

Research on the Soft Power of Sports Culture in Colleges and Universities and Ways to Improve It

Kai Qin¹ Yong Xiao²

^{1,2} Yunnan Polytechnic College, Kunming, Yunnan, China

ABSTRACT

At this stage, while promoting the construction of soft power in junior high school sports, China still regards sports performance and the number of gold medals as the core key data, resulting in a relatively lagging development of social mass sports. Based on this background, this study will briefly introduce the connotation and constituent elements of the soft power of sports in colleges and universities, and elaborate on the theoretical development related to sports soft power from the three dimensions of sports concept, sports culture, and movement system. To improve the soft power of sports culture in colleges and universities, practical and feasible countermeasures will be proposed for reference.

Keywords: Colleges and universities, Sports culture, Soft power, Ways to improve it.

1. INTRODUCTION

The essence of sports is a cultural phenomenon, which embodies the integration of human sports, such as the material level, system involvement and spiritual level, and sports can also be regarded as cultural soft power. Therefore, sports soft power is equivalent to sports cultural soft power. It should be noted that the soft power of sports culture can be analyzed from two dimensions, broad sense and

narrow sense. The soft power of sports culture from a broad perspective refers to the soft history of sports, which mainly covers the power formed by sports material culture and non-material culture. The soft power of sports culture in a narrow sense refers specifically to the constituent elements of sports soft history, that is, the power formed by sports intangible culture[1]. The relationship is shown in "Figure 1":

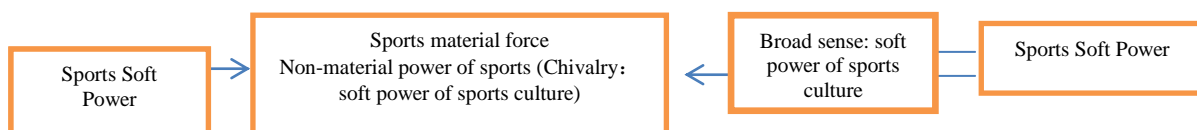


Figure 1 Conceptual relationship diagram of soft power in sports culture.

When it comes to the soft power of college sports culture, its production environment is confined to the college campus and still reflects a cultural form. The development of this type of cultural soft power requires a constant correspondence and penetration of college culture and sports culture to finally be realized, which has become an important part of social sports culture. ("Figure 2")

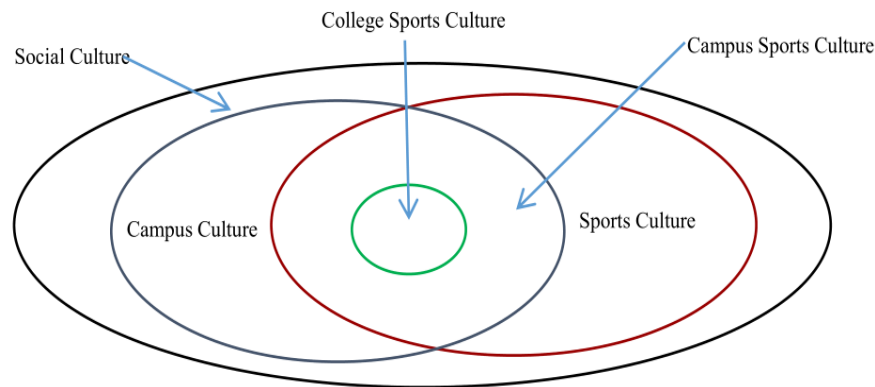


Figure 2 The relationship between sports culture and other cultures in colleges and universities.

