

On the External Choice of American Sports Strategy

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Abstract: *The foreign strategic choice for the growth of the United States as a sports power has not only the principle and spirit of growing as a great power throughout, but also the strategy and means of meeting the national game in stages. From Washington to McKinley, cryptic sports strategies were brewing; From Roosevelt senior to Roosevelt junior, gradual sports strategies were practiced; From Truman to Bush, the confrontational sports strategy is expanding period; From Clinton to Trump, the global sports strategy is more established. What remains unchanged is that the U.S. sports foreign strategic intention has always been conspired with the rise of national strength, and the short-sighted sports foreign strategic decision-making has been synchronized with the national growth of the grand strategy.*

Keywords: *The United States, Grow Up, The President, Foreign, Strategic Choice*

1. Introduction

There are 45 presidents in the history of the United States who have unique views on sports. Put them together, and the strategic trajectory related to the growth of the United States as a sports power gradually emerges. We can not only see the principles and spirit of the growth of American sports power throughout, but also can clearly see the evolution of each stage. Although the United States has come a long way since Trump looked back at Washington today, the growth of the nation as a sports power has also been characterized by gradual gradual change along with the continuous change throughout the entire history of the United States. However, according to the rule, it can be roughly divided into four stages.

2. Obscure Gestation Period of Sports Strategy: From Washington to Mckinley (Late 1780s -- Late 19th Century)

The United States is the first country in the world to realize the separation of religion and state. However, its religion and politics have never been truly separated, but have always cooperated and supplemented each other to serve the growth of the country [3]. Analyze the reasons, there are two main. One is that religion is, in a way, politics. From the historical context, the early immigrants contains a large number of religious oppression can't stand the continent, the pursuit of religious freedom and justice, strive to build the new world, they brought the "utopia" efforts to create a new dream came to the new world in the old world, different from the old world, and is better than the old world to equality and freedom of the new country, so the religious in the United States, on the gene, religion, politics and the relations between sports and vertical and horizontal Qiu [2]; Second, physical education is an important part of religious communication. Mother in the United States states is continental European immigrants bring gymnastics sports themes, "gymnastics (sports) and religion (mostly Christianity) combined input America culture, created a unique American sports culture", the new American sports is essentially a product of religious culture and secular culture, sports and the role of religion at first so there is the qualitative [4].

It is no exaggeration to say that the relationship among religion, politics and sports initiated the special development path of the foreign strategy choice for the growth of the United States as a sports power. Religion wants to achieve a super-religious purpose, and politicians want to realize individual political views, so sports become a link, bearing the strategic intention. Washington, as a Puritan, was the first to do so. When he became president in 1789, he "asked God to help him". After that, it became a tradition to swear an oath to God. As an extraordinary figure in the history of the United States and even in the history of the world, Washington's thoughts and remarks undoubtedly played a decisive role

in laying the foundation and development model of the United States, as well as the strategic path of choosing foreign countries for the growth of the American sports power. By the time of Harrison's founding of the Pan-American Alliance and McKinley's invasion of China by the Eight-Nation Allied Forces, the strategic focus of the United States was still domestic, and the weight of foreign affairs was still light, and sports existed more as a means of political assistance. At that time, sports mainly reflected the role of cultural communication and education abroad, which had become a part of imperialist enterprises and undertakings [6]. The growth of a big sports country is more of a vision, is the mass force of the people.

3. Progressive Sports Strategy Practice Period: From Roosevelt SR to Roosevelt JR. (Early 20th Century to Mid 20th Century)

In 1901, the United States had just reached a crossroads. Now Roosevelt takes office. On the one hand, the United States proved the superiority of the system and became more prosperous than ever before. On one side, all the ills, vices and contradictions of capitalism test the system's survival. Roosevelt realized that "the success of the United States depends not only on the happiness of the people of the United States, but on the happiness of all mankind." "If the United States fails, the foundations of free and self-government will be shaken throughout the world." Short, weak and highly myopic, Roosevelt began to use the spiritual power he gained from sports to influence the politics and history of the United States. By "welcoming war", he stood up to the old empires such as Britain, France and the West as well as the emerging military power Germany, which was arrogant. Li Liyan's comment on Roosevelt was very precise when he studied Roosevelt. "The personnel flow and cultural diffusion of the war successfully made American sports spread to Europe and even the whole world, initially forming a powerful posture with a strategic position, which is the dynamic aspect of sports to politics, and also a kind of political vision [8].

