

## **Study on the Approaches to the Construction of Sports Material Culture in the Institution of Higher Education Campus in the New Era**

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### **Abstract**

*The construction of campus sports culture in colleges and universities should be completed in the following four aspects: material culture, system culture, spiritual culture and behavior culture. Mainly from campus sports and material culture construction of higher institution, this paper is geared to propose that constructing this culture should adhere to the correct guiding ideology by ensuring site area and investment funds, improving the development and utilization of stadiums and facilities, enriching material culture and upgrading material cultural construction quality.*

**Key words:** campus sports, material culture, construction approaches

Campus culture in colleges and universities is an important part of the advanced socialist culture, which carries the vitality, creativity as well as appeal ability of these institutions, manifesting their soft power. Strengthening the construction of campus culture means a lot to promote the reform and development of higher education, to cultivate and develop advanced culture, to strengthen and improve college students' ideological and political education and to improve the overall quality of student. Campus sports culture, as a branch of campus culture, still being an important part of the advanced culture, which bears important responsibility in educating people and the task of guiding sports culture, have gained more and more attention. However, during the construction of campus sports culture, more or less problems exist. For example, the construction of material culture is unitary with insufficient investments. Connotation strengthening of sports spirit is not enough and system construction is also deficient with a mere formality management. No tradition formed and characteristics are quite absent. All above are not conducive to play the role of the campus sports culture. To do well the construction of campus sports culture, four aspects, including material, system, spirit and behavior, should be focused. This paper proposes how to carry out the concrete scheme of the campus sports material culture construction by taking campus sports material culture construction as the breakthrough spot.

## **1. The connotation of the construction of sports material culture in universities campus**

The university campus sports material culture is an important part of campus sports culture, which the existence and development of campus sports system culture, spirit culture, behavior culture lies and be carried. This material culture is the sum of all material objects that can be felt through people's senses and it's referred to the external materialization forms that are accumulated in the process of sports development in colleges and universities. It includes gymnasium, sports facilities, sports equipment, sports sculpture, sports publicity facilities, sports books and audio-visual materials and so on. [1] Its quality directly affects the development of sports work in higher institutions. As a result, it is conducive to strengthen the construction of college sports culture if material culture is well constructed, so as to promote the development and prosperity of campus culture.

## **2. The guiding ideology of the construction of college campus sports material culture**

The Ministry of education pointed out in *The Opinions of Ministry of Education on Further Strengthening the Work of Sports Education in Institutions of Higher Education*, which was issued in 2005, education administrative departments and higher institutions should conscientiously carry out the all-round development-based education policy. From the great rejuvenation of the Chinese nation, from the practice of the important thought of Three Represents, and from the people-oriented and all-round development, it is necessary to fully understand the importance of the sports work in colleges and universities, firmly establish the guiding ideology of "health first" to strengthen the sports work in schools.[2] what have been done points out a clear direction for both higher education sports work and their construction of campus sports culture. The guiding ideology "health first" includes two connotations. The first is the meaning of "health first", which is in terms of the relationship between health, education and learning. Namely, they rank first and second, but it does not means that health is more important than education and learning. It means education and learning should base on students' physical health. The second one is the guiding ideology of "health first". As the guiding thought in school's education, health first requires this thought should radiate and guide all kinds of education and teaching tasks. Comprehensive development in moral, intelligence, sports, aesthetics education should attach importance to promoting students' physical health in the school's routine teaching work, because it's their responsibility to ensure students' health.[3] Sports only affect students' health, but it plays a crucial part in creating campus culture characteristics and has a major impact in students' development.

## **3. The approaches to constructing university campus sports material culture**

### **3.1 To ensure the site area and investment funds**

Infrastructures including sports venues, facilities and activity sites are important material and technical conditions to ensure to carry out sports and cultural activities in universities, whose level measures comprehensive education ability of one university, one area and even one country. [4] Colleges and universities should be strictly in accordance with what are required in the *directory on sports venues, facilities and equipment in regular institutions of higher education* (hereinafter referred to as *Directory* ), which was issued in 2004. Each student has 4.7m<sup>2</sup> outdoor facilities and 0.3m<sup>2</sup> indoor sports facilities. In addition, according to specific situation, such as school's features, development targets and number of

students in school and so on, higher education should be in accordance with *directory* to offer corresponding athletic arena, basketball court, volleyball court, tennis court, swimming pool, fitness facilities, etc.

