

The Logical Evolution and Value Pursuit of the Winter Olympic Games

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Abstract: *The emergence of the Winter Olympics reflects the degree of internationalization of the modern Olympic movement and its own development. The Winter Olympics began in 1924. As an important part of the modern Olympic movement, the Winter Olympics has been full of vitality since its establishment. It has played a positive role in spreading the Olympic spirit and fulfilling the Olympic responsibilities. Winter Olympic Games, the author of this paper the logic of the evolution and value appeal, on the basis of the literature on the winter Olympic Games theory to understand, and then from two aspects to elaborates the winter Olympic Games, then the paper analyzes the causes of the evolution of the winter Olympics, it is concluded that the main reason is that the participating countries gradually increasing, Has made a huge impact on the international stage.*

Keywords: *Olympic games, logical evolution, value appeal, value orientation*

1. Introduction

The 24th Beijing Winter Olympics will be jointly held in Beijing and Zhangjiakou in 2022 [1-2]. China will once again usher in opportunities and challenges. The Beijing Olympics will not only be an international sports event, but also an international cultural event. The Olympic civilization will shine on the world stage together with the Olympic Games [3-4]. If you care about the Olympics, you must also care about the Olympic civilization. Only by understanding the culture of the Olympics can people better understand the spiritual movement of the Olympics [5-6]. "As the highest sporting event in the world today, the Olympic Games has a multi-faceted impact on the host society, from social awareness of human values to survival methods. These impacts are not individual circumstances or an entity, but are always a dynamic interaction. Because of the process, the Olympic culture attracts many participants and spectators. At the same time, the wealth of the Olympic Games has a huge impact on the host country [7-8].

Regarding the research on the Olympic Games, some researchers believe that the Olympic Games is a global sporting event. In order to attract the attention and attention of the world, all countries are doing their best to use Olympic venues to showcase their national image. For example, during the Olympics, the host country dominated the headlines of the global mainstream media. During the competition, the host country appropriately transplanted domestic brands, which expanded the country's reputation and also played a role in publicity and promotion of domestic companies' products. Moreover, the Olympic Games is not only a gathering place for athletes, but also a "big gathering place" for travel enthusiasts and sports enthusiasts from all over the world. "For the host city, this is arguably the best image promotion [9-10]. Researchers believe that the sports language of the Winter Olympics can be recognized and understood in every country. In the event, different skin colors and races People of religion, religion and belief have a sense of identity and belonging. The Winter Olympics has become the best stage, medium and means to spread the image of the country, and will also promote the political, economic, scientific, sports, and cultural aspects of our country and Western countries exchanges and cooperation. Create an internationally recognized image of a big country, let the people of the world understand China, and equate Chinese culture with China, which greatly promotes and expands the internationalization of Chinese culture, as well as my country's international discourse power, and this influence It will have a great impact on society, and it will increase weight to promote the "One Mankind Common Future Community", "One District, One Road", and "Win-Win Cooperation" [11-12]. In summary, the research on the Winter Olympics There are many achievements,

but there is less research on the evolution of the Olympic Games in our country.

This paper studies the logical evolution and value demands of the Winter Olympic Games, analyzes the evolution of the Winter Olympic Games and the values of the Winter Olympic Games on the basis of literature data, and then elaborates on the evolution of the Winter Olympic Games from two aspects, followed by its analysis, and analyze the causes of evolution, and then draw relevant conclusions.

2. Research On The Winter Olympic Games

2.1 Evolution Of The Olympic Games

Two hundred and ninety-three seasons have passed since the ancient Olympic Games. After 1168 in the past, they set foot on the dust of history again. In addition to the accumulation of human sports habits from generation to generation, the emergence of the ancient Olympics also required cultural exchanges, as well as political and economic influence factors. To some extent, the ancient Olympic movement was also an inevitable product of ancient Greek politics. The strong physique and agility of the Greeks love to fight. The Greek city-states exercised human beings in various ways to meet the requirements of combat. However, due to the need for frequent exchanges and contacts between the city-states. Therefore, the ancient Greeks used Mount Olympus where Zeus, the king of the gods, lived, and strengthened the communication of cultural exchanges and political interests in the form of ritual movements. Under this historical background, the ancient Olympic movement developed rapidly, greatly enhancing the cohesion within the city-state, and played a great role in maintaining the cooperative and friendly relations within the city-state.

