

Multidimensional Analysis and Value Enhancement of Sports Culture

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Abstract: Since the reform and opening up, my country's understanding of sports has become deeper and deeper, and changes are constantly taking place from value concepts to participation methods. The understanding of sports culture is getting deeper and deeper. How to realize the value enhancement of sports culture is Based on the work we need to think about in the next step, this article proposes some corresponding measures.

1. Introduction

As we all know, a country, a society, and a nation regard culture as its spiritual core, and culture has certain guiding and social service functions. In the entire cultural system, sports culture occupies an important position. Sports is a product of human civilization and a cultural phenomenon. Its own cultural charm has always affected our society. Since the reform and opening up, my country's understanding of sports has become deeper and deeper, and changes are constantly taking place from value concepts to participation methods. my country has also transformed from a big sports country to a strong one. Some workers continue to deepen the reform of sports. Exploring the educational function of sports culture, using sports culture to solve the problems of moral spirit, value pursuit, and ideological concepts that people face, promote the development of sports culture in my country in a better direction, and also contribute to the construction of the humanistic spirit of sports in my country It has a profound impact.

2. Analysis of Sports Culture

Sports are the fruits of human creation and sharing activities in the process of socialization. Modern sports are aimed at promoting overall development and improving physical fitness. It is derived from culture, including non-material cultural achievements such as sports concepts, sports symbols, and norms, and sports regulations. In addition, it also includes material cultural achievements such as the tangible meaning of sports. In a broad sense, sports is not only a physical activity, but also an intellectual activity. In a realistic understanding, the masses of the people tend to pay more attention to the material culture of sports. Material culture, which is a material form that exists in a society, is a human need. Developable resources, technical level to the general term, the use of resource endowments and natural environment to serve human life and production is the most prominent manifestation of civilization. Sports can shape the body and promote material

production and is valued by people. In fact, the spirituality and immateriality of modern sports culture are also valued by people, and the role of sports in cultivating morality and will is more and more valued by people. In summary, sports culture is “a practical activity that uses physical activity to improve human physical fitness and pursue spiritual freedom” [1].

In current social life, people generally pay attention to sports. Many people have great enthusiasm for sports. People meet their spiritual needs through sports activities. The reason is largely due to the richer cultural connotations of sports. In sports activities, people can control their behavior and fully demonstrate their willpower. In the process of confrontation, fighting, tossing, throwing, jumping, and running, people can be conscious of all the feelings of their flesh and blood, and can experience them. One's own consciousness, will, taste and strength, and then find yourself. In some social sports life, what people see in the competitive elites is not only the speed of a whirlwind, the power of pulling the mountains, the momentum of breaking the waves, but also the souls in their hearts who are not willing to succumb to material desires. I saw the value of human beings as the spirit of all things. It is precisely because of this that people, whether they participate in sports or watch games, are enjoying beauty and satisfying their spiritual and cultural needs. In this regard, for example, the Olympic Games can be valued by the broad masses and governments of various countries, football can make people crazy, etc. These all show that sports have infinite cultural charm. Therefore, after investigating the special cultural phenomenon of sports, we can easily find that the reason why sports is fascinating is not only due to its flashing aura, but also because of a kind of sports culture spirit and sports spirit, which is condensed and contained in The depth of the external manifestation of sports is the essence of sports. After the ups and downs, the reason why sports is prosperous is the support of this sports cultural spirit, which is also the fundamental reason why sports is admirable, attractive and touching.

From the perspective of sports culture, it also has important value. Compared with other intangible cultures, sports culture is slightly lagging behind, but its trend is also very obvious. The two have been in the process of mutual promotion. First of all, the promotion of physical culture to sports culture, such as the creation of man-made natural environments such as my country's artificial microclimate intelligent temperature control, so that people gradually get out of the constraints of the natural environment, and the periodicity of sports activities (such as the successful hosting of the 2016 Summer Olympics in Rio de Janeiro) The elimination of seasonality (such as indoor ice and snow sports in summer), and regional (such as astronaut fitness activities in the space station) is of great help. Secondly, sports promotes other material cultures, and sports as an instrument of economic development is a concentration of this point. The four major North American occupations, the America's Cup, the European Cup, the Football World Cup, and the Sports League are known to promote the industrialization and professional development of sports. Since 2014, my country's sports industrialization has gradually accelerated, and sports is used as a way of residents' consumption and economic development. And the methods are increasingly subject to public policy.

