

# The Teaching Strategy of Ice and Snow Sports in Colleges and Universities from the Perspective of Sports Core Literacy

Shaojuan Hu<sup>1,\*</sup>

<sup>1</sup>College of Physical Education & Sports Science, Hengyang Normal University, Hengyang 421000, China

\*Corresponding Author

**Abstract:** The core physical education of college students is conducive to shaping the strong physique of students, and is conducive to inheriting and developing excellent sports culture. This article uses literature research methods and logical analysis research methods to conduct in-depth research on the teaching and development of ice and snow sports in colleges and universities with the goal of cultivating the core literacy of sports. The purpose is to explain the teaching and development of ice and snow sports in Chinese colleges and universities, put forward corresponding teaching strategies to realize the leap-forward development of ice and snow sports teaching in Chinese colleges and universities under the new situation.

**Keywords:** core literacy, ice and snow sports, physical education

## 1. Introduction

With the approaching of the Beijing Winter Olympics, Chinese ordinary people's attention to and participation in ice and snow sports are also increasing day by day. The ice and snow sports demonstrate the Chinese people's will to fear the severe cold. The snow and ice activities for 300 million people are in full swing in China. Some colleges and universities have vigorously promoted snow and ice sports in their campuses in China. This move has not only inspired the winter sports enthusiasm of the students in the school, and cultivated the sentiment of the students, but also formed a colorful winter campus sports culture. On this basis, China's qualified institutions of higher learning should focus on cultivating the core literacy of physical education of their students, and make full use of the golden opportunity of Beijing's 2022 Winter Olympics to reposition the ice and snow sports of higher education institutions in the region. The social function of teaching will surely lead the leap-forward development of ice and snow sports teaching in Chinese universities under the new situation.

## 2. Research on the value of cultivation of core literacy of ice and snow sports in colleges and universities

### 2.1 Conducive to improving the physical quality of college students and cultivating the strong physique of college students

Chinese higher education is committed to improving the political quality, moral quality, cultural quality, psychological quality and physical quality of college students [1]. It is worth mentioning that physical quality provides material guarantee for political quality, moral quality, cultural quality and psychological quality. Because a strong physique is the basis for human beings to carry out various social practices. Many outstanding talents leave their beloved positions with tears, simply because their physical condition is no longer competent for the original positions. Therefore, in order to improve the overall quality of college graduates, major colleges and universities must first improve the physical quality of college graduates. Some colleges and universities physical education teachers reported that the winter ice and snow sports organized by the school effectively improved the cardiopulmonary function of college students. First of all, winter ice and snow sports improve the athletes' ability to keep out the cold. In the cold winter, athletes actively participate in winter ice and snow sports, which can speed up the blood flow in the body, thereby prompting the body to produce more heat, so winter ice

and snow sports players appear to be more cold-resistant. Secondly, winter ice and snow sports improve the athletes' disease immunity. In the cold and windy winter, because the athletes have been engaged in long-term ice and snow sports, they have successfully increased the activity of immune cells in the body, so that they are not prone to those terrible diseases. Finally, winter ice and snow sports increase the oxygen supply of the athlete's brain. After the oxygen supply to the brain increases, the exerciser's brain fatigue disappears, so the exerciser is full of vitality at work.

### ***2.2 It is beneficial to improve the physical function of college students and enhance the athletic ability of college students***

The existing scientific research shows that long-term outdoor ice and snow sports can significantly improve the body's function [2]. First of all, ice and snow sports can improve the health of athletes' bones. In long-term outdoor ice and snow sports, athletes receive more sunlight than indoors. Adequate sunlight radiation makes it easier for athletes to combine vitamin D with calcium. In this way, the calcium element in the athlete's body is fully absorbed, and the athlete's bones get more nutrition [3]. People who engage in ice and snow sports in winter have stronger bones and are less likely to suffer from osteoporosis. Secondly, ice and snow sports can improve the health of athletes' muscles. In the long-term outdoor ice and snow sports, the muscles of the athletes have been fully exercised, and the muscle fibers have become thicker. In addition, in ice and snow sports, the athletes' joints are fully exercised. In this way, the muscles and ligaments around the knee joints, elbow joints, ankle joints and wrist joints have also been better exercised. Finally, ice and snow sports can improve the endurance of the athlete's body. Ice and snow sports are more intense sports, and the exercise time is often longer; in the long-term exercise, the athlete's physical energy consumption is relatively large; under the high-intensity physical energy consumption, the athlete's body endurance is fully to exercise.

### ***2.3 Conducive to improving the psychological quality and sports cooperation ability of college students***

In the cold winter, college students develop ice and snow sports to improve their psychological quality. Currently, college students need to face tremendous pressure from all aspects. These pressures come from all aspects of university life, such as: study, employment, economics, and communication, etc., causing college students to feel resistance, fear, boredom and anxiety. Failure to properly vent bad emotions will cause college students to suffer from various mental illnesses [4]. Ice and snow sports for college students can help vent all kinds of bad emotions, relieve psychological pressure, and improve their own psychological quality. Winter ice and snow sports are often characterized by difficult environments, technical difficulties and strong challenges. This requires athletes to always maintain a healthy and upward mood and an indomitable sports spirit. In addition, ice and snow sports require athletes to have a stable mood and a good mentality, which will help to cultivate good psychological quality of college students. Generally speaking, ice and snow sports not only require athletes to have corresponding sports skills, but also require them to have a stable competitive state, and good psychological quality provides a strong guarantee for a stable competitive state.