However, the important reason supporting the development of the ancient Olympic movement is also the main reason for its gradual decline and even disappearance. Apart from social reasons such as religion, humanities and natural environment, political and economic reasons are also one of the main factors of its demise. After the victory of the Horse War in the fifth century BC, the slavery movement in the city-state of Athens in ancient Greece reached its peak, and the ancient Olympic movement that flourished with it also reached its peak.

The modern Olympic movement was born under the banner of the resurrection of the ancient Olympics, and learned the lessons of the failure of the ancient Olympics from bloody wars and aversion to money politics. From the very beginning, the founders of the modern Olympic movement firmly established the principle of keeping politics away from the Olympic movement.

As mentioned earlier, the Olympic Movement is a rejection of "bad politics." In the early days of the Olympic Movement, its "non-political" tone was relatively narrow, perhaps limited to the "non-war" peace desire. War is a very bad national policy, so the Olympic Movement's attitude towards war and rejection is clear. The non-political attitude of the Olympic Movement is closely related to the environment of the times and the background of the international society.

2.2 Values Of The Olympic Games

(1) The Absoluteness Of The Concept Of Victory

In the development process of the value-oriented Olympic movement with the concept of victory, it has formed unprecedented chaos and uneasy problems. Although people have unprecedentedly affected the limits of nature, they have produced many beautiful results. However, it is precisely this emphasis on competitive sports and the extreme desire for progress that has brought mankind from the center of sports development to the extreme, limiting mankind itself to the tools that create miracles. The alienation of competitive sports has also caused the alienation of human beings and the split of the essence of society, and thus caused the loss of human spirit, the flood of money and egoism, the collapse of idealism and morality.

Correcting the deviation of the value dimension of sports ability development requires deep introspection by human beings. Mankind must clearly realize that creating miracles is not the only content of the Olympic Movement and cannot artificially separate the development of the Olympic Movement from the development of mankind. The consequences of the development of the Olympic Movement must be truly human, human, and beneficial. This is the purpose and importance of the development of the Olympic Movement.

(2) Participate In The Formation Of Perspective

"Participation is more important than victory" was put forward about 10 years ago when the modern Olympic movement began in the Middle Ages. The three major idealism and cultural movements all support humanism, replacing "Shintoism" with "humanism" and preaching freedom, equality, friendship, and personal liberation. The principle of subjectivity has been established.

The principle of subjectivity is to deeply understand the difference and connection between people and things and sublimate them theoretically. It comes from the pursuit of knowledge. In the process of continuous understanding of the external world, people must of course experience their own consciousness and subjectivity. The awakening of subjectivity consciousness makes human transcend the initial state of unseparation of object and self and reach the opposite of object. They regard objects as objects with the eyes of the subject and think about the "how to do" in the relationship between objects. This is the great self-improvement and progress of human beings, the embodiment of human maturity.

(3) Humanism

Just like the human face depicted in the emblem of the 2004 Athens Olympics, the Olympics is a human activity. It sends a message to the world: human life is precious and irreplaceable. Homer once said: "Every athlete selected for the Olympic Games has a high-level mind, a strong body, a strong heart, and competitiveness and virtue." During the entire competition, the participating athletes worked hard to improve their thinking and thoughts soul. Most importantly, by watching the game, we can see the cooperation, love, unity and integrity of the whole society, which are the main pillars that affect our society. The degree of cultural deepening ultimately depends on respect for individual needs and abilities, and humanistic values are fully reflected in the Olympics.

