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Editorial Message

Daguang Sun

Today, “Asian Sports Science” is coming to meet everybody. With some nervousness, we are expecting you to comment it from head to feet.

As a new periodical, it studies, observes and cognizes human sports basing on development demand of social culture. It also regards sports as a social cultural phenomenon from a new perspective, not only a competitive sport.

As we all know, mass sports and competitive sports are already proved to be a social cultural demand of human. Through joining in fitness and entertainment or watching games, people have become a pursuit for a new life philosophy and lifestyle from the culture perspective. This is our historical, social and cultural responsibility which guides people to focus their own health and happiness through joining in sports activities and watching competitive sports games.

As a new platform to study sports science, based on Asia and taken root in the world, “Asian Sports Science” is more of an emphasis on expounding and propagating sports culture. Sports culture is not limited to cognize and master the skills of fitness exercises, but an ideology and theory of sports, a sports system, an understanding and mastery of a new lifestyle on culture level. Therefore, “Asian Sports Science” focuses on human sports as the followings:

—— We will pay attention to observe human sports thought changes' effects on social development and people's fitness and entertainment behavior.

——We will observe the progress and influence of sports development with culture development as standard. We concern how sports culture becomes modern people's important life content, positive and healthy lifestyle.

——We will concern the development of global sports, the development of sports teams and the enhancement of athletes' comprehensive quality on the platform of Asia.

——Sports itself is an education behavior, so we pay close attention to physical education, especially the physical education with the modern science culture connotation.

——Sports have already been a huge cultural industry, so it is a kind of cultural consumption of human society. In order to promote the development of sports industry, we will focus on sports the progress of consumption and sports industry .

——Sports culture is not only global but also national. To better study and protect national traditional culture and wealth, we attach great importance to exploit and spread the national sports culture in the world, and we devote ourselves to promote the development and progress of the national sports culture in the world.

——Sports culture is a key bond of human communication. Since ancient times, the communication of sports culture is continuous all the time. Facing the future, we will concern the progress and communication of sports cultures coming from different systems in the world. And we will concern sports culture of people from different areas create sports culture and their effects on the world.

Therefore, “Asian Sports Science” explores, records, develops and spreads human sports culture. Through the spirit of “faster, higher and stronger” and “Focus on Participation”, “Asian Sports Science” perspectives the sports appearances of “gold medal”, “champion” and so on, and pursues the eternal thoughts and spirit contained in those sports phenomena.

We know deeply we have great responsibility! The aim to cognize and discuss sports, is to meet the higher pursuit for the rational development objective of sports culture in the future. To this reason, hand in hand with readers and authors, we like to publish “Asian Sports Science” in high quality and make efforts for the overall progress of human sports culture.



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DEVOTED TO THE COMMUNICATIONS IN
SCIENCE EDUCATION AND CULTURE



Analyze the Approach to Sports with Chinese Unique Features

Daguang Sun
China Sport Culture Development Center
China

Abstract: *Sports in China have developed for 60 years and obtained the focus of the world's attention, especially symbolized by Beijing Olympic Games 2008. China's sports tournament reaches its peak in history which, in turn, drives the majority to participate in a wide variety of sports. This wide sport development is due to China's right policies, guidelines, and regulations and thereby develops a right way for China to develop its sports field. Today, as China's economy enters into a key stage of development, China's sports also enters into a key period of strengthening its athletic powers since the Olympic Games was held in 2008. Meanwhile, China also confronts some serious problems and challenges. Realizing and solving these problems and challenges properly is a major task for China's sports.*

Key Words: *China, Sports, Development, Unique Features*

1. Introduction

The foundation of Chinese modern sports possesses the diversity. On the one hand, China has a foundation of thousand-years of rich and varied traditional sports culture. On the other hand, China absorbs experience from western sports starting from the late 20th century. Meanwhile, the two big different sport systems keep mutual collision, impact, and syncretism in the long-term period which establish a solid foundation for China's sports. Another characteristic of China's modern sport is that it was developed from the nickname of "sick man of east Asia". Therefore, the athletic level in China's early period couldn't be compared with that in western countries, same as China's economy. The starting point of new China is extremely low.

China's government put numerous efforts on developing its athletic power and then formulated a series of explicit policies and regulations for its sports. Over the past 60 years, Chinese sports obtained brilliant achievements. The greatest achievement was reflected in Beijing Olympic Games in 2008.

When entering a new century, especially the period after the Olympic Games, China's sports increase to a higher level and determine a new target of strengthening the country's power in order to catch prospering opportunities while also confronting some severe problems and challenges.

2. The Position and Development of China's Sports

Before 1949, because China's economy was lagging and wars exploded frequently, health condition was under-standard and its athletic level was extremely lagging while the majority possessed health problems and

average life was 35-years old. Confronting such condition, Chinese government adopted a series of actions to develop its sports and combine sports with culture, education, health, and national defense.

On October 1st, 1949, People's Republic of China was established, symbolizing that China entered a new page in history. A brand-new page of modern sports went popular in China and became an indispensable part of China's development. In September, 1949, China People's Political Association passed a "Common Guideline" which clearly pointed out that "advocate national sports". In October of the same year, Zhu De, the vice president of the Federal Government, represented the Federal Government to speak out for the National Sports Association that sports was an integrated part of the national culture, education and health. The sport in the past was separated from the population. However, our current and future sports tasks were for people, national defense and national health benefits.

Starting from 1949, when facing complex domestic and international situation, China carried out Prepare for Working and Defend the Country Sports Policies and Event Standards, leading to the first upsurge for sports in China. In 1951, the country published the first set of radio gymnastic exercises (the first set of radio gymnastic exercises for sports was published in 1954). This set of exercises was spread rapidly around the country. From schools to kindergarden, from factories to countryside and from government to army, thousands of Chinese did the same radio exercises at the same time every day, forming the unique scenery.

In 1952, Zedong Mao, China's president, pointed out that "develop sport activities and improve people's health" in the opening of the national sports association, which was clarified as a new nature, purpose and task for new China's sports. This speaking becomes an unchanged direction policy for several decades. Therefore, China's sports open a new chapter. In this policy's direction, China's sports keep obtaining more and more brilliant achievements.

In 1959, new China held the first national sport competition. At the same year, Rong Guo obtained the first world gold medal of Ping-Pong. Since then, China's Ping-Pong team obtained three consecutive world champions. Moreover, in 1960, China's mountaineering team climbed Everest for the first time.

In 1979, China recovered the seat in the International Olympic Committee, creating a famous Olympic model. The 80s of 20th Century was a pioneering decade for China. China's sports started to enter into the world level, which was demonstrated by a series of achievements in international competition fields. In 1984, Chinese athletics obtained the first gold medal.

In 1990, China successfully held the 11th Asian Games. In 1991, China officially announced to bid to host the Olympic Games, fully opening the door of China's sports to the world. Since then, China entered into a rapidly developing stage in history. In addition, China worked persistently, experience 10 years to bid to host the Olympic Games twice and finally obtained the right for the host in 2008, which turned Chinese dreams into truth.

In 1995, The National Exercise Planning Guidelines, Olympics Winning Honor Planning and Guidelines for Developing Sport Field were formulated and implemented symbolizing that China entered into a legalized and standard path.

With the success of bidding for the host of the 2008 Olympic Games, China's sports are walking into success. In 2001, Chinese Communist Party Central Committee carried out About Necessary Further Steps to Strengthen and Improve Sport Works, creating an appropriate path of leading China's sports. The National Sport Master Office formulated 2001-2010 Sport Reform and Development which portrayed a new blueprint

for China's modern sports.

3. Sports Play an Important Role in China's Development

Based on the history background above, starting from the establishment of the country, Chinese government considers sports as an important component of China's social development. The purpose of developing sports is to improve people's physical quality, make spiritual condition better, promote healthy and civilized living style; improve skills in international sports competitions, achieve outstanding results and encourage workers' enthusiasm; meanwhile, promote development of China's economy, society, culture, foreign affairs and national defense. China's sports play an important role in national development, especially in foreign affairs and culture.

The most famous example is Ping-Pong diplomacy. In 1971, during the 11th World Ping Pong Contest, China and the United States mutually interviewed the two countries' ping pong teams, which ended the long-time isolated situation and broke the solid ice between the two countries. This became an important international event. Chairman Mao Zedong was the director of this world-shocked event of "small ball rotated the world". Later, Nixon, the United States President, said, "I never expected that China's driving impact was achieved through ping-pong interview."

In 1991, Chinese government decided to bid to host Olympic Games which experienced bidding for ten years and preparation for seven years. China presented an unequalled Olympics to the world. The meaning of Beijing 2008 Olympics has far exceeded sports and significantly contributed to China's social development. "Beijing Olympics' success shows to the world that Chinese has ability to make contributions to civilization." It contains Chinese wisdom and culture. It is an important event to show, enhance, publicize and spread Chinese culture.

Beijing Olympics made an important writing in China's history. In the process of holding Olympic Games, China not only obtained 51 gold metals but also sent numerous surprises to the world. More importantly, it is a rich and priceless heritage to China.

First, Beijing Olympic Games makes China embody a more open, confident, friendly and creditworthy image in front of the world.

Second, Beijing Olympics not only leaves a series of international advanced sport instruments, but also raise a hot flush for sports.

Third, Beijing Olympics makes Chinese become more mature, which in turn gives Chinese people a more confident attitude to treat themselves and the world.

Fourth, people understand sports in a deeper level and experience the Olympic Games completely. Olympics is not just a competition but a culture. It exceeds nationality, color, religions, customs and education.

Fifth, Beijing Olympic Games educate a large group of Chinese people. Starting from the bidding for host to the preparation, various high-quality talents promoted the achievement of "green Olympics", "Technological Olympics" and "cultural Olympics".

4. Special Policy Features of China's Sports

Chinese government formulated a series of explicit development policies and guidelines. As demonstrated by history, “developing sport activities and improving health” is not only the sport policy for the past 60 years but also a major guide principle for China’s future sports development.

The principle of “developing sport activities and improving health” represents a basic attitude and enthusiasm for people, showing that the care and warmth of Chinese government for people, same as its development purpose which promotes the development of the national culture and prosperity.

4.1 Citizens’ Sports Policies

People’s Republic of China’s National Sports Law states that “sports activities are the base for exercises of the entire population and are put into effect to promote a harmonious development of various athletic types”. This law establishes several basic regulations for sports among the population:

- i. Plan for Physical Exercises. In 1995, the State Council formulated “An Outline of the Nationwide Body-Building Plan”, specifying policies for targets, tasks and emphasizes for the population’s exercise. Specific measures include: establishing good gymnasium stadiums, spreading various sport activities and frequently engaging in sport activities among the population. Teenagers’ sports are focused in school, rural sports are focused in towns, urban sports are focused in communities and military sports are focused in regiment.
- ii. Standard policies for sport exercise. These policies are series of evaluation standards for promoting the population to engage in physical exercises, including standards specified for students, armies, polices or common citizens.
- iii. Detection policies for physical conditions. In order to know physical condition of the population, experts from the national organization periodically investigate the population’s physical condition. Five years a period, samples are collected from infants from 3 to 5 years old, teenagers from 7 to 19 years old, adults from 20 to 59 years old, and elders from 60 to 69 years old to test body shapes, skills and inner quality, and then publishes results.
- iv. Standards for trainers of social sports. In the sport exercises among the population, social sport trainers engage in skill education, technical guide and event governor. In China, sport trainers have approached to millions. So far, social sport trainers are classified into national profession list and people have to pass specific exams in order to be a social sport trainer.

In 2009, the State Council announced Sport Exercise Policies, which also identified August 8th each year as the day for exercise, indicating that the sports exercise entered a new stage.

4.2 Policies for Sports Competition

- i. As stated in the National Sport Law, the nation promotes the development of sports competition and encourages athletes to improve their skills and capacities in order to achieve outstanding results and obtain honors for the nation.
- ii. Olympic Honor Plan. A harmonious development between populated sports and sport contests is a basic policy in China’s sports. In 1995, while Chinese government formulated an outline for exercise

planning, the sports department also formulated a plan to obtain Olympic honors in order to promote sports competition. In 2001, the National Sport Master Office printed 2001-2010 guideline of striving for Olympic Honors. This guideline is formulated based on an analysis of the development trend of China's sports competition and task, which in turn lays target and purpose of improving China's sports.

- iii. Sports Contests Policies. Many types of contests exist in China's sports. The contests held by the Sports Department are classified into two kinds: the first one is an integrated contest. Currently, the Sport Department holds four major integrated contests: the National Sport Contest, the National Winter Sports, the National City Sports and the National Sport Meeting. The second type is the specified contest. In later years, basketball, football, Ping-Pong, etc. are gradually developed but are still in the development stage overall.

Meanwhile, China also holds contests for different groups of people, assisted by related sports departments. For example, the Education Department holds national college and high school sport meetings. The Agricultural Department holds the national farmer sport meetings. The National Department holds sports meetings for different nations in the country.

Besides national contests, different levels of government also organize local integrated sport contests.

- iv. Anti-exhilarant Policies. A basic policy of China's sport field is "strict prohibition, strict inspection and strict consequence". In 2004, Chinese government announced Anti-Exhilarant Policies, making specific policies for producing, selling, using and inspecting exhilarant. In 2005, Chinese government also joined International Agreements for Anti-Exhilarant and became the first Asian country which joined the agreement.

4.3 Policies for Athletic Products

Athletic products are considered an important component of sports development. In 2010, the State Council published About Accelerating Development of Athletic Products.

4.4 Policies for Sport Culture

In 2012, in order to implement the country's policy of pushing the spirit of cultural development and prosperity and improving the integrated skills and level of sports, the National Sport Master Office announced About Strengthening Sports Culture Works.

The outstanding achievements above in China's sports policies and regulations indicate that 60-years' practices accumulate luxuriant experiences, forming a set of sport policies and regulations that fits perfectly to China's basic condition and walking out a road of sports development with China's unique features.

4.5 The Development of China's Sports Confronts Problems and Challenges

Sixty years' sports achievements are brilliant, making people realize that sport is a kind of strength, a representation of a national social production capacity and an important component of national comprehensive strength. Sport is a kind of arts, leading people to represent their strength and potential, to possess higher hope and pursuit and to enjoy life. Sport is also a spirit which engages in educating patriotism and enhancing

national spirits. Sport is more a culture and a world-vulgate language utilized by people to communicate and learn local cultures. Sport is considered a way to examine a country's civilization and its people's inner quality. From now on, emphasizing and developing sports is also an important symbol for social civilization.

Meanwhile, China's sports also have some deficiencies and problems. For example, some government agencies do not govern and lead sports events, an inharmonious development between population's sports and sports contests and an insufficient supply of sports instruments. Currently, China's sports have entered a key period after Olympic Games while China's economy also develops into a key period. Sport as a culture is permeating into every field of lives of people. The country proposed to achieve an affluent society by 2020 and a modernized society by 2050. Confronting this new trend and task, China's sports have to efficiently handle and solve five major problems and challenges.