Based on the meaning of the word culture, college sports culture can be understood as the combination of all material and spiritual wealth collectively created by all teachers, students, and staff who participate in diverse sports activities that are based upon necessary political and cultural contexts, with a wide range of fields, forms, and content. The variety of options is extremely rich. College sports culture is a unique cultural form, and cultivates students' comprehensive quality through sports activities. It can be seen that college sports culture has a unique connotation of educating people[2]. The soft power of sports culture in colleges and universities reflects a part of the comprehensive competition of colleges and universities, and is also an important element of the core competitiveness of colleges and universities. It is common among teachers and students in colleges and universities, and has become the most interactive and dynamic cultural form. A positive, healthy and efficient sports culture atmosphere plays an important role in guiding college teachers and students to establish a correct view of sports, prompting the majority of sports participants to improve their aesthetic ability, and to enhance their physical and mental qualities with the help of sports activities. In addition, a healthy and efficient sports culture atmosphere helps to improve students' awareness of sports socialization, and encourages them to continuously exercise their interpersonal skills and communication skills in sports activities. The impact of college sports culture on students' sports awareness and behavior is often relatively shallow. Encouraging and promoting the construction of sports culture in colleges and universities can cultivate more dynamic and creative comprehensive talents, which is the supplement and extension of efficient campus culture. It can be seen that improving the soft power of sports culture in colleges and universities

is an important measure to extensively participate in school-level competitions and improve the comprehensive influence of colleges and universities[3].

2. CULTURAL SOFT POWER CONTAINED IN COLLEGE SPORTS

Fully interpreting the composition system of the soft power of college sports culture plays an important role in realizing the healthy operation of the sports culture system, which helps the sports culture system to form a unity, and also plays a decisive role in the characteristics of the soft power of college sports culture to a certain extent. In addition, college sports culture will always be influenced by traditional Chinese ideology and culture from its birth to development and maturity. This is an important prerequisite for building a cultural system with college characteristics. This shows that the soft power of college sports culture has all the characteristics of cultural soft power. Therefore, the connotation of the soft power of sports culture in colleges and universities can be defined as follows: the traditional sports culture form that has existed for a long time and has been precipitated, and the spiritual power that can have a huge impact on the local people or the people of the country. Therefore, the interpretation of the soft power of sports culture in colleges and universities can be studied based on the three dimensions of sports concept, sports culture and sports system[4].

2.1 Sports Concept

In a sense, the concept of sports has a certain philosophical significance. Its abstract definition is a kind of spiritual vision and ideal pursuit that people use or participate in long-term sports

activities, and then gradually generate and internalize. A high-level generalization of sports activities at the ideological and spiritual level reflects a kind of sports expectation. Specifically, based on the sports values, the understanding of the concept of sports is strengthened more systematically and comprehensively. As far as the development of contemporary sports is concerned, the concept of sports is an important factor to promote the healthy development of sports. In Engels' view, only by fully thinking and clarifying the purpose of behavior can a wide range of activities be carried out. It should be noted that the people involved here are jointly driven by concept and consciousness, and this concept contains huge action power and action consciousness, which has produced different degrees of control over people's behavior. As far as sports is concerned, people's sports behaviors are driven by sports concepts, and the accuracy or fallacy, positivity or negativity of sports concepts significantly affect individual sports behaviors.

2.2 Sports System

The sports system must be a set of sound normative system that can be implemented effectively. The author found that the four elements of effective sports system design are sports rules, sports equipment, sports organization and sports concept. The sports concept system is The theoretical basis on which the system is designed reflects the core intention of building a sports system[5].

Conceptual system: As far as the concept system is concerned, it includes the ideological system, academic research and theoretical system related to sports. Therefore, the definition of the concept of sports in the international sports world needs to be more concrete and standardized.

Sports rules: Sports rules refer to the basic norms that must be followed in the process of practicing the sports system. As a normative system, sports rules clarify the relationship between people participating in sports activities and the relationship between rights and responsibilities, and also involve sports habits and sports ethics. It should be noted that this part of the content is more determined in the form of conventions. At the same time, sports rules are stipulated and explained through sports regulations and express texts. Generally speaking, the characteristics of the sports system and the control system construction are affected by the nature of social institutions.

