

Innovation of Football Education in Colleges and Universities under the Background of Building a Sports Power

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Abstract : Under the background of the continuous promotion of teaching reform in colleges and universities, college physical education has received more attention, and some effective teaching methods and means have appeared in teaching practice. Football is known as the first sport in the world and is widely favored by college students. Under the background of building a sports power, we need to combine the characteristics of football sports, organize teaching in series with teaching competitions, and cultivate students' football awareness and skills, so as to improve students' team cooperation level. Based on the current situation of college football education, this paper deeply discusses the measures of innovating college football education under the background of sports power.

Keywords : Sports Power; Colleges and Universities; Football Education; Innovation

1. Introduction

Football is a sport, an education and a culture. Football is a unique cultural form, which has an effect that cannot be achieved by other cultural forms in terms of cultural communication and influence. According to the theory of structural hierarchy of culture, football culture can also be divided into material layer, institutional layer and spiritual layer. Among them, the spiritual level is the core part of football culture. The fighting spirit, football spirit and sports spirit reflected by college football culture are condensed and sublimated into the struggling Chinese national spirit, which can improve the national spirit and enhance the national soft power.

2. Current situation of football education in colleges and universities

2.1 The limitation of football field in colleges and universities

Although with the promotion of the strategies of "healthy China" and "building a sports power", the construction of national sports venues has accelerated, the number of available football venues is still stretched. In April 2019, the seventh national general survey of sports venues was officially launched, and the data have not been published. However, according to the data of the sixth general survey of sports venues, less than half of the venues in colleges and universities meet the five person system, seven person system and eleven person system. In contrast, Bai Yansong's commentary during the 2016 Rio Olympic Games said that the most intuitive feeling is to walk into Brazil and know that there are stadiums everywhere, whether in residential areas or various activity centers and squares, and they are all free. In contrast, in China, the shortage of venues is temporarily ignored. In Beijing, football venues often charge 800 to 1000 yuan per hour. With such a venue management system and such a system, several primary and secondary schools and even college students can afford it. From this, we can still see the lack of football field resources and the imperfection of China's sports public service system.

2.2 Students' participation in college football is not high

According to statistics, about 100000 school level 4 leagues were held in primary schools, middle schools and universities in

2014. In 2015 alone, more than 5000 designated football schools in colleges and universities were developed and 2.7 million people participated. In the five years from 2015 to 2019, the number of primary schools, junior middle schools, senior high schools and universities nationwide participate in level IV league matches reached 12.55 million. However, behind the effectiveness is another scene. Under the current education system, “achievement only theory” still occupies the mainstream market. In China, nearly 70% of students participate in various counseling classes after class and holidays. Their homework time exceeds 2 hours every day. The time for extracurricular activities and holidays are seriously squeezed. There is no guarantee of spare time. College football projects can only be castles in the air. In contrast, French primary school students have a weekly class of 27 h, including physical education and 3 hours interest classes, with classes of 4.5 days a week.

2.3 Construction of football teachers in colleges and universities

The number gap and low qualification of teachers are still a bottleneck in the development of college football. Of course, in the more than one year since the implementation of the new round of college football project, this dilemma has been improved to a certain extent. The earliest five-year stage of college football should be traced back to 2009 to 2014. During this period, the football items in school sports have developed, and the school youth football population has rebounded, but the substantive effect is not satisfactory. Today, under the background of Overall Plan of China’s Football Reform and Outline of Building a Sports Power, the new college football project has been implemented for five years. Many achievements have been made in fundinvestment, teacher construction, site guarantee and student participation, but the unavoidable reality is that there are still gaps and problems compared with the world football powers.