In terms of investment funds, requirements in *undergraduates' teaching level evaluation index system for regular institutions of higher education* are as follows: four aspects' funds (business fees for undergraduate and training school, travel expenses, sports maintenance fees, instruments and equipment maintenance costs) account for at least 25% of the tuition income, of which include not less than 1% sports funds for the construction of stadiums and maintenance to carry out sports activities between teachers and students.

But according to what has been studied, quite majority of colleges and universities have insufficient sports fields, funds shortage so as to hardly meet needs for sports of teachers and students due to dramatically increased student' number resulted from enlarged enrollment. Obvious discrepancy exists in different schools and in different regions. For example, the number of stadiums is in great shortage in some regular universities in Beijing with high construction standards. Significant difference appears for number of sports venues in different size of the school, but non-significant difference has been found for equipment in these sports venues. [5] The sports arena in more than 50% colleges and universities in Shanxi Province is not up to the required standard and their sports venues are a serious shortage. Their funds for sports stadiums are far less than the standard. [6] Similar problems are more or less found in universities in other provinces. As a result, our country and governments at all levels should pay attention to the discrepancy among regions and schools and take certain measures apart from that these colleges and universities themselves increase funds for sports venues construction and management. First, corresponding policies should be ensured, and then moderate tilt can be accepted to ensure the improvement of sports hardware facilities.

### 3.2 To improve the development and utilization of college sports facilities

With the increasing strength of university education, school's sports facilities construction in recent years has been significantly improved. Some schools have built a large comprehensive gymnasium, plastic track, grounds for basketball, volleyball, tennis, and even indoor swimming pool and other modern stadium facilities. However, due to certain reasons, with more facilities, the places for exercise become less in some higher education. These facilities don't play any role. Therefore, we should change our mind to increase the management, development and utilization of these facilities. In the premise of not affecting ordinary teaching and training, it is advocated to make full use of spare time to open up in order to demonstrate the benefits and the functions of these facilities to a greater extent, to create more economic and social benefits and to promote overall development of the school sports work.

With various approaches to improving utilization rate of such venues, colleges and universities should explore their advantages in venues, equipment and personnel. For example, it cannot be more wonderful to start sports leisure club, to regularly organize varied sports leisure and entertainment activities, to undertake various forms of sports games in the weekends, to do all kinds of training courses in winter and summer vacations. Through a variety of ways to open up the stadiums for teachers and students or nearby public, it helps to make full use of these venues. Of course, these approaches require the managers to have scientific humanistic management idea, actively adapting to the needs for market development and full understanding the mutual promoting relationship between paid openness of university sports facilities and development of its sports. Second, in order to make the sports venue management step into a formal and scientific way, it is

quite necessary to perfect its rules and regulations, to standardize venues access order and to make clear work responsibility for every personnel. Third, constant improvement should be made for business ability and management level of such managers, having a good sense of service.

It is worth noting that in the process of opening to the outside, managers must hold one principle. Namely, no matter how to manage or regulate the sports facilities, its most key objective is to enrich the campus culture and to upgrade life quality of teachers and students, and its ultimate goal is to cultivate, educate and care people. It cannot deviate from the idea of educating people, its essential purpose.

### **3.3 To enrich the contents of material and cultural construction and improve its quality**

In the construction of cultural environment, material culture is the basis and guarantee of spiritual culture, but spiritual culture in turn plays a guiding role for material culture. [7] Based on what is required in the construction of school sports, appropriately exploring humanistic landscape that reflects the school's sports culture can not only greatly enrich its sports material culture, but also affect students gradually.

As for the construction of campus material culture, in addition to some venues, necessary facilities, humanities landscape design should be strengthened. For example, it is recommended to build or add sports culture square, sports art gallery, sports propaganda showcase in or outside of gymnasium. Some iconic sports sculpture, sports characters or sports events could be shaped in such places to enhance the quality of campus sports material culture.

In addition, certain funds could be granted to purchase sports books, newspapers or periodicals, and the school could make full advantage of its radio station and campus news website to propagate the construction, actively creating a harmonious and positive sports cultural atmosphere. Students could be affected positively in such a strong sports humanities environment gradually, being motivated to exercise. It is because of these substances that they themselves signify the culture. Every sports sculpture and logo is the carrier to propagate sports, to advocate the spirit of sports, to activate sports atmosphere and even to inspire students' enthusiasm for sports. They converge and demonstrate human's knowledge and intelligence, showing human's sentiments and values.

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