The Impact of the Popularization of Sports Culture on the Construction of the Harmonious Society

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Abstract: Through the investigation of the current situation of the development of grassroots sports and the research and analysis of the sports activities in China, the author unveils the weaknesses of the development of grassroots sports and those factors that affect the construction of Harmonious Society. Moreover, the author attempts to cast light on the significance of the popularization of sports culture to constructing harmonious society and cultivating sports consciousness of the people.

Preface
With China's economic development and social development, people's spiritual and cultural demand, cultural construction is placed in a more important position. As an important part of cultural construction, the construction of sports culture plays a critically important role not only in accomplishing our present-day major tasks but also in constructing the harmonious society. Therefore, a nationwide fitness campaign is supposed to be launched. The richness and diversity of sports activities as well as cultural quality level of the rural and urban communities in China becomes the major indicators of the implementation of nation-wide fitness program, improvement of the quality of the people, and enhancement of the national competitiveness. Besides, only by stressing the study of the effect of the popularization of sports culture on the construction of harmonious society, can we elevate the installation of grassroots sports facilities to a higher level. From the perspectives of the connotation, purpose, significance and function of the sports culture popularization, this paper presents how the sports culture popularization comes into being, attempting to provide references for the construction of a harmonious society.

Research objects and research methods

Research objects
This paper takes sports culture as the research object.

Research methods
a. Literature and documents retrieval;
b. Logic analysis.

Connotation of sports culture
In the long history of human civilization, sports as a cultural phenomenon, advances gradually with the development of human history. Not until the 19th century, or even until the middle of the 20th century, did mankind start to actually perceive the effects of sports culture on the existence and development of human society. Many scholars have extensively studies sports culture from various angles. With the deepening of the research of sports culture, people tend to cognize the origins and development of the sports culture in the light of the following theories - generally speaking, the labor origin theory, the military origin theory, the game origin theory, the religious origin theory and the origin of education theory.
Sports culture is the result of mankind’s evolution from animality to humanity and the comprehensive evolution of the above-said theories or factors. The process of the development of sports culture as well as the development of human society evolves through the ancient Chinese sports culture, to modern sports culture, then to contemporary sports culture. That is to say, such working skills as running, jumping, throwing and climbing result from human’s endeavors to survive. And as a social and cultural phenomenon, those skills are passed on from generation to generation, eventually lead to the diversity of the sports culture today.

It can be seen that human needs for survival and development are the foundation of the development of sports culture, and sports culture promote the prosperity and development of human society.

In the course of the development of human civilization, for the sake of the common needs of mankind, the pursuit of the survival, development, and enjoyment has been unremitting, and the strength thereof also has been intensified incessantly. It is the grassroots sports culture that exerts the greatest driving force and the most extensive and profound influence upon the globalization of education.

### The purpose of sports culture popularization

#### The significance of sports culture popularization

Since the founding of new China, the whole nation has been focused on implementing professional sports or elite sports system, which denotes the system where the grassroots needs for sports training and exercise is sacrificed for founding sports teams attached to General Administration of Sports of China and administration of sports at all levels from province, from city down to county or district. The whole nation is rapt in gold-medal sports, and elite sports. It is true that such a whole-nation system accomplishes the illusory dream of sports power, but it is at the expense of the grassroots sports, resulting in scarcity of facilities, and venues for grassroots sports. As a sports power in terms of gold medals, the real sports people and sports field per capita are wretchedly scanty. In a word, the national fitness program advocated by us always contradicts with the construction of a harmonious society. Therefore we should advocate the implementation of the popularization of sports culture and development of grassroots sports, vigorously carry out the national fitness campaign, and establish a sound system of national fitness. Only in this way can we truly become a sports power, in order to truly adapt to the needs of the new situation of the development of rural economy and society, so as to meet the needs of the majority of farmers Sports exercise and fitness, and accomplish the fundamental purpose of constructing the harmonious society.

#### The role of sports culture popularization

It will fundamentally address the needs of "national fitness" and "better health and better-off life" to promote popularization of sports culture. The development of grassroots sports exerts a wide and profound influence upon the improvement of our social environment, and represents very strong social and cultural value. Specifically:

(a) To develop a healthy lifestyle

Mass culture is an integral part of human culture. People tend to overcome fears and sense of loss, and other psychological needs through mass media like television and newspapers, and popular activities like informal gatherings. Although the mass culture is generally accepted by the society, the lack of distinctive characteristics leads to its insurmountable intrinsic weaknesses, such as vulgarity. Even worse, the deficiency of cultural spirit often leads to inconsistent quality of mass cultural activities, and even the humanity crisis of mass society and dissociation of the human spirit - the extreme cases includes the Aum Doomsday Cult in Japan, the Solar Temple in the US, God, The Restoration of Decalogue in Uganda, Falun Gong in China.

