

The Effect of Cheerleading on the Formation and Development of College Students' Health Awareness

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Abstract: Health awareness is the consciousness of college students' own health, self-knowledge, self-examination ability, in the context of the in-depth promotion of quality education, health education in colleges and universities is more diversified, in addition to conventional sports, some emerging, personalized sports are gradually accepted by students, and form a good pattern of "sports to promote health", among which cheerleading is a kind of exercise that is deeply loved by college students, and plays an important role in the formation and development of college students' health awareness. Starting from the current situation of college students' health awareness, this paper analyzes the influence of cheerleading on the formation and development of college students' health awareness, and on this basis, the implementation strategy of cheerleading to promote college students' health awareness is proposed, so as to enrich students' healthy life, create a sunny and cheerful sports environment, and stimulate students' enthusiasm for sports. At present, college students' health awareness is generally weak, and the enthusiasm for independent sports is poor, and through cheerleading, which is a sports project with both artistic and sports value, it can effectively stimulate students' enthusiasm for sports, and gain self-confidence, health and happiness in cheerleading. In the cultivation of college students' health awareness, cheerleading can play a role as a bridge, promote the healthy physical and mental development of college students in an active, continuous and self-disciplined sports atmosphere, meet the demands of college students for healthy sports, healthy life and healthy development, create a healthy and energetic campus sports culture, and promote the orderly development of students' health awareness.

1. Introduction

Cheerleading is an ancient and new sport, which is ancient because it has a history of more than one hundred years of development, and novel because cheerleading is an independent sports project, which has been popular in college campuses in recent years. It is feasible to train the health consciousness of college students with cheerleading as the carrier. It has a bright rhythm, full of motion, and the beauty of dance and gymnastics. It has a flexible form of expression, and has no

strict requirements for venues, personnel and equipment. In the training of college students' health consciousness, cheerleading exercises can play a bridge role, promote the healthy development of college students' physical and mental health under the active, continuous and self-discipline exercise atmosphere, and meet the demands of college students' healthy exercise, healthy life and healthy development.

2. Cognition and performance of current college students' health consciousness

2.1 Lack of health awareness

College students are in the prime of their youth, and most of them are very optimistic about their health condition, thinking that they are in good physical condition and do not need to exercise to strengthen various functions and qualities of the body. Such an understanding is obviously one-sided, but it is relatively common among college students, who rarely take the initiative to reflect on their health status, so they lack effective planning in diet and rest [1]. Poor self-discipline, these are the lack of health awareness of college students, but also for the health of the hidden dangers.

2.2 Lack of health self-detection ability

Many college students ignore the "health warning signals" issued by the body because they are young and energetic, such as the long-term use of mobile phones resulting in eyesight decline, although they know that this is caused by long-term use of electronic products, but they rarely think about how to "save" their eyesight, but constantly increase the myopia and astigmatism of glasses. Some college students will usually send out some warning signals such as headache, fever, diarrhea and so on as "small problems", think that medicine will solve these problems, serious lack of health self-detection ability, which will also lead to disease accumulation into a large, affecting the health quality of college students.

2.3 Encourage bad habits

At present, there are common bad habits among college students, such as staying up late, sleeping late and getting up late, playing games all night, irregular diet, drinking, smoking, and large intake of high-fat, high-salt and high-sugar foods, which will adversely affect college students' health. Take staying up late as an example, many college students think that as long as they have enough sleep during the day after staying up late, it will not have negative effects, but in fact, the repair effect of sleep at night on health is far from what can be replaced by daytime sleep. Bad living habits will overdraft health in advance, making people physically and mentally exhausted.

2.4 Lack of system in sports

From the current situation of the development of college sports, there are problems of randomization, temporization and surface. Many college students do not have their own perfect exercise plan, they often do exercise for a moment when they think of it, and they do not exercise at all when they are busy. They also choose sports randomly, such as playing badminton, running, skipping rope, or jumping exercises. In this way, it is difficult to guarantee the effect of sports, but also cause the lack of sports atmosphere, and the enthusiasm of students to exercise will decline.