(4) All-Round Development Concept

The so-called inclusive development refers to the promotion of social inclusive progress and human inclusive development based on economic development. There are two important things. One is to unite on the practical level of economic development, political development, cultural development, and ecological system construction to promote the overall progress of material culture, political culture, spiritual culture, and ecological culture. As a core value level, the overall development of society must follow a human-centered approach and be applied to realize the all-round development of human beings. The first point of the new development concept of modern society is "comprehensive". The basic connotation of the all-round development concept is the all-round development of economy, society and people. The all-round development of people is the foundation of all development. The ultimate goal of the modern Olympic movement is the all-round development of people. Human development is the foundation of all development, and the all-round development of humans must be the ultimate goal of development. In the process of implementation and development, the host needs to improve people's quality of life through the Olympic Movement, and strive to accelerate the improvement of the ideological, moral, scientific and cultural qualities of all countries in the world, so that spiritual people are more meaningful and cultural life is more elegant and rich. The host must be committed to improving people have an atmosphere of peace and mutual understanding, unity and friendship. At the same time, the host must be committed to improving the quality of the environment and promoting the all-round development of human society. The harmony and coordination between mankind and man and nature are compatible.

3. Analysis Of The Logical Evolution Of The Winter Olympic Games

3.1 The Development Model Of The Contemporary Olympic Movement

From the perspective of market economy, the position of superior resources that determine the competitiveness of the system has been further improved, and the status and influence of symbiotic resources in the market economy system and in international competition have also begun to increase. The so-called symbiotic resources mainly refer to human knowledge elements such as literature, fine arts, religion, and collective consciousness (Table 1). A universal phenomenon in which various resource forms are restricted in the economic system. This means that all resource forms that violate the inherent characteristics of the symbiotic resource form (such as cultural characteristics or aesthetic concepts) should be invalid resources with no economic value. Since the form of symbiosis resources plays a very critical role in the modular structure, it is also a key factor for judging the effectiveness of modular design rules and judging the competitiveness of economic systems. From the perspective of the development of the social economic system, due to the rapid growth of the national economy,

people will move towards the experience economy era. Design creation has a certain humanistic or aesthetic meaning, and is widely recognized by human society. To identify the comprehensive strength of enterprises, products, etc, any factor is the key to gaining strong competitiveness. In this way, we can innovate widely accepted general design rules through the redevelopment of symbiotic resources, thereby forming the dominant force that determines the competitiveness of the system. In order to accelerate the evolution and upgrade of the system structure and promote the enhancement of system competitiveness, it is necessary to pay attention to the general rules of resource upgrade and appropriately strengthen the re-innovation of design rules.

Table 1. Schematic table of dominant resource conversion and economic system evolution

Resource level	Resource category	Focus on	leading industry
primary	Capital, land, location, natural resources, etc.	Economies of scale	industry
intermediate	Knowledge, technology, talent, system	Division of Labor	Industry, service industry
advanced	Organization, network, reputation, social capital, etc.	Module innovation ability	Information Industry
Symbiosis	Culture, art, beliefs, ethical concepts, etc.	Re-innovation of design rules	leading industry

In this sense, the Olympic Movement is also a symbiotic resource belonging to culture, art, beliefs, and moral concepts. The focus is on the innovation of design rules. It is all the elements of advanced production methods and an important factor in the development of industry and organizations. The more active elements in the development of the modern Olympic movement mainly include ideology, management, activities, marketing, culture, media, etc, forming a set of standard models. Therefore, the development model of the modern Olympic movement includes ideology, management, activity and marketing model, cultural model, media model, etc. (see Figure 1).

