The Research of Health Qigong Improving the Prosperity and Development of College Sports Culture

Yueming Duan, Jinliang Shi, Liying Ren
School of Physical Education, Southwest Petroleum University, Chengdu Sichuan China 610500

Abstract
As one of the Chinese traditional sport items, health qigong is rooted in the Chinese excellent traditional culture. College is an important garden to educate and cultivate young talents, it is also an important ideological front to arm the youth with the socialist core value system, and excellent campus culture is bound to have a positive impact on the young talents. Therefore, the popularization and launching of health qigong in colleges is not only a good carrier to enrich and develop the excellent campus culture, but also the necessary requirement for promoting the prosperity and development of socialist culture, and serving the construction of cultural power.

Keywords
Health Qigong; Colleges; Sports Culture

Introduction
"Culture is the nation's blood; it is people's spiritual home". It is emphasized at the Eighteenth National Congress "to build a well-off society in an all-round way, realize the great rejuvenation of the Chinese nation. It is needed to promote the great development and prosperity of socialist culture, to set off a new upsurge of socialist cultural construction, to enhance national cultural soft power, thus, to play the role of culture in leading the fashion, educating the people, serving the society, promoting the development". College is an important place for the Party and the nation to breed and spread advanced culture; the construction of campus culture must serve the overall situation of "comprehensively building a well-off society". "The promotion of strategic plan of the socialist culture development" provides new opportunities for the prosperity and the development of college sports culture. At the same time, it is a new responsibility and requirement for the prosperity and development of college sports culture. The opportunities and challenges coexist, how to seize the favorable opportunity, overcome difficulties, and complete the historical mission of the development and prosperity of college sports culture is of great historical significance.

Connotation Analysis of Health Qigong
"Health qigong is a traditional ethnic sport item combining physical activity, deep breathing, with psychological adjustment as the main movement forms; it is an important part of Chinese ancient culture". In February 2003, the General Administration of Sports of China determined the health qigong to be the 97th sport item; subsequently, the "Measures for the Management of Health Qigong", "Rating Method of China Health Qigong Foreign Technology ", "Competition Rules of Health qigong " and other documents were issued. In September 2012, the establishment of the International Health Qigong Association provided the system safeguard and the organizational guarantee for the development of health qigong. In March 2013, the Health Qigong Management Center of General Administration of sports of China held the National Conference on health qigong management work, to deeply implement the spirit of the Eighteenth National Congress, and to ensure the sustainable development of health qigong undertaking, to conduct an in-depth study of the working thought of constructing the health qigong public service system and the next five year development plan. Therefore, to have the work of health qigong done well is an inevitable request to promote the development and prosperity of socialist culture and serving the construction of cultural power.
Necessity of Prosperity and Development of Sports Culture in the New Period

College campus culture is divided into college material culture, institutional culture, behavior culture and spiritual culture. Spiritual culture at college mainly refers to the traditional culture at college, including group ideology of the school members, public opinion atmosphere, psychological quality, life attitude, behavior pattern, the tradition of school ethos, value orientation, aesthetic concept and others. It is composed of the impact of college tradition, history, geographical culture, subject characteristics and well-known scholars (including teachers, students, alumni) character, temperament, vitality and creativity; it epitomizes a unique, distinctive personality and educational philosophy of the college, reflecting the pursuit and belief of a college, and is the heart and soul of campus culture.

It is pointed out in the Opinions on Further Strengthening and Improving School Moral Education from the CPC Central Committee: “to pay attention to the construction of the campus culture,” “in the spiritual civilization of the whole society, the school should be one of the best small environments.” In October 2012, the four ministries of the Ministry of Education, National Development and Reform Commission, Ministry of Finance, General Administration of Sport issued the “Several Opinions on Further Strengthening school sports work ,” it is also pointed out in it: “to take a variety of means to strengthen the construction of campus sports culture.” Higher education is an important carrier of cultural heritage and an important source of ideological and cultural innovation; it is needed to play an active role in cultural education for colleges, strengthening the construction of socialist core value system, abandoning the old sense, establishing the new knowledge, and spreading them to the community, and promoting the construction of socialist advanced culture.

College campus sports culture is an important part of campus spiritual culture, good campus sports culture is an important impetus for college students’ healthy lifestyle, and is also an important element in creating a campus culture. College sports culture has had a subtle impact on the majority of teachers and students learning and life with its unique culture. Good sports culture environment can not only improve college students’ physical quality, psychological quality and social adaptability, but also better cultivate their moral quality and the aesthetic taste well. Positive campus culture needs not only the support from elegant academic activities, but also a variety of sports activities to make a little contribution. Such campus culture can vividly and lively be managed. School sport is the most widely used, and the most creative culture contacted by college teachers and students, it not only enriches the cultural life after school, and also promote the creative spirit of the campus culture. In recent years, students physical quality has declined gradually, students’ participation interests in sports and cultural activities is not high, and therefore, it is needed to pay attention to prosperity and development of sports culture at college, to enrich the campus culture environment, to promote college students’ consciousness and enthusiasm to participate in sports culture, and to enhance students physical quality.

