

The Dilemma and Development Path of Campus Communication of Red Sports Culture in China

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Abstract: Red sports culture, as an important spiritual force of red culture, is a powerful cornerstone for building cultural confidence. The dissemination of red sports culture on campus is a powerful driving force for implementing moral education. Based on the dissemination of excellent traditional Chinese culture, this article uses methods such as literature review and logical analysis to explore the difficulties and development paths of campus dissemination of red sports culture in China. Research has found that the important significance of red sports culture in campus dissemination lies in the linkage of "moral education," "physical education," and "education of people" in schools, the ability to output socialist builders and successors with excellent character to society, and the ability to inject deep cultural confidence into the country, laying the foundation for China's self-confidence. The communication dilemma mainly manifests in four aspects: weak communication awareness, single communication methods, lack of communication mechanisms, and limited communication conditions. And propose development paths in four aspects: improving the communication awareness of school teachers, adopting multiple channels of online and offline integrated development for dissemination, promoting the establishment of red sports culture mechanisms by the state and education departments, and increasing the "three forces" investment in the dissemination of red sports culture in schools. It is hoped that this can provide some reference for the dissemination and development of red sports culture in schools in China.

Keywords: Red Sports; Sports Culture; Cultural Confidence; Campus Communication.

1. Introduction

Red sports culture was born in the revolutionary War era, is the spiritual force of the revolutionary era, it is inherited and developed in the construction of the socialist road, refining the essence of red sports culture, through the combination of explicit and invisible communication methods, to build the self-confidence of campus culture, spread and root on campus, to shape students' good moral character, develop students' strong physique, It is of great significance to enhance students' cultural self-confidence. The construction of red sports culture is a part of the socialist culture construction, but also a powerful force to realize the goal of sports power. The report of the 18th National Congress of the Communist Party of China pointed out that "cultivate morality and cultivate people as the fundamental task of education, and train socialist builders and successors with all-round development of morality, intelligence, body and beauty", cultivate morality and cultivate people is the fundamental task of education[1], which means that the goal of education is not only to impart knowledge and skills, but more importantly to cultivate students' correct values, ethics and outlook on life[2]. The campus is an important place for moral education, moral education before the establishment of people, red culture is the cultural carrier of campus moral education, the red sports spirit is an important part of the cultural carrier, the strong dissemination of red sports culture in the campus not only can lay the foundation of campus culture self-confidence[3], but also more conducive to the cultivation of students' hard-working, do not forget the historical mission, cherish the fine character of peace, And truly achieve the double benefits of "moral education" and "physical education". In the current fast-paced era of rapid economic development and high-quality development, campus culture is gradually enveloped by high-tech information equipment, and the dissemination of the red

sports culture treasure house left over from history is gradually ignored, or even forgotten. We should pay new attention to the powerful power of red sports culture and influence campus culture. It is particularly necessary to build a powerful education and sports country in the current process of Chinese-style modernization. Based on this, this study is based on the double background of cultural confidence and carrying forward China's excellent red sports culture, focusing on the campus communication of China's red sports culture, and discussing the communication dilemma and development path, aiming to provide useful reference for the promotion and inheritance of China's red sports culture.

2. The Significance of Campus Communication of China's Red Sports Culture

Red sports mainly refer to the sports practice that took place in the vast area under the leadership of the Communist Party of China from 1927 to 1948. The red sports culture formed during this period is the spiritual core and precious wealth of the revolutionary era, representing China's advanced culture and rich in historical deposits. The campus is an important place for cultural construction, and the construction of the school's spiritual civilization affects the comprehensive strength of the school and the establishment of the correct values of the socialist successors. The dissemination of red sports culture on campus is of great significance to the school's moral, physical and human education, to the society's qualified citizens and to the country's cultural self-confidence.

2.1. For the School: "Cultivating Morality", "Cultivating Body" and "Cultivating People" Three Education Linkage

Red sports culture is highly consistent with the goal of school moral education, moral education is the first, to cultivate students' noble moral quality is the soul orientation of quality education, red elements in red sports culture is the best material for students to carry out patriotic education, ideological and moral education. After virtue, it emphasizes cultivating students, cultivating students' knowledge and skills through education, and awakening students' consciousness, self-consciousness and self-reflection ability. The sports component in red sports culture is a good promotion for students' health education, anti-frustration education and glory education for the country. The dissemination of red sports culture on campus is achieved through the use of red elements to cultivate morality, and then through the use of red sports elements to cultivate physical fitness. The breakthrough from "cultivating morality" to "cultivating physical fitness" promotes the dissemination of red sports culture on campus to achieve a good effect of "educating people" and the linkage of three educations[4].