## **3. College ice and snow sports teaching strategies based on core literacy**

### ***3.1 Innovative teaching content***

At present, as an important content of college physical education curriculum, the teaching content of ice and snow sports needs to be updated urgently. Only by innovating the teaching content of ice and snow sports, teachers can enable students to exercise their physical fitness in ice and snow sports. The teaching content of ice and snow sports courses in colleges and universities should meet the individual learning needs of college students, highlighting practicality and effectiveness. After completing the ice and snow sports courses, college students should be able to apply the theories learned in the classroom to the practice of skiing and skating to meet the requirements of improving the skills of ice and snow sports. In the process of selecting courses for college physical education, college students often choose certain courses, such as basketball, football, and badminton, after they have certain athletic skills. In sharp contrast, in the process of selecting courses for physical education in colleges and universities, college students usually choose skiing or skating courses for reasons of satisfying their interests and hobbies, which leads to college students who choose skiing or skating courses, usually lack of skiing or skating skills [5]. If teachers still use the traditional teaching content of ice and snow sports and do not

increase the intensity of the students' ice and snow sports skills training, it is extremely unlikely that they want to improve the ice and snow sports literacy of college students. Therefore, when teachers carry out ice and snow sports teaching, they should increase the intensity of students' ice and snow sports skills training and encourage college students to participate in extracurricular ice and snow sports. These innovations in the teaching content of ice and snow sports will surely improve the core literacy of college students and achieve the goal of improving their physical fitness.

### ***3.2 Inheriting the ice and snow sports culture***

At present, China's major colleges and universities are committed to carrying out quality education, and these colleges and universities have established the public sports teaching goal of cultivating college students' sports core qualities [6]. At present, these institutions of higher learning are fully integrating physical education resources in order to build a new public physical education system. Ice and snow sports culture has an important function of educating people. It plays a pivotal role in promoting sports spirit, inheriting cultural traditions and comprehensively improving college students' sports cultural literacy. Especially in cultivating the lifelong physical education thought of contemporary college students, the influence of ice and snow sports culture and the educational function are more important. Colleges and universities should use campus media to promote in-depth information about the 2022 Beijing Winter Olympics to college students, so as to increase their awareness of ice and snow sports and stimulate their enthusiasm for participating in ice and snow sports. Qualified colleges and universities should give full play to their geographical advantages, develop a variety of campus ice and snow sports, and realize the organic integration of campus ice and snow sports, public physical education and college students' extracurricular sports activities. Through the above measures, colleges and universities will inherit and carry forward excellent ice and snow sports culture, and gradually improve the ice and snow sports teaching system.

### ***3.3 Closely integrated theoretical courses and practical courses***

Ice and snow sports have relatively high requirements for technical movements, and college students often cannot master these difficult movements only by relying on the ice and snow sports theory. Only after watching the teacher's technical movement demonstration, the college students can carry out the ice and snow sports practice under the guidance of the teacher. In traditional teaching concepts, physical education teachers usually think that explaining ice and snow sports theories is no different than talking on paper, and there is no need to comprehensively introduce relevant ice and snow sports theories to college students. Physical education teachers are accustomed to first demonstrating ice and snow sports techniques for college students, and then let them independently carry out ice and snow sports training on ice and snow slopes [7]. Although this teaching method is helpful to encourage college students to actively participate in the practice of ice and snow sports, it is difficult for them to quickly improve their own ice and snow sports because they have not yet mastered the technical essentials of ice and snow sports. It can be seen that the teaching of ice and snow sports in colleges and universities should closely integrate theoretical and practical courses, pay attention to the teaching of the essentials of ice and snow sports, and achieve the goal of improving the core competence of college students to realize the ice and snow sports curriculum optimization.

### ***3.4 Integrate lifelong physical education into teaching***

In order to effectively improve the core physical education of college students, college sports workers unanimously put the idea of lifelong sports through daily physical education. Cultivating the lifelong physical education ideology of college students is conducive to promoting the reform of physical education in colleges and universities and enhancing the physical fitness of the majority of college students. If you want to develop ice and snow sports, athletes must establish the idea of lifelong sports [8]. First of all, due to the influence of temperature, athletes cannot carry out ice and snow sports all year round, so sports skills are easily abandoned. Second, due to work and energy constraints, even in the snowy winter, if there is no ideological support for lifelong sports, athletes may not be able to carry out ice and snow sports. Finally, compared with indoor sports, ice and snow sports are seasonal. If the athletes develop indoor sports, they will not be restricted by the season, and the sports skills are easy to improve, and the exercise time is relatively flexible. This shows that cultivating college students' ice and snow sports ideas will help them to actively develop ice and snow sports in their future work.

#### 4. Conclusion

In the context of the era when the layout of China's ice and snow sports is about to enter in-depth adjustment, the strategic position of the development of ice and snow sports in Chinese universities and colleges will be more prominent. The ice and snow sports teaching in colleges and universities aims to improve the core competence of college students. In addition, college ice and snow sports can also increase the number and quality of the ice and snow sports population, and train and transport popular ice and snow sports athletes with higher comprehensive qualities. It can be seen that it is necessary for major universities in China to take full advantage of the rare development opportunity of the Beijing Winter Olympics, and reposition the social function of ice and snow sports teaching in universities under the guidance of the core sports literacy cultivation concept. Only in this way can the teaching of ice and snow sports in Chinese universities achieve innovative development and highlight its vital social value.

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