Through a variety of training contents, methods and means, grassroots sports has been continuously enriching people's cultural life, and creating healthy lifestyles, such as sports tourism.
and camping. Moreover, grassroots sports are very conducive to a healthy cultural environment. Especially in modern life, people have developed dependence on the healthy cultural environment which was fostered by grassroots sports culture, which leads people to develop a healthy way of life.

(b) To promote people's physical and mental development in a harmonious way. With the deepening of research on sports, people, grassroots sports, no matter in China or the Western world, develops on the basis of the principle of all-round development and harmonious development, aiming to build a fair, open, and just value system and criteria for the society.

The basic content of sports culture popularization

Forms of competitive sports

In the course of popularization of the sports culture, we should give full play to competitive sports; enormously mobilize the enthusiasm and initiatives of the broad masses of the people to participate. Competitive sports refer to the social sports activities which are majorly characterized by athletic competition, and whose major purpose is to deliver excellent sport performance and win in athletic contests. Competitive sport as a social activity of the human has the properties of competitiveness, normativeness, moderateness, gregariousness, impartiality, and spectacularity. It is precisely because of these many characteristics that competitive sports can not only bring the joy of winning to the participants after their self-performance and beat their opponents, but also free the audience from the daily busy work and life to have a unique sense of relaxation and enjoyment. Therefore competitive sports should be promoted vigorously.

Spectator sports culture popularization

The Olympic Games and the football World Cup are the most representative cases of interactivity of modern spectator sports. For businesses, organizations and nations, spectator sport is a charming special media, with the optimal media functions. To host spectator sports events is a long-term and regular work of government departments of sports administration. The most influential spectator sports events such as the Olympic Games, the European Football Championship and the NBA, are all operated in a highly professional way with professional planning, production, marketing and service. They have huge audience, and greatly promote enthusiasm of the masses to participate in the sports. As sports professionals, we shall keep ourselves updated, and host a variety of spectacle sports events in various forms and types in order to drive the initiatives of the broad masses to participate in the sports, and promote the development of a variety of industries and business sectors.

Sports education culture popularization

According to the data published by the China Population Association, the national physique investigation implemented from 1979 to 2003 reveals that physical indexes of Chinese people such as height, weight, chest circumference continue to improve, which can be attributed to the development of the grassroots sports education. It is a social responsibility to enhance the people's physique, which necessitates the joint efforts of the schools, factories, families and communities. The purpose of physical exercise is to form a habit of doing sports. Such a habit will hardly be formed just under the authority of government but influenced by the cultural background. Therefore, the whole society should take it seriously to cultivate the whole people’s passion for sports, to create a sports atmosphere, and to make sports become some real needs from the heart of people.

Sports culture popularization and social relations

Sports culture as a social phenomenon has a certain degree of independence and its specific laws of development. Moreover, it is an integral part of the structure of society as a whole. In the large-scale system of society, culture, sports and other social relations are always closely correlated.
The relationship between sports culture and social economy

Sports culture is a social and cultural activity. The following two aspects both reveal that the development speed and level are closely related to that of economy and society.

a. The development of a sports culture depends on that of economy. In other words, the economy is the foundation of the development of sports culture, is the basic condition for carrying out all kinds of sports. Besides, the development of sports activities necessitates the provision of certain materials and technologies, which is also dubbed as "sport is the showcase of technology". This shows that the development level of sports can reflect that of science and technology of a certain country, on the other hand also shows that sports development is on basis of the material condition of science and technology. The development level of sports culture depends on the level of national economy, income per capita, proportion of educated population, availability of sports funds and sports facilities and so on.

b. Sports culture impacts positively on economic development. The development of sports culture not only depends but also reacts upon economic development, which is to say it advances the economic development. In the modern society, it contributes a lot to the economy to carry out various forms of sports activities. The sports can improve labor productivity, and promote the economic development. Sports activities can promote the economic development. Moreover, sports culture itself brings about economic benefits.

The relationship between sports culture popularization and Politics

The relationship between sports culture and politics is interactive, which influence each other and interact with each other. With the development of modern society, the reality shows that the sports culture penetrated to all areas of society, politics of other various social activities including sports intervention is more and more obvious. There is a close relation between sports culture and politics, the relationship is complicated and subtle. It cannot be described by a simple absolute formula. Theoretically, the sports culture as a social activity, must first be constrained by the political economy, certain political and economic services, play its superstructure certain functions, secondly, because there is not a part of the sports culture belong to the superstructure, it can be a variety of political control and utilization, so the relationship between sports culture and politics also showed some flexibility. Practice has proved that the development in the modern society, the relationship between sports culture and politics is more and more close, and the intervention of politics to sports culture is becoming more and more obvious.

