

Badminton Culture Construction in Nanchang Institute of Technology

Jianhua Zhang^{1*} and Weilong Liu²

¹*College of Physical Education, Nanchang Institute of Technology, Nanchang 330108, Jiangxi, China*

²*Shenzhen Dengtai Lighting Co., LTD, Shenzhen 528421, Guangdong, China
mrzhang19872022@126.com*

**corresponding author*

Keywords: Nanchang Institute of Technology, Campus Badminton, Cultural Construction

Abstract: In this paper, through the interview method, literature material method, logic analysis, the methods of questionnaire investigation, analysis of Nanchang Institute of Technology venues, competition results, teachers, participation motivation and sport atmosphere bottlenecks existing in many aspects because of cultural construction, the author intends to promote cultural construction of the Nanchang Institute of Technology campus badminton, the development of badminton sports of Nanchang Institute of Technology, thus enhance the soft power of campus culture.

1. Introduction

Since entering the 21st century, Badminton has developed rapidly in China, both internationally and domestically. In the development of mass sports, the development of badminton is bright and dazzling. With the reform of education, badminton has been included in the national college entrance examination. More and more competitive venues have been built in various provinces and cities, and the degree of specialization has been enhanced. Colleges and universities is an important part in sports. Badminton with unique charm was popular among the majority of teachers and students in Nanchang Institute of Technology and the enthusiasm of students' participation in the public badminton is high, so many people choose badminton team, special class for further study, but because of the ambience, promotion, organization, and a series of cultural factors which results in the slow professional construction of badminton project, the high enthusiasm cannot fully serve for competitive badminton.

2. Current Situation of Badminton Development in Nanchang Institute of Technology

2.1. The Concept of Badminton Culture

Badminton has rich cultural meanings. As an important component of sports culture, badminton culture includes the positive individualities of wisdom, endeavour, and environmental protection. The Badminton Culture is divided into four levels, that is, material, mind, system and activity, cooperatively loaded with the value, friendship, skill of the badminton sports.

Table 1. The Statistical table of badminton culture stratification

The Cultural Level	Major content
Material Level	Court, badminton, rackets, clothing, sneakers, souvenirs, newspapers, books and other physical objects
System Level	Organization and management, teaching and training, competition regulations, athlete training methods, operation system, etc
Mind Level	Badminton social and cultural environment, theoretical cognition, way of thinking, value orientation, etc
Action Level	Badminton competition, teaching, training, audience watching behavior and awareness activities, scientific research, etc

2.2. Venue Construction

As can be seen from Table 1, Nanchang Institute of Technology has a lot of badminton stadium construction, but outdoor sports is greatly affected by natural environment, and equipment maintenance is not in place, and the utilization rate is not high. The international Exchange Centre is an indoor court and open to the public, which is the first choice for the public badminton. No. 3 indoor training hall is newly built, currently only open to special courses, general courses, badminton clubs and competitive competitions. The badminton courts of Nanchang Institute of Technology are distributed in various places of the school, which is convenient for students to play badminton. However, due to the subsequent equipment maintenance is not in place, some courts cannot be fully utilized.

Table 2. Statistics of badminton facilities of Nanchang institute of technology

The name	Quantity	Indoor /outdoor	Usage frequency	Equipment maintenance
Lighted basketball court	6	outdoor	general	general
International Exchange Center	3	Indoor	higher	good
Gym 3	6	Indoor	high	Very good
Dormitory nearby	6	outdoor	less	poor

2.3. Competitions in and Out of School

Table 3. Statistics of badminton competitions inside and outside Nanchang Institute of Technology

Time (year - month)	Brief Introduction of Event Name	Team	Playing Field (inside and outside school)
2014-10	The 14th National Games of Jiangxi Province	The school team	Outside the school
2016-12	College Badminton League	The school team	Outside the school
2017-9	The 13th National League	The school team	Outside the school
2018-6	The 15th National Games of Jiangxi Province	The school team	Outside the school
2019-6	Badminton Special Exchange Competition	A special team	Inside the school
2020-11	Junior vs. Senior	A special team	Inside the school