The first problem is sport development strategies. Society development of the economy of country requires China's sports to maintain development in a complete, harmonious and sustainable approach. Sport tasks also have to insist on people oriented and insist on that sports work for economic construction and social services, especially on the harmonious development between populated sports and sports contests. It is a challenge to deport complete, harmonious and sustainable development for sports.

The second problem is sports management. A new century and a new task require sports development to be reformed faster. In this process, the function, duty and organization should be straightened out. The country will regulate, control and adjust the sport field in a more mature way. The current problem of non-governing sports events should be solved as soon as possible. The materialization of Chinese National Sport Master Office and China's Olympics Office should gradually be increased to the government's agenda.

The third problem is the public sports. As the population is increasingly interested in sports, the problem of the increasing demand for sports activities and insufficient sports instruments become more and more prominent. The government has to invest more in sport instruments and activities. In order to continue implementing An Outline for Physical Exercise, rural sports receive more and more attention and community sports become a key of urban sports.

The forth problem is sport culture. Currently, the sport culture does not receive enough emphasis. This problem is a key problem and challenge for China's future sport development. Culture is soul of sports. If a country does not pay enough attention to sports, it could not become strong in sports.

China's sports have gone across 60 brilliant years. Beijing 2008 Olympic Games have become a milestone in the developing road of China's sports. China's sports are entering into a new stage, requiring a new appearance to confront the new challenges. In order to advance with times, it is necessary to utilize culture to recognize and plan China's sports. It should be appropriate for China's basic conditions with unique features.

Relationships between Sports and Art

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Abstract: *Art and Sports are homologous in the bud, then are split into different tributari and will develop with each other under the direction of aesthetics in the future. Sports cannot offer ultimate humanism concern and value judgment for its own development just relying on science. Therefore, sports needs to work together with art to make up the blind spot of science through aesthetic education.*

Keywords: *Sports, Art, Aesthetics*

1. Introduction

Sport is a kind of social practice activity created by human, which has conscious shape and can beautify people's body, a cultural activity in order to promote physical and psychological health and also a human's education process to cultivate talents in comprehensive development by physical exercising.

Art is a bright performance of physical state of concentration of aesthetic consciousness. The art works created by human are supreme spirit product, which can trigger sense of beauty strongly and is the aesthetic object that we persevere to pursuit.

Art and sports are homologous in the bud historically, and then are split into different tributaries by the power of civilization. However, when facing the guide of aesthetic to move toward the future, they are going to make positive interaction and develop cooperatively.

2. Sports' Appearance with Art

Sports and Art get involved with each other in the bud. They have originated from the impulse of game inseparably and mess in the shadow of witchcraft. With the progress of civilization, they are separated from life, labor, religion and military activities gradually, becoming a specialized cultural form.

In ancient China, sports and all kinds of traditional art influenced each other, for example, Zhang Xu, a famous calligrapher in Tang Dynasty, realized good writing method because he watched Aunt Gongsun playing sword-dancing. Painting, sculpture, architecture and any other arts will also regard folk sports as the performance objects. So far, we can still see various kinds of lively body acrobatics actions in Dunhuang, Longmen, Maiji Cave, Dazu and any other rock caves and a large number of Han dynasty brick in Sichan and Henan, providing people with strong and handsome art enjoyment.

Looking at sports and art history, the most brilliant parts come back to ancient Greece coincidentally.

Ancient Greece is the cradle of sports bud. It not only has the different ways of cultivating the body in Athens and Sparta, but also has many athletic events. Competitive activities have walked out of the productive and labor area to be independent and play a significant role in social culture and education. Homer, in his epic poem, *Iliad* and *The Odyssey* described vividly some lively scenes such as chariot racing, boxing, wrestling, race, the discus, combat, archery, somersaults, games, swimming, diving and any other competitive activities which were popular in the early civilization zone in Aegean Sea. His immortal epics have been seen as a great literature work reflecting the social life and amorous feelings of ancient Greek and are also the precious historical document which explores the development of ancient competitive sports.

Although Athenian lived in various cities, they remained the sacrifice system emerging from farm and integrated with sports to show their worship for gods and heroes in the way of sports. This kind of religious sports was forming many athletic events gradually, basically were four great sacrifices rodeo: Olympia, Pythian, Lsmail, and Nemea. In addition, there was Hera rodeo designed for women. Although Zeus was the king of Gods, Olympia Rodeo for Zeus became the unified sacrifices rodeo for the whole Greece. Olympia Rodeo could show us how it integrated with arts naturally in ancient time, how it walked to death without art and how it accepted art again after thousands of years.

The ancient Olympic Games lasted for over one thousand years since 776 BC. After suspending for more than ten centuries, they came back since 1896. The ancient Olympic Games contributed to the prosperity of the culture and art in ancient Greek. They formed colorful ancient Greek aesthetic thoughts during the prime time of the ancient Olympic Games. All kinds of systems of human, as the Olympics lasted so long, actually have been rarely seen.

The original Pan-Hellenic competitive games did not give the winner material rewards, just a crown made by branches of plait of honor as rewards. Olympia rodeo used champions league made by olive branch, Nemeagames and Isthmus Games used champions league made by celery pine branches, Delphi Games used champions' league made by Laurel. Although the winner just won a tree crown, but their respective city or states would give them a variety of honor and rewards, saw them as the hero of the city and made statues for them to remember them forever. They were also the object praised by poets; even Aristotle, a famous thinker, joined in the compilation of Aristotle's directory. The ancient Greeks were proud of strong and handsome body. They had athletic custom in the nude very early. Naked Athletes participate in training and competition, just showing their vigor of lives full of health, strength and beauty. This kind of special social tendency and aesthetic appeal of the ancient Greek was also reflected in sculpture and painting art. Artists used their remarkable talent to create art works which praises the excellent athletes. And these art works have been seen as a treasure by people so far.

In ancient Greek Olympic events held in every four years, you can not only see the competition among athletes, but also see various categories of thinkers and artists. In the shade, philosophers expounded their views with his eloquence; In the lawn, the young players were sitting around winners to listen their game experience; Sculptors walked through the crowd with exposing bare plump muscle and collected their creative material with appreciation in their eyes; The lyric poets wandered in the path to brew passion for their new works; Enthusiastic audience gathered in the square to watch funny comedy or startling tragedy. During the period of Games, artists from different cities showed their works, poets recited poetry, philosophers and historians made speeches, while businessmen took these opportunities to talk about business and make contracts, making the games become a big communication meeting of Greek thought, culture and economy.

The ancient Olympic Games was also a festival of art, and the artists' performance and the winners in the competition were also crowned with glory.

The champions of ancient Olympic Games were exempted from all taxes and labor, could enjoy all kinds of preferential treatment, and would be issued by government pension in their older age. Later, when winners got more and more material rewards, the goal of persuading the harmonious development of the strong and beautiful body and mind was forgotten gradually, and artists began to estrange from the increasingly complex competitive professional system. The athletes also focused on drab acrobatics specific training, instead of accepting comprehensive artistic edification. Competition was weakening after 4th century BC when Macedonia invaded Greece. In 146 BC, the Romans conquered Greece. Olympia competition was turned into a local competitive ornamental meeting by Roman Empire. The proclaiming of the professional athletes regulation published by Roman Empire caused the bulk of the professional athletes like walking dead. The training that they worked hard all the day, in fact, had fallen to be the ornamental playthings. Many citizens in the arena lost their opportunity to participate in the exercise while becoming the dementia audience. No wonder Xenophon, a famous historian and aesthetes academic, grieved to say, "These athletes are like the vagrants, who regard the sports as their career but sit round in the rest of time." Art are forgotten while person with Robust Limbs and Simple Mind" brought the age that sports was despised.

In AD 394, the Roman emperor, Theodosius, made Christianity become the state's religion and banned pagan activities. The Olympic Games as Greek religious sacrificial culture were abolished. In 426 A.D., Theodosius ii ordered to destroy Olympia remaining temples. So, from 776 BC to 394 AD, 293 ancient Olympic competitions that were held during 1170 years were gradually forgotten. The Romans drove the chariots with fire and blood to trample the holy land of ancient Olympic Games, while earthquake and flooding made the arena of the great drenches nearly disappeared.

Admittedly, the ancient Olympic sports transfer from art to professional. This is a superficial phenomenon of decline. The decline of the ancient Olympic Games has many reasons. However, the date when it begins to go downhill is the date when it gets rid of art, indicating an indisputable fact. The ancient Olympic Games abandoned art and destroyed their own cultural ecological balance, ushering the decline of the sad commentary.

In 19th century, ancient Greece Olympia stadium excavation and the rise of modern sports stimulated people's desire for the revival of the Olympic Games. People have not forgotten the lessons of history; therefore, people paid attention to the art at the beginning of the renaissance of the Olympic Games. Pierre de Coubertin, the advocate of modern Olympic movement, proposed that art, science and sports were the three elements of constructing an Olympic thought with peace and friendship. "When the Olympic Games were restored in 1896, Coubertin wrote, 'Art and literature should be expressed in the modern Olympic Games and are combined with sports, making the Olympic more noble.' Coubertin had been looking for the new literature works of art which could reflect the sports spirits. For this purpose, an "Art, Literature and Sports' race was held in 1906 in front office of France Comedy Theatre located in Paris, France, all the carves, paintings, music, literature and architectural works related to sports could participate in the competition. After this competition, in 1912 when the first 'Olympic art competitions' was held in Stockholm during Olympic Games period, Coubertin used Harold Evans and Bash as his pen names to submitted his work named "Ode to Sport" to enter the competition and won the gold medal finally." The modern Olympic Games prized the relationship between sports and art, put arts in a normal position and combined it with science to improve the level and

value of competitive sports.

Art replaced religion; appreciation of the beauty guides the sublimity. The modern Olympic Games are from the temple to square, from pleasing gods to call for the human spirit call and from the European center to diversity. With the development of human's material civilization and spirit civilization, each Olympic Games have reached a new level. It not only inspects the physical strength, wisdom, and skills, strong and handsome scene of individual athletes over the world, at the same time, but also is the big event to show human own ability, which requires it also has a kind of the artistic and aesthetic value. Therefore, when each modern Olympic Games was held, but the art exhibition and performance in the grand scale also would be held accordingly, to make sports and art combined together. Many national Olympic Committees has their specific art committees to use administrative measures to strengthen the relations between sports and art to make it bring out the best. Since the fifth Olympic Games held in Sweden, there has been sculpture, the architecture, paintings, music, literature, etc projects concentrating on sports in the literature and art contest. And many famous art performing groups from various countries worldwide would bring hundreds of performance for global audience in each contemporary Olympic Art Festival, and held many kinds of exhibitions, such as painting, sculpture and so on. The great Olympic Games celebration almost collected art essence all over the world, so, large quantities of art lovers and sports fans gathered to not only watch the nervous and fierce competition but also enjoy the lyric and elegant MUSES Hall, acquiring the great mental enjoyment.

Samaranch, the former international Olympic committee, said in her memoirs, "During my years as the President of International Olympic committee, I devoted to the development of sports and culture and connected the sports with education. I think this is the foundation of Olympic movement and also the difference from generally meaning of sports. I have repeatedly expressed my great interest in art and tried my best to reflect it in all aspects of the work which I'm responsible for. I still remember Coubertin's words about the Olympic movement, 'Long time ago, there were many scholars and artist gathered around the sports in ancient Olympia, however, this perfect combination increased reputation of Olympics Movement greatly.' Coubertin pointed an explicit way to us: Combination between sports and literature art was the precise definition of Olympic. It is worth mentioning that all kinds of cultural form draw nutrition from the source of Olympic, here I mean the sculpture, painting, especially the films in seventh-class art, and a mass movement that interpreted and spread Olympic value via image is on the rise. The great film artists in the screen successfully modeled the scene that athletes struggle and fight with passion

I'll never forget that ministry named Chariots of Fire and I still remember carat, Lou's morality and Carlos Shola director of the Marathon directed by Clade and Carlos Shola and the Brilliant Sixteen Days about Los Angeles Olympic Games, directed by Edward and Lenny left us t Olympia (a movie about Olympic Games held in Berlin in 1936) that we would never forget. Therefore, Cultural Olympic arising at the historic moment during period of sports competition, hold exhibitions, the theatrical festival, concerts and a series of literature activities, and invites artists with international reputation. In particular, the cultural programs in the opening ceremony and the closing ceremony show folk traditional characteristics in host country to the world. I think everyone would not forget the folk dance in Seoul Olympic Games, the unforgettable 'Mediterranean Amorous Feelings' in Barcelona Olympic Games, and indigenous people culture showed in Sydney Olympic Games in Australia. No one can forget the beautiful performances in opening and closing ceremonies in 2008 Beijing Olympic Games, maximizing the close relationship between sports and art. The Olympic told us that sport is not perfect without arts.

3. The difference between Sports and Art

Sports are a utilitarian activity which helps human exercise, improve physical ability, and improve health. But the art is the physical state of concentrated human aesthetic consciousness, and is the main way to create beauty. Art is to meet people's aesthetic need and of generation instead of practical value, leaving people full freedom in creating the artworks and creating art works with the highly aesthetic quality. Have always been in sports is artistic, scholars always hold positive and negative views on whether sport is art or not, the latter view gains more support in the perspective of theory.

The obvious difference between sports and art is decided by their different purposes. Sports can achieve various purposes, complete a number of tasks and show several functions by using body movement as media and means. Sports can enhance physical ability, improve sports technical level, cultivate good moral character, provide leisure and entertainment, and adjust the emotion. As political and economic tools, sports can stabilize social relations and enrich cultural life. With the development of sports career and increasing social needs, sports will show more functions.

However, we cannot be dazzled by the color of sports endowed from age-even if it has one hundred kinds of purpose, the main purpose is only one; Even if it has one hundred tasks, but it just has one basic task; Even if it has one hundred functions, but it just has one function-----that is to enhance physical ability.

Enhancing physical ability is a task of sports and shows the main goal and function of sports, which is practical. And even the most "practical" art, it can show the most beautiful part, which also is the most useless part. Goal and function is different, indicating the essential difference between sports and art.

It is important to emphasize on increasing the "artistry" of sports, and even making some sports events "arts" to make them own more artistic charm, which does not change the essential attribute of sports. Sports and art are combined together to derive nutrition from each other and promote each other, to develop better respectively. Therefore, no matter how sports are like "art", they are still sports.

For example, artistic gymnastics have many dance features and music accompaniment, which has very high aesthetic values and even it can be regarded as the materialization of concentrated aesthetic consciousness. It has as same fascination as art, but it cannot become pure art, because the purpose of athletic performance is to get high tournament scores by showing great skills. Finally, the development of the sport is to make more people to take part in physical training in more ways.