In fact, Roosevelt did not have any theoretical hostility to European countries; he simply wanted to carry out the idea of American First doctrine. As he said to Moore, "The reason why Britain is the master country of modern sport, the reason why the world influence of British sport, behind the indestructible navy is the best support". As soon as Roosevelt took office he swung the knife of war on Spain. Later, it fought resolutely against other European powers. From then on, American sports were no longer "kept in the privacy of others". They followed the example of Britain and hitched a ride on the war to the world.

After Roosevelt, sports in the United States became more and more mature in line with the pace of national political, economic and social development. Under Taft and Wilson, Americans had begun to spend more of their income on leisure activities such as vacations, movies, and sports. [5] After the junior Roosevelt took office, the transformation accelerated the conscious development of sports, and the government's policy intervention on sports became more and more.

On the whole, from the senior Roosevelt to the junior Roosevelt, the political "internationalism" dominated, with occasional "isolationism" ups and downs, which caused the United States foreign strategy to swing. In practice, however, the United States has finally shaken off Washington's admonition to stay out of European entanglements. In the field of sports, the pragmatism rooted in the unique history and culture of the United States determines the value orientation of its foreign strategy, which is rooted in its pattern in decision-making, implementation, relationship handling, judgment of value standards and foreign practice [7]. First half of the 20th century, American presidents in the sports foreign strategic thinking on either the isolationism reflects the pragmatism of pragmatic tradition, they pursue expansionist embodies the pragmatic spirit of "innovation" (or risk), but in any case, the general layout has been very prominent sports growth power of the foreign strategy, began in the service of countries rise, and gradually promote the influence of American sports in the world.

4. Confrontation Sports Strategy Expansion Period: From Truman to Bush (Mid-20th Century to the End of 20th Century)

After World War II, Europe lost its traditional centrality and the United States and the Soviet Union rose up. The United States and the Soviet Union began to carve out spheres of influence around the world and saw each other as enemies. Under the influence of strategic interests, strategic resistance and strategic resources, the position of the propaganda and psychological warfare strategies, such as preventing, dividing and disintegrating communism, has gradually emerged. Moreover, in the first half

of the 20th century, the United States was already an important exporter of players. Whether it is tennis and golf favored by the social elite, or boxing favored by the working class, it has always been in an absolute dominant position in many individual professional events and amateur competitions around the world. Since the influence of American sports is so great, the federal government will inevitably strengthen the role of sports in national strategy under the national strategy.

In a historical context, the Cold War began and intensified during Truman's administration. Eisenhower took office, the United States and the Soviet union the two super powers and their Allies are trying to avoid direct war continue to spare no effort to weaken the competitors in the fight, the U.S. government to realize "sports has completely into the Soviet union's cold war tools", should strengthen the development and utilization in the field of sports culture make it serve us cold war policy. Strategically, the United States has taken two directions. First, to maintain the competitive advantage in the Olympic Games and enhance the influence of the United States in Western Europe and Latin America; Second, strengthen the sports and cultural exchanges with the third world to refute the negative propaganda of the Soviet Union against the United States.