Query of the official website of Physical Education College of Nanchang Institute of Technology found that campus badminton competitions were organized many times inside and outside the campus, but so far, the opportunities for special class to participate in competition were mainly limited in the campus, the off-campus competition is zero, and the overall amount of off-campus athletic competition is few, and mainly attended by the high-level special school teams, who always received awards for competition, though only several times, accumulated very rich experience in the court, and for the development of Nanchang Institute of Technology inject a new momentum of badminton, but the ability level of special class still needs to be strengthened.

2.4. The Construction of Teacher Resources

Table 4. The statistical table of part of badminton teachers in Nanchang Institute of Technology

Name	Education Background	Specialty	Achievement
Jianhua Zhang	Master	Martial arts, Tai Chi, badminton, shuttlecock	member of CPC; Presided over and participated in five provincial and ministerial projects, four university level topics ; won the second prize of 2017 Basic Skills of Physical Education Teachers in Jiang XI Province
Lipeng Zhang	Master	Badminton, martial arts, swimming	Team leader of Badminton School of Nanchang Institute of Technology
Zhiyong Wu	Bachelor	Badminton teaching	won the second prize of 2017 Basic Skills of Physical Education Teachers in Jiang XI Province

The construction of the teacher resources is the foundation of the badminton culture development, and, to a large extent, influences the normal operation of the badminton sports. The number of badminton teachers with national qualification in Nanchang Institute of Technology is still small, but there are three high-level badminton teachers in the university. With their leading, the competition level of campus badminton is increasing year by year. New teachers are also being introduced, but due to heavy teaching tasks and lack for teaching training, the level of the teacher resources is still not that high.

2.5. Student Participation Motivation

Badminton culture is produced in the practice of badminton. As the direct participants of badminton practice on campus and the main body of class, students' active participation can promote the improvement of teaching quality. Through the issuance of questionnaires, it is known that some students participate in badminton because they like playing badminton, think badminton can be fitness and entertainment, and have the intention to engage in badminton employment; Some students think badminton is highly entertaining, and learning badminton skills can enrich their entertainment skills; and a few students learn badminton for credit; most of the students desire to enhance their own strength through participating in badminton. But due to few chances for athletic contests, it is difficult to improve badminton atmosphere of athletics through contests, and this leads to the fact that the contradiction between real level and target level intensifies, and attitude towards participation in the badminton sport is more and more negative. Indirectly the above result reflects that modern college students hope to get the corresponding sense of achievement in everything they do, and the positioning of badminton is full of uncertain factors.

Table 5. The motivation of badminton lovers in Nanchang institute of technology to participate in badminton practice (n=41)

Options	amount	proportion
Fitness exercise	32	78.05%
Entertainment and leisure	32	78.05%
To improve my badminton level	29	70.73%
To relieve stress	32	78.05%
In order to get credit	15	36.59%
Improve relationships	22	53.66%

2.6. The Development of Badminton Games

Table 6. Questionnaire on the development of badminton events

Investigation item	Survey results (YES NO)
Badminton competitions are held every year	YES
Regular internal and external competitions are held	YES
Usually whether to conduct badminton training	NO
Is there a badminton association	YES

The development of campus sports cultural activities is one of the ways to cultivate students' sports consciousness, and also an important way to show students' spiritual outlook. It is an important sign to measure whether the vitality of a school is strong.

As can be seen from Table 6, the main sports and cultural activities of the school, such as badminton competitions and some intra-team and external competitions, can be held as scheduled every year, and the school also has sports-related badminton clubs. However, in terms of cultivating the sports quality of ordinary students, the school has no other way and place to provide teachers and students to participate in sports activities.

