The Entertainment Functions of Competitive Sports in the Role of Sports Public Services

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Abstract: Through using the method of literature and logic analysis, this paper firstly clarifies the definition of competitive sports and the embodiment of its entertainment functions. Then it analyzes the involved feasibility of competitive sports from the angle of sports public service and the necessity of entertainment functions of playing a role in competitive sports in the sports public services. Finally combining the present situation with the future development of our country, the paper gives some suggestions to enable competitive sports in the sports public services to give full play to its entertainment functions.

Overview of Competitive Sports

The Theory of Competing for the Championship

This is a kind of special sports concept. It holds that the competitive sports is a physical activity [1] that aims at improving the level of sports skills and creating the outstanding results based on excavating and giving full play to the people’s physical, psychological and intellectual potential.

From the national point of view on the concept of sport, interpretation of the concept of sport in our country is relatively narrow, which reflects the dominant ideology of physical education theoretical cycle in our country, that is, sports is equal to the high level of championship sports.

The Theory of Games

This is a generalized concept of competitive sports. It holds that sports is an extension of a game, born from a game. It consists of the high level of competitive sports and popularized sport [2].

The Theory of Differentiation

Lin Xiaofeng believes that sports is not sports. We must strictly distinguish the sports and athletics from the concept, and distinguish them from the scientific systems objecting to the view of three-dimensional "Pyramid" shape that makes "Sports" and "Sport" opposite, and thinks that caring students’ health and constitution is the only task of school physical education.

The author believes that as a social activity, the competitive sports is different from other forms of sports with its competitive and normative characteristics rather than according to the level of competition and training scale. Sports category includes not only a high level of commercialized competitive sports (i.e., professional sports), but includes informal athletics sports (such as informal games of school classes) and organized sports (such as sports association, youth clubs, sports teams, etc.).

Sports Entertainment

Competitive sports is a social competitive activity which is regarded as a kind of open and common recognition of the ways and standards and makes use of challenge limit of the physical exercise capacity comparison of advantages and disadvantages. It is always concerned by human beings and is playing a more and more important role in today's society. In addition to the social function of education, political and economic function, it also has social and cultural functions. Sports entertainment function is a function of the social culture. The public gets the competitive sports to
play its entertainment function through direct participation in sports, sports competitions and attention to sports stars. This function mainly refers to providing a variety of leisure entertainment, enriching people's spiritual and cultural life and satisfying the social life's viewing needs [3].

**Provide a variety of Leisure Entertainment**

After the basic survival needs have been met, people pay more and more attention to the higher level and begin to pay attention to both physical and mental health as well as entertainment activities. Participation in sports is undoubtedly to provide such a way for people that enables participants to get physical and mental pleasure in the physical fitness at the same time. By involving in sports, people can also get social satisfaction and a sense of self identity. Competitive sports provides a variety of sports leisure entertainment for the masses, which greatly enrich people's leisure life.

**Enrich People's Cultural and Spiritual Life**

With the improvement of living standards, people tend to go after the higher demand of colorful and healthy, cultural and recreational life. As a noble entertainment sports, people can release intense mental and physical elimination of tension and fatigue, adjust the spiritual and cultural life, increase knowledge, and enjoy the beauty of knowledge through watching or watching the high level, which plays positive effects in social and cultural life. At the same time, the attraction of splendid and intense athletic sports competition scene can also promote people to engage in their favorite sports on their own to achieve physical and mental satisfaction.

**Meet the Social Life needs of Appreciation**

With the development of modern society and the consciousness of human being’s awareness, demand itself has also undergone tremendous changes.

Now the pursuit of people is not only to meet the material life, but also to attach great importance to the spiritual life. The ornamental of high level of sports competition has become an important part in people's leisure life. People not only can feel the power of life, but also can enjoy the beauty via watching the high level sports competition. With continuous improvement of the level of competitive sports, it satisfies the increasing demand for sports, which is an important function of competitive sports.