On the whole, during this period, every corner of the world was related to the "strategic interests" of the United States, and its foreign strategy was no longer secretive. The "small government" posture of "standing aloof from the world" was gone forever, and the United States had consciously undertaken the "destiny" of leading the "free world". In the process of confrontation, American sports strategy showed two basic characteristics. First, in terms of strategic choice, sports strategy is integrated with containment strategy. As Nixon said, "The integration of all U.S. capabilities into a policy that serves our overall strategy gradually reduced Soviet influence from the periphery; The second is the implementation of the strategy, using the accumulation of strategy and indirect strategy in two forms. Many individual, accidental and ultimately decisive accumulative sports strategies and circuitous winning strategies just meet the requirements of the complex and ever-changing non-linear development competition in the Cold War between the United States and the Soviet Union. Under Ronald Reagan, the Soviet Union had triumphed at the Seoul Olympics, but the system was in jeopardy. By the time the Soviet Union collapsed, the United States had won a strategic victory. Seemingly piecemeal or temporary foreign strategy, in the end, more effectively fit the needs of the national grand strategy.

Beaufort vividly compares strategy to two tones of music: the direct strategy with force as the main factor is the major key, and the indirect strategy with psychology and stratagogy as the main factor is the minor key. The sports strategy in the Cold War is just such a tune, which is a part of the whole containment strategy. Although the means and intensity of the foreign strategy for the growth of the sports powers in this period may change in different periods or the strategic intention is not obvious, the basic goal is continuous and the effect is extremely significant.

5. The Target Period of Global Sports Strategy: From Clinton to Trump (Late 20th Century to Present)

From the end of the 20th century to the present, the international community has been full of old and new grievances. When Clinton took office, the Soviet Union had collapsed, but the end of the Cold War had not reduced America's foreign burdens. After 9/11, ending tyranny around the world became the ultimate goal of the Bush administration. Mr Obama came into office to "ensure that the 21st century remains the American century", despite a foreign strategy of retrenchment or restraint. Americans, who have always pursued pragmatism, have no reason not to timely make up for the deficiency of national strategy through sports, and the foreign strategy for the growth of a sports power will only become more targeted.

During this period, American sports foreign strategy has two basic characteristics. First, highlight the international advantages of American sports, occupy the commanding heights of sports, and ensure the international competitiveness of American sports. In 1994, the United States Congress promulgated the "Goal 2000: Educate America Act", which included the establishment of national education standards into the federal law. "Internationally competitive education is the first goal to be realized", which is a strong proof. Second, we will continue to improve domestic sports laws and regulations, further promote the reform of international sports organizations, and firmly grasp the international voice of American sports. In 1998, the "Amateur Sports Law" was amended, and the sports and competition rights of athletes and disabled persons have been fundamentally guaranteed. In 2015, the United States prosecuted FIFA on the grounds of upholding American law. All of these are important

moves by the United States to exert influence through sports.

The reason is simple. First, American professional sports not only achieved amazing commercial success, but also promoted the development of amateur sports and individual sports, which had a huge impact on the social economy, politics and culture of the United States. Second, in today's world, the struggle and contest between countries only continue with another game rule on a new platform, and strengthening the soft power of sports is still conducive to the realization of the national strategic intention. When formulating and implementing the foreign strategy for the growth of a sports power, the United States will naturally see its own advantages in sports and give full consideration to how to make use of the new game rules.

Zhong JunZi in untold powers rise and fall are made penetrating to the American way of global strategy, "the United States as the only superpower, whether at the appropriate time with appropriate ways to contract, is yet to be American wisdom", in this for us to know American sports growth power of the foreign strategic choice also has important inspiration significance. A closer look at the strategic shift in the United States today reveals that the United States is pursuing a strategy of austerity. In the growth of a big country in sports, sports with the national strategy, timely arouse a wave, create a little momentum, showed a strong pertinence, is indeed a strategic vision, do not lose the expression of wisdom.

6. Conclusion

As the richest and most developed world power in modern times, the shape of the United States today is closely related to not only the diligence and courage of the people of this new continent, but also the charm of their outstanding leaders. The merits and wrongs of the presidency are a complex historical subject that I have no intention of dealing with. Both historical facts and reality suggest that the growth path of American sports power is deeply influenced by the president's ruling behavior. My interest lies in the relationship between the characteristics of their governing behavior and the external strategic choice of sports. The tentative work of sorting out the external strategic choice of sports from the presidential administration path has some new ideas for correctly understanding the true appearance of the growth of the United States as a sports power.

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