2.7. Cognitive Status of Badminton

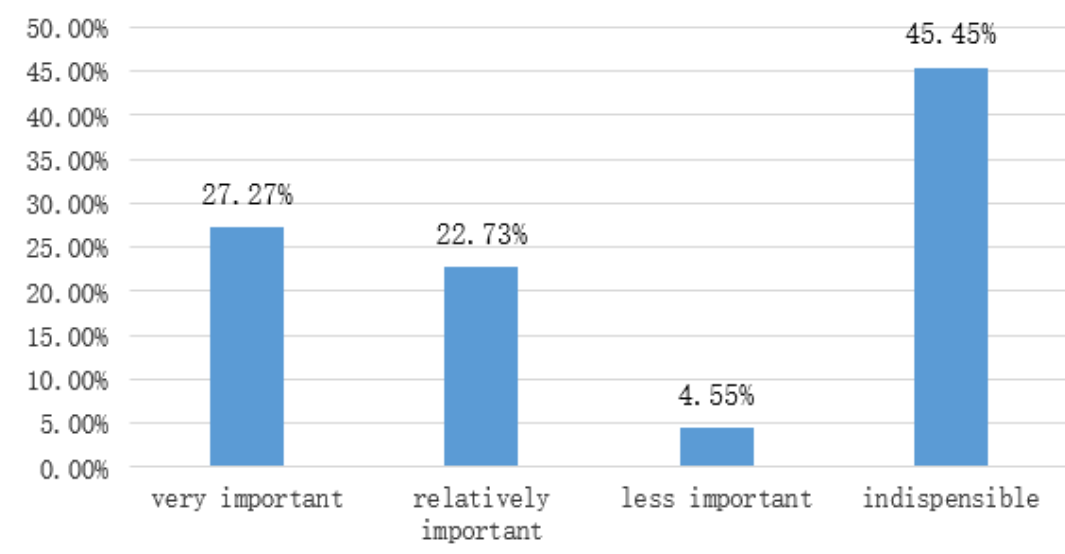


Figure 1. The importance of badminton in your mind

As shown in Figure 1, only 4.55% of people think badminton is optional. The majority of people who choose very important, indispensable and relatively important sports are 27.27%, 22.73% and 45.45%, respectively. Most people have a basic understanding of the benefits sports bring to people. A few students also know that sports can not only strengthen the body, but also promote blood circulation and keep the body healthy; this shows that the students of Nanchang Institute of Technology have relatively high awareness of sports habits.

3. Current Situation of Badminton Culture Construction in Nanchang Institute of Technology

3.1. The Construction Status of Badminton Cultural System

With the rapid development of China's economy and culture, there is an increasingly obvious trend of deep integration between culture and tourism. The badminton culture system of Nanchang Institute of Technology derived from the mass to contest sports, and mainly consists of contest sports culture as well as mass sports culture. The two parts coordinate with and make influence to each other for the campus badminton sports. From the perspective of badminton culture construction, the whole culture of badminton consists of contests, mass and derivative sports with competitive badminton as the core which includes two aspects of training and competition. The school team makes both technical training and periodic physical training. In terms of competition, badminton teachers organize contests joined by special classes and school teams, and the contests are mainly singles and a few doubles. The organization of mass badminton teams lacks order with the purpose of strengthening physical fitness and entertainment, while the tai Chi ball culture derived from badminton culture is not popular in the campus with slow construction.

3.2. The Current State of the Badminton Atmosphere

Sports atmosphere can improve students' physical quality and arouse their interest in exercise, which is a decisive driving force for improving students' sports quality. To some extent, badminton teaching in colleges plays an irreplaceable role and advantage in enhancing the physical quality of

college students. In the teaching and daily practice of badminton, the badminton atmosphere of Nanchang Institute of Technology is mainly divided into perception, cognition, motivation and behaviour. Good sports atmosphere can directly influence the interest, hobby, attitude and level and further promote their involvement in badminton sports and thus provide help for the spread of the badminton culture and construct excellent campus badminton culture. The campus atmosphere of badminton mainly consists of mass and competitive sports. The competitive sports have better atmosphere especially in the school team and special classes who often participate the off-campus contests and earn a lot of awards. When there are contests, there are more motivation for badminton practice and stronger atmosphere. The atmosphere of mass badminton is weaker than that of competitive badminton, mainly for the purpose of physical fitness and entertainment, low degree of specialization. Mainly girls play mass badminton.