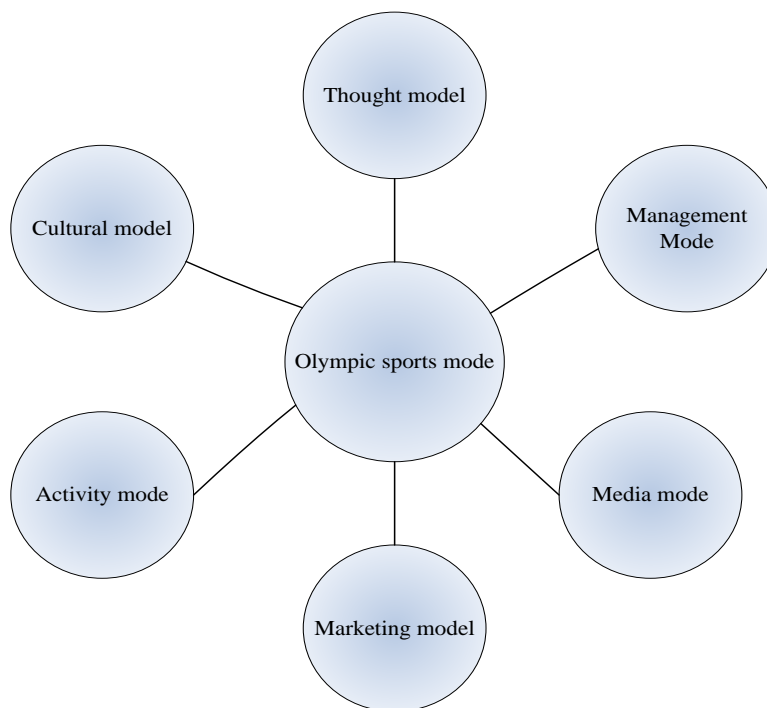


Figure 1. The Development Model of Modern Olympic Movement

3.2 The Development Trend Of The Setting Of The Winter Olympic Games

(1) The Growth Of Large Projects Is Slow, And The Growth Of Small Projects Is Fast

Changes in major events in the Winter Olympics are mainly due to changes in fringe events and alternative events. The slow increase in major events of the Winter Olympics is mainly due to the

topography and seasonal climate of the host city. Setting up major events requires multiple investigations and decisions in these areas. Therefore, compared with the changes in small and medium-sized projects during the Winter Olympics, it is relatively slow.

The main changes in the small-scale competitions of the Winter Olympics are mainly manifested in the expansion of the scale of the small-scale competitions. The main factor is that there are quite a lot of performance events in the Winter Olympics, some of which may be regarded as official competitions.

(2) Increase The Number Of Female Competitions And Contestants

The Olympic movement in the 21st century marks a new era of Chinese women's sports. It can be seen from the Winter Olympics that the number of women's projects continues to rise. Actively host the Winter Olympics to enhance the influence of women in the Winter Olympics.

The 1956 Winter Olympics were first sworn by female athletes. This is of great significance for improving the status of women in the Winter Olympics and promoting the development of women's winter sports. From 1924 to 2006, the number of women participating in the competition and the number of participating athletes gradually increased (Table 2).

Table 2. Number of participating women and athletes

Session	Number of participating athletes	Number of female athletes
1	258	13
2	464	26
3	252	21
4	669	80
5	669	77
6	694	109
7	820	132
8	666	143
9	933	200
10	1293	211