**Sports Entertainment Function in Sports Public Service**

**Sports Public Service**

Sports public service is the general term that is provided by the public sector or quasi public sector for the purpose of meeting the basic physical needs of society members, and stressing on improving people's physical fitness and quality of life. It is a combination with public product and behavior that creates chances to provide the public with the basic sports culture enjoyment, and provide them with the necessary sports environment and conditions of the survival and development of social security [4].

**The Perspective of Public Service of Competitive Sports**

Competitive Sports is able to participate in sports public service and contribute to our country’s public service which is due to its nature and demand transformed gradually of society of sports.

First of all, Competitive sports conform to the two characteristics of the public service. Two characteristics of public goods are non competitive and non exclusive, namely, "the consumption of the product everyone consumes will not lead to reducing other people’s consumption of the products."

Secondly, from the point of view of social demand, competitive sports is not only a sports belonging to small elite, but also becomes an industry with culture, consumption, economic and functions of leisure and entertainment, in addition to the function of winning glory for the country. The general public have stronger desires to participate in activities, watch the games and experience
the fun of sports. Competitive sports have gradually become a part of mass entertainment and leisure activities.

**Entertainment Function of Competitive Sports in Public Service of Sports**

Strengthening the construction of the public sports service system is thoroughly the scientific development concept, starting from the overall layout of the cause of socialism with Chinese characteristics and the comprehensive construction of well-off society. It puts forward an important task, which is the inevitable requirement of the harmonious society development and prosperity of socialist advanced culture. However, in the current environment, competitive sports are excessive with responsibility. Once the sports and entertainment are considered "impure" or "mere vulgar". Excessive emphasis on athletics while ignoring its entertainment has hindered the development of competitive sports. Competitive sports and entertainment business are more and more high. Sports to participate in public service, you need to give full to the social function which includes the entertainment function of [5].

This context focuses on how to make sports and give full play to its functions of entertainment in sports public service. It is very meaningful and the key to the problems.

**Conclusions and Recommendations**

Because of its "public property" characteristics, participation in public service is not only feasible, but also will have a brilliant future. In the process of public sports service, sports and entertainment are functional. There are five suggestions.

Firstly, facilities services, which strengthen the various types of public sports facilities management, conclude standardize services and expanding service. Including the establishment of the school sports facilities and sports facilities, social sports service network, the implementation of multi-level, multi-period are a variety of preferential diversified services. They provide more convenience for the people.

Secondly, the sports organization services increase the number of sports organizations; especially the grassroots sports organizations and expand the activities of the organization of sports population. To improve the fitness of service quality and strengthen the mass sports organization, sports team management want to help the spontaneous sports groups to strengthen the self organization and management ability. To carry out the sports aid service, cultivation and development of sports associations, we established a training system, which encourages organizing sports activities.

To strengthen the national physique and constitution monitoring service, we established national physique monitoring service system, and formed the national physique monitoring early warning mechanism. Carrying out physique monitoring and tracking of regularly publish, the physique monitoring results guide people to pay attention to their health and fitness.

Thirdly, in terms of fitness guidance services, to strengthen the sports education and health promotion of sports, science and fitness guidance will improve the level of scientific fitness. The implementation of public welfare and occupation of social sports instructor system will strengthen the training of social sports instructors, implementation guidance and teaching service.

Fourthly, in the sports service, we can actively carry out various forms of mass sports activities to enrich the contents of sports activities and to improve the effect of sports activities. In order to promote sports innovation vigorously, and actively introduce people for different sports that has a good fitness effect of new funding for sports, is welcomed to the masses. We should encourage various sports competitions, shows and performances to attract people to participate it.

At last, information consulting services is to strengthen the sports publicity and education and to provide information and advisory services for the national sports. It includes the establishment of the Internet, telephone hotline, people's mail, radio and television, newspapers and magazines and other channels of information communication network. It strengthens the sports service construction. In the information service platform and construction of public sports service, the convenience of the public is obvious.
References