Like ice dancing, although score have "Artistic Impression Points", "Technical Level Points" exists at the same time. "Artistic impression" is based on the "technical level" with the constraints. To a large extent, artistic beauty can be expressed by accompanying music and dance.

On the other hand, no matter how many skill and movements are added in the artistic dance, it cannot become gymnastics. Once it is against the principle of the lyric, it can't be called dance. It will lose artistic vitality without artistic images.

In sports practice, aesthetic activities often belong to fitness and sports, and the aesthetic significance can be covered by the significance of the utility. Although a gymnast's actions are very beautiful, we have to care about this person's score, and concern about whether this person can win the champion. If the athlete is painted as a picture or shoot as a photographic works, we only interested in her beauty of the image. It is the

difference between real beauty and artistic beauty.

Sports and art can exhibit beauty, but the beauty in the sports activities was scattered, short, and fuzzy, therefore, it can't take the place more intense, more concentrated, more stable and more ideal beauty that is reflected in art works.

Emotion is the characteristics of art. Art mainly reflects people's emotional life. All of the art works are saturated with people's feelings. The main features of the art make its purpose and tasks different from sports.

Using dance which is most similar to the project classification as an example, dance shows beauty of body through the movement, the posture and facial expressions in the rhythm of body flow. Sports dance is a competition, but artistic dance is performance. At the point of using body movement, it is completely as same as t, but its purpose is sentiment. Over thousands of years, in actions of gymnastics, martial arts, acrobatics, dance and drama, many skills of physical activity is the mutually infiltrated, is restricted by human physiology rule, and comply with the principle of sports biomechanics activities. Sport is to display sports abilities and skills to acquire good grades; Art performance is to show emotion to make people get the aesthetic enjoyment.

No matter how physical properties of sports make a person dazzling, the ultimate goal is to improve the human nature is the physical and mental health and improve the quality of life. And art works are the aesthetic objects that are often beyond nature, get rid of life and are higher than the reality, while its fundamental purpose is to satisfy the needs of human endless spirit enjoyment. For example, classical ballet exquisite body movements of the "Open. Straight, Stretched, and Stand" : "Open" position makes the hip, knee, and ankle of body rotate in the 180 °, overcome the tendency of the body natural state; "Straight" is to emphasize the body straight line, through the training and diet to reduce t the curve of the chest and hip of women, and build arm extending from slender neck and straight line of leg beginning from narrow hip; "Stretch" is to change the body natural state of toe blocking straight line to relax body and raise to enlarge visual space and finally meet aesthetic requirements; "Stand" is the erected toe in ballet which is most characteristic, but violating the natural physiological function to eliminate anatomical curve at the same time, it also strengthens the slender feeling of leg, and creates the fantasy that human transcend the nature. Ballet is the artistic creation that is higher than life. In order to satisfy the aesthetic demand without excessively considering whether it will be helpful for human health, dancers' standard weight is usually 15 ~ 18 kg less compared with ordinary people, which is fundamentally different from the starting point of the sports.

Although sports are not art, art gymnastics, synchronized swimming, ice dancing and many other sports have irreplaceable attractive artistic charm which could not be denied. Of course, the artistic charm is largely from accompanying music and various dance movements.

The project classification that concentrated on aesthetic consciousness of competitive sports can use relative concept, like "Sub-Art" or "Must Art", containing properties of comparison. The so-called "Sub " refers to " inferior ", such as "second", "subtropical"; "Must" is "can be regarded as "something", such as " Warrant Officer", "Commodore", etc. Artistic gymnastics, diving, synchronized swimming, figure skating and martial art project, in the strict sense, are difficult to become independent art categories, but because they blend in more aesthetic consciousness, they have higher aesthetic value, making people get aesthetic enjoyment as watching ornamental art works, therefore, they might be seen as "the art" or "must art" that can be treated as art but not in category of art. This kind of the popular aesthetic object, along with the development and

emerging of age creativity, is like fashion show, cooking skill, the household adornment, flowers miniascape, etc. As for people often say "leadership", "teaching art", "social art" and so on, they are regarded just as "art".

The difference between sports and art can also be expressed in the character of sports. Sports are a kind of competitive activities. People try to follow the scheduled rules to win and create a record that promotes body's potential. Art is the subjective expression of emotion, and artists transfer their emotions through the materialized directional carrier into art image for others, requiring to get rid of themselves in a sense, and make artistic image created by them produce artistic value after audience accept those. So, athletes take part in the fierce competition to beat his opponent in order to win themselves, but artists scarify themselves in order to make their artistic image accepted by others, therefore, they are completely rebellious activities due to their essence. But, in sports and art activities there is a wide range of emotional communication among people, the aesthetic feeling in movement do not need come from the purpose of the competition, and the difference cannot cause their opposition.

Sarah Eph in the former Soviet Union Moscow central sports institute thought although FIFA Havelange said, "football is an art"; Although the French scholars in 10th Conference of the international Olympic Committee proposed that "Sports is art"; While others say that part of the sports is art and the rest is opposite, however, sports activities and art is the essentially different. Art is created on the basis of reality, but "sports behavior does not reflect life in vivid method and the traditional forms, which is the direct reality". "When sports move forward along with rail of image creation, it becomes the dance, ballet and acrobatics; but the latter, if blindly developing along with direction of pursuing technology, will gradually lose their artistic expression." Western scholars mentioned Best's view in Sport is Art: Although beauty is purposeless, while artistic sports did have purpose. The purpose of the sports is external. Purpose can be independent of means and exist. For art, or more general sense of aesthetics, purpose and means are unified. Art can only achieve one purpose by one method, but sports can achieve one purpose via various methods. He argues that, though the aesthetic of sports is similar to art, but it still cannot be called art. Two reasons: 1) sports always have the purpose; 2) Beauty and art are different. Art must express the meaning of life or the theme of human nature.

The view that regards sports as art is mainly from the generalization of post-modern art and aesthetic life understanding. It means that the traditional art concept could not adapt to the modern life, we need to review. The perturbation of traditional art concept brings the new thinking to sports aesthetics. Wolfgang also thought in his monograph *Regard Sports as Aesthetic and Even Art* that sports have entered into the field of aesthetic study, showing that the stability of traditional concept has been shackled. Along with the change of the phenomenon, concept should also change. Physical can be not only be aesthetic but also the art. He further demonstrated that there are many things are considered as art now but are not regard as art in the past, such as ancient religious ceremonies that modern society will see as the art. Contingency exists in the sports, which makes sports more dramatic. The traditional art does not accept the contingency; however, contingency of modern art becomes a part of the art. It shows that art concept is elastic and inclusive.

The views of "enriching and entertaining people's spiritual life in leisure time" are same in the mission of sports and art, t. However, this mission is mainly for art, but it is not for sports that aim to strengthen people's physical and mental health.

Athletic performance and artistic performance were ornamental entertainment. The difference lies in: art performance model artistic image with certain ideological content to demonstrate beauty; But athletic performance is reflecting the physical beauty, sports beauty, humanity beauty and other comprehensive beauty

"sports beauty", which mainly is a beauty reality. Art shows image created via various art methods, and is the ideal "man" processed by subjective aesthetic consciousness; But when watching a sporting contest, audience only see real hard-working livings on the field. Although, "art" and "technology" in ancient times cannot be divided, after all they now have already separated, in a distant and are mutually strange. To establish a relationship between sports and art and revive on the higher level, a special network should be found in atheistic to connect both.

4. Collaborative Development between Sports and Arts

The relationships between sports and science have been already known by people. Training depends on high technology in sports arena. Almost new invention and technology that could improve all human sports ability in the first time will become outstanding athletes' equipment to win. The fact that sports competition is the window and experimental field to show high-tech has become the norm. However, science, as neutral tool, do not bear moral responsibility, it do not feel guilt for dope flooding on the playground which brings serious harm or either for result of unfair competition caused by the fact that poor can't afford the high cost of using technology. Finally, it won't offer humane care and value judgment for sports development. So, what to clear up blind spots in spirit science? Art.

Sport is a kind of social practice activity, and often is one of the "life source" for artistic creation For art, sports is its material field, various kinds of art put their tentacles into sports field to create beauty; But sports have to borrow art to enrich its own culture connotation, ascend ethical evaluation value by aesthetic judgment, and choose the future development road via aesthetic ideal. Through the sports "Artistic" trends, the creative, understanding and atheistic ability of people develop, which can make them see the road under foot, distinguish good and evil and enter into a more beautiful realm.

The western scholars believe that artists are explorers and discoverers in the field of human personality. Artists could use intuition and nature to create. The artist's original material is in the human personality field and human experience area, the area owns vast and unknown territory with its chaotic conflicts. The artists provide elements for forming personality and experience, and create a kind of art truth in this process. No matter whether we talked about literature, painting, sculpture, music or any other form of art, the idea that creates form from chaos is sharing base and foundation of all the aesthetic activities In an increasingly rich and colorful sports activities, the aesthetic need is very important. The improvement of the quality of sports needs more artists to participate in, and contacting link is aesthetic which also provide the theory basis. From the social function of modern sports competition and t art spread, both have the common features of "entertainment" encouraging and educating people. sport is evanescent real life, while art works is a mental nourishment for long inheritance. large amounts of artistic beauty infiltrate in sports, bringing the sports performance large attraction and providing people with feeling of beauty. Art makes sport more perfect.

Sports are for "education" while art is for "entertainment". But, the sport is born with function of "entertainment" (the ancient Greek Olympic Games was derived from the entertainment gods), Schiller's Aesthetic Education Letters, put forward the thought of "education" very early, contemporary sport combined with art performance shows the importance of art education.

Sports have both the education function and aesthetic effect. This kind of method that educates people in happy way can produce special aesthetic effect, and its subtle effect, to a great extent, can be completed

depending on the aesthetic process of art factors. The aesthetic education mainly depends on the means of art education. The opening ceremony of the 2008 Olympics performance could be an almost unexpectedly and unprecedented art works made by Zhang, Yimou, Zhang, Jigang since they directed movie and dance, host and created, bringing shock to people living in a "global village" via aesthetic consciousness Its influence depth and breadth is unparalleled.

Contemporary sports activities have been beyond narrow understanding of simple exercises and strengthening health. They are regarded as a modern life style with high quality, and an important reflection about the spirit and civilization level of person, group and species. Beauty in sports activities could be felt, appreciated, represented was and created, and the sports field introduces aesthetics to study art. As time goes on, sports dependence on the art will be stronger and stronger. Aesthetics becomes a link connecting sports and art which guides sports art and makes the human's sports career face a better future.

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Transcendence and Challenge in Youth Olympic Games

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Abstract: *This article demonstrates the advantages and characteristics of holding the Youth Olympic Games by analyzing establishment of the background of Youth Olympic Games. This article considers that the Youth Olympic Games, as a new-born event, aims to display its capabilities on the international Olympic stage fully and ambitiously. Even though it faces a great challenge, it still has to develop an innovative way based on not only inheritance but also sublation. In this respect, the Youth Olympic Games should break through the shackles of organizational mode in traditional Olympic Games, accelerate the growth of this new-born event and prompt transcendence again in Olympic history.*

Key words: *Youth Olympic Games, Youth Sport, Educational Functions of Culture*

1. Introduction

In April 2007, International Olympic Executive Committee decided to hold Youth Olympic Games (Youth Olympic Games- abbreviated form of YOG). On July 6th at the same year, the entire meeting of International Olympic Committee that was held in Guatemala approved this resolution while decided to hold the first Youth Olympic Games in 2010 in Singapore by passing another resolution in January 2008. Then Olympic Movement changed its tradition that held the Olympic Games only in summer and winter and added a new athletic meeting after entering 21st century. IOC's action captured the wide concern of the international community, and many different opinions rushed out. Many people queried about YOG, for example, US Today, an influential newspaper in U.S., published an article named Youth Olympics would create more problems than it solves while its author, Christine Brennan, believed that Olympic Game was for teenagers originally, so YOG was totally unnecessary. However, organizing YOG would bring many new problems. Even there were different voices inside International Olympic Committee, as early as Juan Antonio Samaranch was in power, he did not agree with Rogge's idea to hold YOG. Walther Troger, a Germany member, considered that YOG could expand the scale of Olympic Game; Pound, a heavy weight from Canada in International Olympic Committee, also doubted if YOG could pull those teenagers who always sit in front of TV all the day up to take part in the sport meeting.

Why International Olympic Committee tried to promote YOG? What was the difference between YOG and traditional Olympic Games? What problems YOG's organization would encounter? Series of questions as



above appeared in front of public. Nanjing, China obtained the right to host the second Youth Olympic Games in 2014, so China should observe YOG's problems in a deeper perspective.

2. Why International Olympic Committee Tried to Promote YOG?

2.1 Curbing the Downward Trend of Sports Participation of Teenagers

Over the past decade, with increasingly abundance of cultural activities and personality development of teenagers, teenagers' choices in spare time are increasing. Because sports require "The long-term effort and self-control", teenagers' sports participation rate is declining in a few European countries. IOC noticed, "At present, teenagers' sports participation rate is in a downward trend in developed countries and emerging countries, especially in the age group between 15 and 16 years old. This could reduce physical activities while increase obesities." This condition aroused ICO's vigilance; however, one of the YOG goals aims at motivating teenagers in low age group to take part in sports and bringing sports into daily life. Of course, this also could strengthen the foundation of Olympic Games.

2.2 Strengthening Educational Function of Olympic Culture

Olympic Movement attempts to promote harmonious development of teenagers through sports. The core of Olympic movement is education. Olympic education, to a considerable extent, is proceeding through Olympic Games. So IOC tried to make YOG provide an ideal Olympic atmosphere for teenagers and help them gain more personal feelings about the Olympic value and process in this atmosphere, thereby these teenagers could own a healthy life style, good ethical standards, correct understanding of dope and so on.

2.3 Experiences in European and Australian Youth Olympic Festivals

International Olympic Committee expresses clearly that Youth Olympic Games is based on two youth sporting events in Europe and Australia. These are "European Youth Olympic Festival" (European Youth Olympic Festival-abbreviated form of EYOF) and "Australian Youth Olympic Festival" (Australian Youth Olympic Festival- abbreviated form of AYOF).

European Youth Olympic Festival, called European Youth Olympic Day (EYOD) initially, is an integrated sports meeting that is made up of 48 European National Olympic Committees and that is host by European Olympic Association. The age of participant is from 14 to 18 years old. The two sports meetings in winter and summer are held in turn every other year. This is also the only one continental integrated sports meeting. The appearance of this sports meeting directly relates to the current International Olympic Committee President, Rogge. In 1989, Rogge was elected to be the president of European Olympic Association, and proposed to hold EYOF in 1990. In 1991, the first summer sport meeting was held in Brussels, Belgium. Two years later, the winter sports meeting was held in Aosta, Italy in 1993. Thereafter, each country in Europe holds this event by turns.

