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## Value Analysis of Cheer Leading in College Sport Cultural Construction

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### Abstract

Cheer Leading is a kind of sport which is popular and arising in recent years. It is very popular among the public and deeply affected by everyone's favorite. Furthermore, cheer leading is a kind of sport with great universality; it can merge dancing, music, entertainment, fitness and other multiple elements in it and put them together with great containment. As a kind of healthy, optimistic youth sport, cheer leading can build up the teamwork sense of the students, which brings great significance to college students. It can not only enrich the sport cultural connotation of the college, but also can promote the building of sport culture on campus. Furthermore, the campus has also provided a very favorable living environment for the popularity of cheer leading. Hence, the two sides can obtain mutual benefit and reciprocity.

**Key words:** Cheer leading; College sport cultural Construction; Interaction; Effect

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### INTRODUCTION

Cheer leading has its unique sport charm with a very high fitness value. As a consequence, it is widely popular in European and American countries. Our cheer leading is

originating from American sport event MBA, after that, it is springing up in our country gradually. Since incoming, it becomes very popular among the extensive youth rapidly. At the same time, they are launched in nearly every university and college rapidly too. Since the CUBA in 1998 and China Olympic Games in 2008, it was more booming. Its passionate performance in sport meeting has mobilized the atmosphere of the game site significantly. Subsequently, Cheer leading has become an indispensable part of sport events. Meanwhile, many talent shows have focused on this kind of emerging physical exercise -cheer leading. Through competition of skills and abilities, they are trying to select excellent talents of cheer leading players with Chinese international standard for this kind of sport. The kind of trial has further promoted the booming of cheer leading. Now even in every sport event, cheer leading has become a beautiful scene, make people crazy about them.

### 1. ORIGIN AND DEVELOPMENT OF CHEER LEADING

The name of cheer leading (Lalacao in Chinese) is an imported word, means cheering and inspiring the sportman. It is a kind of early tribal social ceremony. Cheer leading is a kind of motivation ceremony initially held for the soldiers who are going out to hunt or fight. Through cheering and performance etc., their clansman can motivate their soldiers; bring wishes that they could come back with victory. The cheer leading is emerging in America first; it is emerging in many sport events in America, like MBA, baseball, track and field and so on, which has more than 100 years of histories before the present. Initially, it is a kind of cheering to encourage athletes for American Football, now it has become a very popular physical exercise; it has experienced great changes recently. Since us introducing cheer leading, each

university and college have launched professional training and teaching courses serving it as a kind of important sporting event, which is rapidly becoming popular and deeply fond by the students. The most predominant function of cheer leading is providing a drastic and furious atmosphere for the sport meeting. Along with the gradual development of our competitive sport, cheer leading becomes more and more popular. It now shows up in many different kinds of sport events (Li, 2014).

Besides the above, cheer leading is also appeared in large-scale sport event in recent years. For example, large-scale activities and festival and celebration, cheer leading performance are also showing up. As a kind of sport, cheer leading is mostly trained and taught in schools. Meanwhile, cheer leading is also very appropriate to be developed in schools for its unique features. Cheer leading is a kind of sport full of passion and vitality; it can motivate the emotion of the audiences promptly. At the same time, cheer leading is also a kind of sport requiring teamwork. As a consequence, it shall cultivate the organizational discipline of the students. Furthermore, the young blood of the students is also relatively fit for the spirit of cheer leading. Along with the smooth proceeding of 2008 Olympic Games, a large-scale cheer leading qualification trial has been convened and organized by multiple media enterprises magnificently. This event has spanned many provinces and cities, include most part of our country. Its holding has risen up a learning wave of cheer leading in all over the country.

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## 2. VALUE EMBODIMENT OF CHEER LEADING IN COLLEGE SPORT CULTURAL CONSTRUCTION

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Based on the above statements, cheer leading has close correlation to the construction of college sport culture and plays an important role in the construction of college sport culture, its main functions are reflected in the following aspects:

### 2.1 Enhance the Physical Fitness of Students, Promote Mental Health

College sport culture construction is aiming at building a good cultural environment for the physical and mental healthy development of students i.e. that is enhancing the physical fitness of the students, and promotes the healthy growing of the students. There are many kinds of forms in cheer leading, but it is basically a kind of sport. Through long term practice, we could find that, different motion type can exercise different parts of our body, like gymnastics and dancing, a set of complete actions will cost 3 to 5 minutes, and it is very difficult to achieve large amount of required exercise in such a short time. As a consequence, it requires plenty of daily practice to students. In practice, the teachers can conduct teaching

arrangement according to the specific circumstance of each student, set up reasonable practice targets combining with the physical quality of different students. At the same time, it also requires moderate practice to the action. As a consequence, its amount of exercise can totally meet the physical exercise demands. In addition, the practice of cheer leading can also mould the body of the students; build up the physical quality of them. When analyzing in the aspect of science, cheer leading is a kind of aerobic exercise, when do jumping and rolling and other actions, it can not only exercise the harmony and suppleness of the practices, but also can exercise their muscular strength and the balance of their body, so as to improve their physical quality as a whole, it also brings great significance to the construction of college sport culture (Liu, 2014).

