture construction includes government officials, college sports administrators, college basketball teachers and college students. Because of the different environment and rights, these four subjects show different performances in basketball culture construction. The first subject is the government officials who formulate the policy of campus sports. Because of their different standpoints, the formulation of the policy does not meet the needs of the development of College basketball, and the construction of basketball culture cannot meet the expectations. The second main body is the lack of execution of university sports managers, resulting in some high-quality basketball culture construction programs stop in the paper version, the implementation effect is greatly reduced. At the same time, college sports managers lack innovative consciousness, and are accustomed to rely on the inherent mode of basketball to promote the development of campus basketball in the face of the established implicit system of basketball. The third main body is the college teachers who have “more than one's heart but less than one's strength” in the construction of basketball culture. On the one hand, the school did not pay enough attention to the construction of basketball culture, which led to the lack of material basis and sports funds for basketball. On the other hand, the problem of students' physical weakness is prominent, and the demand of students' sports volume cannot match the basketball teaching plan implemented by teachers. This

phenomenon leads to an increase in the work pressure of University teachers. The fourth subject is college students who despise physical exercise. Although the government has repeatedly stressed the importance of cultivating students'comprehensive quality, at this stage, there is still a phenomenon that colleges attach more importance to learning than sports. The enthusiasm and academic pressure of college students to participate in basketball has become a contradiction, so a common phenomenon is that college students reduce their participation in basketball.

### **2.3 Traditional basketball behavioral culture is dominant and students'utilitarianism is serious**

There are two main forms of college basketball at present, which are college basketball class and extracurricular basketball activities. The two forms are not separated from the understanding of the basketball sport mode, resulting in the lack of innovation in the construction of basketball culture in colleges. On the one hand, basketball lessons in collegesplace too much emphasis on technology and despise the current situation of basketball culture. In college basketball class, most teachers only focus on how to improve basketball skills, but neglect the cultivation of basketball culture. The content of the class is single, which makes it difficult to enrich students'basketball cultural horizons. On the other hand, extra-curricular basketball activities focus on basketball technical exchanges, lack of basketball cultural exchanges. In spare time, the main form of students'basketball activities is basketball games, and winning has become the most direct goal for students to participate in basketball games. A single form of basketball supported by basketball matches for a long time will inevitably lead to utilitarianism among students, thus making basketball deviate from the original intention of promoting students'all-round development.

### **2.4 The propaganda and construction of basketball culture in colleges are backward, so the participants cannot fully understand the basketball culture.**

Good college basketball culture construction cannot be separated from the good campus culture atmosphere, which is very important in basketball culture propaganda. Diversification of propaganda means helps to attract participants from different groups. Rich participants can bring multiple perspectives, thus promoting the development of basketball culture. However, there are many problems in basketball culture propaganda in colleges at this stage, such as single propaganda form and weak material foundation. Many colleges cannot guarantee the material of basketball culture propaganda, so basketball propaganda is mainly confined to the traditional offline propaganda platform such as propaganda boards and announcements. For the best communication effect among students, modern multimedia, mobile applications and other platforms are rarely used, and the publicity effect is not good. Conservative means of propaganda, to a great extent, limit the depth of basketball culture dissemination, it is difficult for participants to experience basketball culture through the existing propaganda.

## **3. Strategies of basketball culture upgrading in collegesbased on core literacy cultivation**

### **3.1 College leaders should increase their participation in basketball and promote the construction of campus basketball culture**

The construction of basketball culture in colleges cannot be separated from the support of leadership policies. However, at present, researchers have put forward many activities, which are difficult to effectively solve the problem of insufficient leadership attention. In order to change the ideology of college leaders on basketball culture construction, first of all, the relevant departments of national education, sports and other departments should formulate the implementation rules of college sports work, and supervise the implementation of the system as a guarantee. Secondly, university leaders should further recognize that sports activities are of great significance in stimulating students'various types of thinking and improving students' learning quality. Finally, university leaders should take part in more basketball games, learn about basketball cultural

material, cultural system and cultural spiritual structure, and promote the construction of campus basketball culture on the basis of cultivating students'core literacy.

### **3.2 Understanding the actual situation of colleges and formulating a basketball culture system suitable for our school**

The construction and development of basketball culture in colleges cannot be separated from system guarantee. The adaptability of basketball culture to school system determines the effect of basketball culture construction in colleges. Although the system of basketball construction in colleges has been issued, but these systems do not take into account the actual situation of colleges, resulting in the system and the actual situation out of line, the implementation effect is not good. To formulate a basketball culture construction system in line with the actual situation of colleges, the first is to grasp the actual situation of colleges, report it to the higher authorities quickly, and strive for more appropriate policy assistance. Secondly, colleges should pay attention to the implementation of policy supervision, focusing on avoiding the formalization and over-the-court behavior of the implementation of college basketball cultural system, so as to form an enforceable implementation of supervision. Thirdly, we should support the innovation of basketball culture system and stimulate the key role of teachers in the construction of basketball culture in colleges by means of generous rewards. Fourth, it is based on the colorful college basketball culture forms to stimulate students'initiative to participate in basketball.

### **3.3 Create diversified forms of basketball and enhance students'participation in Basketball Culture Construction**

The high academic pressure of college students is one of the main factors that affect students'participation in the construction of college basketball culture. At present, students should not only improve their learning quality, but also pay attention to their all-round development. Although there is no direct conflict between the two points, most students will choose to shorten the time of basketball to improve their academic level. Then, how to use limited time to improve students'basketball participation has become the key to the construction of basketball culture in colleges. Colleges can enrich the form of basketball, reform the teaching mode of basketball, make use of students'interest in basketball, and stimulate college students to participate in the construction of campus basketball culture from multiple dimensions in the innovation of basketball culture, thinking basketball culture, participation in basketball culture and construction of basketball culture. It is helpful to break away from the stereotyped teaching mode. Enhance students'enthusiasm for basketball culture construction in time.

### **3.4 Reform the propaganda methods and improve the consciousness of inheriting basketball culture in colleges**

Whether the construction of campus basketball culture can arouse attention or not, propaganda work plays a decisive role. Firstly, we should focus on the participants, carry out basketball culture propaganda activities throughout the school, make teachers and students aware of the original intention of relevant policies in basketball culture construction, master the organization and characteristics of basketball culture construction in colleges, and improve the participation and inheritance awareness of teachers and students in basketball culture construction in colleges. Secondly, propaganda is carried out for students'parents and policy makers, so that parents and policy makers can better understand the meaning and needs of college basketball culture construction. Thirdly, according to the characteristics of the current media, we should reform the propaganda program to improve students'participation through basketball cultural and artistic activities, so as to enhance the propaganda effect. Fourth, increase the use of multimedia application platform, such as micro-blog, jitter and other platforms with high concentration of college students to release relevant information.

#### 4. Conclusion

The basic task of higher education is to cultivate students'core literacy. In view of the existing problems in the construction of basketball culture in colleges, this paper puts forward the following countermeasures and suggestions. The first is to change the ideological concept of college leaders on basketball culture construction and enhance their awareness of basketball culture construction. The second is to enrich the form of basketball and encourage students to participate in the construction of basketball culture from a multi-dimensional perspective. Third, we should innovate the way of basketball culture propaganda and strengthen the propaganda of college basketball culture. Colleges should take the core quality of college students drawn up by the Ministry of Education as the guideline, according to their own actual situation, draw lessons from the frontier teaching ideas, constantly innovate the form of basketball, and create a college basketball culture conducive to cultivating students'core quality.

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