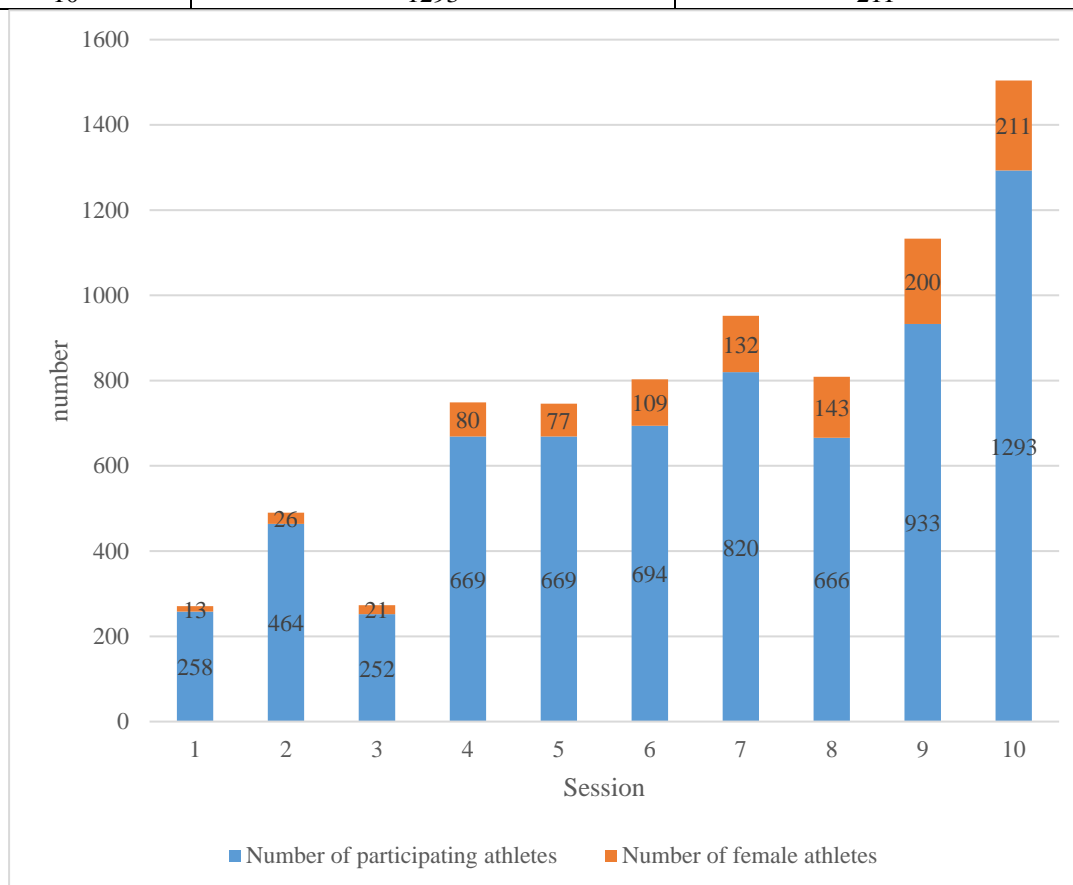


Figure 2. Number of participating women and athletes

It can be seen from Figure 2 that from 1924 to 1933, the number of women participating in the competition and the number of participating athletes gradually increased.

(3) New Competitions Are Added, Promotion Is More Concerned

Watching sports games mainly comes from the outcome of sports. However, some of the factors that people appreciate the Winter Olympics are the elegant movements, beautiful costumes, and skillful abilities of the players. In order to attract the attention of the public, the new works that participated in the Winter Olympics were originally a kind of Olympic art, but they were later introduced into the Winter Olympics to increase the visibility of the Winter Olympics and improve the viewing quality of the games, because this can both attracting more spectators to watch the events and increasing their ticket income can also get more media coverage of the events, thereby expanding media coverage of the Winter Olympics.

4. Reasons For The Evolution Of The Winter Olympics**4.1 The Scale Of The Winter Olympics Continues To Expand**

According to the data of the first edition of the "General History of the Olympic Movement", the data trends of the number of participating countries and regions in the Winter Olympics are shown in Table 3.

In this item, the symbol q represents the number of parameters, Q represents the estimated value, and U represents the division of the estimated value when the original data is complete. This method uses examples large enough to ensure that Q interacts with normal meaning tracking, while U interacts with variability. In m data sets, there are q and U , so there are:

$$Q = m^{-1} \sum_{j=1}^m q^j \quad (1)$$

The uncertainty of Q consists of two parts, interpolating the variance within the group

$$U = m^{-1} \sum_{j=1}^m u^j \quad (2)$$

Table 3. Statistics on the number of countries and regions participating in the Winter Olympics

	Big project	Small project	Participating countries and regions
1	9	43	14
2	14	87	24
3	13	94	13
4	24	109	22
5	13	102	28
6	0	0	0
7	21	154	29