Cheer leading is also named as a "joyful" exercise, it means that the cheering squad players shall keep smiling during the exercise so as to influence every audience and mobilize the sport environment. Through building a joyful atmosphere by the cheering squad players, it can reduce the generation of disappointed, dispirited and other negative emotions, which will bring great important significance to the improvement of their mental health level. In practice, we also find that the exercise of the cheering squad players is accompanied with cheerful music; it makes the atmosphere more relaxed and comfortable. Many motions of cheer lead sport can be designed according to the change of the Music, so as to create enormous exerting space for the performance of the cheering squad players, to help them create enthusiastic environment better, as well as establishing confidence for them, this is also an important part of college sport culture construction.

### 2.2 Establishing Teamwork Sense, Develop Teamwork Spirit

Cheer leading is a kind of team sport, requires 6 to 30 persons participating in it. As a consequence, as a sport competitive event requiring team cooperation, cheer leading calls for more cooperation spirit among team members. In performing, the cheering squad players need perfect coordination to provide splendid performance for the audiences through the changing of formations. Different cheer leading have different requirements. The technical cheer leading requires excellent skills; it mainly consists of lifting and writhes and so on. In practice, it needs a tacit cooperation between the members at the tip and the bottom. Meanwhile, it also requires a complete confidence among teammates; this can complete the action skills. In performance, it will keep uniform action by the orderly slogans, so as to encourage people. Furthermore, every team member shall blend himself or herself in the entire performance to guarantee the harmony and uniformity of the overall action. As a consequence, the cheer leading performance can enhance the teamwork sense well. In current situation, college sport culture

construction should not only guarantee the physical and mental health development, but also pay attention to the cultivation of the collectivism concept and teamwork spirit of the students. Only in this way, they can build a great environment for the development of cheer leading sport, so that build a healthy, passionate and enthusiastic cultural environment for more and more students, not only provide knowledge for them, but cultivate a kind of enthusiastic and positive attitude to them, this will do great helps in their future development and career, even their entire lives.

### **2.3 Temper the Volition of the Students; Improve the Frustration Endurance Ability of the Students**

Sport event strongly requires competitiveness, especially in cheer leading, the competitiveness is more obvious. In the practical training and performance of cheer leading, it can enhance the sense of social competition of the students gradually, so as to cultivate their gritty volition. In daily training, the mistakes are normal to happen, especially in skilled cheer leading, some stunner stunt may require more practice to cultivate the cooperative tacit understanding among the members, so as to guarantee the perfectness of the actions. Therefore, in practice, it needs to temper the students in their volition, to cultivate their ability to bear the frustration. Because the cheer leading has a strong advantage in high difficulty and soul-stirring performance, it owns strong ornamental value; it can attract the eyes of the audience rapidly. In order to guarantee the safety of the performance, it requires a lot of practice. Furthermore, these dangers may cause insufficient psychological enduring ability of the students, subsequently, it requires continuous training to the psychological enduring capacity of the students, whatever dangers are encountered, they must maintain a stable situation to deal with the problems objectively and reasonably, and they must learn how to control their emotions. Cheer leading can promote the personnel development of the college students; enhance their confidence, so it plays a significant role during the process. Based on our survey, cheer leading has been popularized in most of the colleges and universities, especially in the universities when they are holding large-scale sport events and performance, cheer leading can set fire to the site atmosphere rapidly. High quality cheer leading can enrich the sport culture connotation of the college, but also can promote the construction of college sport culture (Wang, 2013).

## **3. INTERACTIONS OF CHEER LEADING AND CAMPUS CULTURE CONSTRUCTION**

The gradual popularity and rapidly developing in campus of cheer leading have promoted the construction of college sport culture. At the same time, the construction of college sport culture also can provide conditions for the

launching of cheer leading. The two aspects are mutually beneficial to each other. In next paragraphs, we will describe the interactions from different aspects, on the one hand, to make the readers can understand the interactions between cheer leading sport and university and college sport cultural construction, but also can acknowledge the mutual influence of the two parties.

