

A Study on the Construction of Campus Basketball Culture and Optimization Strategy in Private Universities

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Abstract

The construction of campus basketball culture plays an important role in the overall development of private colleges and universities. Research shows that in the construction of campus basketball culture, private universities have been confronted with many difficulties which limit the construction of campus basketball culture. The material and cultural construction has the problems of insufficient infrastructure and limited funds. In the construction of spiritual culture, there are some problems, such as students' insufficient understanding of basketball and the great difference in the cognition of management subjects. The system is not perfect in the construction of system culture. There are some problems in the construction of behavioral culture also, such as fewer basketball activities and low basketball teaching quality. Private universities should start from their own orientation and make some adjustment at material culture, spiritual culture, system culture and behavior culture to optimize the construction of campus basketball culture.

Keywords

Basketball, campus culture, student's growth, private colleges and universities.

1. Introduction

Since the 1980s, a great upsurge of cultural studies has been set off in China and college campus culture has also begun to be valued. In 1995, the Outline of Moral Education in Chinese Institutions of Higher learning discussed campus culture construction in the form of documents for the first time, and listed it as one of the important ways of moral education in colleges and universities and emphasized to strengthen campus culture construction, optimize education environment, and give play to the education function of environment[1]. Since then, China has issued a variety of policies and measures to promote the construction of campus culture and linked the construction of campus culture to spiritual civilization construction so as to promote the construction of campus culture, create a good campus cultural atmosphere and realize the goal for cultivating qualified graduates.

As a common sport in China's universities, basketball attracts students' interest with its unique charm. Through basketball activities, students not only can enhance their physical quality but also release psychological stress, but also increase mutual understanding. The concepts of competition, cooperation and friendship have also been well popularized, and the basketball culture has also become an important part of the campus culture of universities. Since 2000, the merger of a large number of universities, the rise of higher vocational colleges and the construction of private colleges have provided a new research field for the construction of campus culture. Led by the concept of "application-oriented", private universities should build a campus culture matching the concept, and basketball can serve as a good vehicle in the process of building campus culture. Through the construction and cultivation of basketball

culture, a unique campus cultural atmosphere is formed to promote the benign development of private universities.

2. Connotation of Campus Basketball Culture in Private Colleges and Universities

2.1. Connotation of Basketball Culture

The concept of basketball culture has been studied by domestic scholars. Chen Xin believes that basketball can exist in the form of its own activities, as well as in the social form of material and spiritual production. Therefore, the definition of basketball culture should reflect the cultural content as well as the characteristics of basketball [2]. According to him, basketball sport is a complex process. According to his point of view, basketball is a complex process through which culture penetrates and leads the spirit with special forms and values throughout the whole process. At the same time, there is no denying that basketball need participants and participants' mental state and their externalization should be a part of basketball culture. Therefore, it can be considered that basketball culture is a branch of sports culture, and is the sum of the material, spirit, system and behavior of basketball created by people through a series of related activities such as competition and management.

2.2. The Connotation of Campus Basketball Culture

Campus basketball culture refers to the basketball games carried out on campus and the cultural contents brought by them. According to the definition of basketball culture, combined with the carrier of campus, campus basketball culture can be considered as the sum of all the material, spiritual, institutional and behavior aspects of basketball created by teachers and students through basketball activities.

2.3. Connotation of Campus Basketball Culture in Private Colleges and Universities

"Campus culture of private universities refers to all material and spiritual products created by all teachers and staff of private universities in various fields of school construction through practical activities in order to achieve the school's cultivation goal." said Chen Wanbai [3]. The connotation of basketball culture in private colleges and universities is inevitably related to campus culture of private universities. Combined with the previous definition of basketball culture and campus basketball culture, this paper holds that campus basketball culture in private colleges and universities is the sum total of all basketball culture related to material culture, spirit culture, system culture and behavior culture related to the vehicle of basketball activity, which is carried out in private colleges and universities and widely participated by all teachers and students. This kind of culture should not only promote the development of basketball, but also serve the goal of schools building and talents cultivation.