2.2. To the Society: Output Socialist Builders and Successors with Good Character

The core idea of red sports culture is to emphasize collectivism, dedication and patriotic feelings. Its positive dissemination on campus can imperceptibly influence students' words and deeds, cultivate students' love of health, team cooperation and collective sense of honor, and cultivate good moral character and civic consciousness. Through the dissemination of red sports culture in the campus, it leads the ideological and political direction of students, enhances the ideals and beliefs of students, and practices the socialist core values. In today's increasingly competitive environment, students entering the society need stronger psychological quality, stronger will quality, and more tenacious fighting spirit. The connotation of red sports culture and the specifications of talents needed to be cultivated by the society are bidirectional convergence. The effective dissemination and development of red sports culture in the campus can promote the construction of socialist spiritual civilization, promote the construction of socialist core values, and train qualified socialist builders and successors for the society [5].

2.3. For the Country: Inject Deep Cultural Confidence and Lay the Foundation for Chinese Confidence

China is a big country with a time-honored history of civilization. The Chinese culture is extensive and profound, and has a long history. Red sports culture was born during the War of Resistance in the revolutionary era. The Communist Party of China led the people's Army to defend the homeland and fight bravely in the war of resistance, and led comrades to carry out red sports events to boost morale and strengthen their health. The red sports culture formed during this period highlights the fine quality and lofty spirit of the Chinese nation. Cultural rejuvenation and self-confidence are the foundation of the Chinese nation to go global. They are also the embodiment of the extensive and profound culture of the Chinese nation over thousands of years. The dissemination of red sports culture in the campus is conducive to students to better inherit red culture, carry forward the red sports spirit,

and precipitate the rich campus culture, so as to help the national cultural self-confidence, and then lay the foundation of Chinese self-confidence.

3. The Dilemma of Campus Dissemination of Red Sports Culture in China

Under the social development requirements of the goal of building a strong socialist culture and sports country, cultural self-confidence and national self-confidence are the basic support for realizing the great rejuvenation of the Chinese nation, and how to effectively promote the strategy of strengthening culture and sports in the new era has become an important issue. Red sports culture plays a dual role in promoting cultural prosperity and the health of the whole people. China's attention to the red Revolution accelerates the digital and innovative dissemination of red sports culture, and schools are an important way for the dissemination of red sports culture. The rapid development and changes of The Times also affect the effect and difficulty of the dissemination of red sports culture. How to ensure the dissemination of red sports culture on campus is an important issue for sustainable development. To understand the effect and level of China's red sports culture in campus communication, as well as the real feelings of the communication audience, in order to promote students' understanding of red sports culture, acceptance, innovation and development. To explore the main dilemmas and contradictions of red sports culture in campus communication, the following summary is made.

3.1. Weak Awareness of Communication

The communication of campus red sports culture lacks coherence, the communication of campus media is relatively backward, and there is no awareness of systematic news organization. At the same time, the red sports culture occurring on campus in the new era is not typical, and the network media can report less related news and is not paid attention to. Many schools in China have not carried out publicity and promotion activities. The school is the helmsman of red sports culture communication, ideological and political teachers and physical education teachers are the rowers of red sports culture publicity, and students are the boaters on the boat leading to the ocean of knowledge. However, the current situation of China's red sports culture in the campus dissemination is that the director of the dissemination of consciousness is weak, resulting in unstable ship hair force, rowers uneven force, resulting in the hull of the center of gravity shift, resulting in the boat to accept the red sports culture opportunities are few.

3.2. Single Mode of Communication

At present, the communication of red sports culture in most schools in China still stays in the book carrier, and most of them can only penetrate through the red culture topic and physical education class, there is no special section of red sports culture. The mode of red sports culture communication on campus is single, which is consistent with the diversified communication required by the rapid development of society. Moreover, the interaction between students and red sports culture carriers is lacking, and the competitiveness of red sports culture communication is weak in the diversified and colorful new technology multimedia. Although more schools in the Central Soviet Area, where red sports originated, will

carry out some rich red sports cultural activities, such as red sports games, red sports lectures and red sports venues, the dissemination of red sports culture in other areas is not ideal.

