

# Cultural Analysis of Sports Values

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**Abstract:** *The cultural analysis of sports values is closely related to the essence, function, and purpose of sports, and sports should be the main line of research. This article uses research methods of literature and logical analysis to analyze the cultural connotation of sports values in a deep, comprehensive and three-dimensional manner. This research believes that the characteristics of sports values are selective, oriented, and relatively stable. In addition to historical changes and logical systems, the cultural values of sports play an irreplaceable role in the promotion of human development. Humanistic care should be the direction of the future development of Chinese sports culture. The cultivation of sports values should take into account the concept of "people-oriented", to enrich the cultural expression of sports values.*

**Keywords:** *sports values, culture, sports culture*

## 1. Introduction

Sports values are the perceptions of the main body of sports practice on the meaning of sports objects based on their own needs. The gradual progress of humanistic sports thinking reflects the respect of modern society for human values, and also reflects people's perception of the humanistic meaning of sports. In the process of the evolution of sports values, it is necessary to explore the new humanistic characteristics of sports values that guide the reform and development of sports, and to build a harmonious society of sports development concepts. Values are the deepest part of culture. They govern people's beliefs, attitudes, opinions, and behaviors. From a cultural perspective, sports as a social cultural phenomenon, with the changes in social conditions, individual and social sports values have undergone profound changes. From the formation of the biological sports view to the gradual progress of the humanistic sports view, sports values have undergone a series of cultural transformations and conceptual changes.

## 2. Analysis and combing of the characteristics of sports values

Sports values refer to the principles, beliefs and standards by which the subject evaluates and chooses the significance or importance of sports to itself and society [1]. It is a relatively stable psychological and behavioral orientation or psychological and behavioral orientation that people have gradually formed on the value attribute of sports, the relationship of sports value between the subject and the object, and the sports value creation activities in certain forms. It is an internal standard that people hold when they recognize and evaluate the importance of sports and sports phenomena to themselves or to society. It is a comprehensive manifestation of people's motivation, purpose, needs and emotional will in a certain environment.

### 2.1 Selectivity and orientation

People as the subject of value and sports as the object of value constitute the basic elements of sports values. At the subject level, the formation of sports values is based on the subject's sports needs. The differences in the micro-individual's sports perception and sports ability cause people's sports values to have obvious personal consciousness. The difference of subject demand and the multidimensional object value provide a variety of options for the establishment of sports values. This free choice more truly reflects everyone's real needs for sports. In addition, once the sports values are formed, they will have a certain leading role in the main body's participation in sports activities and the choice of sports value orientation. It has a clear orientation and is an internal compass for people to

practice sports activities. For example, today's rapidly changing sports culture affects people's choice of sports behavior, and sports values highlight its guiding function. It informs what value orientation should be followed and what value orientation should be resisted.

### ***2.2 Relative stability and historical rheology***

The three elements of field, habituation and practice constitute the theoretical framework of Bourdieu's practical sociology. The core issue is the relationship between field and habituation to analyze the reasons why people carry out a certain practice or take a certain action, and values are precisely the result of long-term socialization and internalization in sports practice [2]. This shows that once sports values are formed, they have relative stability, and they always control and guide people's behavioral habits in a certain field of sports activities. However, sports values are not necessarily manifested as a consistent stable form in the process of realization. It often manifests as a certain unstable form. This unsteady state of conflict is specifically manifested at the internal and external levels. From the perspective of internal conflicts, the selection of sports value orientation is difficult, the judgment is unfounded, and the goals are unclear. The conflicts of these values are the concentrated expression of disharmony and instability in the evolution of sports value. From the perspective of external conflicts, sports values follow with the changes in social and historical conditions and the surrounding environment, human values will also change accordingly, which is manifested in the disintegration of the old sports values of micro-individuals and the reconstruction of new sports values. Sports values belong to the concept of ideology, social existence determines social consciousness. The formation of sports values is actually the epitome of historical evolution. With the development of social productivity and changes in sports culture, people's understanding and practical ability of sports are also gradually changing. The level of sports needs of people as the subject of value is also constantly improving. The functional attributes of sports as a value object are also changed from a single the concept of fitness evolves towards multiple functions. The social history of sports values is determined by the macro level of its field system, and the values of means and teleology are constantly evolving in historical changes.

### ***2.3 Logical systemicity***

System theory believes that the research object is a whole organically connected internally and externally, emphasizing its basic characteristics such as complexity and structure. Sports values are not a separate and isolated ideology, but a complex and diversified value system. The formation of sports values is affected by the internal and external environment, and the complex structure of sports values is formed under the interaction of subject and object factors. Lu believes that the sports value system is composed of the core layer and the outer layer. The core value consists of three basic elements: role, value orientation and mission. It embodies the basic value tendency of the value system and is the soul of the sports value system. It leads and Affect the values of the outer layer [3]. At the macro level, the peripheral system of sports values can be divided into two categories: means values and teleological values. Whether it is the theory of means or the theory of teleology, the outer layer of sports values exists objectively, and the outer layer and the core layer interact and penetrate each other, thus constructing a harmonious and inclusive sports value system.

## **3. Sports values in cultural values**

### ***3.1 The performance of sports in cultural activities***

Sports as a social and cultural phenomenon has been widely recognized. Sports are not only human biological activities in the sense of species, but also human cultural activities in the sense of humanities. It involves the issue of human survival. At the materialized level, sports meets people's needs for physical exercise through various forms, methods, and means; at the spiritual level, sports permeates people's value system with its cultural form, affecting and changing people's spiritual world. The cultural value of sports promotes sports not only to play an active role in the biological transformation of people, but also to the cultural transformation of people in the process of social transformation, and has an important impact on human development and social development intermediary transformation.