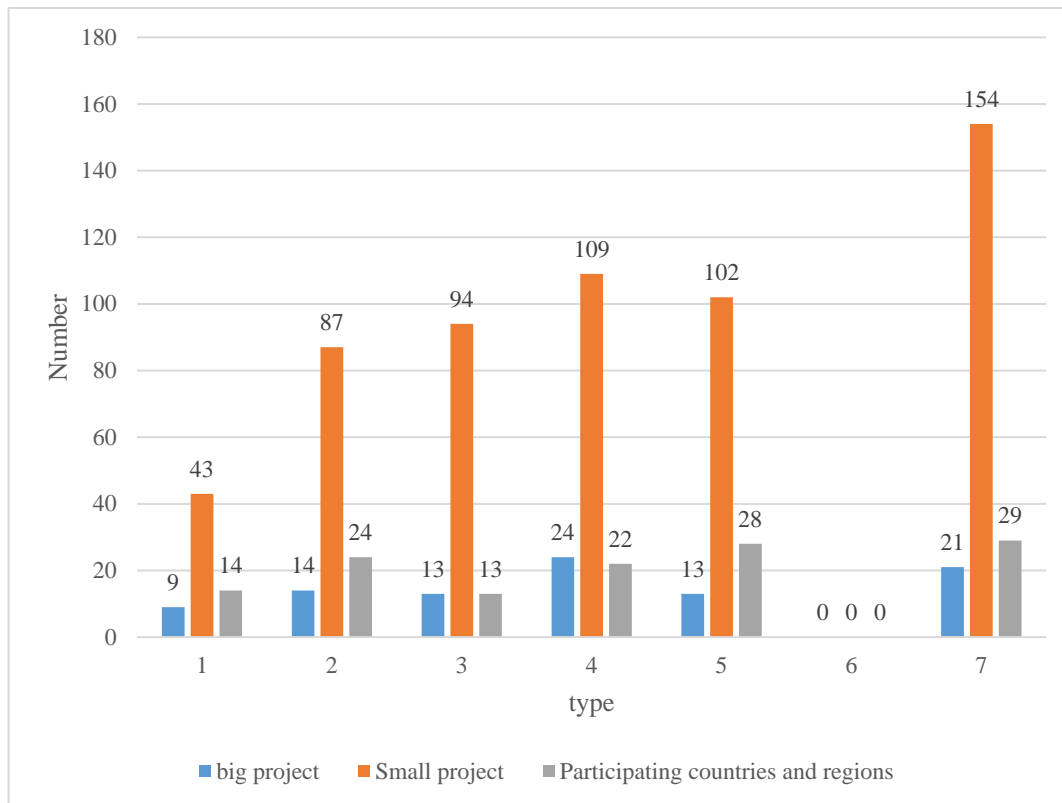


Figure 3. Statistics on the number of countries and regions participating in the Winter Olympics

It can be seen from Figure 3 that the participating countries of the Winter Olympics show an increasing trend, and the number of events also shows an increasing trend.

Table 4 shows the number of news media participating in the Winter Olympics.

Table 4. Number of news media participating in the Winter Olympics

	15th	16th	17th	18th	19th	20th
Written press	2477	2271	2615	2587	2662	2685
radio station	4361	3623	4018	5744	5743	6721
total	6838	5894	6633	8529	8329	9407