3. Strategies to Enhance the Value of Sports Culture in the Current Context

(1) Expand the value dimension of sports culture

Sports culture itself is the result of human civilization. With the development of the times, its value and significance should be discovered more. At the level of the meaning of normative expectations, we should be full of expectations for sports. This normative expectation reflects how people are required to experience, think, and act in a specific environment. It is a solidification of the essential meaning of a thing, which is mainly manifested as Formally solidified laws and informal solidified morals and social customs. In the current society, sports is no longer a means to

show national strength and eliminate wars, but a tool to reflect the health of the people, and even a state of human existence. The rationality of physical health tools is mainly reflected in the current effective improvement of morality, optimization and adjustment of social adaptation, indirect intervention of mental health, physical health? It has a direct impact, and these are exactly the 4 dimensions of total health, and it can be said that “no sports is unhealthy.” At the same time, with the advancement of medicine and genetic technology, the rationality of sports as a health tool will definitely weaken. Then, the expected significance of sports as an indispensable part of people's living conditions and ways of life will be further strengthened to achieve “no sports without sports. “Life” is at the point where “no sports can not become a talent” and solidified it into law, morals, and social customs. Only when sports fully demonstrate the lives of contemporary people can it better serve the masses.

(2) Fully meet the needs of contemporary people

The key to sports culture serving reality is to maintain its demand. Demand refers to a psychological tendency to pursue satisfaction when the organism has imbalances and certain defects. Motivation arises from demand and stimulates behavior. The demand for sports is the fundamental driving force for the progress of human civilization and sports culture. The maintenance of advancement is an important aspect of the maintenance of sports culture needs. This is a behavioral restriction that sports norms expect to have a positive formal and positive informality, that is, to internalize its advancement into social customs, folk ethics, and laws to maintain its Demands, we must continue to positively reward some sports and cultural compliance behaviors, or take the popularity of sports behaviors as a criterion for citizenship assessment. In addition, it should not be illegal for sports to meet people's mental and physical needs, such as martial arts for stealing and the use of stimulants in competitions. These are all against human needs, or just focusing on personal needs and ignoring long-term needs. These behaviors rely on the restraint of negative formal and negative informal behaviors, that is, legal punishments for deviant behaviors that violate social norms, and alienate those who do not meet the expectations of sports norms to a certain extent. Of course, people often adopt formal restraint methods, and under normal circumstances, it is implemented when informal restraints are not effective.

(3) Highlight the modernity and progress of sports

The guarantee that sports culture serves the reality lies in maintaining its progressiveness. Progressiveness refers to the developmental, healthy, and positive value judgments embodied by things beyond the mainstream ideology of the era. The progressiveness of sports culture must not only maintain the current advancement, but also emphasize future development. For a long time, sports have represented progress. “It has shown non-religious characteristics in religious historical festivals, revealed the embryonic form of social equality in the hierarchical society of the old system period, and stood up in the palace of moral public opinion. “Limpis”, “in a society lacking God and spiritual transcendence, sports can be said to be the last field that embodies ideals and even sacredness” [2]. At present, to maintain the advanced nature of sports, on the one hand, we must actively promote sports honor and fair competition, and also incorporate sports into the consideration of intelligence, integration, and globalization. In the process of mutual exchange, the cultures of various ethnic groups and regions have transcended the narrowness of local culture and gradually reached cultural identity and value identity. On the other hand, we must attach importance to sports cultural innovation, rely on the theoretical research of scientific research institutes, grasp the practice of people's sports, and continuously innovate from original development, international promotion, industrial operation, entertainment packaging, and artistic attempts.

4. Conclusion

The fundamental difference between humans and animals lies in culture. Among human civilizations for thousands of years, sports culture is a shining jewel. It proves that human beings have been pursuing human liberation, pursuing freedom and equality, seeking individual health, eliminating war damage, and getting rid of religion. Fetters, honors, cooperation, promises, integrity, and rules all demonstrate the charm of sports culture, implement the concept of “healthy China”, and achieve the “two centuries” goal is the key to this. Under the contemporary social background, to examine sports culture in the first place, view sports correctly, and actively promote and implement the spirit of sports requires the joint efforts of the government, social organizations and citizens.

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