

The Revival and Transcendence of Chinese Sports Culture Value in the Era of Globalization

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Abstract: Culture is an important driving force for a nation to develop continuously, and it is also an important magic weapon to benefit the world, so it is necessary to emphasize the construction of culture and attach importance to the development and inheritance of culture. According to the concrete analysis of our country, Chinese culture has a long history and rich connotation, among which more contents play an important role in today's society. Chinese sports culture is an important part of Chinese culture, showing fresh vitality in the development of cultural diversity, and it also plays an important role in the development of sports in our country. Therefore, analyzing the value of sports culture in our country and analyzing its rejuvenation and development under the background of globalization can realize the sustained progress of sports culture in our country. In a word, the article studies the revival and transcendence of Chinese sports culture value in the era of globalization, and aims to provide guidance and help for the construction of sports culture today.

1. Introduction

The reason why the Chinese nation can stand in the east of the world after five thousand years of wind and frost, an important reason is that we have cultural heritage, so attach importance to the construction of culture, emphasize that cultural inheritance is very necessary. Nowadays, China's economy is developing rapidly, but cultural construction is lagging behind, so there is a situation of cultural unconfidence. In view of this problem, the state has put forward the strategy of cultural review and development, aiming at the overall development of Chinese culture. Sports culture is an indispensable part of Chinese culture, and its cultural significance and spiritual content not only play an important role in promoting the development of sports cause in China, but also have a very significant influence on the diversified development and construction of our culture. Therefore, it is of great significance to discuss and analyze the value of sports culture in China under the background of globalization, and to study its revival and development.

2. Chinese Sports Culture Value

To fully understand the cultural value of Chinese sports, first of all, the concept of sports culture should be comprehensively analyzed. According to the information available at present, the so-called sports culture refers specifically to the special reflection of human's own needs, which is created by human beings in sports life and practice, and through the physical form, movement skills, sports equipment, material and invisible will, ideas and spirit of the times related to social attributes, it shows the unique ways of existence. Sports culture, like other cultures, reflects the characteristics of an era, a country or a nation, and regulates people's sports behavior, and also affects people's values[1]. According to the analysis of sports culture in our country, under the long-term influence of Confucian culture, the sports culture of our country presents the introverted, closed and perfect characteristics of restoring the body.

Based on the comparison of Chinese and Western sports culture, it is found that the value of sports culture in our country is mainly reflected in the following aspects :1) the core value of Chinese sports culture is embodied in the aspect of "altruism ".In the traditional Chinese culture ,"

benevolence, righteousness, propriety, wisdom and faith "are regarded as the standard of human being, in the implementation of this standard, the beneficiaries are all others rather than themselves, which is a purely others-centered principle of life and work, which shows that the Chinese people themselves pay more attention to the idea of harmonious interpersonal relationship. From the point of view of social harmony, Chinese sports culture has outstanding significance in constructing a harmonious society.2) From the view of the value choice of Chinese sports culture, its basic principles are "happy conduct and courtesy" and "practical application ". From the concrete implementation of the two principles, it emphasizes the cultivation of sports activities, so in the Chinese sports culture, sports activities are included in the process of regulating the mind, self-cultivation, serving the country and observing the people. It is based on this understanding that the practical value of sports culture is more prominent, and it plays a significant role in the promotion of personal moral cultivation.3) From the point of view of aesthetic taste, the Chinese advocate superhuman wisdom and perfect virtue, the Chinese talk of physical beauty, first of all ," born and grown up ", that is, parents given rather than acquired practice; the second is to talk about beauty and charm. Therefore, under the influence of Chinese sports culture, mind-building and self-cultivation are interdependent.

3. The Revival and Transcendence of Chinese Sports Culture in the Age of Globalization

From the above analysis, the value of Chinese sports culture is very prominent, so it is very necessary to actively promote culture. From the reality analysis, the globalization environment has led to the fierce cultural collision, in such a big environment, to achieve the revival and transcendence of Chinese sports culture, we need to emphasize the following measures to use.