3. Measures of innovating football education in colleges and universities

3.1 The number and frequency of teaching competitions should be appropriately increased

From a macro point of view, the emergence and evolution of teaching mode need to have a theoretical basis and closely fit with the teaching content, so as to facilitate the organization and implementation of teaching activities. In addition, the application of teaching mode takes students as the main body and pays attention to mobilizing students’ enthusiasm for learning. When making teaching plans, teachers need to combine the characteristics of students and comprehensively improve students’ football theory and football practical literacy. The teaching competition accommodates the key teaching points in football teaching. At the same time, it can stimulate students’ enthusiasm for participation to the greatest extent and enable students to maintain the coordination of physical and mental movement. When designing the teaching competition, on the one hand, it is necessary to practice the technical movements through the teaching competition around the key points of basic teaching knowledge, such as ball control, passing, shooting, etc. On the other hand, we should focus on solving the pain point of too few football teaching competitions in colleges and universities, and increase the frequency of teaching competitions. For example, in combination with different grades of college students, football competitions with different competition systems are set up, such as school level competitions, grade competitions, college and department competitions, class competitions, etc., through the increase of the number of competitions, many college students can participate in football competitions and continuously stimulate their football learning enthusiasm. On this basis, because college students have a large number of football matches to choose from, from a competitive point of view, the student union will invest more energy in football training in the time of daily sports activities, so as to improve their basic football skills, and the football match can fully show students’ technical and tactical literacy and ability.

3.2 Laying the competitive foundation of football match with football teaching and training

Although teaching competition uses competition to teach, it is essentially a competitive game. Students need to have a considerable competitive foundation in order to effectively connect the whole teaching process. Therefore, football competition needs to be carried out on the basis that students have a considerable degree of football skills. When designing the content of football match, teachers should focus on the aspects that students lack in combination with their basic skills. For example, in football matches, carrying, controlling, passing, passing and shooting are the most important football skills, and they are also the main factors for winning in football competitions. Therefore, teachers should improve students’ football skills and practice more in the training content. In addition, teachers should also carry out education at the level of psychological quality, let students have small football matches in groups, and focus on half-time attack and defense. While students are familiar with the basic technical movements of football, they can gain satisfaction at the psychological level. On this basis, teachers can also increase interesting game content and adjust the teaching atmosphere, such as group practice of special football technology or key practice of a certain football technology (such as passing), which can not only resolve students’ fear of difficulties, but also make the football game more targeted, so as not

to make students run the whole field without income.

3.3 Innovating football teaching methods in colleges and universities

The characteristic of football competition is to obtain the ball right in a short time and score with the help of speed and technology through fierce attack and defense conversion in a limited football field. This process needs to connect speed and action. In order to enable students to master the core elements of football competition as soon as possible, especially speed and technology, teachers should innovate the methods of football teaching in colleges and universities. First, formulate speed training method, integrate middle and long-distance running in physical education teaching, and consolidate the foundation of physical education; The second is to carry out speed and obstacle training with the ball, so that students can skillfully apply speed skills in football; Third, organize small competitions purposefully, break the layout of attack and defense, let students play freely according to their own football skills, and temper students' football skills and proficiency in the competition; The fourth is to adopt the video teaching method, with the help of multimedia technology, match specific videos and images in the description of football skills, so that students can understand the effectiveness and concealment of technical actions with the help of videos and real game clips, so as to improve their own technical actions. In addition, the video teaching method can also be used in students' group training and the whole game. Through recording students' training and competition, it is convenient for students to find the shortcomings of their own action and technical application, and then correct and strengthen them.

3.4 Improving the selection mechanism and dredge the channel of talents

A perfect selection mechanism is a powerful guarantee to ensure the sustainable development of college football students and the smooth passage of talents. The establishment and implementation of the mechanism of football talents in colleges and universities is mainly reflected by the enrollment policies at all levels. For example, in 2014, Tsinghua University launched a specific and feasible enrollment policy for football specialty students, effectively screened and selected football talents, and avoided the fraud in the past college entrance examination to obtain the qualification of bonus points for specialty students. Such an incentive mechanism can also be selectively promoted and applied to the enrollment of junior high school students and junior high school students, such as the establishment of 3 + 2 mode, the policy of football specialty students in junior high school, etc.

4. Conclusion

Under the background of the country's vigorous promotion and development of football, football teaching in colleges and universities has ushered in a good opportunity for vigorous development. When implementing college football teaching practice, we should combine the physical and mental characteristics of college students, innovate teaching methods, and respect students' personality psychology, in order to make college football teaching reflect the technicality and competitiveness of football, and provide conditions for cultivating more high-quality football talents.

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