Sports organizations: Sports organization is an important constituent unit in the design of sports social system. The establishment and intervention of organizational system or social institution is an important reason to ensure the smooth implementation of the entire sports activity, and organs and functional departments are included in the organizational system. Generally speaking, both the system promoter and the organizer should be one person, and the effectiveness of the system implementation is very important to the overall effectiveness of the organization's operation.

Sports equipment is an important unit in the sports system and the basic condition to ensure the normal operation of the system. A sports system cannot function effectively without adequate physical equipment. Importantly, sports systems require both functional, functional equipment and symbolic signs or facilities.

In addition to sports equipment, sports facilities are also an important part of the sports system. These structures provide space and context for sporting events, ranging from large stadiums and arenas to smaller community centers and parks. The availability and quality of sports facilities significantly affects the success of sports programs.

3. EFFECTIVE WAYS TO ENHANCE THE SOFT POWER OF SPORTS CULTURE IN COLLEGES AND UNIVERSITIES

Effective ways to enhance the soft power of sports culture in colleges and universities include establishing a "people-oriented" sports concept, strengthening the construction of physical culture, improving the cultural system of college sports, and enhancing the construction of sports behavior culture. Various forms of sports science and technology and cultural activities can serve as effective carriers for the promotion of sports behavior culture. These efforts collectively contribute to the development and growth of sports culture in academic institutions.

3.1 Establishing a "People-oriented" Sports Concept

The promotion of comprehensive fitness, lifelong sports awareness, and concepts is emphasized, with the promotion of national organizations as an important aspect of sports work. This allows sports activities to highlight the essence and core values of sports. Marxism has explained

the comprehensive development in detail, so it is necessary to fully consider its realization path, start from the improvement of individual quality, and gradually infiltrate the development of individual morality, intelligence, physical fitness and aesthetics into group sports activities, so as to better realize the goal of national sports and lifelong sports. The development of sports is related to the physical and mental health of all people and the sustainable development of the country. Therefore, sports work must put health and happiness first, focus on cultivating lifelong sports awareness among the masses, and drive them to establish a healthier lifestyle and sports activity model. In addition, to elevate China's sports industry, it is imperative to leverage the "National Sports and Fitness Action Plan" by encouraging the masses to turn slogans into actionable steps for sports plans and activities. This will enable people to bring China's sports construction to new heights.[6].

3.2 Vigorously Strengthening the Construction of Physical Culture in Colleges and Universities

The construction of sports culture in colleges and universities is based on the premise of material culture, specifically "hardware" equipment, such as gymnasium facilities, equipment and even decorative sculptures. All tangible things are called material hardware. Hardware is the tangible foundation and prerequisite for software. Under normal circumstances, the construction of physical education in colleges and universities is to grasp both hardware and software, with the policy of "grasping with both hands, and both hands must be hard".

3.3 Establishing and Improving the Cultural System of College Sports System

A strong school sports management system and norms help promote the development of sports culture. Standardized and scientific management comes from the blessing of a sound system, which is also the yardstick for the development of all sports and cultural activities. College sports institutional culture is a "bridge" between material and spiritual connections. Although the use of standardized systems for personnel management restricts the development of sports to a certain extent, it is precisely because of these normative guidelines that the development of sports and cultural activities is more rapid for health.

3.4 Strengthening the Construction of Sports Behavior Culture with Various Forms of Sports Science and Technology and Cultural Activities as the Carrier

The construction of sports behavior culture in colleges and universities is the foundation of the soft power of sports culture in colleges and universities. In the final analysis, the construction of sports culture in colleges and universities is to guide people's sports behavior, and it is the most important thing in the construction of sports culture in colleges and universities. Its basic content is as follows:

3.4.1 Deepening the Reform of Physical Education Teaching and Keeping Innovating

Sports play an important role as an integral part of the cultural system of sports behavior in colleges and universities. This includes teaching objectives, content, methods, and more. Taking "health first" as the guiding ideology, the purpose is to cultivate students' sense of sports and develop the habit of exercising. The selection of teaching materials and teaching methods all require fun and innovation, and more emphasis on effectiveness and science, so that students can achieve the effect of physical exercise of "understanding, meeting, and having fun".