### **3.1 The Promotion of Cheer Leading to the Construction of College Sport Culture**

Our cheer leading events is derived from CUBA, its initial function is mainly cheering the sportman, regulate the activity environment on site, it has achieved great effect. Furthermore, it also plays a significant driving role in the construction of the campus culture. Along with the gradual development of CUBA, each university and college has attached more importance to CUBA. As a consequence, People are paying more attention to the cheer leading sport performed at the interval of the game. Cheer leading can not only adjust the site atmosphere, but also demonstrate the campus culture of one university. Through their emotional and passionate slogan, these cheers leading players can display their passionate, enthusiastic vitality to the audiences. Through their own cheering and encouragement, the college students can provide supports for their teams in spirit, enhance troop morale. Especially when the playing team wins, they can obtain a kind of sense of team honor and confidence too. This phenomenon has represented a kind of teamwork spirit, but also a kind of positive and healthy spirituality, it is a very good educational material (Sun, 2011).

In different kinds of competitions in the campus, cheer leading can enrich the content of the competition, adjust the game atmosphere and improve the ornamental value of the competition. And in some activities such as the school opening ceremony and anniversary of the founding of a school, cheer leading performance can enrich the atmosphere of the events; foil the events environment of the school. Through their enormous charisma, the cheer leading players can attract the eyes of the students, so as to motivate them join to it. In sport events, through the fabulous visual performance, the cheer leading players can stimulate more students to join them. And during the practice of cheer leading, it can deepen their friendship, as well as communicate with the teachers harmoniously, further improve the feelings between students and teachers. Cheer leading is not only endowed with high sport value, but also lead a new development direction for the construction of college sport culture, it can enrich the content of the college sport culture construction; promote the development of college sport culture. Through their tremendous influence, cheer leading has built a unique campus culture atmosphere for the construction of college sport culture. It helps the students molding their own unique personality and promotes the combination and school spirit and study spirit under the influence of sport

culture. The college can take the training of cheer leader as a teaching method, so as to improve the health level of the students, cultivate their teamwork sense through the training of cheer leading. Cheer leading can also bring a campus atmosphere full of unity and struggle, so as to help establishing its unique college sport cultural atmosphere (Dong, 2012).

### 3.2 College Sport Culture's Promotion to Cheer Leading

Cheer leading is a kind of exercise mainly participated by the students, this is decided by the unique features of the cheer leading. The main function of cheer leading is to motivate the mood of the audience. As a consequence, it needs the players having abundant vitality and passion. At the same time, the performance of the cheer leading also needs the good cooperation among the members. Subsequently, the cheer leader players require powerful organizational discipline. These requirements are uniquely met by the campus. As a consequence, the construction of college sport culture has provided a good basis for the launching of cheer leading (Fang & Zhou, 2014).

Universities and colleges are special places where gathered a lot of strong-willed youth, they are knowledgeable, well-educated, they are vivacious and young, they are positive and active, they are effective power to establish harmonious society, they are also the backbone to construct the college sport culture. At the same time, the cheer leading players are passionate, they are alternate kindness with severity, and they have represented the beauty and power of the university students. So that, organize a young, healthy cheer leading is a very easy thing in universities and colleges. The universities and colleges always have physical education classes, cheer leading is the connotation and denotation of physical exercise, and cheer leading teaching can not only cultivate people, educate them, but also enrich the spiritual life of the college sport culture. In the aspect of students, the promotion of cheer leading courses also meet the demands of college students seeking for personality, this is good to motivate the enthusiasm of students participate in physical exercise and sport, but also can cultivate the innovation sense of students, benefit for the cultivation of students collectivism sense of honor.

We all know that, all the activities and acting methods in university and college campus are the construction content of university culture, the practical influence and potential influence factors of the series of activities to the students include: personal and cultural value, morality, psychological behavior and so on, it is included in spiritual culture and material culture, they are mutually dependent and mutually supplemented. The launching of campus spiritual civilization construction relies on the campus platform, and the main body is the students, while the main content is the cultural activities in and out of classes, they are in close relations. Generally speaking,

what kind of spiritual culture the university has, and then they will have the corresponding material culture, as well as the content of the campus culture environment. If we want to improve the level and quality of university cultural construction, we must rely on the construction of healthy and lively spiritual culture. A kind of positive, healthy, upward university cultural environment, and integrated with internal spiritual temperament, moral emotion, behavior patterns and personality and charms, will be good for the harmonious development of the entire society. The construction of this kind of spiritual culture in universities and college will include the cheer leading sport, its patterns are abundant, they would like to transfer an enthusiastic and positive, passionate spirit to the audience, if they could develop with the cultures and lives of campus, it will largely enrich the construction of college culture, especially college sport culture. If through the effective training and long-term operation of cheer leading, it will become a new highlight in the innovation of university and college cultural construction.

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## CONCLUSION

The high quality college sport cultural construction requires positive sportmanship, while cheer leading is definitely constructed based on such spirit. Cheer leading has important significance to the physical and mental health development; however, its development can't be achieved in one day. For this reason, its development requires the universities and colleges continuing to strengthen the focus on the cheer leading sport, to provide better conditions for the development of cheer leading. So that it can make them mutually promote and develop at the same time finally.

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