Australian Olympic Committee holds Australian Youth Olympic Festival just following European Olympic Association, and takes European Youth Olympic Festival as the model. This integrated international competition started benefiting from Sydney Olympic Games and would last for 5 days. This first AYOF was held just in half a year (January, 2001) after Sydney Olympic Games. It is held every two years and five

AYOFs have already been held so far. The age of participants ranges from 13 to 19 years old. AYOF also invites athletes from other countries to participate. In 2009, more than 20 countries sent their athletes to take part in this sports meeting, including China. Australian organizers announced that the mission of AYOF was to find future Olympic champion and then provide him/her the environment similar to Olympic Games to promote fair competition and honest and proud Olympic ideal.

But Youth Olympic Games promoted by International Olympic Committee is not the reproduction of EYOF or AYOF; however, it concludes the experience from Europe and Australia and develops further based on these two events.

2.4 Exceeding the Existing Olympic Games

If International Olympic Committee expressed reasons above explicitly, it still failed to disclosure another reason that was root causes of YOG appearance.

After developing for more than one hundred years, Modern Olympic Games created by Pierre de Coubertin has already reached its brilliant top while it influences politics, economy, culture, technology and so on in human society greatly and forms a highly standardized organizing mode. Olympic Games still plays a vital role in keeping world peace and communication among cultures, like Pierre de Coubertin said, as a great symbol, but what could not avoid is a fact that so many strong utilitarian make Olympic Games an educational tool while its role in cultivating the harmonious development of human beings has been weakened increasingly. The educational functions of Olympic Games is decreasing due to the shackles of existing mode and integrated effect of politics, economy and society. Additionally, when Olympic Games become ornamental culture increasingly, its public participation rate is also declining simultaneously. The rate that teenagers participates in Olympic Games has already been in a descent trend in some countries, like Northern Europe,

Teenagers are the target group of Olympic Games, and IOC certainly hopes that Olympic Games remain a strong attraction for teenagers and thus continue spreading the value of Olympic Games in this group. In order to acquire teenagers' support, IOC has launched series of activities aiming at teenagers in recent years, for example, it developed activities about education of Olympic value, educational tool bag and database; publicized Olympic values through various kinds of media; set up specialized website to encourage teenagers to share their sports experience; strengthened support for activities of Olympic Day by National Olympic Committee; promoted Olympic sports/educational/cultural week. IOC also took some measures in Olympic events, for instance, it included some events, such as BMX and Snowboard which teenagers were interested in; it also brought urban cultural activities that teenager liked into organizing committee's cultural plan; it strengthened the interaction between Olympic stars and teenagers during Olympic Games via all kinds of media.

However, Olympic Games is the core content of Olympic Movement, and those activities in the edge of Olympic Games listed above could not be compared with the function and effectiveness that Olympic Games carries. Olympic Games must be reformed to make Olympic idea touch teenagers. But at the time when Olympic Games' influence is so strong and brings great wealth to Olympic career, related parties has already formed existing pattern of interests, it is really hard to reform Olympic Games. Any change to Olympic Games would involve the anfractuous interest chain; moreover, Olympic Games carry the significant

hematopoietic function of Olympic career effectively.

Any mishap in Olympic Games could affect the whole Olympic Movement unexpectedly. When IOC must reform Olympic Games, it has to develop a new one to execute incremental innovation in that it is difficult to reform Olympic Games for many risks and strong resistance. This is an appropriate strategic choice with historical inevitability. To some extent, Youth Olympic Games reflects that IOC attempts to overcome various deficiencies and limitations to pull Olympic ideal back to path and to implement intention across history. If Youth Olympic Games could success, it would be a milestone in history of Olympic development.

3. Why Youth Olympic Games Exceeds

3.1 Specific and Operational Humanities Target

International Olympic Committee attaches great importance to Youth Olympic Games, regards it as the most outstanding achievement for its youth strategy, gives it high expectation and brings forward the explicit goal:

- i. Cultivate younger generation of athletic elites to engage in sports in an ethical way with clear concepts of value (Excellence, Friendship and Respect) and principles (Universality, Continuity and Non-discrimination);
- ii. Educate teenagers to understand the important meaning of sports for their health and integration into the society.
- iii. Make teenagers understand the danger related to sports, such dope, overtraining and lack of exercise;
- iv. Propose teenagers worldwide to join in host city, get together via modern technology of communications and share the strong atmosphere of unity and humanistic spirit, which highlights Olympic symbols (Torch relay, National flag and National anthem)

The organizers of Singapore Youth Olympic Games emphasized on study based on criterion of International Olympic Committee, and raised the goal of “Four Learnings” of Youth Olympic Games. Those were: learning to cognize, learning to work, learning to conduct oneself and learning to live together. Accordingly, they designed the educational and cultural activities that were highly appraised by IOC. These activities revolved around different problems, which were divided into five groups:

- i. Sport Problem-participants should learn from Olympic athletes and experts and then understand some important but sensitive issues, such as dope, danger of overtraining and rising global obesity rates caused by sedentary life style and so on.
- ii. Global Issues-participants would study complex global issues, such as sustainable development, the fight for elimination eliminatingof discrimination and the learning methods of handling those significant problems.
- iii. World Culture-participants would deepen their comprehension for other ethnic groups by exploring the different culture from diet to custom and from tradition to technology in the world.
- iv. Community Involvement- participants would learn and practice Olympic values through joining in public benefit activities in communities.
- v. Exploration-participants would take part in the positive recreational outdoor activities that could arouse the curiosity of teenagers.

3.2 Advocating Simple Olympic Games and Lightening the Burden of Organizers

Youth Olympic Games does not build new venues but encourages to use multi-purposes venues for sharing multiple events and to use existing facilities. YOG's scale is small, and athletes in summer YOG are within 3200 while officers are 800; athletes in winter YOG are around 970 and offices are 580. This method, which takes advantage of existing places to host and miniaturize Olympic Games, lightens the burden of host city greatly. Moreover, IOC takes the initiative to share organizers' economic burden, and bears the traveling fee and the accommodation arrangement for the Olympic Games delegation from each country and technical officers of the International Federations financially.

Consequently, the first Youth Olympic Games was host in Singapore, a small country that is 40 km long from east to west and 20 km long from north to south with a population of only 4.7 million. It spent IOC only two year from the date of determining which city host Olympic Games to the date that city actually host YOG. This also tells the world that YOG is not the patent for large nations, but most of cities in the world are able to host without massive construction or preparation for around seven years.

3.3 The Trend of Multi-Culture

Compared with traditional Olympic Games, Youth Olympic Games adopts more flexible and more inclusive policies to select events. The YOG's events certainly are Olympic Games'. However, it also accepts non-Olympic events suggested by International Sports Federations, which teenagers are fond of. This creates possibility that many non-Olympic events could appear in Olympic Games, making YOG enjoy more cultural resource.

3.4 Emphasis on Participation and Interaction

During the sport meeting, the interaction among athletes is the basic way to communicate, learn from each other and enhance friendship, while Olympic Village where athletes live in is also a vital place for communication among athletes. But in traditional Olympic Games, because competition is the most important, athletes are busy with pre-competition preparation and go back motherland immediately after competition, reducing the opportunities to contact with each other. But YOG is different. All the athletes live together in Olympic Village all along, join in rich and colorful activities and communicate with each other fully. The Olympic Village in Singapore is set up in the new University City that occupies 19 hectares, which is available for around 5000 person to live in. Facilities for live, education, entertainment and sports are exceptional and conform to concept of sustainable development and high standard of environmental design. The more important is that there are rich and colorful exhibitions and performance in village to encourage athletes, officers and their families and friends to understand and discuss sports issues, global issues and world culture. The design of sidewalk in Olympic Village has great originality, providing people fully interactive chances to further mutual understanding and friendship.

Besides face to face direct contact, the new media that teenagers are familiar with is also used widely, which is also a bright spot in Youth Olympic Games. Singapore 2010 website (www.sin-gapore2010.sg) has the function for highly interaction, encouraging people to use blog, video and audio to share their Olympic experience.

4. The Challenge That Youth Olympic Games faces

Youth Olympic Games, as a new-born event, aims to display its capabilities on the international Olympic stage fully and ambitiously. The great challenge it faces appears mainly in the following areas:

4.1 The Relationship between Olympic Games and Existing Pattern of International Sports

The Youth Olympic Games adopted by International Olympic Committee is not to replace Olympic Games but to supplement deficiencies and form complementary condition. However, after YOG comes out, once it successes in reality according to conceptualization of the designer, it inevitably will stand in sharp contrast to Olympic Games, which also causes unexpectedly effects. The consequence of these effects cannot be predicted, especially the effect for Olympic current successful marketing. On the operating level, participants of YOG and Olympic Games may coincide in some events, such as gymnastics, diving, swimming, trampoline, skating, BMX, snowboard, etc., so if this cannot be handled properly, it is possible to produce the contradiction. Furthermore, IOC also should consider whether the collision on time, staff and resource among YOG, EYOG and AYOOG will occur.

4.2 Universality of European Experience: Cross-culture Challenge

Youth Olympic Games is designed based European and Australian Youth Olympic Festival, even though it is developing, its basic concept and framework emerge from those two big events. European and Australian Youth Olympic Festival are kind of good, but they are regional and are held in the common European cultural background. When this regional empirical mode is used worldwide and becomes the grand festival that more than 205 National Olympic Committees with different societies and cultures share, it will face many new problems undoubtedly, which should be properly handled.

4.3 Shackles of Existing Olympic Games

Both Europe Youth Olympic Festival and Australia Youth Olympic Festival have an obvious function that is to select and train athletes for Olympic Games. If new generation of athletes who are cultivated by YOG to have deeper comprehension for Olympic ideas takes part in Olympic Games and thus makes the Olympic Games return to the direction of the Olympic idea, YOG fully displays its due function. But, the influence of existing Olympic Game is deep-rooted, so it is not easy to break shackles of Olympic Game organizational mode. If this cannot be dealt with rationally, YOG may emulate Olympic Games and finally becomes a small-scale Olympic Games. If it happens, YOG will become tasteless due to its similarity to the Olympic Games, what makes worse, it will lead to lowering ages of the entire problem persecuting Olympic Games, such dope, psychological and physical stress in early specialized training and so on. Fortunately, Rogge pointed out that “Youth Olympic Games is not a mini-Olympics” and it has its own characteristic aiming at containing the downward trend of sports participation rate in young generation; sports events are different and stress on participation not athletic performance; it aims at educating teenagers through sports value; the choice of sports is to protect health of young athletes; YOG is to express IOC’s concern on youth group and enables teenagers to enjoy their own competitions in the spirit of the Olympic Games.

5. Conclusion

The Youth Olympic Games is a strategic measure for Olympic revolution by International Olympic Committee, which is very significant to overcome the weaknesses of traditional Olympic Games, to solve the increasing disjunction between Olympic ideal and reality and to give full play to educational function in form of athletic meeting advanced by Pierre de Coubertin. Youth Olympic Games is currently feeling about its way in experimental phase, so there are a lot of uncertainties and great challenges upon whether it could reach the existing target set by designer in reality. Youth Olympic Games should both inherit and sublate at the same time, and it also should develop an innovative way based on Olympic Games, European and Australian Youth Olympic Festivals. The success or failure of Youth Olympic Games not only decides the trend of Olympic Game in the future, but also tests the courage and wisdom of participations in Olympic Game. Nanjing, China will hold the second Youth Olympic Games after Singapore; therefore it bears the historical responsibility to this new-born event. We should study earnestly the various kinds of factors involved in Youth Olympic Games, break through the shackle of organizational mode in traditional Olympic Game, accelerate the growth of this new-born event and prompt a new transcendence in Olympic history.

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The Olympic Culture

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Abstract: *The Olympic culture is an integrated product of sports, culture and education, which is a huge cultural system with the characteristics of pluralistic world advanced culture. This paper believes that the formation of Olympic culture has a historical process. From the ancient Olympic Games to Olympic Movement, from sports competition to sports education, even the politics, economics and cultural areas which promoted social development in human history influenced the formation and development of the Olympic culture greatly, and laid a solid foundation for its growth. However, the host of the 29th Beijing Summer Olympic Games left a unique heritage for the Olympic culture's development.*

Key Words: *Olympic Culture, Ancient Olympic Games, Olympics Movement, the 29th Olympic Games*

1. Introduction

The Olympic culture ,originating from ancient Greek culture is developing and enriched in the process of constantly absorbing new contents , which is accompanied by the development of ancient Olympic Games and Olympic Movement. The Olympic culture originated from ancient Greek, is developed in the modern Western, and is carried forward in the present world. It is an integrated product of sports, culture and education, which is a huge cultural system with the characteristics of pluralistic world advanced culture. Due to its essence that is to encourage people to strive upward, maintain human dignity and promote progress of social peace, the modern Olympic culture has increasingly become a strong power for progress of human society.

2. The Olympic Culture is a Multicultural Form Which Takes Sports as Its Carrier, Takes Education as Its Core, and Takes Western Culture as Its Guide

The formation of Olympic culture has a historical process. From the ancient Olympic Games to Olympic Movement, from sports competition to sports education, even the politics, economics and cultural areas which promoted social development in human history influenced the formation and development of the Olympic culture greatly, and laid a solid foundation for its growth.

The Olympic culture includes various cultural heritage based on ancient Greek culture, which were formed by ancient Olympic Games, and includes all ideological systems and activities of Olympic Movement. The Olympic culture is a culture form that takes sports as its carrier. There are both differences and connection between sports and culture. Sport is a part of culture; it is sports culture or mental and physical culture.

Culture covers sports; meanwhile, it has its own special functions and fields. Sports are the carriers of the Olympic culture, but the Olympic culture cannot be equal to sports, which means that the Olympic culture is not pure sports. From another perspective, sports are the major manifestations of the Olympic culture, but the Olympic culture also includes other cultural and educational contents, besides sports culture. It aims at the integration of sports, culture and education. This is the basic difference between the Olympic culture and sports culture. The founder of the International Olympic Committee, Coubertin, firmly opposed to consider this movement as the pure sports activities at the beginning of his promotion of Olympic Movement. He advocated that the Olympic Movement “not only strengthens muscles, but also is an artistic and intellectual competition.” Samaranch, the former chairman of the International Olympic Committee, summarized that, “the Olympics is an integration of sports activities and culture.” The significant contribution that the Olympic culture makes to human civilization is developing culture and promoting friendships through the development of sports culture.

The core value of the Olympic culture is education. The ancient Olympic Games, as the origin of the Olympic culture, originated from early religious sacrifice. It sacrifices to god with the beauty of human body, competitive spirit and superb skills, which definitely has education and training as its premise. From Coubertin, each head of the International Olympic Committee considered the Olympic culture as a life philosophy and life style and provided the unique educational function for it. Because the basic task of the Olympic culture is education and all Olympic activities are educational approach, the core of the Olympic culture is education.