3. The influence of cheerleading exercises on the formation and development of college students' health consciousness

3.1 Sports and beauty: in line with the value orientation of college students

College students are full of vitality and pay more attention to things full of youthful vitality. Cheerleading exercises take into account the characteristics of dynamic and soft beauty, which conforms to the aesthetic orientation of modern college students [2]. Cheerleading with dynamic music accompaniment, stretch limbs in the sound of music, complete the movement, and promote the coordinated development of brain and physical strength. Moreover, the form of cheerleading is flexible and does not adhere to fixed patterns or performance routines, which is loved by college students, and college students' participation is high, which will inevitably lead to the vigorous development of health sports.

3.2 Dynamic communication: in line with the habits of college students

College students love communication, and cheerleading creates a strong atmosphere of "dynamic communication" for college students. In the process of sports, members should discuss with each other and jointly design the formation position and dance movements, which is of great help to promote the communication between college students. The dynamic communication mode is in line with the behavior habits of college students. Therefore, cheerleading exercises not only strengthen students' physique, but also expand new space for college students to communicate.

3.3 Teamwork: conducive to long-term stability

Cheerleading is mostly carried out in the form of a team, with college students forming a fixed cheerleading team to complete technical movements together, especially in the aspects of movement creation, connection and transition, which virtually improves the communication and cooperation ability of the team, and is conducive to strengthening the sense of belonging and collective honor of college students. To ensure the long-term stability of cheerleading under the motivation of the team.

3.4 Sports culture: Build a model of full participation

In the construction of campus culture in colleges and universities, cheerleading is moving from the minority to the public, from small teams to large groups, from minority participation to majority participation, becoming a beautiful landscape in campus sports. Cheer operation as a part of campus culture, in the training of college students' health awareness has played a penetrating and strengthening role, the scale of college students' participation continues to expand, the level of participation has expanded, thus forming a good pattern of "all members with participation, all members of the health".

4. The implementation strategy of training college students health consciousness based on cheerleading exercises

4.1 Construct an independent curriculum system

Cheerleading is an independent sport, which has been marginalized for a long time and cannot be independently developed like football, basketball and track and field. Cheerleading is often used as an artistic performance or the opening and closing of the sports meeting, which has greatly influenced college students' attention to cheerleading health sports [3]. Therefore, colleges and

universities should establish an independent course system for cheerleading, and regard it as a long-term, characteristic and all-inclusive sports project. There are special cheerleading coaches who can standardize cheerleading movements for college students, improve the standardization and safety of sports, guide college students to master cheerleading skills, and actively participate in cheerleading. Through this way to inject vitality into the health of college students, but also to let college students personally experience the role of cheerleading on health promotion, aware of their own health changes, college students will be more sensitive to health awareness, participation enthusiasm will be higher, in order to form a virtuous cycle of improving health awareness and promoting health movement.

4.2 Establishment of specialized management systems

The formation and development of college students' health consciousness needs a gradual process, in which there must be an effective management system, especially a long-term, stable and standardized sports training system [4]. Similarly, to train college students' health consciousness with cheerleading exercises also needs a perfect system guarantee, so as to ensure the standardized and orderly development of health sports.

For example, the cheerleading team management system, there are the general management regulations of the school's large team, and the specific implementation rules of the small class team; With the goal of promoting the development of students' consciousness, the management system that actively ADAPTS to it, such as team training regulations, participant requirements, technical standards, prop standards, exercise time, exercise quality, collective activity arrangement and deployment, and sports safety assessment, are all key factors related to the standardized development of cheerleading among college students. Before the school has major activities or important events, the cheerleading team should actively prepare for, and combine long-term sports plans with short-term activities, which is more conducive to stimulating the enthusiasm of college students, making cheerleading more colorful, and encouraging college students to take the initiative to participate, cheer for the team and add luster. In addition, colleges and universities should improve the cheerleading sports competition system, from the current situation of the development of cheerleading colleges and universities, the performance attribute is obviously more than the competition attribute, many college students regard it as "sports embellishment", and the complete establishment of the competition mechanism can reflect the characteristics of the independent project of cheerleading, attracting more learning to participate, exchange, competition and communication.