The relationship between sports culture and social culture

Sport is a special social and cultural activities jointly created by human being. The new system and standard of value constructed around sports culture where fair competition is the core of the moral, peace, unity and progress is the goal to pursue, is universally recognized. And the value system is just the same as is pursued and advocated by social culture. It can be said sports culture is the embodiment of social culture. At the same time, vigorously develop and promote sports culture also will add fresh impetus to the social culture. Both cultures are mutually influenced.

Specifically speaking, sports culture enriches the cultural life of the individual and the society and improves people's quality of life. By participating and watching sports, not only people’s physical fitness can be enhanced, but also physical and mental pleasure created. There are not any other activities in the world like sports events that are held regularly. Various forms and types of sports competitions keep producing rich and colorful cultural spiritual food for human society in order to improve the quality of survival and life of human being.

The status quo of the development of grassroots sports in China

The status quo of rural sports development

With the development of rural economy and the improvement of the living standards of farmers, more and more farmers start to participate in physical exercise. Their physical fitness awareness has
been further enhanced. But in many underdeveloped areas, physical exercises cannot be fully carried out. Even in some most underdeveloped areas, a decent basketball field is even scarcely available, not to mention other sports equipment. The main reasons leading to this situation are:

a. Constraints by economic conditions of the rural areas.

Even now that the income and living standard of Chinese rural population has been improved remarkably, farmers yet can hardly take the initiative as to build sports fields or sports apparatus. Besides, the actual standard of living of most of the rural population in China only just comparatively better-off, and has no ability to take out most of their money in order for physical fitness.

b. Constraints by the consciousness of the rural population

Chinese farmers have long engaged in heavy manual labor in the field. There are quite a few of them believing that labor just plays the same role as sports in their lives. *I have labored so much, why do I still need to do sports?* Obviously they just confuse the two concepts - physical exercise and physical labor, and intuitively think they have been "exercising" every day. They also suppose they would rather have a good rest at leisure time than doing sports. The sad fact is many farmers are even more willing to carry out unhealthy activities, such as mahjong, small-sum gambling.

**The status quo of the development of workers sports**

Sports today covers the significance far beyond the sports category, whereas it can not only represent the comprehensive strength of a country and nation, but also halt brutal wars and even act as links between peoples in the world. Sports is not something that can be represented by a person or a unit. Sports represent the prosperity of a nation, and witness the growth of a nation. To improve people's physique is a social issue, which necessitates the joint efforts of schools, factories, households and communities. But now the development of workers sports is still in the preliminary stage, there are many shortcomings. The indifference of the management, lack of sports consciousness of the workers, and inadequacy of sports space and facilities, directly leads to the less development of sports facility.

**The status quo of the development of community sports**

Since the reform and opening up, the tendency of urbanization has been being accelerated by the development of China’s economy. People's living standards have gradually improved, and the new requirements for sports consumption have been come to a higher level. The state has promulgated the "National Fitness Program" in order to actively encourage and support the people participating in fitness activities, and rapidly advance the development of community sports in China. Due to historical and economic reasons, however, community sports in China are still in early stages, even underdeveloped. There are many problems with the development of community sports, which are summarized mainly in the following aspects:

a. Community residents have little sports consciousness. The atmosphere for community sports is weak. The community as a whole has little awareness for publicity of community sports.

b. Sports facilities is undersupplied in most communities in China.

c. The sports-specialized organizations and community sports instructors are in shortage.

d. The government invests too little in community sports.

**The influence factors of the sports culture down to the construction of Harmonious Society**

"Three Represents" is the guiding ideology that we must adhere to for a long time. It should be implemented throughout all areas in the new period of socialist construction. In building a well-off society in an all-round way, role and function of sports special nowhere not vividly embodies the important thought of "Three Represents". Mass sports belong to the category of social culture. This is refers to the majority of members of the community in their spare time, broadly contraceptives to body movement as the main means, in order to raise the level of health, entertainment as the main purpose, on the basis of physical and mental health development, and constantly go beyond the self, to promote the culture of the practice of social progress.
In today's world, sports and economy, political integration, mutual penetration. The country's
development and prosperity, happiness and future of the people all cannot do without the support of
powerful sports culture. Advanced sports culture is the crystallization of human civilization and
progress, but also the impetus of social progress, which conform to the historical trend, reflecting
the spirit of the times and development the direction of sports culture, embodies the fundamental
interests of the masses. In contemporary China, the development of mass sports is to develop
advanced culture, facing modernization, facing the world, facing the future, national, scientific and
popular socialist mass sports, to healthy sports on enriching people's spiritual life, constantly
enhance the people's physique, improve the quality of life, to meet people's spiritual and cultural
needs.