The Olympic culture is multi-culture leaded by western culture. The Olympic culture originated from ancient Greek competitive culture, and ancient Greek culture is the foundation of western culture. The Olympic Movement created in late 19th century has gone through hundreds of years, and now it has spread all around the world. However, due to the factors of history, economy in reality and politics, the arrangement on activities content and the organization structure of Olympic Games which is the major performance of the Olympic culture reflect the rich color of western culture. Among the 26 host of the modern Olympic Games (3 Games were not held because of wars), there are 15 were held in Europe, 6 were held in America, 2 were held in Australia and only 3 were held in Asia. This means that 23 Games were held in western countries, which occupies 92% of all. The International Olympic Committee is still mainly formed by western people, and the sports events in the Olympic Games are also mainly selected from the western modern athletic sports. These conditions show that western culture still dominates the Olympic culture. With the strengthening of world's connection and the popularity of the Olympic Movement, cultural multi-integration is inevitable. The Olympic Games which held in different countries have different characteristics of culture, from the opening to the closing ceremonies, from sports competition to art activities, is brimmed with diverse culture and contended in beauty and fascination. Different cultures are compatible to each other, learn from each other, converge and develop into colorful multi-culture. It reflects the lofty ideal of human, vision and pursuit of the future society and also shows the rare kindness, beauty, truth and justice of the world. This is also the most important foundation of the multi-cultural development of Olympic culture.

The Olympic culture contains excellent qualities of human competition, innovation and friendship, connects sports value, social value and personal value together, and achieves highly consistent of heroism, collectivism and patriotism. The essence of the Olympic culture is to encourage people to strive upward, maintain human dignity and promote social peace progress.

3. The Historical Origin of Olympic Culture is the Ancient Olympic Games

The Olympic culture originated from the ancient Greek Olympic Games, and the ancient Olympic Games formed a series of cultural wealth of competition, education, aesthetic, system, etc. They become the most substantial connotation of the Olympic culture.

The ancient Olympic Games was originally a sacrificial competitive tournament in ancient Olympia, which developed into a sport event containing sports competition and culture activities in the whole Greek area. From 776BC, the beginning of written records, to A.D. 394, 293 Olympic Games were held in total and lasted for 1168 years. This ancient Greek sports event, which had been popular for more than 1000 years, was eventually withering, but it left a valuable cultural wealth for the development of human society, especially the development of world sports, a influencing the formation and development of the Olympic culture profoundly.

First, during the process of rising, the Olympic culture absorbs and develops the traditional thoughts of ancient Olympic Games, especially the Olympic spirit formed in the early period of ancient Olympic Games, such as the spirit of peace and friendship, the spirit of fair competition, the spirit of pursuing fitness of human body, the spirit of striving hard and harmonious development, etc. These "Olympic spirits" not only are absorbed by the Olympic culture, but also are respected, used for reference and carried forward by later generation, positively promoting the development of human society.

Second, the world's sports and cultural grand ceremony with the largest scale, the most exciting content and the widest impact in the Olympic culture is the Olympic Games. It continues to use the name of ancient Olympic Games.

Third, the modern Olympic Games inherited the tradition of "holding it every four years" from ancient Olympic Games. This is the great contribution that ancient Olympic Games make to the Olympic culture.

Fourth, in the Olympic culture, many cultural forms come from the ancient Olympic Games, for example, the host of modern Olympic Games borrows and develops some ceremonies from some ancient Olympic Games, which lays a foundation for the Olympic culture. From a sports meeting with single event to a large comprehensive competition, from the sports meeting's organization and activities content to methods of competition, this whole series of unique system are inherited by modern Olympic Games.

It is worth to mention that, during the ancient Olympic Games, except for sports competition, politics, economic and cultural activates were conducted at the same time. This makes it become a rally that Greek cities and states communicated on politics, economic and cultural issues. This mode has a profound influence on the host and development of modern Olympic Games. During the modern Olympic Games, various art exhibitions, exposition of collections and art competition will also be held, which can be traced to the ancient Olympic Games.

Firth, the rich sports educational experience accumulated by the ancient Olympic Games have great influences on modern sports education and also add a rich cultural connotation to the Olympic culture. The ancient Olympic Games which lasted for more than a thousand years promoted ancient Greek physical education, formed a training system and accumulated experience of sports education for human. Especially, the ancient Olympic Games left valuable treasure on sports theory and practice and the rich experience on sports function, the relation among morality, wisdom, sports and beauty, sports physiology and sports morality,

providing large reference for the development of modern sports.

Although the ancient Olympic Games eventually disappeared, in more than 100 years later today, Olympia, which has great contribution towards human progress, symbolic holy land and the cultural heritage left have become the great treasure of the Olympic culture.

4. The Rise and Development of the Olympic Movement Provide the Most Abundant Cultural Connotation for the Olympic Culture

After the ancient Olympic Games disappeared for more than a thousand year, in the declining ancient Greek civilization, suggested by French educator, Baron Coubertin, the spirit of the ancient Olympic Games, which was forgotten by human long ago, is reviving with the development of Olympic culture in modern society.

However, on June 23rd, 1894, when Coubertin and 79 delegations from 12 countries decided to establish the International Olympic Committee and started the Olympic Movement, this feat once was satirized by people. Hundreds of years later today, the Olympic Games has already become a festival that the whole world celebrate, and the Olympic culture deeply attract more than 200 countries and regions to participate. The Olympic Movement is a rare masterpiece of human society; it incisively and vividly gives play to various functions of sports while it provides rich cultural connotations for the development of the Olympic culture. And the influences towards politics, economy, philosophy, culture, art, and media in the modern world cannot be ignored.

After development for hundreds of years', the Olympic Movement has laid a solid foundation for the Olympic culture, which was specifically performed in two major fields: sports and social.

In sports, the Olympic Movement firstly emphasizes that sports enable individuals to get harmonious development, then improve society, promote the development of society further, and eventually expand the effect to the entire international community, which bring human being a peaceful and nice world. In order to achieve this goal, the Olympic Movement brought up a series of important opinions, for example, the concept of Olympism is that the youth worldwide could get along with each other friendly and develop their mental and physical condition harmoniously through the educational function of competitive sports, which thereby enhance the mutual understanding among the international countries. This, in fact, also emphasizes the close combination of sports, education and culture; importance of participation and the concept of "Faster, Higher, and Stronger"; and the morality of solidarity, friendship and fair competition. Secondly, a global sports organizational structure should be established. The core of this system is the International Olympic Committee, National Olympic Committees and the International Sports Federation, the "Three Pillars". Third, it promoted the popularity of sports in the world. Especially, through the one Olympic Games for four years, the Olympic Movement could show a periodically climax, promoting the modern sports to every corner on the earth. Some Olympic symbols and ceremonies that are well known to people, such as the Olympic emblem (1986), the Olympic poster (1900), the Olympic rings (1920), the torch relay (1936), freeing the pigeons in the opening ceremony (1920), the athletes' oath, (1920), and the Olympic mascots (1972), also are gradually appearing. The awards ceremony of the Olympic Games has the clear rules, and since 1932, it began to set victory podiums in different heights for the champion, second place and third place. All of these are the important elements of the contemporary culture. Fourth, the facilities in the Olympic Stadium, as a symbol of the Olympic culture, have gradually been improved, for example, , it was the first time for 1920

Antwerp Olympic Games to use 400 meters' runway in the competition. In 1924 the Paris Olympic Games began to own a swimming pool with 50 meters long. In 1932, dual-lens cameras were used to shoot the end point. , Electric timing and the phototropic vision were used unofficially at the destination for the first time in Olympic Games, big screen scoreboards were set in sports stadium, and the automatic printer network appeared. In 1964, it was the first time to broadcast the Olympic Games through the satellite. From then on, the Olympic Games showed its huge economic efficiency, social efficiency, etc.

In society, first, the development of Olympic Movement enhanced the development of social material civilization. Especially, since 1960s, as the scale of the Olympic Games expanding, more and more social departments were involved in participation and host of the Olympic Games. The Olympic Movement was infiltrated with business, tourism, construction, transportation and telecommunications services, was closely connected with municipal construction and development of community, and greatly promoted the development of related departments. Second, the Olympic Movement promoted the development of social spiritual civilization. The Olympic Movement advocated the important thought that sports and artistic culture were combined to reach the mental and physical balance. This kind of practice really helped people improve the understanding of the Olympic value and enriched the connotation of Olympic Culture. Third, the Olympic Movement was more actively developed to several fields such as mass sports, sports science, culture, and education. This made the Olympic culture increasingly become a continuous activity, not only a sports event held every four years. Fourth, as the Olympic Movement was changed from close to open, the ecological environmental protection became one of the important annulus in the development of the Olympic Games. For example, the Olympic museum which was located in Lausanne in 1993, in order not to destroy the natural landscaped around it, took the architectural principle of relying on the terrain and developing downward and was blended into the environment as a whole. In order to preserve the tree with one hundred years old, museum changed the design and made the oak tree which has same age as the Olympic Movement coexist with the museum.

In short, the rise and development of Olympic Movement provide the most abundant cultural connotation for the Olympic culture. In 1993, the United Nations, through a case that the International Olympic Committee proposed to promote world peace, demonstrated to the world that Olympic Games' aim, "To build a better peaceful society", was accepted widely by the international community. The Olympic culture becomes an important strength that cannot be ignored in our ear. It is promoting the development of human peace and progress.

5. The Host of Beijing Olympic Games Left a Unique Heritage for the Development of the Olympic Culture

Praised by the president of the International Olympic Committee, Jacques Rogge as the "Truly Exceptional Work", the 29th Beijing Summer Olympics, in the 16 days with magical glamour and spiritual implication and in the beautiful melody of Olympic theme songs left behind many good memories, while it also left a unique heritage for the development of Olympic culture at the same time.

Hundreds of years ago, the French, Coubertin, took the lead in understanding the essence of the Olympic Games, created by the physical competitive forces championship of "Faster, Higher, and Stronger" and the spiritual cultural creation of "Peace, Unity, Friendship, and Progress". He launched a worldwide Olympic Games. From then on, the Olympic culture opened a new chapter in the modern human civilization. Hundreds

of years later, the Olympic Games came to Beijing in the anxious expectation of Chinese people, and Olympus temple met the Great Wall of China. This is a modern date between two big ancient civilizations the peaceful meeting between Chinese and western civilizations in the recent hundreds of years, and for sure a unique harmony joy party among several contemporary human civilization and culture.

In fact, since 2000, Beijing has started the preparations of “Greeting the Olympic”. The most important thing is strengthening the protection and propaganda on Chinese longstanding cultural heritage. In 2000, Beijing municipal government launched a “Projects of 330 Million”, and spent three years on repairing a batch of important cultural relic in disrepair and danger. In 2003, Beijing municipal government launched the “Protection Plan of Humanistic Olympic Cultural Relics”. It used 600 million RMB to repair and protect the cultural relics above city-level for five years. Through the rectification of the landscape along “Two Lines”, restoration of the styles and features of “Five Districts” and reproduction of the “Six Sites” in Beijing suburbs, government created a basic pattern of famous historical and cultural city in Beijing. Especially after the successful Olympic bid, Beijing speeded up the propaganda of traditional culture and the step of construction. Ahead of the Olympic Games, the total number of registered museums in Beijing reached 144. Large amounts of modernized high-level museums, like the new pavilion of Capital Museum as a representation, were shown to the world. Since 2007, planning and implementing the plan of demonstrating “Double Two Hundreds” Exhibition (namely, launched 200 featured fixed exhibitions and 200 temporary exhibitions), played a vital role on publicizing, spreading the Chinese traditional culture, and showing the connotation of humanistic Olympics.

Complete and outstanding preparation work makes the host of Beijing Olympic Games leave an incomparable cultural feast for the development of Olympic culture: 204 countries and regions sent delegations to participate in this event, more than 40 world records were broken, more than 130 Olympic records were changed, the athletes from more than 80 countries and regions won Olympic medals, several countries achieved the breakthroughs on the Olympic gold medals and medals. It was the first time for China, as the host country, to step on the first place of the gold-medal table at the Olympics; numerous impressive stories happened here...Such a wonderful memory and a rich heritage surprised the world and could not be forgotten by Chinese people.

The Beijing Olympic Games left an intangible cultural spirit for the development of the Olympic culture—that is that we used our best talents and enthusiasm to achieve the solemn promise with enormous and sincere efforts: use the concept of “Green Olympics, Hi-tech Olympics, and Humane Olympics” to hold a “Distinctive and High-level” Olympic Games. And this “incomparable” Beijing Olympic Games eventually gave us rich returns and left us a rich humanistic spiritual heritage, which was worth our aftertaste.

The Beijing Olympic Games left a “Harmonious” witness and a great idea of sublimating human “Peace” for the development of the Olympic culture. Beijing Olympic Games gathered the athletes from 204 countries and regions to compete and join hands in joy, and created a miracle of the extensive participants and the most harmonious competitive atmosphere in the history. When the Iraqi delegation arrived at Beijing in the last moment, when the Afghan girls took risks to compete in the “Bird’s Nest”, no one would doubt the powerful cohesiveness of Beijing Olympic Games. The Beijing Olympic Games also created another miracle: spreading the flame of the 29th Beijing Olympic all over the world and reaching the world’s highest peak. This shows Chinese sincere and steadfast belief of loving peace and pursuing a harmonious world to the world.

Numerous realistic impressive stories in the Beijing Olympic Games let us experience the Olympic athletic

virtues and sports spirits of exceeding the physical limits exceeding the desires and pursuing personal excellence. A young Chinese gymnast, Kai Zou, decided to donate one in his three Olympic gold medals to his hometown, Sichuan in order to comfort the victims of the earthquake disaster. The “Mother of Hero”, Chusovitina, successively represented three countries, took part in Olympic Game five times and won several women’s gymnastics medals. But her purpose of participating in the competition was not for her personal glory, but to save her son who was suffering from leukemia. The light of maternal love reflected the infinite glory of human love. Two Iraqi rowing players even lacked of decent game equipments, but who else could more fully and truly express the peace ideal of Olympic?

The grand opening ceremony of Beijing Olympic Games used a Chinese classical picture to show the harmonious beauty among mountains, rivers, sun and moon, and the harmonious beauty between human and nature. It used the poem from the ancient China to express Chinese dream of pursuing a peaceful world. It used the unique Chinese hieroglyphs to braid a rich and variety picture of “Harmonious”, vividly reminding people of various ways of harmony. It makes the fantastic doves dance and spread their peaceful wings along with loud and charming piano melody. It used the changing TaiChi array with dynamic and static, squares and circles to drive the whole “Bird’s Nest”. Even billions of audiences and the whole world were happily dancing in the rhythm of harmonious flow. And the angelic theme song, “You and Me”, seemed to come from the horizon with rising and deep feeling, and gradually disappeared in people’s heart—“You and me, heart to heart, live in the global village... we are family.” This is the classical understanding and creative interpretation of Beijing Olympic Games towards the Olympic humanistic spirit and ideal value.