3.4.2 Carrying out Various Extracurricular Sports Activities with Rich Content

The richer and more interesting extracurricular sports activities are, the more they can mobilize the enthusiasm of students to exercise and persist, and then improve their own physical culture. In addition to common sports meetings and sports competitions, it is also necessary to moderately carry out sports speeches, sports knowledge competitions or special lectures. It not only enriches students' sports knowledge, but also allows students to experience the excitement of sports culture in their spare time.

3.4.3 Strengthening the Publicity of Sports Soft Power

Expanding the scope of sports promotion is crucial in promoting the continuous development of sports and enhancing the ability for independent

sports communication. To achieve this, it is important to understand how the soft power of sports can be displayed and disseminated. In "Cultural Power" by Gao Zhanxiang, the author provides a detailed description of how the soft power of sports can be reflected through the active display or spontaneous dissemination by groups and individuals. The penetration of sports soft power can be achieved through such active display and spread.

To accomplish active display, there is a need to strengthen the promotion of sports and reinforce the concept of sports. The Beijing 2008 Olympic Games provided an excellent opportunity and platform to promote the Olympic Games' theme of "One World, One Dream." Publicizing this theme helped deepen the impression of sports among people and reflected the new ideas and thinking in the process of Chinese sports development. Only when there is a common awareness, can a sense of identity be generated.

Strengthening China's sports soft power requires active efforts to guide people in establishing sports concepts and enhancing sports awareness, instead of imposing them. This way, other countries can identify with China, express affirmation of China's sports development, and agree with China's concepts and systems. If other countries want to recognize our system and concepts, they need to strengthen their sense of identity.

The political concept of a "harmonious world" proposed by China can achieve a win-win situation for China and other countries worldwide based on universal values. Therefore, efforts should be made towards strengthening other countries' sense of identity with China in all aspects, leading to global recognition of China through the penetration of soft power.

4. COCLUSION

In short, under the new historical situation, strengthening the soft power construction of sports culture in colleges and universities is conducive to the multi-dimensional function of sports culture in colleges and universities; it is conducive to the formation of a good sports atmosphere in colleges and universities; it is conducive to the construction of school spirit and school appearance; it is conducive to optimizing colleges and universities. It is conducive to improving the efficiency and comprehensive competitiveness of colleges and universities. The construction of the soft power

system of sports culture in colleges and universities should make full use of its own sports culture resources, build a development model on the basis of popularization and improvement, grasp the history, current situation and future of the soft power construction of sports culture in colleges and universities as a whole, and find out the hot spots in reality, the difficulties in construction, and the best points in development. Constructing high-grade soft power of sports culture in colleges and universities plays a unique educational role in cultivating high-quality talents with comprehensive development, so that the soft power of sports culture in colleges and universities can achieve comprehensive, coordinated and sustainable development.

REFERENCES

- [1] Wu Min, Wang Le, Wang Zhiguo, Li Hui. A Case Study on the Soft Power of Sports Events to Improve the Development of College Sports [J]. Sports Science and Technology, 2017,38(06):55+61.
- [2] Qin Chaoying. The influence of the soft power of college sports culture on the attitude of students to physical exercise [J]. Contemporary Sports Science and Technology, 2017, 7 (02): 98-99+101.
- [3] Yue Xianfeng, Du Linyang. The impact of sports culture soft power construction on improving the core competitiveness of colleges and universities [J]. Journal of Anyang Institute of Technology, 2015,14(04):83-85+96.
- [4] Wang Zhizhang. (2010). Analysis of the soft power of sports culture in China and the United States. Journal of Beijing Sport University, (6), 13-17.
- [5] Wang Zhihui. (2011). Dimension analysis and promotion path research of sports culture strength under the background of sports power strategy. Sports and Science, (4), 28-34.
- [6] Wang Jian. (2015). The Mechanism of the Soft Power of Sports Culture. Jiangxi Social Sciences, (12), 234-239.