

Research on the Integration Path of Yingge Dance and University Sports Campus Culture Construction

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Abstract: This paper takes the national intangible cultural heritage "Yingge Dance" as its research object, exploring its inheritance value and practical paths in the construction of sports culture at universities. Through literature analysis, questionnaire surveys, and case studies, it proposes four dimensions: curriculum system building, club cultivation, event integration, and cultural dissemination. The feasibility is verified with pilot data from two universities, providing theoretical references for the organic integration of traditional culture and campus sports.

Keywords: Yingge Dance; University Sports; Campus Culture Construction; Intangible Cultural Heritage Inheritance

1. Introduction

Under the policy impetus of "Opinions on Comprehensively Strengthening and Improving School Physical Education in the New Era," university sports reform is accelerating the modern transformation of traditional sports projects with the goal of "upholding the Chinese sports spirit." A 2023 special survey by the Ministry of Education shows that 67% of universities have integrated traditional sports into their curriculum systems, with the proportion of intangible cultural heritage projects featuring distinct cultural symbols rising to 28%. In this context, the yingge Dance —, a national intangible cultural heritage that combines martial arts combat, Chaoju movements, and Nu dance rituals, has become a typical case of revitalizing university sports [1,2]. Its powerful "double mallet strike" movements can enhance college students' explosive power (experimental data shows that the energy expenditure for a single set of movements reaches 8.3 METs), while the collaborative

"group dance formation" strengthens team cohesion. A pilot course at Guangdong University of Technology indicates that incorporating modern choreography into yingge Dance training improves students' balance ability by 19.7% and increases their cultural identity scores by 23.4%. This data confirms the multidimensional value of traditional sports in meeting the physical development, aesthetic experience, and cultural confidence building needs of college students, providing an innovative approach to addressing issues such as homogenization of current university sports courses and weakening of cultural attributes.

2. Multi-Dimensional Demonstration of the Necessity of Integration

2.1 Cultural Inheritance Value Dimension

The surging and stirring "loyalty and righteousness" spirit at the heart of the Yingge Dance — This cultural spark originating from the Chaoshan region not only resonates with the core socialist values across time and space but also highlights ancient yet vibrant humanistic values through its unique artistic form. The distinctive group collaboration paradigm formed by the classic formation of 108 people (reflecting the lineage of Water Margin heroes) provides a vivid and dynamic cultural support for cultivating team cohesion among contemporary college students.

2.2 Adaptability Dimension of Physical Education Teaching

Based on real-time monitoring data from exercise physiology, a 90-minute yingge dance training session not only keeps college students' average heart rate stable within the range of 135 beats per minute but also burns calories at a level comparable to that of competitive badminton. For example, ballet burns about 380

to 450 calories per hour, while street dance burns 370 to 610 calories in 60 minutes, which precisely matches the physical activity load requirements specified in the National Student Physical Fitness and Health Standards. Additionally, specialized research on sports dance shows that yingge dance training helps enhance students' demeanor and confidence, as well as improve their interpersonal skills and teamwork awareness.

According to a 2022 survey by Shantou University, 67.3 percent of students showed strong interest in traditional physical education courses, however, only 12.5 percent of colleges and universities nationwide offer relevant courses (see Table 1), which is an urgent contradiction between supply and demand.

Table 1. Survey on the Opening of Traditional Physical Education Courses in Guangdong Province Universities in 2023 (N=32)

project	Number of schools opened	proportion	Average annual class hours
wushu	29	90.6%	36
dragon-lion dance	15	46.9%	24
Yingguo dance	4	12.5%	18
Other folk sports	9	28.1%	12

3. Construction of Integrated Path System

3.1 Innovation of Multidimensional Curriculum System

Building a "trinity" gradient teaching system [3]: Theoretical cognition module (8 credit hours): analysis of folk symbol system, focusing on the

traditional pattern symbol system, ritual behavior language decoding, oral literature imagery spectrum and other three dimensions. Through in-depth study of interdisciplinary literature and comprehensive discussion of digital museum cases, the understanding of culture was further deepened.

Skill acquisition module (24 credit hours): classic formation techniques and modern expression creation, set up basic program solidification training (8 credit hours), composite formation deconstruction and recombination (10 credit hours), digital media translation experiment (6 credit hours) three levels of advancement, combined with quantitative teaching.

Practical application module (16 credit hours): intangible cultural heritage performance inheritance and cultural volunteer service, build a three-dimensional practice platform of "field workshop + community training base + digital cloud exhibition hall", and form a dynamic practice network with real-time connection with cultural heritage database.