4. Factors Influencing the Construction of Badminton Culture in Nanchang Institute of Technology

4.1. The Construction of Badminton Stadium Material Culture and Management System is Insufficient

The badminton stadium and material culture in Nanchang Institute of Technology needs to be improved. In the stadium there is little internal and external decoration. The new badminton hall is called No. 3 indoor training hall, but there is only a 3 word outside. Many people do not know that it is an indoor badminton hall, The interior of the badminton stadium is not decorated by such as mascots, posters and propaganda related to badminton knowledge. The interior decoration of the badminton stadium is also very monotonous, which does not give full play to the value brought by the decoration to the stadium culture.

4.2. Lack of Systematic Theoretical Knowledge

Badminton theory refers to badminton knowledge with systematic and common significance. It originates from badminton practice and is the summary and sublimation of badminton practice. According to the field interview with the participants of the first "Youth Cup" Badminton Match of Nanchang Institute of Technology, it is concluded that their understanding of badminton theory is only superficial. For example, the organizers are not familiar with the badminton court system, and the referees fail to correct the errors of serving position of badminton players in time. To deepen the understanding of the theory most of badminton enthusiasts for the badminton is through the school library and badminton teacher, not through a series of theoretical knowledge of learning. Understanding of badminton is not enough, and many students, unclear positioning of badminton, make indirect derailment with lack for theoretical knowledge,

4.3. The Training Atmosphere of Badminton Special Class is not Enough

Nanchang Institute of Technology's attention to badminton is mainly focused on the badminton school team. The resources of teachers, venues and competitions are combined with the construction of the school team, while the resources of other people participating in badminton are relatively tight. Opening badminton class for badminton course, the teacher can't give guidance during a limited time, according to the actual situation of each student to do a targeted teaching.

Badminton training involves a lot of places, and as a movement of repeat and repeat, no innovative concept and practice becomes boring and boring, lets the student suffer the mental fatigue and gradually lack the fun of playing badminton.

4.4. There are few Promotion Channels for Campus Badminton

The development and promotion of badminton in colleges and universities has exerted a certain influence on the development and improvement of campus sports culture. In terms of badminton sport promotion, Nanchang Institute of Technology lacks experience. College students are now more mature and rational, teacher and counsellor are not actively involved. Less influential competition activities, inexperienced second coordinate system does not reach the designated position. In promotion propaganda sports content just penetrated through the broadcast or on the website, while students usually don't listen to the broadcast or go to the website. It was not promoted in a way that college students liked.

5. The Path of Badminton Culture Construction in Nanchang Institute of Technology

5.1. Improve the Utilization Rate and Management System of Badminton Venues

The construction of campus badminton culture is inseparable from the improvement of competitive level, and the improvement of competitive level is inseparable from the venues. Improving the utilization rate of the venues is to alleviate the maximum utilization of limited resources, open the courts when there is no class task, and provide conditions for students' after-class training. Improving the venue management system is to protect the venue, restrain the further breeding of uncivilized phenomenon, promote the overall coordination of badminton and remove institutional obstacles for badminton.

5.2. Unify Teaching Materials and Perfect Theoretical Knowledge

The unification of badminton teaching materials is the fundamental guarantee for the construction of badminton culture on campus. We should perfect the combination of theory and practice, carry out more systematic and profound learning and dare to use theoretical knowledge to solve the problems in badminton practice. The use of modern Internet is very popular, and it is generally acceptable for college students to use the Internet to learn relevant theories. By guiding students to shoot videos and using theoretical knowledge to explain badminton movements, students can not only learn theoretical knowledge but also find their own shortcomings in badminton skills.