3.3. Lack of Communication Mechanism

There is no clear policy guidance for the campus communication of red sports culture in China, and there is a lack of effective communication mechanism. First of all, relevant departments, schools and teachers, as policy communicators, lack awareness of their roles and have a weak awareness of communication. Although there are relevant documents supporting the promotion of red sports culture and the inheritance of revolutionary spirit, communication is broken because communicators are not deeply aware of the importance of policy communication. Moreover, the communicators do not understand and interpret the policy seriously, lack professional communication knowledge, and lack the ability to process and utilize information. They simply upload and distribute the information mechanically, do not have a good understanding of the communication mechanism, do not optimize the communication channels, choose the appropriate communication media [6], and timely understand the feedback information from the recipients, namely students. Is the main reason for the lack of communication mechanism of red sports culture on campus.

3.4. Limited Communication Conditions

As China has a large population, the gap between rich and poor in urban and rural development is large, which causes the gap between schools to widen. First of all, the economic development of various regions has an impact on the school's capital investment. The financial allocation of schools in developed areas is more generous, and the educational resources and teaching environment of schools are more advanced, which can provide more economic support for the dissemination of red sports culture in the campus. On the contrary, schools in poor areas are restricted by economic conditions, and the dissemination of red sports culture is more difficult. Secondly, the teachers in the economically developed areas are more powerful, and good teachers have a stronger awareness of the dissemination of red sports culture, a deeper educational concept of comprehensive education of moral education, and a more subjective initiative in the cognition of communication. On the contrary, in poor areas, there is not much dissemination of red sports culture due to the lack of teachers and the lack of teachers' innovation ability. Finally, the school facilities also have an impact on the spread of red sports culture. The school sports equipment with more advanced facilities and large sports venues can carry out more red sports activities, create more flexible physical education classes, and organize vivid, interesting and colorful physical education classes with red elements. On the contrary, schools with relatively backward field facilities are more limited in starting red sports activities.

4. The Development Approach of Campus Dissemination of Red Sports Culture in China

Red sports culture is an important source of socialist sports culture with Chinese characteristics, a powerful force to promote the strategic goal of a healthy China and a strong sports country, and plays an important role in promoting the growth of sports culture strength. With the rapid development

of society and economy, people's requirements for the high-quality development of education continue to strengthen, and the sustainable development of the strategic goals of strong education and cultural power depends on the dissemination of campus culture. It is very important to break the dilemma of red sports culture in campus communication and explore the way of inheritance, development and innovation of red sports culture in campus communication. This paper tries to provide some countermeasures for the dissemination of red sports culture on campus by improving teachers' awareness of communication, adopting multi-channel communication methods of integrated development of online and offline, promoting the establishment of red sports culture mechanism as soon as possible by the national education department, and increasing the investment of schools in the dissemination of red sports culture.

4.1. Improve the Communication Awareness of School Teachers

The school is the main front for the dissemination of red sports culture, and the importance of the school to the red sports culture affects its development. At the critical moment of the road of socialist development, all schools should find the road suitable for their own development according to their own conditions, actively publicize red sports culture in all fields, and publicize the situation of red sports culture dissemination in a timely manner. Strive for the opportunities of cooperation and promotion with relevant social associations, take the opportunity to improve the school's social influence, and play a leading role in correctly leading teachers to participate in the dissemination of red sports culture. Teachers are the main force of red sports culture dissemination. Teachers' ideological consciousness, professional knowledge, ability and quality will also affect the campus dissemination of red sports culture. Therefore, in the recruitment of teachers, we should improve the consideration of teachers' ability in all aspects, and in the practice of teachers, schools should organize conferences and lectures related to red sports spirit training activities, not only to train teachers of related subjects, but also to carry out red sports culture penetration in the teaching of all subjects.

