

tion of technology. Each stage builds upon the previous one, culminating in the development of well-rounded, competitive volleyball players who are prepared for success at the highest levels of the sport.

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THE PROMOTION STRATEGIES OF VOLLEYBALL FOR HEALTH AND ITS IMPACT ON STUDENTS IN CAMPUS

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Air volleyball for health, as a new sports project, has shown broad prospects in campus with its unique charm. It is not only full of vitality and fun, but also can effectively cultivate students' team cooperation ability and competitive spirit, which is of great significance for students' all-round development.

Compared with traditional volleyball, air volleyball has a lower technical threshold, enabling more students to easily participate in it. Whether beginners or advanced players with a certain foundation can find their own roles in air volleyball [1]. At the same time, its soft ball and moderate exercise intensity effectively reduce the risk of students getting injured during exercise, providing a guarantee for them to enjoy the fun of sports in a relatively safe environment. In addition, the high ornamental value and interesting nature of air volleyball greatly stimulate students' enthusiasm for participation, making more and more students actively engage in this sport.

For college students, air volleyball is not only a physical activity to exercise the body, but also an important platform to promote the development of physical and mental health. Moderate exercise intensity helps to enhance students' physical qualities, such as improving cardiopulmonary function, enhancing muscle strength and improving body flexibility. At the psychological level, participating in air volleyball can also help students relieve the pressure from study and life and cultivate a positive and optimistic attitude [2]. In team competitions, students can learn to face competition and setbacks, enhance psychological resilience and improve self-confidence. At the same time, through cooperation and interaction with teammates, they can also improve interpersonal skills and cultivate team spirit, further promoting psychological health development.

This paper aims to explore the promotion strategies of volleyball for health in campus and its impact on students by deeply analysing relevant literature, so as to provide useful references for the further development of this sport in campus.

Material and methods. The research material of this paper is derived from several literature analyses on the development of air volleyball sport on campus, and mainly adopts research methods such as documentation method, questionnaire survey method and expert interview method. Through the comprehensive use of these methods, various aspects of the promotion of air volleyball on campus, including promotion strategies, student participation, and the impact on students' physical and mental health, was explored in depth.

Results and their discussions. In terms of promotion strategies, air volleyball sport is popular among students for its fun, entertainment and fitness characteristics. For example, air

volleyball is carried out in full swing in various enterprises, institutions and companies in the society in Guangzhou, which shows that air volleyball has a great potential for development among students [1]. Incorporating air volleyball into the school physical education curriculum system is one of the important strategies to promote air volleyball. For example, undergraduate colleges and universities in Guangzhou region can add air volleyball teaching content into the existing volleyball curriculum, open air volleyball associations or societies, and encourage students to participate in air volleyball activities outside of classroom time in order to improve students' knowledge and participation in air volleyball [1]. At present, there are relatively few teaching materials for air volleyball, and the preparation of specialized teaching materials for air volleyball suitable for students' learning is of great significance for the promotion of air volleyball [4]. Strengthen the publicity of air volleyball through a variety of channels to improve students' knowledge and understanding of the sport. Schools can carry out education on relevant sports risks and sports risk prevention through campus broadcasting, safety theme class meetings, club safety activities, etc., and publicise the benefits and characteristics of air volleyball to attract more students to participate [5]. In addition, various air volleyball competition activities, such as intra-school and inter-school competitions, are organized to provide a platform for students to display and communicate, and to stimulate students' enthusiasm for participation [3, 6].

In terms of the impact on students, air volleyball has a moderate amount of exercise, which can effectively exercise students' physical qualities, such as strength, speed, endurance and so on. At the same time, air volleyball sports are entertaining and interesting, which can relieve students' learning pressure, cultivate students' teamwork spirit and competitive awareness, and promote students' mental health [5]. Through participation in air volleyball, students can master the basic skills and tactics of air volleyball and improve the level of sports skills. In addition, the fun and entertainment of air volleyball can stimulate students' interest in sports and cultivate their lifelong sports awareness [4].

Conclusion. The promotion of volleyball for health in campus has important practical significance and far-reaching historical significance. Through reasonable formulation of promotion strategies, the participation of students in volleyball for health can be effectively improved, and more students can benefit from this sport. At the same time, volleyball for health has a positive promoting effect on students' physical and mental health development and sports literacy cultivation, and helps to cultivate students' teamwork spirit, competitive consciousness and lifelong sports awareness. Therefore, in the future, schools should further strengthen the promotion of volleyball for health, continuously improve the curriculum setting of teaching and enrich the publicity and promotion methods to create more favorable conditions for the vigorous development of volleyball for health in campus.

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