For the teams and individuals who perform well in cheerleading, the school should give certain material and spiritual incentives, establish a feasible reward and punishment system, and carry out it as a standardized sport. At the same time, a scientific health sports evaluation system should be established to understand the role of cheerleading exercises in the development of college students' health awareness through the third-party evaluation of experts, coaches and teachers, and the self-evaluation and mutual evaluation of students, so as to find problems and bridge shortcomings, so as to make it more in line with the cognitive and behavioral habits of college students. To promote the long-term and effective development of cheerleading in colleges and universities, it is crucial to create favorable conditions that enhance students' health awareness.

4.3 Highlighting the characteristics of healthy sports

In the cheerleading health movement, teachers should take the cultivation of college students' health consciousness as an important goal, and highlight the characteristics of cheerleading to promote physical and mental health [5]. "Physical and mental health" is the two main lines of health

consciousness, college students should not only have a strong body, but also have a healthy psychology, have a certain ability to resist pressure and frustration, have a good interpersonal relationship and happiness perception ability, and these can be achieved in cheerleading. For example, using the characteristics of cheerleading team activities can eliminate the loneliness of college students and find a sense of value and belonging in the team; Sweating in the sound of dynamic music can let college students release physical and mental pressure, "oxygenate" the mood, "charge" the spirit, and keep college students in a good psychological state. In cheerleading team activities, college students will make like-minded friends, and we will study and discuss together, have the same goal and activity direction. When performing cheerleading exercises, college students should not only act accurately, but also have pleasant and confident facial expressions, which are conducive to the development of good interpersonal relations among college students, so cheerleading exercises can help improve the mental health level of college students.

From the perspective of physical health, cheerleading can move many parts of the body, and the movement of shaking the head can promote the health of the cervical vertebra, relieve the pressure of the cervical vertebra when college students are at their desks, and keep the mind awake; The arm swing work can relieve the pressure around the shoulder and relax the back muscle group; Lifting the chest and pulling in the stomach will help college students maintain a good posture and high mental state. Actions such as kicking and turning are conducive to improving students' body sensitivity and exercising leg skeletal muscles. Squat and forward leaning are conducive to improving students' body balance. This is beneficial to exercise the reaction and coordination ability of college students. In short, cheerleading is conducive to improving college students' health self-examination ability, improving their comprehensive health level through characteristic sports, and promoting the orderly development of college students' health consciousness.

4.4 Strengthening the promotion of sports

At present, there are still some college students lack of understanding of the health sports value of cheerleading, which requires colleges and universities to further strengthen the publicity and promotion of cheerleading, including it in the campus culture construction system, and become a highlight of campus culture. For example, showing the dynamic charm of cheerleading in school literary and artistic activities, opening and graduation ceremonies, school celebrations, sports meetings and other activities can not only heighten the atmosphere, but also trigger the attention and enthusiasm of more college students. By combining the promotion of cheerleading with the construction of school spirit, the cheerleading spirit of "unity, hard work, vitality and transcendence" is integrated into the campus moral education, which can play a subtle influence and enhance the spiritual connotation of cheerleading. In addition to the cheerleading performances and competitions organized on campus, colleges and universities should continue to extend their reach in the promotion of cheerleading, and cooperate with brother colleges, social institutions, public welfare organizations, etc., to organize various forms of cheerleading performances and competitions, and improve the influence of cheerleading in this way, so as to ignite the health consciousness of college students and stimulate the vigorous vitality of health movement.

5. Conclusion

To sum up, in the formation and development of college students' health awareness, teachers should fully explore the advantages of cheerleading, attract more college students to participate in cheerleading with its dynamic melody, beautiful dancing, spirited mood and harmonious atmosphere, strengthen college students' health awareness through cheerleading, stimulate students' exercise enthusiasm and improve their health self-observation ability. Students should participate in

cheerleading with a more self-disciplined attitude, expand the influence of cheerleading through exhibitions and competitions inside and outside the school, and make cheerleading a gas station for college students to lead a healthy life.

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