### ***3.2 The cultural value attribute of sports***

Culture is a philosophical category that marks the level of development of human beings in various aspects of truth, goodness and beauty. It is a way for humans to deal with the multiple realistic object relationships in their objective world and to resolve the eternal contradictions in the human soul. Sports is one of the targeted activities of man, and sports culture is the product of the targeted activities of man, including the material culture, institutional culture, and ideological culture of sports. Sports culture embodies the unity of internal value system and external behavior mode. It has nationality and timeliness like all other cultures. The level reached by the progress of sports culture is compatible with the timeliness of social development [4]. Correspondingly, the understanding of the cultural value of sports includes the following three aspects: First, people are the main body of sports culture, sports is an object-oriented activity carried out in accordance with the needs of human development, and the internal subjective mentality of people in sports constitutes sports culture. Secondly, the internal value system of sports culture determines the external behavior mode of sports culture, and the two are a unified whole; third, sports culture is the product of human object activities, which includes sports material culture, sports system culture, and conceptual sports culture.

### ***3.3 The cultural values of sports promote human development***

Culture is the internal driving force of social development, and human cultural transformation is a necessary prerequisite for social transformation. With the deepening of socio-economic, political, and scientific modernization, people are increasingly discovering that the conflicts and collisions of lifestyles, behaviors, ways of thinking, values, etc. shown in the process of moving from tradition to modernity are affecting the modernization process. This kind of conflict and collision shows that the modernization of people with cultural transformation as the core is the prerequisite and core of realizing modernization [5]. Cultural transformation is the deep connotation of modernization and the core of human modernization. With its unique cultural connotation and operation mode, sports profoundly affects the cultural transformation of people in the process of modernization. People are the main body of sports activities, and the effect of sports on people is through direct sports and indirect cultural penetration. All kinds of sports are the material carrier of sports culture. They directly affect people themselves. By participating in sports, they can improve their physical fitness, develop their athletic ability, improve their health, and effectively promote their quality modernization. At the same time, sports as a spiritual culture deeply affects people's inner world, affects people's knowledge and understanding of themselves, and also affects the formation and development of people's sociality. From the perspective of the operation of sports itself, the organizational culture and institutional culture of sports, as a special form of cultural form, affects the subjective mentality of people entering the sports system, and then affects and changes people's concepts and behaviors. Sports has an impact on people's cultural transformation. It needs to go deep into the conflict between people's inner world and values, and understand the cultural demands of people who understand reality in real life, so that sports can become a cultural spirit of constant conflict and balance in a transitional society the diversion channel. In addition to paying attention to the normal aspects of sports demand in a transitional society, sports culture also focuses on the timely correction and diversion of social morbid emotions.

## **4. Development trend of sports cultural values**

### ***4.1 The coordinated development of people and society***

People's needs for sports and their psychological desires are the starting point of the inner psychological process of participating in sports, as well as the inner primitive power of the main body that initiates the occurrence of sports life, promotes the development of sports life, and restricts the process of sports life. To understand the value of sports in this sense, sports can be regarded as an indispensable life need. Under such a major premise, sports life becomes more and more important.

### ***4.2 Coordinated development of sports value orientation***

Sports is not only a social and cultural activity created and engaged in by humans, but also an important tool to serve and promote human development. With the continuous enrichment of social material products and the increase of people's leisure time, various new social phenomena continue to emerge. The combination of Chinese traditional sports values and Western sports concepts caters to

this trend. Leisure will become an important part of human life. It is one of the important characteristics of our time and an important part of social and cultural activities. Leisure represents a new value. It will bring about two changes: first, people's working methods have undergone great changes, while improving efficiency, people will also have more leisure time; second, with economic globalization and networking with the coming, the mutual integration and penetration of cultures will also be reflected in more and more ways. The most prominent aspect of sustainable development in transforming China's sports value orientation in this century is the establishment of a coordinated development concept. After the 1990s, the Chinese sports circle clearly put forward the idea of "three coordinated development" [6]. This reflects our deepening understanding of the internal and external relationships of sports, and our thinking is consistent with the concept of sustainable development. Correcting the deviation of the value orientation of sports development requires deep introspection by human beings themselves. Mankind must clearly realize that creating miracles is not the only thing in sports. The development of sports and human development should not be artificially separated and separated. The achievements of sports development should be truly, belong to and benefit people. This is the development of sports the purpose and meaning.

### ***4.3 Humanistic care is the direction of China's sports development in the future***

Whether in the West or in China, attention to people is always placed in a very important position, although in traditional Chinese culture, attention to individuals is subordinate to attention to collectives. Western attention to people has an individualistic tendency. But in any case, in modern society, attention to people is based on the individual value of people, the prominence of human value, and respect for human value will also be the only way for the development of sports [7-8]. Chinese sports should establish its own value orientation based on the historical nature of Chinese social development, and regard human development as the goal of social development. It has now become a global common understanding.

## **5. Conclusion**

The development of the times and the progress of society will inevitably lead to changes in sports values. People-oriented sports is an important value concept to be promoted in the new era of sports. At present, under the background of both individual-based needs and social-based needs, and the compatibility of technological science and humanistic feelings, it is urgent to construct a system framework that interprets contemporary sports values in my country, which is also in line with the current national development strategy and the value of people's new lifestyles orientation. Therefore, through a systematic review of sports values, this article aims to provide the necessary theoretical basis for the current practice orientations of important national strategies such as the "One Belt, One Road" and "Sports Power", thereby promoting a more scientific and humanized sports reform, and enriching sports functions the expression of value.

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