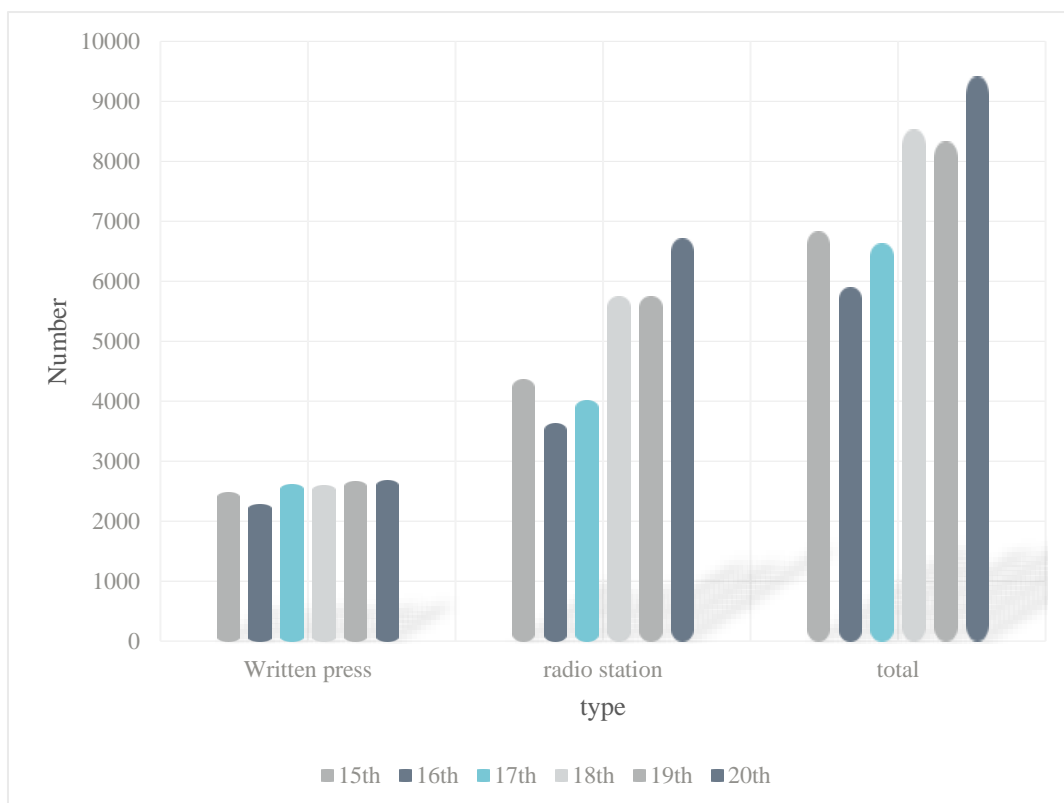


Figure 4. Number of news media participating in the Winter Olympics

Figure 4 shows that the number of news media participating in the Winter Olympics has increased from 6,838 in the 15th to 9,408 in the 20th. With the increase of media personnel, the propaganda reports on the Winter Olympics have also increased, and the popularity of the Winter Olympics has also increased.

4.2 Political Factors

The close connection between sports and politics is a trend in a certain historical period and a sign of the increasing role of sports in modern society. After World War II, sports has become an increasingly complex structure and multifunctional system. The role of sports in social policy, economic and cultural life has never been greater. Fierce international, high-level competitive sports competitions and fierce competition between national competitive sports have strengthened the political function of this sport, and many governments and state leaders value this sport and make it nationalized.

4.3 Value Requirements Of The Winter Olympics

While social growth and development bring happiness and prosperity to communities, pollution and deteriorating pastures and grasslands have also destroyed the ecosystems on which people depend. A major "green revolution" has taken place, redefining the future of society. Mankind has begun to change the concept of conquering nature, living in harmony with nature, and human life is moving towards ecology. Sports, as an important part of social life, is also accompanied by the development of the environment. People pay more attention to the natural problems of sports activities and embrace nature. The Olympic Movement has become a form of development that combines modern sports and ecological cities. At the same time, the research on sports ecology in our country has begun. Many aspects of sports ecology theory have not been seriously studied and planned, and the scientific system of sports ecology has not been established. However, scientists have studied the results of ecological research. The Olympic content provides a very unique theoretical reference.

The first is natural ecology. This is the relationship between the Olympics and nature. To be born in nature and not to be separated from nature is the purpose of human existence. The development of natural ecology determines the ever-changing nature of the relationship between man and nature.

Therefore, not only should the Olympics not destroy the environment, but the development of the Olympics should strengthen environmental protection. The environment is the basic condition for the development of the Olympic Movement. Important information necessary for the development of the Olympic Games, the environment also provides almost all natural resources for the development of the Olympic Games. Therefore, the Olympic organization must resolve its relationship with nature. To resolve the relationship between the Olympics and the natural environment, the organizers will host the Olympics without compromising the balance of nature and focus on the Olympics and the environment. The coordinated development of the environment guarantees the sustainable development of the Olympic Games and the sustainable use of environmental resources.

The second is environmental science. The human ecology of the Olympic Games involves two processes of life construction. One is the ecosystem within the Olympic Movement itself, that is, the ecosystem between the Olympic Movement ecosystem and other social relations. The ecosystem of the Olympic Games includes the Olympic philosophy, ethics and cultural system, organization and management system, the relationship system between sports and the national team, and the physical and mental system of athletes. This process involves the construction of social relations such as the Olympics, the Olympics and the political ecosystem, the Olympic economy and the economic system, the art ecosystem between the Olympics and technology, and the art system.

5. Conclusions

This article studies the logical evolution and value demands of the Winter Olympic Games. After analyzing the relevant theoretical knowledge, the paper elaborates on the evolution of the Winter Olympic Games from two aspects, and then analyzes the reasons for the evolution of the Winter Olympic Games. The results are as follows: Because the number of participating countries began to increase and the number of events increased, the influence of the Winter Olympics began to increase, and the system began to evolve.

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