Beijing Olympic Games with the purpose of “One World, One Dream” left China’s understanding towards the Olympic spirit for the development Olympic culture and left a mind and confidence of accepting this product of western civilization: the majestic national stadium “Bird’s Nest”, beautiful “Water Cube”, and the powerful Wukesong Indoor Stadium with modern fashion became the model of combining ancient Chinese culture’s architectural concept with the modern scientific technology. All the landscape design of the emblem, mascots, sports icon, Gold-inlaid-with-Jade Medals and the “Cloud of Promise” themed torch in Beijing Olympic Games highlighted the characteristics of oriental culture, and added a thick ink which was full of oriental cultural charm to the Olympic culture.

The successful host of Beijing Olympic Games provided a fruitful result to the world perfectly. Beijing was also adding new contents to the Olympic culture. The host of Beijing Olympic Games was a mental and physical heritage that our generation left for later generations and also the “unique” precious heritage that China contributed to the Olympic culture and the world.

In the past 20th century, it is the first time that this planet, we live on, appears the international society in real sense, all countries and areas are connected more and more closely from all perspectives, such as politics, economy, and culture. After entering the 21st century, the word of “Global Village” visually indicates the close relationship among different nationalities. Modern civilization provides more strength for human; meanwhile, it also gives them heavier responsibilities. Today, human need more mutual understanding, coordination, and cooperation than any period of time, which becomes the prerequisite condition of the survival and development of human society. Therefore, today’s world needs the Olympic culture more than any period of time.

The Olympic culture has made a great contribution to world’s sports development and the progress of human society in 20th century. In 21st century, although it still will encounter all sorts of unexpected difficulties and

setbacks, it will find out its own way of development in difficulties and frustrations and continually use its unique way to promote peace, friendship and progress in human society.

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McCloy's Influence on China's Modern Sports

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Abstract: *Based on a large amount of data, this article analyzes the influence of McCloy on China's Modern Sports. McCloy came to China from Young Men's Christian Association (YMCA) of North America in the early 1900's. He made a great contribution to China's modern school sports. His work in sports helps the foundation of modern school physical education, improves sports teachers' quality and enriches the sports school curriculum materials in China.*

Keywords: *McCloy, Modern Sports, Young Men's Christian Association, Natural Sports Concept*

1. Introduction

During the early stage of spread and development of China's modern sports, many visitors from the western countries have made a great contribution in China, especially the members of YMCA in the early 1900's. They are the earliest spread and or of modern sports. Among those visiting scholars in China, Charles Harold McCloy (1856 - 1959) from North American YMCA had the greatest impact. This paper analyzes McCloy's influence on China's modern sports to have a more thorough understanding of McCloy and clarify his historical position in China, which is helpful for academic research and development.

2. Positive Impact on China's Modern Sports

2.1 Reorganizing School Sports and Laying the Foundation for the Development of the Modern Chinese School Sports

From a historical point of view, theoretically McCloy advocated natural sports and introduced systematic theories and methods into school physical education. In particular, his emphasis on natural activities effectively prevents the development of German's "soldiers' gymnastics" and Swedish medical gymnastics in the early 1900's. It was a progress at that time to study sports from human's physical, psychological, social and personal needs. McCloy stressed that the movement should adapt to the physical and psychological nature of human, thereby promoting the academic development of sports physiology, psychology, anatomy and other subjects, and leading scientific physical education and sports. McCloy's contribution to school sports is hereby discussed based on three aspects: objectives, contents and methods.

Objectives: after the Far East Games in 1921, McCloy was invited by China's YMCA to attend the National

Sports Committee Member Seminar in Shanghai. Discussed and agreed by the participants, he classified sports purposes as fitness and education.

The sports for fitness purpose includes: a. robust physique; b developing body parts function; c. improving health; d cultivating body and mind (such as interest and happiness); e. saving energy.

The sports for education purpose includes: a. developing senses suitable for nerves (e.g, sensitivity, beauty, etc.); b. developing subjective and objective skills (from a variety of sports movements to achieve the actual role); c. developing a formal sports spirit and exercises knowledge (such as focus on rules and methods); d. promoting health knowledge and good habits; e. developing a good sense of justice (such as compliance training, obedience, respect for the law); f. developing automatism (such as innovation, challenge, strive for success); g. raising into a chivalrous nature (such as honest, fairness, integrity, reasonable, generous, etc.); h. developing self-esteem homemade bold, have perseverance aspiring capacity; i. eliminating the bad thoughts and habits (such as selfishness, jealousy, bullying, violence, grudge , hatred, greed, etc.); j developing parts of social communication and social ideology (such as social, friendship, group accounted for, loyal, etc.); k developed a unified national spirit and unity of aspirations.

Content: regarding of China's modern sports planning content, McCloy promoted his translation of sports materials throughout the country and carried out his innovative system. In particular, at the annual meetings of "Education Improvement Association" that was responsible by McCloy, he proposed and discussed improvement strategies for school physical education. For example, at the first annual conference in 1922, he first proposed to requests the government to set up a specialized sports school; secondly, he proposed to train elementary school physical education teachers by setting up physical education at high schools and teachers schools and opened the courses of children psychology, principles of physical education, elementary school physical education teaching, elementary school sports practical training and children's games; the ninth proposal was to set up a subject of military arts and soldier-style training as an elective but not a substitute for physical education; the tenth proposal was to set physical education as a required course at higher education schools and colleges.

At the 2nd annual conference in 1923, the proposal of increasing the number of sports visiting scholars for each province by WU, Yunrui and Shao, Yugan was passed with additional statement as follows: "Everybody knows that sport is not popular throughout China. It has been getting better with the advocate by educators and foreigner. However, it is still in shortage of talents and each province is not making the same progress. The national universities, such as BeiGao in the north and DongDa in the south, are only training physical education teachers for middle or high schools. Only quite a few sports experts or college teachers are trained. It seemed that physical education was neglected as many visiting scholars were sent to foreign countries to study science but not sports by every province. We hope the association members could agree this proposal so that every province would increase visiting scholars to study sports overseas. This would be our nation's fortune in sports!"

At third annual conference in 1924, the cases of "Required Courses for Normal Sports Schools and Sports Specialized Schools" and "Physical Education for Normal School Students Graduating from Middle Schools or High School Students" proposed by McCloy were passed. In the statement, it was written, "PE and health are different subjects for entrance exam. Actually health should be covered in sports. It will be effective only if these two could be promoted together. PE teachers in Chinese elementary school are very limited. One PE teachers might be shared among several schools. Health might be ignored. Even if high schools have one or

two PE teachers but they are short of health knowledge, the health classes are taught as just reading books by a teacher of Nature, resulting in the ignorance and ineffective. Therefore there is a barrier between Health and Sports for the following two reasons: (1) No proper health education is provided; (2) No good teaching methods for health classes and no textbooks to help develop good health habits. Since now the two courses of Health and Sports should be paid special attention for normal schools students graduating from middle schools and high school students.

At the fourth annual conference in 1925, it passed the case of "Schools Should Promote Strict and Strong Sports Training" proposed by Hao, Gengsheng. A committee composed by McCloy, Hao, Gengsheng, Zhang, Jiwu, Shao, Yugan and Jiang, Xiangqing set up a sports syllabus and system standards.

Sports Method: McCloy set up a large volume of different test standards with his expertise, as of improving sports methods of China modern sports. Based on the passed cases by China Education Improvement Association, below is the list of McCloy's methods of improvement for PE teachers or Sports experts.

The Government should establish special sports school, education practical training places or other tutoring agencies to aide PE teachers; the sports schools should focus on the training of sports administrators. Once there are up to a certain number, the city and provincial educational administration should increase additional sports administrators; the military and police community should be encouraged to advocate and implement the methods of modern sports; elementary school physical education instructors should be well prioritized; the sports authorities and school PE teachers should pay attention to the social sports; Commissioner should be set by Ministry of Education and provincial education department to president over the sport; the Chinese Education Improvement Association should apply the Government to fund each province for sports from Boxer Indemnity; the China Education Improvement Association should apply the Ministry of Education to select four or more men and women each year to Europe and the United States to learn about sports. When they return, they would be responsible as supervisors to promote sports development.

2.2 Promoting Social Sports and Training Sports Talents

On sports practice, McCloy's work in social sports was very fruitful. For example, he founded the first national non-governmental sports organizations called Chinese Amateur Athletic Sports Association in modern China. During his chairmanship of the organization, he organized the first and second Chinese Sports Games, the Third National Games and the Sixth Far-east Games. McCloy advocated athletic competitions. From the ideology of democracy, McCloy did a lot of work to promote sports. For example, he recommended that the Education Department of Jiangsu Province to promote sports in the cities, towns and counties, and helped on training public sports stadium officer of different counties. McCloy also played an important role in the development of sports competition in 1924. He actively involved in a lot of works for preparation for the Third National Games (1924) and for China to participate in from the fourth to the seventh Far-east Games. Another significant impact of McCloy on society sports was organizing local sports association. McCloy devoted himself to train sports talents for China even after he went back to the United States. Many of his students had made a great contribution to the development of China's sports. Moreover, they had a long-term influence on the sports education and sports. Among them, Hao, Gengsheng, Yuan, Dunli, Dong, Shouyi, Wu, Yunrui, Cheng, Dengke, Jin, Zhaojun, Xu, Minhui, Zhang, Jiwu, Zhou, Boping, Tao, Deyue and Zhou, Heming are well-known.

Since the foundation of China Amateur Sports Association in Beijing YMCA on April 30, 1921, McCloy was actively promoting local sports associations. While acting as the secretary of the China Amateur Sports Association, he wrote to call for the establishment of local sports associations. McCloy thought that nobody except athletes could benefit from competitions. Meanwhile, he believed that if the sports advocates and supervision staff did not understand the idealists and gentlemen spirit in sports, the benefits of the local sports would be only limited to the body with few in characteristics and morale. Therefore, he pointed out that the local sports without the supervision of the central authority could not be very well developed. McCloy said that a local sports association should be established to promote and supervise all local sports. It committed to advocate athletic competition, not only for athletes themselves but also for team sports, and also to avoid harm; enhance the spirit of competition in order to make the authorities or individual athletes to notice the highest sports spirit. It would be responsible for various competitions, training the best judge, holding meetings for sports rules, organizing large groups' race and scheduling all athletes for sports competitions.

In order to develop local sports association, McCloy mentioned how the United States Sports Association eliminated defects and inherited advantages, and took the Articles of Chicago Sports Association as an example. He proposed fall, winter and spring activities and conditions for reference. He provided a lot of details, which laid a solid foundation for the development of China's modern sports.

With the help of McCloy, various sports competitions were held as well as a variety of sports organizations have been set up. The sports competitions include:

Various campus and intercollegiate sports competitions; Provincial sports competitions; National Games; International sports competitions; Sports groups have been established.

2.3 Promoting sports study and inspiring academic research

On one hand, McCloy introduced western sports scientific theories through teaching and translating articles; on the other hand, he also carried out the research work of many sports, including anthropometric research, which had the largest influence and greatest achievement.

In 1921, McCloy had prepared "the Purposes of the Competitive Athletic Ability Test Scores Table", "Sports Certification Standard", "Sports Technical Standards", "Weight, Height and Chest Comparable Table", "Study on Measuring Lungs", "The Test and Measurement Procedures for Public Schools", "Physical Examination Methods", etc.

In 1924, funded by Education Improvement Association National Sports Council, McCloy supervised the teachers and students from the Southeast University to conduct a series of studies include a series of studies on the body measurement and physical examination; study on primary and secondary boys sports measurement standards; track and field scoring tables; study on the determination of boys and girls in the sports movement quotient method; standardized tests in football and basketball, etc.

Mr. Tao Xingzhi published China's Education Status in 1924. He commented, "Due to the large amount of studies under the guidance of Professor McCloy, which might be the most important research in this year." The following research projects have been in progress:

First, a series of study were carried out on human body measurement and physical examination. Some of the results are listed as follows:

The study on weight of all body types have been completed; a new weight statistics and new weight card are ready; chest measurement of the study is ready; commonly used measurements have been thoroughly studied to determine if they are really useful for diagnosis, the study scope has been compressed into a few really important measurement, and study how they can contribute to the welfare of the students; determination of the degradation of the genetic traces of the chest standard is programmed and is close to the end; study the most important measurement and grade to understand the likely relations between them; age, height, weight and athletic performance measurement method has been designed; medical examination made elaborate statistical studies; a new form that display results in the round and digital way has been set up.

Second, a study conducting on the minority sports has been completed to determine if any similar projects should be used. For example, in the three forms of the softball competition, the best one based on statistical records has been determined.

Third, accurate measurement standards of the sport have been studied. 11 sports among 300 elementary school boys and 18 sports among 330 middle school boys have been studied. The best result for each standard test was determined according to statistics.

Fourth, a generally applicable scoring table of athletics for 70 projects has been designed. If the same way is used to score, the scoring table can be equally applicable to all projects.

Fifth, based on the standard projects, and the age, height and weight-based estimate above, the sports quotient method for boys and girls could be identified. This estimate is quite accurate.

Sixth, the study on standardized test in football and basketball has almost completed.

When everything is completed, China's sports and physical examination standards would be at least over 10 years of progress. In addition, McCloy founded the Sports Quarterly in China in 1922. The Department of Physical Education in Southeast University was responsible for editing and publishing. McCloy was actually in charge of editing. He often published a number of research articles in the Quarterly and finished organizing Chinese traditional sports such as kicking shuttlecock and jumping ropes. In the comments, he spoke highly of the traditional Chinese sports and called for more people engaged in the collation and study. The journal had been issued until March 1924, due to the close relations between sports and health, since the Volume 3rd, 1st issue was changed to "Sports and Health" for continuing to issue until December 1924. There are three volume IV issues in a total of 16 in 12 books, around 1500 pages and more than 200 articles. When McCloy went back to the U.S., it ceases publication, showing McCloy's great influence on this publication.

In 1922, McCloy established the National Sports Research Council to strengthen the sports academic research. Beside himself, he led a number of sports scholars to study together. For example, the members of Education Improvement Society, such as Wu, Yunrui, Shao, Yugan, Wu, Zhiqing, Hu, Zhaohuan, Zhang, Jiwu, Sun Hebin, Zhu, Chongming, Du, Zhaotang, Dai, Chenglong, Ma, Yuehan, etc., had made a great contribution to China's sports study in the 1920s and had a far-reaching impact.

The academic researches above were mostly conducted with scientific methods, which have a non-ignorable influence on promoting academic research on Chinese sports. Meanwhile, the establishment of the National Sports Research Committee has laid a good foundation for sports researches. Driven by McCloy, Wu, Yunrui, and Yuan, Dunli, they not only established the organization and unified the whole research system, but also had publications and communicated research messages. The results of the research has not yet proved but had a huge influence on the sports research system.