Value Analysis of Health Qigong Promoting the Prosperity and Development of College Sports Culture

In order to promote the prosperity and development of college sports culture, it is needed to further enrich the content of college sports culture. The introduction of health qigong into college not only adds a new item for the college sports culture, but also provides a new way to exercise for students and staff. And with the unique characteristics of qigong, it can have a more unique function than the other sports in terms of “enhancing the quality of human psychology, improving people’s physiological functions, the quality of human existence, and moral cultivation”.

Qigong is rooted in traditional Chinese culture, which characters the feature of simple and natural philosophy runs throughout all fields of traditional Chinese culture. The feature of simple and natural philosophy is characterized by the overall concept of identity of object and self in the health qigong, and by the dialectical concept of yin and yang balance and harmony of potential fortune round.

The harmony between man and nature in ancient simple philosophy means that the material world is in an absolute movement, thinking reflects existence, so thinking should also be changing, keeping pace with the times. As an important gathering place for Chinese culture youth, the ordinary college should emancipate the mind; have the courage to open up innovation. Mr. Ji Xianlin once said, “The unity of heaven and man” is the unity of human and nature, to peacefully coexist, not to speak of conquering and being conquered. Socialist harmonious society
should be a harmonious society with the coexistence of man and nature, if the students and teachers can save resources, take good care of trees and flowers, and peacefully coexist with the campus, and it will inevitably and effectively promote the construction of harmonious college campus.

The theory of Yin and Yang is the earliest philosophy in China, the earliest theory of Yin and Yang originated from the observation of natural phenomena, was later introduced into the category of natural philosophy in the "Book of Changes". According to the theory of Yin-Yang, the interaction of the two forces of Yin and Yang is the origin of all things. In movement, breathing and mind of health qigong, such as the conversion among the up and down of movement, opening and closing, flexion and extension, bending down and lifting up, forward and backward, left and right, dynamic and static; the fast and slow movement speed, coordination of loosening and tightness, the interdependence of in and out in the breath; the mutual alternation of excitement and inhibition in ideas guidance. With the rapid development of the economy in China, the increasing fierce competition exists in various fields of society; this special group of youth, college students are facing enormous pressure caused by employment, learning, emotion, interpersonal relationship and other issues. Survey shows that in recent years, the depression of college students is becoming more and more serious, which has troubled students' learning life, and even has affected the students' growth and development. As a physical funny exercise way, the health qigong can effectively resolve the bad emotions of college students in the fast and slow music rhythm, and with the orderly muscle relaxation in the movement.

"Harmony" is an important category of Chinese classical philosophy, "attaining a state of harmony, things in the universe take their proper places, everything will be mature" in the "Book of Rites. Golden Mean' endows "harmony" the philosophical category with the most universal significance. The thought of "harmony" gets along in the action of health qigong; it is reflected in the characteristics of the potential fortune round. Potential fortune round means the potential goes along the arc; it is manifested in arrangement and technology of the action. The action arrangement of round coherent, and potential fortune round not only reflects the characteristics of traditional flowing, continuous exercise in China, the continuous thread of the silkworm, and also can get a very good grasp of range and strength of movement, to avoid excessive traction and sudden force, so that human body can be in a calm state, preventing the occurrence of injuries. The narrow sense of "harmony" is a methodology, which acknowledges the world pluralism, diversified thinking, learns to forgive the pros and cons and integrate them. It is a means and method to enable human always in a cooperative state, the thought of "harmony" reflects the struggle and identity of the contradiction.

Conclusion

The construction of college sports culture is a very important job, and it plays a decisive role in constructing a harmonious campus; and it is of positive significance to implement the national fitness program, the sunshine sports, to strengthen the ideological education and quality education in college. Health qigong provides a new carrier for the prosperity and development of college sports culture; at the same time, health qigong in the performance of the harmony between man and nature, and the balance of yin and Yang dialectical view and potential fortune round intermediacy greatly enrich the campus culture. The overall concept of identity of object and self in the health qigong, the dialectical concept of yin and yang balance and the harmony of potential fortune round have greatly enriched campus culture.

ACKNOWLEDGMENT

This study was supported by the project of Scientific Research and Training Base of Health Qigong Management Center of Sichuan Province (SCQG2014B018), the humanities special fund of Southwest Petroleum University (2012RW017), and also the Sports Culture Development Center of General Administration of Sports of China • the sports culture research base of China West Normal University (014B009).

REFERENCES

