Analysis on the Value Composition and Epochal Connotation of Sports Culture

Changshun Dai¹

Abstract

Along with our country society's unceasing development, our country national's living standard obtains the enhancement gradually. But inherited and brings honor to the sports culture also to become our country to develop the sports enterprise the most important, the sports culture impels also strengthened our country's promotion of cultural and ethical progress, improved national's physical quality and the thought idea, to carried forward the sports spirit and the enhancement nationality sentiment has the vital role. Moreover, the sports culture inheritance and the development also promoted our country's sports enterprise development. This article discusses our country sports culture value with emphasis the construction and the time connotation.

Keywords. Sports Culture; Value Composition; Connotation of The Times

1. INTRODUCTION

Chinese sports culture is the people of our country in different periods of production and life practice in order to meet the needs of physical and mental development at that time accumulated, and through different periods of inheritance and development, so our sports culture has a certain sports connotation. In addition, the sports culture in the sports culture form also vigorously carry forward the national spirit and national sentiment, carry forward and inherit the sports culture and can play a spirit of inspiring people, at the same time can enhance the cohesion of various nationalities, more importantly, value and development have important significance.

2. Basic Understanding of Sports Culture

The sports culture is each nationality accumulates unceasingly in the long-term production life style inherits has the profound significance. At the same time, the sports culture is the China traditional culture important constituent, each nationality bred in the social culture unceasing development had this national characteristic sports culture, has to a great extent met various nationalities lives of the people need, already integrated in various races people's daily life. Moreover, the sports culture has poured into the fresh blood and the vigor for the social development. Sports culture has a long history of culture and the diversification of sports culture and sports culture connotation which are popular social masses. Increase rapidly in economic conditions and living conditions of today, sports culture not only has a strong body, cultivate one's morality raises a gender, athletic competition

¹Sias International University, Zhengzhou, Henan, 451150, China
ornamental, entertainment, and other social culture value, it also involves the development of market economy, in the construction of material civilization and spiritual civilization plays an important role that become our country sports culture form valuable sports cultural heritage.

3. Sports Culture Value Composition

Our country sports culture has unfolded nationality's energetic culture, it is one kind of national sports culture form which is independent from the nationality traditional culture, is apart from now to have five millennium development histories, not only under the human unceasing consummation and the innovation, it has oneself unique culture connotation and the nationality traditional culture characteristic, moreover its sports project type already had 977 kinds, and in this foundation, formed a set to have the national culture sports system. This kind of national sports culture has experienced five millenniums also unfailing, its reason is decided in certain degree by the traditional sports project with various nationalities' habits and customs, the religious belief, the value idea and the thought and so on has the close relation, it and each national co-existence and development.

Secondly, the sports culture is a kind of historical cultural characteristics and sports mode inherited from the form of the nation. The sports culture is the most active and active in the whole nation society, and has a wide range of far-reaching and far-reaching influences. At the same time, the sports culture is to inspire the national spirit, strengthen the unity among the nation, carry forward the national patriotism spirit, promote social progress and the development of China's sports important guarantee. In addition, the sports culture as part of the civilization of China five thousand years, the traditional sports culture has experienced the vicissitudes of life has been inherited and carried forward, although the traditional national sports culture is constantly being developed, while its implication of the national cultural spirit still affects people The concept of morality and morality, its sports culture and the form is still being used by all ethnic groups, and in its sports culture on the basis of continuous research and innovation. I believe that sports culture in the social practice and the continuous development process, will promote the development of international sports culture to contribute.

3.1 The Economic Value

Sports tourism projects in Europe and the United States accounted for a large proportion of the economic market, Switzerland skiing only one sport every year to receive 15 million tourists, profits of 7 billion US dollars. And China, in addition to a wealth of national sports culture, sports, festivals and religious activities are also a variety of types, from the number of sports projects compared with foreign countries have obvious advantages. National traditional sports and tourism projects together, not only allows people to experience the sports culture and folk customs of different nationalities, but also to promote the local economic development of ethnic groups; national traditional sports and sports products together, the greatest degree of stimulation and Sports products related to the consumption of products and culture, and further expand the national traditional sports industry consumer market; national traditional sports and health care products together, and its strong fitness function can not only play a role in the construction of material and spiritual
civilization, But also for the national traditional sports has opened up new development prospects.