3. McCloy's Negative Impact on China's Modern Sports

3.1 Sports Failed to Get Universal but Its Value Was Exaggerated

It is said that the western natural sports was only spread among few students in religious schools and minority members in YMCA only. As McCloy has had limited time, capability and energy and his activity areas mostly focused in major cities along China's coast, he was unable to get his ideas spreading among inland to the majority of China. In addition, he thought natural sports could stimulate good desires to develop a good society. McCloy thought the bad society of China rooted from the rulers who addicted to sensual and the citizens who addicted to tobacco and gambling. He thought that the evils of Chinese society could be eliminated if sports activities were widely promoted. Such a point of view seems to exaggerate the social function of sports and put sports in a vague position.

3.2 McCloy's Negative Attitude to Leisure

McCloy said, "Leisure is just a kind of movements. It has less important value in the sports". It might be understandable in the early 1900's of China. At present, leisure activities have turned to be significant sports activities. Leisure education should be considered as its goal to meet the society's needs. McCloy had a reserved his attitude to "Leisure" but paid high attention to "Physical Activities". He also stressed that our organization and physiology should be more important than psychology. These ideas so far are still controversial.

3.3 Different Opinions on Natural Sports between Williams and McCloy

Williams held the view that sports and health education are two different things and health is just a byproduct of sports. However, McCloy thought that sports should cover a part of health education and the development of sports should be paid attention to. These two differences caused conflicts on China's sports development in the 1920s.

3.4 McCloy Completely Negate the Value of Soldier-Sports, Which Affected Gymnastics Function at School Sports

In author's point of view, even if soldier-style gymnastics has its shortcomings, it should have its historical meaning as a product of its era. Besides, some soldier-style gymnastics actions are valuable for training team discipline and increasing morale. It is inappropriate to negate all absolutely but take the essences and discard the dross.

3.5 Natural Sports Emphasized Child-Centered Thought

Natural sports stress child-centered thought, leading to reduce teacher's dominant position and affecting the integrity and systematic of teaching, which could be easily put the tag of "sheep" teaching later. The emphasis on children's individual freedom may help competitive sports development but also may lead players to overly pursue sports championship.

Generally speaking, the natural thoughts and Dewey's pragmatic theory of education are the same in essence and both advocates the purpose of education and sports for personnel training and cultural heritage. Education

and sports are, namely, life, which advocate child-centered method and emphasize the development of individual freedom. They had weaknesses in the early stage of development but overall are still in line with the world trends. Especially some democrats' scholars, such as Russell, John Dewey and Monroe, came to China and gained the support from Hu, Shi and Jiang, Menglin. With the strong support from the local government, the thoughts were quickly in dominant in the field of education. At the same time, the concept of natural sports had been introduced to China. The representatives for this idea were McCloy, Hao, Gengsheng, Yuan, Dunli, Wu, Yun rui, etc. After the 1920s, it has gradually become one of the important theories that impact sports in China.

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The Influence of Western Business on Physical Development in Shanghai

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Abstract: *This article utilizes the historical documents and other methods to analyze sports management by western businessmen in modern Shanghai. Expansion of western commerce has created an excellent material base and a positive environment for spreading the western sports in Shanghai. As a result, sports entertainment has gradually become interests and living customs of Shanghai citizens. Sport commercialization promotes the development of sports organization in Shanghai, progress of sport contests in Shanghai, construction of stadiums and sport operations and management in Shanghai.*

Key Words: *Sport History, Modern Shanghai, Western Shanghai, Sport Development*

1. Western Commerce Establishes Foundation for the Spread of Western Sports in Shanghai

As western commerce is continually expanding worldwide, “material light” called by the Westerns not only becomes a method of production of Shanghai citizens, but also changes their living ways and notions. As a result, “Material Light” is also called “Spiritual Light” which establishes a solid base for the spread of western sport culture.

1.1 Western Advanced Technology Lays Material Base for Sport Development in Shanghai

After Shanghai opens its port, western businessmen utilize special rights to control output exports, launch industries, invest in public matters and cultural markets, etc.-a way of utilizing western industrial civilized achievements to obtain Chinese economic resources. However, the industrial civilized achievements shows a good demonstration effect for Shanghai’s growth—Shanghai is passively converging into civilization over time.

Transportation in western commerce makes it possible for more people to participate in sports. Driven by economic profits, western businessmen introduced transportation tools into Shanghai market, for example, bicycles invented in the early 1850s appeared in Shanghai just in 1876 while Shanghai began to build railroads in 1876. Modernization of public transportation not only promotes economic development, but



also makes citizens live more convenient which in turn provides convenience for citizens to participate sport activities. Transportation possesses a considerably important impact on the development of sport entertainment, the construction of sport clubs and the spread of sport events.

Publishing industry in western business pushes the spread of sports culture. In 1850, Henry Shearman, an English businessman, established the first English newspaper North China Herald in Shanghai. However, Shengjiang Newspaper (renamed as Shanghai Newspaper), a Chinese newspaper established and fund by Ernest Major, an English business man, influenced the people greatly. The publishing industry operated by western business was a mechanized production; thus, these Shengjiang Newspapers were produced in large quantity in a short cycle, which in turn generated wide influence in Shanghai. This newspaper advocated Westernization Movement initially, appealed studying western modern technology and city construction and promoted to develop mining industry and transportation industry, creating conditions for economic development and import /export trade. In addition, it also published sport events and reported situations in which Chinese watched and studied western sports.

Electronic appliances operated by western business provide larger development space for sport activities. In 1865, gaslight appeared in the Shanghai streets which lightened Shanghai, the sleepless city, injected live into this city and made the city become a hot topic in newspaper. Later, some foreign businessmen introduced electric lamps into Shanghai. For example, in 1882, R.W. Little, an English businessman, raised capital of 50 million silvers to establish gas and electronic company in Shanghai which International Settlement Municipal Committee purchased in 1893 and kept expanding electrical equipment. Consequently, lights illuminate families, factories, banks and entertainment places. The spread use of electronic appliances pushed the development of sport activities further.

1.2 Worshipping Foreign Culture Swept Away Mental Blocks for the Development of Western Sports in Shanghai

After Shanghai opened its port, scientific achievements from Western industrial civilization were poured into China, destroying central consciousness and arrogant mentality in Chinese culture. People were attracted and shocked by foreign skills and fresh objects. In living, people were convinced by western advanced technologies and thereby emerging the social phenomenon of imitating the foreign culture. This phenomenon swept away the mental block of Chinese for the spread of Western sports. In other words, people consider “learning Western sports” as an honor. “People nowadays like new things. Ball games have appeared recently, so many people are interested in them. A lot people learn to play it while also proud of watch the games.”

1.3 Worshipping Luxuriousness Creates a Positive Atmosphere for Sport Development in Shanghai

Most western businessmen who came to Shanghai earliest were singles with strong spirit of adventure. Their extravagant living styles continuously influenced Chinese upper class who considered those Westerns as the emulated target. According to the statistics provided by Shanghai newspaper at that time, the worship of luxuriousness was everywhere in the society from 1860s to around the 90s, forming a new derivation of worshipping new objects and enjoyment. Restaurants, theaters, and sports clubs became a social and entertained place for pursuing and admiring luxuriousness. Not only wealthy merchant keen to reveal

their wealth, but also those middle-classes with extra money pendulum luxury banquet regardless of costs, namely, “Those middle-classes could spend all on luxury life, forgetting their family”. The Chinese tradition “Refrain from Luxury and Uphold Frugality” has gradually lost its power to regulate people’s behavior. The modern development of civilization in Shanghai changed consumption concepts greatly while it provoked the development of sports entertainment, creating a good social atmosphere for developing sport activities in Shanghai.

2. Western Commerce Makes Sport Entertainment become a Fashion Pursued by People in Shanghai

In China, Western businessmen attempt to utilize every legal method to obtain economic benefits—sport entertainment is one of the most important methods. They utilize sporting places to meet Chinese officials and businessmen in order to achieve business contact while improving health. Therefore, sports represent a token of status to upper class and a way to obtain upper social recognition. Participating in sports activities gradually become a fashion of society.

2.1 Sport Entertainment is a Kind of Business Intercourse

In the late 19th century’s Europe, sports became popular as a way to achieve effective business and social intercourse and improve health. Western businessmen brought the living styles of sports to Shanghai. They also became the emulating target for Chinese upper class. Meanwhile, the living styles of these Chinese businessmen and government officials were also westernized. Westernized Comprador life was reflected in their great interest in sports and entertainment, especially horse racing, sports car and ball games. For example, Liang, qingyan, the riches comprador in Guangzhou, was very frugal; however, his children were provided a luxury life style, and considered tennis and riding as a major way of entertainment. They also frequently attended international sport contests and became famous amateurish athletics. From the views of wealthy businessmen, sports represent a symbol of status—one of the upper social activities in China and an effective method to conduct one’s business or social intercourse. Some are even fully fond of developing the career of public sports so that they frequently initiate and organize various sport events and contests.

2.2 Sport Entertainment is a Method for the Middle-Class to Obtain Recognition from Upper Class

In modern Shanghai, Western and Chinese businessmen were groups of people who are admired by the majority. Their western living styles were naturally admired and imitated by middle and lower classes in China. Especially those parvenu and newly wealthy people from Sino-foreign trade tried their best to show off their wealth. Sport entertainment clubs frequently became a place for them to engage in social activities. In these places, they revealed their own wealth and commercial strength in order to strengthen their business credit in order to obtain recognition from foreign business and upper class in China. Meanwhile, while some in middle class obtained education, they also accepted sports education. In this process, sport becomes their living attitudes. Furthermore, some Chinese considered athletics as their concentrated profession and thereby became athletes or specialists in sports.

2.3 Sports Entertainment Becomes a Kind of Joyful Activity for Common Citizens

Most types of sports which are popular in modern occident society appear in Shanghai while some types receive a high degree of popularity in China and become universal among common citizens. For example, horse racing and boat racing attract numerous Chinese audiences. Western boat racing not only attracted many Chinese audiences, but also led to the contests between Chinese dragon boats and Western Rowing while Shanghai celebrated its 50-years port opening in 1893. Western Rowing quickly went into the lives of Chinese common citizens. At the end of 70s and beginning of 80s of 19th century, bowling and pools (sometimes called billiards) which Westerns loved playing became popular in Shanghai. In 1882, The Note of Watching Billiards in Sheng Newspapers reported that “Playing pools belong to Western; Chinese obtain abuses by playing pools but currently the majority of Chinese love to play pools”. A few years later, many outstanding pooling players came from China, “These players not only have no rival among Chinese but also are better than most of Western players”. Obviously, Rowing, bowling, and billiards gradually become burgeoning entertainment activities and fashion of Shanghai citizens. To a certain extent, the sport customs of western businessmen affected and changed some bad living habits of common citizens in Shanghai, leading them to enjoy casual, healthy and wise entertainment activities.

3. Commercial Operations of Sport Activities Promote Sports Development in Shanghai

3.1 Promoting Construction of Sport Organization in Shanghai

In Shanghai, western merchants engaged in business activities through sport events. Athletic stadium became an important place for them to maintain important business deals and social relationships, so many sports organizations came out successively. In 1850, Happy Valley Association was established firstly, and followings were associations of rowing, cricket, baseball, swimming, tennis and football. At that time, these organizations were only open to foreigners. Western sport organizations stimulated the intent of Chinese merchants to establish sport organizations as well. Later many types of Chinese sports associations and foundations were established, such as Jingwu Athletic Association, Chinese Business Gymnastics, Sanyu Sports Club, and Lidu Sport Association. These newly established sports associations greatly promoted the development of modern sport in Shanghai.

3.2 Promoting Sport Contest in Shanghai

Through self-governed and commercial-operated forms, western merchants engaged in a variety of sport events and contests based on a principle of business profits—“thousands or millions of businesses, not even one losing business”. These events and contests brought the sport field into a pleasant change of appearance, causing more and more Chinese to pay attention to and even participate some sports events. In 1851, the concession in Shanghai held the first horse racing event. In 1852, the first boat racing was held on Huangpu River in Shanghai. In 1858, Shanghai held the first cricket match. In 1872, the hippodrome in Shanghai held tracing and other 24 types of contests. Due to the fact that boat races were similar to the contests of Chinese dragon boats, Chinese citizens formed a tidal wave of people during the event, causing a situation of empty streets. Although concession nationals were unfamiliar to some sports, such as tennis, baseball, horse-racing and football, Shanghai citizens’ enthusiasm in participating sport events were not weakened. The sport events

and contests held by Westerns possessed the effect of initiation and show-how. For example, in 1908, a Chinese merchant started to operate in the horse-racing field and raised a considerable amount of capital to construct a stadium for horse races held monthly in Shanghai.

3.3 Promoting the Construction of Shanghai Athletic Stadium

Western merchants established numerous athletic stadiums and parks based on their powerful colonial rights, laying material foundation of development of sports activities in Shanghai. For example, in 1863, Shanghai Sport Event Fund established Western Public Stadium. In 1892, Swimming Federation raised numerous capitals to establish the first swimming pool in Shanghai. In 1905, Rowing organization established the inner swimming pool. Director Broad of Shanghai Sporting Career Fund and municipal committee built a sports park (Hong Kong Part) in 1905 and built the first public swimming pool in 1907. In addition, Western Concessions also established many other athletic places, such as Yiyuan, Jiaozhou Park and Huishang Park. Besides public sport places, many specific-topic stadiums were established, including a racetrack, Hong Kong golf course, etc. Under the influence of Western gymnasium constructed in Shanghai, Ye, Yiquan, a Zhejiang merchant, constructed a Multinational Gymnasium in 1908; Shanghai District constructed a public stadium in the north of the city in 1917. In 1933, Chinese Sports Association and the Westerns football team in Shanghai constructed a joint-ventured Shenyuan stadium. In October 1935, Shanghai government constructed Jiangwan Gymnasium. All these constructions of athletic stadiums create a material guarantee for Shanghai citizens to participate in sports meeting, establish various sports associations and hold international sport events and contests.

3.4 Promoting Operations and Management of Shanghai Sports

The essence of Western Sports Association, Gymnasiums and Sports Parks is a product of business management via sport events. Some western businessmen obtained sport funds through sport contests, speculation of real estate, venue rents and interests from donations. For example, “Sports Foundation Board of Directors” was the most important sport organization. In 1860, four Chinese aliens realized the rapid price rise in concession real estate; thus, they purchased an idle space in a racetrack on Zhejiang Road to construct a public gymnasium and established a board of directors to manage it. In 1882, the prices of Shanghai real estate rose even more violently. As a result, the board of directors decided to sell the original space purchased in 1860 in order to purchase another more capacious space and utilize the rest of the fund to develop the sports business and various public welfares in Shanghai. Until 1920, the total assets of this organization were estimated to 82,010.424 silvers. Sport is one of the methods to generate profits. The most profitable sport is horse racing—different people are able to generate profits from different levels of business operations. Sport Associations and Real Estate can cooperate based on their own competitive advantages in order to generate profits, shareholders of horse racing could benefit greatly through sports events, Chinese and western people could gain money by bet and riders could make money by winning the competitions. The way that western merchants operate sport organizations and events became a learning example for Chinese merchants. All foreign sports organizations were managed by Municipal Council; Foundations provided financial aid to all sport organizations; and the Municipal Council significantly controlled the development of sports. This model would become the basic operating model for Chinese sports organizations in Shanghai.