3. Current Situation of Basketball Culture Construction in Private Colleges and Universities

3.1. Material Culture

3.1.1. Inadequate Infrastructure

In the orientation of running a school, private colleges and universities lay more emphasis on "application-oriented" talent training. Under the influence of this concept, they also pay more attention to students' academic learning and professional skills training, and tend to ignore physical education. In terms of campus planning and construction, private universities plan to build a certain basketball court according to relevant requirements. However, influenced by the

concept of education, they do not care about the real development of basketball. Therefore, they will not invest too much money in infrastructure construction. It is known that the basketball courts of many private universities are still concrete fields, and the risks are relatively high when students play basketball, and the basketball racks and nets are also in disrepair. Basketball courts are also used for some other events. To some extent, these factors has affected the development of basketball and restricted the development of basketball culture in private colleges and universities.

3.1.2. Limited Funds

Because private universities do not pay enough attention to basketball, the investment of basketball will naturally be affected. The lack of funds not only affects the quality of teaching equipment, but also affects the teaching method of basketball. With the continuous upgrading of technological means, more and more multimedia technologies have been introduced into classroom teaching, which is particularly evident during the severe period of COVID-19. However, it can be informed through survey that these emerging technologies are mostly used in the main courses or theoretical courses of various majors in private colleges and universities, but rarely used in physical education teaching. Moreover, there are serious limitations on the funds needed by organizations associated with basketball, such as the development of campus basketball games and the training of basketball teams. The limitation of funds affects the play space of students' basketball on campus, and then affects the construction of basketball culture on campus.

3.2. Spiritual Culture

3.2.1. Students' Insufficient Knowledge of Basketball

Sports should be an undifferentiated sport, and basketball is a sport that suit for both men and women. Basketball has its unique educational and fitness functions, in which all students should participate. The core of campus basketball in private universities is the promotion of campus basketball culture. Only on the basis of understanding the campus basketball culture can students be helped to establish a better concept of sports and improve their basketball level. However, according to the survey, there are some differences between boys and girls in the value of basketball in private colleges. Boys are more likely to identify with the value of basketball, so they participate more, while girls' awareness of basketball is more in the behavior of "chasing stars", which leads to the insufficient participation of girls in basketball. Although basketball has become an active sports activity among student groups, students' understanding of basketball only stays at the level of physical exercise. The correct understanding of basketball culture has not been established. At the same time, traditional basketball education methods pay more attention to students' skills and physical exercises, but do not promote students to form a certain basketball culture. No matter in the process of participating in or watching basketball activities, students do not realize the impact of basketball culture on campus life and lack of the awareness of the value of basketball culture, which makes students unable to actively participate in the construction of basketball culture in universities [4].

3.2.2. A Great Difference in Basketball Cognition among Management Subjects

The concept of basketball value identity of campus basketball subject plays a decisive role in the construction of campus basketball culture. In private colleges and universities, school administrators and teachers are the direct subjects, whose attitude and cognition of basketball have a great impact on the campus basketball culture. According to some surveys, PE teachers believe that the construction of basketball culture on campus is very important and that a strong basketball cultural atmosphere plays a vital role in the physical and mental development of students. However, from the perspective of coordinating the development of the school, managers fail to realize the importance of basketball culture and just only pursue basketball

competition results and obtain relevant honors, ignoring the important role of basketball culture in the development of campus basketball. The contradiction of basketball cultural value identity between PE teachers and school administrators is not conducive to the coordination of the construction of campus basketball culture.

3.3. Institutional Culture

The existence of basketball culture in private colleges and universities requires the joint efforts and support of teachers and students, as well as certain regulations for effective management. A certain code of conduct and management system are the guarantee for the effective management of private colleges and universities. At present, in the construction of campus basketball culture in many private universities, the management system is not perfect enough. There are fewer basketball related activities organized by school officials. The management process of these events is relatively loose and lacks proper guidance. In some private universities with relatively good campus basketball culture, the school will organize some basketball games, but with the development of education, the games have not been deeply promoted, so that the basketball activities have not been fully carried out, and basketball culture cannot be effectively spread.