3.2 Political Value

Sports culture is a kind of can communicate with foreign body information, is a kind of diplomacy. Chinese Wushu, for example, its unique charm is popular among foreigners. Arguably sports as a kind of natural body language, in the process of communication is completely broken due to the geographical environment, cultural tradition and the differences in living environment of communication difficulties. Through traditional sports cultural exchange, grasp of the Chinese nation can make foreign countries foreign spirit of peace, harmony, adhering to the five basic principles of harmonious coexistence, deepen trust in China, therefore, also can say sports culture will compose a new chapter of the great rejuvenation of the Chinese nation.

3.3 Humanistic Value

The teaching of poetry and music is carried out from the beginning of the Zhou Dynasty, and it has become the strategy and measures to reform the society and educate the people. While Western sports emphasis on competition and utilitarian ideas originated from the Western Olympic Games. At present, the healthy development of the Olympic movement was once blocked by various kinds of unethical behavior, and our culture has always stressed that truth, goodness and beauty, under the constraints of etiquette culture, our country has been moral, benevolence and other moral standards as traditional sports The standard. In addition, the harmonious function in the Chinese culture cannot be ignored, because the concept of harmony in strengthening the original idea of the Olympic Games at the same time, but also carry forward the Olympic humanistic spirit, fully demonstrates the value of humanism, it can be said that humanistic value The reform and development of the contemporary Olympic movement has a great theoretical and practical value.

National traditional sports not only there is no limit to the number, also not be restricted by time and environment at the same time, people can choose according to their interest in national traditional sports, in the process of sports, national traditional sports can adjust people's state of mind, alleviate the anxiety of people, make the person's mood happy. Secondly, national traditional sports interest sex is extremely strong, while strengthen the body organ function and also enhance people's immunity to disease. National sports culture in our country the most important thing is to keep the value of the sports culture to the high level, not only inherits the national religious beliefs, show the national spirit and emotion, but also highlights the value of the traditional ethnic sports, promoted the social cultural connotation such as communication to maximum excitation of each national people's patriotism and pride.

4. Our Country Sports Culture Connotation and Its Development Trend

4.1 In the Era of Cultural Connotation

A long history of sports culture is part of the traditional culture of the Chinese nation, is the people of all ethnic groups in different periods of production and practice of continuous
innovation and development of a kind of independent cultural form, with rich ethnic traditional cultural connotation, Sports culture because of its national character and tradition, in its development and formation process, will be deeply local traditional customs, morality and education and other related traditional cultural form of the impact, thus forming a martial arts, Tai Chi, lion dance, Dragon dance, riding and shooting, dragon racing, equestrian, fencing and other traditional national sports.

On the other hand, national tradition sports type source in social life, therefore, the national tradition sports may help the people to adjust the mood, to mold a person’s temperament, builds up strength the healthy body is the main purpose, all is satisfies the people using the sports culture to the energetic cultural demand. The people unceasingly improve and the consummation in the productive labor and the life style to the national tradition sports project, not only seeps the national tradition sports to each nationality's traditional culture, but also caused the very many national tradition sports project already to pass through becomes in the sports field the regular event.

4.2 The Development Trend of Sports Culture in China

Our country sports culture and the modern sports culture essence unifies in together, formed a set to approve in under the cultural rapid vicissitude background by the society has the national characteristic sports culture. In present this development rapid society, regardless of which one cultural shape development and the development all is take the social economy development as a premise, but the sports culture in the China socialist economy development and under the social all quarters support, vigorously will develop sports culture this precious inheritance, the specific measures will mainly have following several aspects.

- Strengthen the study of sports culture theory, and more to cultivate the traditional sports will run the management of talent to meet the needs of the continuous development of traditional sports, but also for the development of China's sports laid the foundation.
- We may and so on the effective dissemination way propaganda have the national characteristic traditional sports culture using the television media and the network media, lets the sports culture through this way appear in people's field of vision, thus realizes to the sports culture inheritance and the development.
- The establishment of national traditional sports activities of the club or association, the establishment of the community-based sports organizations and traditional sports market, the formation of a comprehensive sports culture system to encourage the development of sports industry, and social development to create a national traditional sports popularization popular pattern.

5. Conclusion

Our country's sports culture has the very important status in the world sports culture, it is the world sports culture important constituent, took one culture, it has contained our country unique national spirit and the value, as well as contents and so on production life style. Our country's sports culture in under the sports globalization influence, starts to inherit,
the protection and the development, realizes our country nationality tradition sports to construct harmonious social the value, through the unceasing innovation and the development, impels our country sports culture the long-enduring development, and soon will join the axle with the world sports culture.

References