4.2. Adopt Multiple Channels of Online and Offline Integrated Development

The school should improve the publicity and promotion platform and adopt a multi-channel communication mode combining online, offline and online and offline. Online communication can promote the daily content of red sports culture communication in the form of building red sports culture website, setting up red sports culture forum, broadcasting red sports film and television works, etc. Promotion and publicity can be carried out through WeChat, Little Red book, video number, MicroBlog and other social media platforms or public accounts with high frequency of use by the public, so as to expand media publicity channels [7]. Offline communication can be through the construction of iconic red sports venues, sports sculptures, green belts, publicity boards, electronic screens, etc., regular red sports games, red military training, interesting red sports competitions, red sports lectures, knowledge competitions, academic discussions and other activities, the development of red sports school-based curriculum, in the sports culture festival, red song party and other campus cultural activities, Actively carry out relevant red sports and cultural activities

[8]. Online and offline integrated communication can experience the Long March of the Red Army through offline scenes, visit the red revolutionary sites scenic spots, listen to the explanation of red sports stories online, or the combination of offline visits and online sharing of perceptions of complementary communication.

4.3. The State and Education Departments Promote the Establishment of Red Sports Culture Mechanisms

A logical organization mechanism with clear division of labor can make the dissemination of red sports culture get twice the result with half the effort. The state should strengthen the development and construction of government organizations, departments and social organizations that carry out red sports culture activities, and build a series of activity development mechanisms through the organization, processing, publicity and activities of red sports culture by various organizations and institutions[5]. Then education departments should set up special red sports culture organization management institutions, and campus communication feedback mechanism should be established to increase exchanges and cooperation. Schools should also establish a red sports culture competition system management mechanism, and all departments should cooperate to jointly promote the dissemination and development of red sports culture.

4.4. The School Should Increase the "Three Forces" Investment in the Dissemination of Red Sports Culture

First of all, the school should increase the financial investment in the communication of red sports culture, establish a special fund for the communication of red sports culture, which is used for publicity and promotion expenses, recruit professional teachers to give daily lessons, invite professional teams to plan red sports and cultural activities competitions, and use relevant media to report and promote. Secondly, the school should increase the material input to the dissemination of red sports culture. First, the school should improve the sports venues, purchase sports equipment, check the quality of sports venues and sports equipment regularly, ensure that the school has enough venues for the normal development of red sports activities, ensure the stability of the order, and configure teaching equipment, fitness clothing equipment; Secondly, the school can cooperate with the social red sports museum and memorial hall to share resources; Third, especially red sports such as wheelbarrow support, grain picking on Jinggang, hand grenade competition, red sister-in-law to save the wounded need specific equipment to carry out. Finally, the school should increase the energy investment in the dissemination of red sports culture, in the limited conditions of the school, teachers should pool their wisdom, use the existing sports resources and students together according to local conditions to create red sports activities needed equipment and equipment. At the same time, schools should also spread red sports culture according to the laws of students' physical and mental development. For example, in primary school, they can carry out low-intensity red sports that can cultivate interests and hobbies, such as carrying explosive boxes, military obstacle running, and walking forward; in junior high school, they can carry out red campus running to experience the Red Long March of the Red

Army; in senior high school, they can carry out red sports games, etc. In the university stage, red sports marathon running can be carried out.

5. Conclusion

In its 20th National Congress Report, China pointed out that to promote cultural self-confidence and self-improvement, create new glory in socialist culture, and build a modern socialist country in an all-round way, we must adhere to the path of socialist cultural development with Chinese characteristics and enhance cultural self-confidence. As an excellent traditional Chinese culture, we should carry forward red sports culture in the new era. It plays an important role in promoting the people's sense of identity with traditional sports culture, and in meeting the people's growing spiritual and cultural needs and the needs of national fitness activities [9]. Under the requirement of moral education, the spread of red sports culture in the campus can not only achieve the effect of moral education, education and physical education, but also train the builders and successors of the socialist cause with good character for the society, and it is an important way to enhance cultural self-confidence. To this end, the red sports culture in the campus dissemination and development and promotion of the road needs the following joint efforts: the national government, to the guidance of the party, to help the country, history as the bone, red as the basis. The education department should issue policies, set up full-time, establish mechanisms and spread the red sports culture for the body. School institutions should promote the red color, recruit gatekeepers, and advance with sports personnel and moral education. Young children, love the party and the country, do not forget history, know the red practice, win glory for the country. The dissemination and development of red sports culture in the campus must be multi-sectoral and all-round, must carry forward the uniqueness of red sports culture, and have the courage to innovate, so that more people and students can consciously publicize red sports culture, and everyone can become the disseminator of red sports culture.

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