3.4. Behavior Culture

3.4.1. Low Basketball Teaching Quality Level

The insufficiency of basketball teaching in private universities is mainly reflected in the following aspects. First of all, physical education curriculum is not valued. Students have fewer physical education courses so that teachers can not follow the original plan and do not have enough class hours to improve the students' basketball level. Secondly, physical education teachers tend to pay more attention to basic physical exercise, so the basketball level of physical education teachers in universities is limited, and it's hard to guide students' basketball training activities. Teaching quality has a direct impact on students' basketball level. Without high-level basketball ability, students' enthusiasm for basketball learning is difficult to improve, which makes the overall basketball culture on campus difficult to rise to a new stage.

3.4.2. Less Basketball Activities

The construction of basketball culture in private colleges and universities is inseparable from the development of basketball activities. However, it is known that due to the influence of courts, funds, concepts and other factors, some schools fail to carry out rich basketball activities, such as campus basketball games, or to organize high-level sports teams for training or to participate in high-level basketball games. Due to the lack of activities, it is not very attractive to students, and the construction of basketball culture is also naturally affected.

4. Optimization Strategy of Campus Basketball Culture Construction in Private Universities

4.1. Strategy of Material Culture Construction

Private universities should gradually improve the construction of basketball stadiums and gymnasiums, improve the environment of basketball activities for teachers and students, and give full play to the carrier role of basketball material culture on campus. Diversified basketball equipment can promote basketball teaching and training to achieve better results and further enhance students' interest in basketball. Meanwhile, private colleges and universities should attach importance to the construction of basketball symbolic material culture. Symbolic material is the spiritual sustenance of basketball activities between teachers and students on campus. The positive basketball allegorical construction can provide spiritual power for basketball teams and stimulate their enthusiasm, which is also the main content of basketball

material culture construction. School should broaden the channels of material culture construction and serve the construction of campus basketball culture. For example, set up a basketball culture publicity column, open a basketball-culture door to introduce the development process of the school's basketball sports, and publicize the basketball culture of CBA and NBA, etc.

4.2. Strategy of Spiritual Culture Construction

Private universities should improve the difference of students' identity with basketball and make up for the influence of gender difference on basketball participation. For example, carrying out a variety of basketball activities promote students in basketball to develop a strong will and the spirit of hard work, form a strong ability to resist pressure, constantly hone their will, so that they can make better psychological preparation for future setbacks and failures. Also, the diversity of basketball activities helps cultivate students' sense of teamwork and cooperation spirit, let students feel the power of the team. School leaders at all levels should accurately realize that the key to the construction of campus basketball is the construction of campus basketball culture. They should pay more attention to campus basketball culture to ensure that the managers and leaders of campus basketball culture construction in the same mind and then put it into practice.

4.3. Strategy of Institutional Culture Construction

The standardized system can promote the development of campus basketball. Private colleges and universities should improve the relevant rules and regulations of campus basketball culture construction, and clarify the various tasks in the management process. At present, the internal management system of campus basketball in private colleges and universities is a kind of management between independent and non-independent. Its responsibilities are related to many aspects of the school, and the amount of coordination work is quite heavy and it is difficult to maintain the balance between the management of physical education and the organization of sports training. Therefore, in terms of campus management system, professional basketball practice should be separated from general sports teaching activities, and a professional sports training system should be set up for basketball culture, so that the management of its sports activities can be standardized. After the separation, the professional basketball training not only can improve students' basketball sport level, but also ensure that the basic sports will not be affected.

4.4. Strategy of Behavior Culture Construction

Private universities should first improve the quality of basketball teaching by innovating teaching means and methods and improving the environment of basketball teaching. Secondly, attention should be paid to the development of campus basketball activities to drive the construction of campus basketball culture. Trying to carry out campus basketball league to attract students from different majors and backgrounds to participate in the basketball game which can deepen students' understanding of basketball, to further build a good basketball culture atmosphere. Schools with abundant resources can build high-level basketball teams or carry out amateur basketball training, train students to participate in high-level basketball leagues, and create a rich campus basketball culture through training and competitions, meanwhile increase competitions award and improve the training and competition culture of campus basketball.

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