5.3. Create Badminton Atmosphere, Improve the Quality of Sports

The university needs to carry out campus badminton competitions at all levels, and activate the badminton interests of the majority of teachers and students. Whether a competitive competition is good or bad, its degree of specialization is to give people the first impression on clean arena and uniform referee who has a great impact on the state and quality of students badminton movement. We all know that a class or a team always has students with high and low levels of badminton. The teacher or coach should guide the students with high levels to help guide the students with low levels, so as to cultivate a group with overall consciousness, and the atmosphere of badminton will not be weak.

5.4. Improve the Way of Promotion, Give Play to the Main Role of Students

The level of sports promotion is directly related to the development of sports culture on campus. Good promotion can promote the fast and good development of sports culture, and vice versa.

Through the promotion of badminton events, we should plan and publicize before the competition, make full use of the Internet during the competition, and publicize after the competition, so as to form a badminton cultural phenomenon that accords with the characteristics of colleges and universities. In the process of badminton culture promotion, students should be fully put into the main body, guided to recognize their leading role, and strengthen the concept of students as the main body. Only in this way can we achieve high efficiency.

Funding

This article is not supported by any foundation.

Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

References

- [1] Kuiling Chen. *Research on the Cultivation of tactical Ability of College Badminton Students*. *Contemporary tourism*, 2019(12):117.
- [2] Jiang Chang, Cheng Zhou. *Research on strategies of spreading sports culture in college badminton teaching*. *Modern communication*, 2019(17):119+118. DOI: CNKI:SUN:XKJJ.0.2019-17-063
- [3] Lihua Li. *Study on the influence of Badminton on sports culture in Xinyang University campus*. *Stationery and technology*, 2019(08): 59-61. DOI:CNKI:SUN: WTP.0.2019-08-027
- [4] Dawei Gao. *Analysis of constructing badminton culture path in Changchun University*. *shang*, 2013(18):319. DOI:CNKI:SUN:SHNG.0.2013-18-278
- [5] Zhou Guanghai. *Research on the Strategy of Applying group Teaching in College Badminton Teaching*. *Contemporary Sports Science and Technology*, 2015(22):2. DOI:CNKI:SUN:DYKJ.0.2015-22-067
- [6] Yu Jing. *Research on Utilization and Management of Stadium Resources in Shanghai Colleges and Universities*. East China Normal University, 2009. DOI:10.7666/d.y1607223
- [7] Qiang Wang. *Research on Campus Sports Culture Development under the Influence of Badminton Sports*. *Journal of Inner Mongolia University for Nationalities (Natural Science Edition)* 2015,3 0(06):536-537
- [8] Yang Yang, *Research on badminton campus culture in Beijing Jiao Tong University*. *Sports*, 2016(12):97-98.
- [9] Miaomiao Yang. *Research on the inheritance and dissemination of badminton culture*. Shanxi Normal University, 2016
- [10] Yi Huang, *Investigation and analysis of Badminton players' Cultural Learning status in Children's Amateur sports School of Jiangxi Province*. Jiang Xi Normal University, 2014
- [11] Rui Chen. *Analysis on Influencing factors of college students' participation enthusiasm in extracurricular sports activities*. *Sports Fashion*. 2020(11):152-153

- [12] Lei Wang. *Study on the Influence of Sports Atmosphere on Physical Exercise Behaviour of Students in Our School*. *Progress in sports science*, 2016, 4(1).
<https://doi.org/10.12677/APS.2016.41001>
- [13] Jianchun Zhao. *On the construction of college campus sports Atmosphere*. *Stationery and technology*, 2015(06):30-31
- [14] Huan Zhang. *Research on the Promotion of Badminton 3V3 Event*. *Contemporary Sports Science*, 2019, 9(14):252+256.
- [15] Mingliang Mo. *Study on the Promotion Strategy of gas Volleyball in Hainan University*. Fujian Normal University, 2019
- [16] Huanjia Cui. *Analysis on the organizational mode of college students' sports events in Beijing*. Beijing Sports University, 2010.