The first is the need to deepen cultural research[2]. From the point of view of cultural rejuvenation, to realize the revival, we must deeply understand the connotation of culture, and then combine the essence of culture with the social practice at the present stage. In this way, the overall effect of the revival of culture will be more prominent, so it is necessary to pay attention to the study of cultural connotation. As for the deepening of specific cultural research, we need to carry out the following contents :1) emphasize the literature research and dig deeply into the connotation of traditional sports culture in our country. Culture is the abstract concept, based on the specific literature to interpret the abstract concept, its representation will be more prominent, practical application and development effect will be more prominent. 2) Increase funding for scientific research and actively carry out research projects. Cultural research needs continuous input, so that the depth of research can be realized, so the relevant research institutions and units need to actively project and apply for research funds to achieve the overall promotion of research. In short, the comprehensive promotion of the depth of cultural research, explore the essence of culture, which is of great significance to the cultural revival and transcendence.

The second is to actively carry out the construction of cultural experience hall[3]. Culture is a more abstract concept, it is difficult to explain the value of culture, so it is necessary to emphasize cultural experience in order to make people truly understand culture. At the present stage, our country is carrying out the strategy of cultural rejuvenation in an all-round way, and the various regions have more support for the cultural industry projects. For the purpose of sports culture dissemination, some regions can give priority to the sports culture experience hall project (Figure 1), so that more people can walk into the experience hall and experience the charm of sports culture more realistically. When more and more people join the experience team and get real feelings, their cognition and understanding of culture will be more profound, and they will also become an important force in cultural propaganda. In a word, actively organizing cultural experience activities and implementing cultural experience projects are of outstanding practical value for the overall rejuvenation and transcendence of sports culture.



Figure 1 Martial arts

The second is to actively develop the sports culture industry[4]. From the analysis of reality, the development of cultural industry has a positive effect on cultural propaganda and development, so sports culture as the basic connotation of the development and expansion of cultural industry, which has a significant effect on the revival of sports culture. In terms of specific industrial development, the measures are as follows :1) set up experimental areas in areas with relatively rich sports culture, actively set up and develop related industries, and evaluate and analyze the development of industries. Carry out the specific adjustment and improvement of the industry based on evaluation and analysis. 2) Do a good job of market research, determine the market groups' perceptions of sports culture and related products, and then develop products based on specific opinions, which can be a closer combination of industry and market. 3) A good collection of industrial development, and actively learn from the current domestic development of a better industrial model or foreign cultural development system, so as to build a suitable cultural development framework. In short, actively carry out industrial construction, industry to promote the market, and the market as the main driving force to promote the overall development of industry, so that the effectiveness of cultural dissemination and development will be more prominent.

Finally, Chinese sports culture as an important part of traditional culture, in the education and teaching infiltration. Students are the master of the future country, its understanding of culture, the attitude to culture will affect the specific development direction of cultural industry. In the current practice of education and teaching, the specific content of Chinese sports culture is infiltrated (Fig .2), so that it has a deeper understanding of sports culture from childhood, so that as the students grow up, the group of people who understand Chinese sports culture is expanding constantly, and the overall rejuvenation effect of Chinese sports culture will become better and better when they become the main force of cultural communication. In short, education should be early, and cultural communication and propaganda should start from childhood. Education is a sharp weapon for the rejuvenation of the country and an important way of cultural communication. Through the penetration of education to achieve the all-round dissemination of sports culture, coupled with the publicity of various social channels, the overall communication effect of sports culture will be more prominent.



Figure 2 Martial arts

In a word, the rejuvenation and transcendence of sports culture is an important goal of our country's cultural rejuvenation strategy, so all social strata need to make efforts based on this goal to realize the overall dissemination of culture, and emphasize the combination of culture and the times in the process of communication, which can realize the innovation of culture, and its overall utilization value in modern society will be further strengthened.



Figure 3 Martial arts

4. Conclusion

To sum up, China is an ancient country with a splendid culture of 5000 years, but also a modern country with vigorous vitality. In the development of modernization, drawing strength from the ancient culture, our development will be more steady and more quality, so the positive force in the development and utilization of culture is of great practical significance. Chinese sports culture is an important part of Chinese traditional culture, its connotation is profound, and it plays a significant role in today's society. For the purpose of making full use of culture, we make a comprehensive analysis of the specific value of Chinese sports culture, and analyze the rejuvenation and transcendence of Chinese sports culture based on the background of globalization, which can provide reference and help for the development of our country's cultural cause at present, so as to realize the overall implementation of our country's cultural rejuvenation strategy.

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