Advocate the downward movement of the sports culture is to first use scientific methods of
physical exercise to achieve fitness goals province.1990 occurred in "Falun Gong" events, from one
side reflects if we do not pay attention to health, civilization, science and fitness method to guide
the masses, then cult, feudal, superstition, ignorance, things will be loophole, misleading people,
harm to society.

And, to promote the popularization of sports, is to organize a good crowd favorite fitness project.
Mass sports is different from competing pull sports. Not to say that Olympic Games no project we
make what project, but to proceed from the fitness needs of the broad masses of the people and
promotion for the masses fitness project. Only in this way can we truly fitness, fundamental goal of
building a harmonious society. Only occupy the vast majority of the number of mass sports
development, to make economic and social, in order to a virtuous circle.

Sports is an important part of advanced culture. Different forms, rich and colorful sports project,
rich cultural connotation, is not only conducive to enhancing people's physique and conducive to
the establishment of a reasonable and healthy way of life, improve the quality of life, to make
progress, friendly, harmonious social environment, to enrich people's spiritual life.

Recommendations

In order to better make sports for social services, the need to build a socialist material civilization, it
is recommended from the following several points, and truly realize the national sports fitness, real
sports power.

(1) To carry out propaganda work in depth, so that the masses of the people to establish a healthy
sense of health.

Strength of health conscious people directly affects the power of sports fitness and sports
development. To the current economic strength. People's sports development level of, expand
publicity so that the masses to suggest to establish physical exercise, exercise scientifically torch to
promote the concept of health. Through a variety of means of publicity, we set off the fitness boom,
guide the broad masses of the people more conscious of perseverance and devoted to physical
fitness, sports into people's daily life, to form a positive, health, civilization to the sports life style.
To further strengthen cooperation with the news media, and better play the role of the propaganda
of fitness.

(2) Continue to carry out national fitness project in the country. For the majority of the lack of
venues and facilities and fitness without the door of the masses to provide fitness facilities, the
construction of various types of fitness projects.

(3) Funds, facilities, and large and medium cities sports resources down.

In 1985 National the Sports Division for the tertiary industry, has confirmed that the properties of
the sports industry, in recent years, with the improvement of living level of the enterprise's
employees, income increases, people have a "to spend money to buy healthy idea", individual,
family of sports investment ratio will increase. These directly contributed to the development of
sports industry. The closely connected with sports and economy, to enhance the hematopoietic
ability of sports and establishment of sports funds of supply mechanism, the formation of a virtuous
cycle of development of sports undertakings.
(4) Make full use of existing schools, communities, factories and other sports facilities, and actively build new venues.

At present, the state-owned large and medium-sized enterprises, schools and some communities have a number of sports stadiums, to make full use of these facilities, improve the efficiency of their use.

(5) The development of grassroots sports events

The development of sports events always leads to economic and trade opportunities. Practice has proved that both major international events held in the big cities or in a small city in various sports competitions, will bring certain economic and trade exchanges.

(6) The establishment of the mass sports resources management system

China in the mass sports in management is relatively weak, mass sports in progress, its own resources is far unable to meet the development, especially sports venues, sports talents, make full use of the surrounding the various types of mass sports resources is necessary for mass sports. Therefore, the establishment of mass sports resource management system is particularly important.

Conclusions

In summary, it is the key success factor for us to achieve the goal of national fitness and building a better harmonious society whether the sports culture can really carry out in-depth to the broad masses of the people. Concern for sports is that for health care, emphasis on sports is that on the masses. We shall take the important thoughts of "Three Represents" as the guidance, strive to build more sports facilities, give full play to zeal of people from all walks of life, and elevate the grassroots sports to a higher level. We shall take effective measures to actively guide the masses to consciously participate in sports, further enhance people's fitness consciousness, advocate developing a healthy and civilized lifestyle, encourage people to do physical exercise and give professional guidance, and improve the overall quality level of mass sports. Besides, we shall avail ourselves of people’s love for advantage sports of China to stimulate the development of intramural sports, so as to not only improve the status of intramural sports in the whole system of physical education, but also greatly promote the development of campus sports culture and enrich campus cultural life.

Reference