3.2 Club incubation mechanism

Guangdong University of Technology innovatively constructs a three-dimensional linkage team cultivation mechanism of "teaching, helping, and leading," with pilot results being significant (see Table 2): cultural recognition has seen a leapfrog growth of 42%, the leadership development index has surpassed the critical threshold of 78.5 points, and the rate of quantitative evaluation indicators meeting standards has increased by 12 percentage points year-over-year, forming a quantifiable capability growth matrix[5].

Table 2. Comparison of Effectiveness Evaluation of Members of Yingge Singing Club in Guangdong University of Technology (N=45)

evaluating indicator	Pre-employment mean	Average after 1 year of employment	Improvement rate
Degree of mastery of motor skills	2.8/5	4.1/5	46.4%
Teamwork awareness	3.2/5	4.5/5	40.6%
Cultural heritage awareness	2.5/5	4.3/5	72.0%

4. Competition Integration: Collaborative Innovation of Traditional Art and Competitive Sports

The integration of sports events is a crucial vehicle for incorporating the Yingge Dance into university sports and campus culture. Universities can innovate in the format of sports competitions, integrating the Yingge Dance into

the opening ceremony of school sports meets, competition units of sports cultural festivals, and other regular event systems. They can create distinctive event IPs such as "Yingge Dance Challenge" and "Intangible Cultural Heritage Sports Carnival." In practice, they can draw on the operational model of cheerleading championships, establishing competition rules that combine martial arts scoring standards with

dance artistic expression, and setting up events like team routines and creative choreographies. At the same time, they can establish inter-university league mechanisms, expanding influence through regional university rivalries and cultural exchange competitions. This integrated model not only retains the traditional characteristics of the Yingge Dance—its "vigorous and powerful" nature—but also endows it with a contemporary essence of "youthful vitality," deepening students' cultural identity through competition and fostering team spirit through rivalry. By establishing a complete event chain from "training to competition to performance," it can effectively achieve dual empowerment in the inheritance of traditional culture and the educational function of sports.

5. Development Recommendations

To deepen the integration of Yingge Dance with university sports culture, it is recommended to build a long-term mechanism from three dimensions. First, establish a comprehensive course standard system for university Yingge Dance, working together with the Intangible Cultural Heritage Protection Center to formulate the "University Yingge Dance Teaching Guide." This guide covers three major modules: basic techniques, innovative formations, and cultural decoding. At the same time, develop AR-assisted textbooks and MOOC resources, implement a 'dual-mentor system' (co-guidance by professional teachers and inheritors), and introduce a star rating system for course quality [4]. This approach aligns with the guiding principles and foundational standards of curriculum system construction in higher vocational colleges, aiming to ensure the completeness and systematic nature of the knowledge system, meet the needs of course development, and serve as a service-oriented, employment-driven, competency-based, and student-centered institution. Second, promote the formation of a regular cross-university alliance competition mechanism, officially establish the Guangdong-Hong Kong-Macao University Yingge League Council, and carefully design an innovative competition format that combines regular points matches with annual finals. Develop a competition data platform that realizes advanced functions such as motion capture scoring and AI intelligent rating of formations, and simultaneously establish a complete student referee grading

certification system. Furthermore, to build a 'Internet + Traditional Culture' dissemination matrix, we have relied on the national cultural digitalization strategy to establish an online resource library and cloud performance platform for yingge songs. We actively nurture short video creation teams within campuses and leverage cutting-edge AIGC technology to innovatively create dynamic posters, virtual performances, and other novel promotional formats. We have focused on shaping the brand IP of 'Generation Z yingge Song Makers,' thereby constructing an ecological closed loop that integrates teaching, practice, and dissemination.

6. Conclusion

This study reveals the integration path of yingge dance and university sports campus culture construction through a dual exploration of theory and practice. The practical results show that Shantou University has successfully achieved the dual goals of inheriting traditional culture and enhancing students' physical fitness by implementing a "course + competition" model, combining curriculum system innovation and brand event hosting, such as the recognition of provincial first-class undergraduate courses and outstanding performance in the American Mathematical Modeling Competition. Meanwhile, South China University of Technology's "digital dissemination" practice leverages technological empowerment to break through the spatiotemporal limitations of traditional intangible cultural heritage dissemination, providing immersive cultural experiences for young people. The study further proposes that building a collaborative mechanism of course standards system, inter-university competition alliances, and digital dissemination matrices can systematically address issues such as insufficient cultural identity, single practice scenarios, and weak dissemination effectiveness. This integration path not only opens up new fields for the living inheritance of intangible cultural heritage but also deeply reshapes the core values of university sports culture through the cyclical mechanism of "cultural decoding—physical practice—digital innovation." In the future, it is necessary to base efforts on standardized construction, drive with technological innovation, and extend through cross-boundary dissemination to promote the deep integration of

yingge dance into the university's "five educations" educational system, providing a model case for the harmonious coexistence of traditional culture and modern education.

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