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The Comparison between Chinese and Western Sports Culture

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Abstract: *This paper demonstrates a comparative study of the history of sports development and sports culture between China and western countries from multiples perspectives such as cognition of historical origin, geographical environment, cultural environment and mainstream cultural background, and finds out the trajectory and rules of similarities and differences, blending, and development between China and western countries. The study finds out that, due to the influence of various factors, there are big differences between the western sports culture and Chinese traditional sports culture, and the differences mainly are embodied in the humanistic spirit, the concept of physical exercise, the concept of sports competition, method of sports awareness, the core value of sports culture, etc.*

Key words: *China and Western Countries, Sports Culture, History, Comparison*

1. Introduction

Sports is regarded as a cultural phenomenon, its formation and development have close relation with the progress of human culture, and different regional environment, different culture areas, different ethnic culture can produce different effects and influence on the formation of the sports culture. The traditional sports culture is rooted in different nationalities, environments, religions, and life styles between China and western countries, while it is not only a miniature of human history, but also one of the important components of humanism society. It has an increasing influence on contemporary social culture.

Chinese traditional sports culture and the western sports culture are two different value systems and cultural patterns which are formed in the human history. Finding out the trajectories and law of similarities and differences, blend, and development between two cultures through the comparative study on Chinese and western sports culture has a significant meaning towards the development of sports culture of China and the world.

2. The cognition of Chinese and Western Sports Cultures' Historic origin

2.1 The Historical Origin of Chinese and Western Sports Culture

It can be seen that in the whole world, the progress of human sports culture is affected by the living environment and life style; the characteristic development of sports culture is divided into two main forms,



“Orient” and “Western”, through the whole time. Among them, the “Western” is represented by the ancient Grecian sports culture while the “Orient” is represented by traditional Chinese sports culture.

The Chinese traditional culture and western traditional culture are two main types of culture forms. Affected by their culture background in mainstream, the Chinese traditional sports culture and western traditional sports culture are on the totally different way from the beginning, leading this two main sports culture to exist huge divergence and difference nowadays.

2.2 The Existing Circumstance of Chinese and Western Sports Culture

Geographical environment: China located in the Asian continent with three sides surrounded by plateau, perilous peak and desert, which formed a nearly closed system. Influenced by the culture of self-sufficient farming, the formation and development of Chinese traditional culture have unique closed and introverted characteristic. However, based on European open geographical environment influenced by the culture of extroverted commercial sailing, the formation of social cultural patterns, including sports culture, contains the characteristic of openness and extraversion. Western sports originated from the ancient Greece in the Mediterranean region, which has an ocean culture centering on bardian competition. It owned obvious characteristics of cosmopolitan, competitiveness, and commoditization.

Humanistic environment: the main difference between western sports culture and Chinese traditional sports culture is that western sports culture adheres to the humanistic spirit of Olympic Games during the process of its development, which is the so-called “Legislative Sports” and “Fair Competition”. Each competitive project in western competitive sports has strict rules, the arbitration law enforcement personnel, namely as referee, indicating that athletes could have a fair competition under referee’s law enforcement. This is the principle of fairness in western sports culture, namely, the basic spirit of Olympic Games.

Chinese sports culture is contrary to western sports culture. Affected by the geographical environment, since ancient times, Chinese sports culture relied on the relatively scattered, closed, and self-sufficiency agricultural economy. The living style of pursuing harmony, peace, stability and environmental coordination, therefore, produced an oriental sports culture based on the self-cultivation naturally. At the same time, regulated by the thought of feudal hierarchy as “Criminal law not applying to senior officials and the etiquette not applying to common people”, Chinese traditional sports culture lacked a humanistic environment of “sports legislation” and “fair competition”, and formed the convention of “only award but no penalty” on sports competition in long ancient sports history.

2.3 The Characteristics of the Development of Chinese and Western Sports Culture

Competitiveness is the characteristic of development of western sports culture. Since the ancient Olympic Games, the strong competitiveness existed, which surpassed self, surpassed others and eventually obtained winning rankings. This is the publicity of original life power and the self-gratification of human ambition.

Harmony is the characteristic of development of Chinese sports culture. Since ancient time, the Confucian culture dominated in Chinese traditional culture, influencing on the formation and development of Chinese traditional sports culture profoundly. Also because of influence of Confucian culture, Chinese traditional sports, such as health preservation, Qigong and martial arts skills, are filled with the concept of “Unification between Man and Nature, the Way of Yin and Yang”, and emphasizes the harmonious unification of human

and nature, human and human, and subjects and objects, advocating individual cultivation and standing aloof from worldly success. Therefore, the traditional sports activities which has the concept of traditional health preservation, external and internal cultivation and improvement in body and mind is created, such as Qigong, go, Kong-fu, dragon boat, Chinese chess, and spring outing, etc. They all reflect the connotation of Chinese traditional sports culture.

3. The Similarity between Chinese and Western Sports Culture

3.1 Same Origin time of Sports Culture

The first ancient Olympic Games which was held in Olympia, Greece was in the same era as the Confucian Shooting Rite Sports Event which was advocated by Confucius in Dongzhou (800 BC to 146 BC)

3.2 Similar Sports Culture Features

Sports culture is created by human through sports life and sports practice and is reflected through the tangible physical configuration, movement skills, sports equipment and material, and intangible social-related wills, concepts and spirit of the time, presenting a unique way of existence. It is a special reflection of human nature and human own demands, and has the features of nationality, times, transmission, dependence, and entertainment.

3.3 Same Purpose of Sports Culture

Both Chinese traditional sports culture and western modern sports culture require human's integrated development. No matter the training shape and vigorous value by western sports culture, or the health-promoted sports of combining spirit, shape, and pneuma by oriental sports, they all aim to achieve the pursuit of pleasurable, longevity, and healthy life, and thus form an aesthetic consensus of eastern and western human body.

4. The Difference between Chinese and Western Sports Culture

4.1 The Differences in the Ideological Foundation of Chinese and Western Sports Culture

There are differences between Chinese and Western sports humanistic spirit. Humanistic spirit is a common human self-care, which is expressed as the maintenance, pursuit, and concern of human dignity, value and fate. It is the recognition and shaping for the comprehensive development of ideal personality. Its goal is to pursue goodness and beauty, and its core value is people-oriented.

China is a country with an ancient civilization, and the cultural tradition passed by precursors has significant influence on humanistic spirits of sports. The representatives of humanistic spirits are "Unification between Man and Nature", "Advocate Harmony", "Abide the Moderation".

The so-called "Unification between Man and Nature" means to see these two elements, nature and man, as a whole, which suggests that human should adapt to the rhythm of natural changes so that these two can be combined together. For example, the Chinese traditional sports activities, Shadowboxing, its characteristics are conquering the unyielding with the yielding, combining movement and quiescence, containing the

movement by being calmly static, countering changes with changelessness, etc. Thus human and nature are combined into an organic whole, avoid interruption by external factors, and own the good mentality, no rush, wait and see. Practicing shadowboxing requires begins from cultivation of heart, from inside to outside, and aims at self-cultivation.

The humanistic spirit presented by western sports culture is “Advocate Competition” and “Publicity of Personality”. It is self-oriented, values the performance and development of personal ability, and emphasized that individuals should go beyond nature. Along with the idea, the concept of competition is created, because only the one who wins in competition can be “a Triton of the minnows”, “Taking the Lead”, and become the overlord. This makes athletes constantly develop their potential, challenge themselves, and strive for the pinnacle. It is not surprise to see the appearance of some adventure sports, such as mountain climbing, drifting, etc. In short, the difference between Chinese and western humanistic spirits has been shown in the understanding and cognition of sports, which is inseparable with the heritage of Chinese and western historical culture.

The different concepts of Chinese and western sports exercise: the thought of Chinese traditional sports culture is based on oriental naïve materialism. The concept of Chinese traditional sports exercise is built on the basis of Meridian-collateral theory, intuitive extrapolation, and speculation. It emphasizes the overall concept of “Unification between Man and Nature”, reflects in the specific methods, and thus, seeing from general, combines improvement of physical strength and fitness with life style instead of isolated physical exercise only. This concept of sports culture exercises actually indicates the overall improvement of human life style.

The concept of sports exercises in western sports culture is a reflection based on opinion of biological sports and activism; its specific methods are expressed on precisely calculating the difference between human nutrition intake and physical expenditure, through the quantitative exercise activities and adjusting the physical balance to accurately determine the bad parts and links inside human body. It takes niche targeting exercises, makes them recover and develop, and tries to correct people’s living style by clearly indicating the health study principle.

The differences between the concept of Chinese and western competitive sports: since the ancient times, the Chinese traditional sports culture always developed along with the entertaining, presentational, and ritual direction, which formed the trend of introversion that values personal cultivation and aims at pursuit of “Health and Longevity”. It values the health preservation and the development of martial arts skills guided by “Harmony of Body and Mind, and Combination between Movement and Quiescence”, but it ignores the competitiveness in sports games. Therefore, Chinese athletes are often gentle and cultivated, restrained, but lack of pushfulness in the sports competition that has stronger body confrontation collision (such as basketball, soccer).

Western sports developed along with the direction of competition, risk, publicity, fitness, and appreciation, and thus sports formed competitive system based on a core value as “Advocating Personalities”. Although it paid attention to the comprehensive development of human performance, it ignored the human moral cultivation and the experience during the sports competition. It is very easy to produce cruel and violent activities, such as, boxing and football.

The difference in the recognition method of Chinese and western sports: due to the limitation of

Confucianism, Chinese traditional culture pays attention to the material and energy exchange between human and environment in a peaceful situation, so that people can acquire an overall improvement on their performances. Chinese traditional sports show typical feature of holistic view, and always consider human integrity as the starting point and end result of sports exercise. It emphasizes the unification of human and nature and the human mental and physical unification, thus the health preservation sports system which aims at optimizing overall human life is established.

Affected by the Darwin's theory, western sports has a more accurate and more profound understanding to the essence and rules of human life activities, the change of human performance, and the strength of sports abilities, which provides a strong scientific basis for the development of modern western sports. Base on many gradually developed human discipline theories and practice; western sports uncover the secrets of sports by the cognitive method of analysis and experimental verification, and lead sports activities to develop along with the direction of pertinence and strict profession. Western sports use the strategy of from separation to aggression, highlights the compositive relation from individual to ensemble, and synthesizes human partial practice effects to achieve the integral fitness purpose.

4.2 The Differences in Core Values of Chinese and Western Sports Culture

The value orientation of "utilitarian" and "morality": morality is the core value of oriental sports culture. The value orientation of harmony is the most important feature of Chinese traditional culture. Chinese culture is a theoretical culture mainly about "morality" and "courtesy", while its typical features are highly emphasized ethic regulation and moral education. Chinese traditional sports regard sports as a way of "morality" and "courtesy" to train people to comply with the etiquette and maintain the sentiment. Therefore, the primary task of Chinese traditional sports competition is not to create new or bigger victory, but to promote friendship, follow the ritual standard, and achieve the sublimation of morality through the contest.. Thus, it is more about the ideology of pursuing "Harmony" and "Win-Win". Influenced by "Morality and Courtesy", the most basic requirement of Chinese martial arts is to scrupulously abide by morality of Kongfu, emphasize "cultivation on both arts and mind", and "learns morality before learning martial arts". Chinese is gradually forming the shy, implicative, habitual tolerant and dependent characteristics, while lacking of confrontation and competition.

Utilitarian is the core value of western sports. Western sports are filled with the competitive spirit from the beginning, so it emphasizes the pursuit of struggle and values the degree of success and failure. It creates a heroic idol through competitive sports and realizes personality cult. People use the fair competition to show their physical strength and experience the good feelings caused by conquering rival. Western people believe that they should defeat opponent instead of forgiving opponents, and competition and victory are the core values of Olympic Games.

The value orientation of "harmony is the most precious" and "fair competition": "harmony is the most precious" is the marrow of Chinese traditional culture. The harmony thought of Chinese traditional sports embody the recommendation of "comity, harmony is the most precious" on sports games. Therefore, the external expression is relatively quiet, and there is no strong awareness of body confrontation and competition, which causes weaker competitive ability. For example: the connotation of tolerance, humility, and loyalty contain in Chinese culture has been fully manifested in martial arts. The concept of "do not go any further than necessary" in martial arts competition embodies this spirit. The extreme attitude of "attaining a state of harmony" influences the progress of Chinese competitive sports.

Competitive is the distinctive characteristic of the western sports. Competition becomes not only the general phenomenon of western social life, but also the soul and core of the western sports. Strong competitive sports become the main form of western sports activities, while the value concept which is filled with the free competitive spirit encourage Westerners to take part in various competition activities (such as football, basketball, and soccer), which more inspires the Westerners' competitive ability. Therefore, in the view of Westerners, the winners of arena have often been seen as outstanding idols, called as a hero, which directly affects their value and dignity. The result is the sign whether one's life is success or not, and the capital to advocate their personality.

The value orientation of "unification of Human and Nature" and "Opposition of Human and Nature": The view of Chinese health preservation strives for harmonious development of human and nature, different from attention on conquering nature in western culture. "Unification of Human and Nature" is the values of Chinese traditional sports culture. Chinese traditional sports culture pays attention to the harmony of man and nature, indicating that people should pursue harmonious coordination of inner world and external world, individual body and mind balance and the balance of whole environment. Obvious expression reflected in motion is the body coordinated movement of up and down, inside and outside, dynamic and static, and separation and unity. It suggests that people should meditate about the spirit of universe while they are doing exercise, gather the energy, pneuma, and spirit together inside the body to reach the best effect of internal and external exercise. During the process of developing health preservation, the union of physicians and Taoism and integration of Taoism and Buddhist make the health preservation idea and method of "unification of human and nature" more and more completely.

The "Opposition between Human and Nature" is the western sports culture value. Its core is pursuing conquering the nature, namely, man can conquer nature. Ancient Greeks not only considered nature as an object which needed them to take care of, but also considered it as the goal for struggle. It emphasizes on making good use of subject function of people, and pay attention to human dominate and struggle towards nature. Thus, western culture has strong transcendent spirit, which was mainly expressed as the scrappiness in sports, the spirit of challenging nature and the realized appeal of advocating personality through increasing the body's strength, exceeding physical limit and mining human potential .

The value orientation of "Personification" and "Human Body": Chinese traditional sports emphasize the unification of "Body" and "Spirits", promote the intangible spiritual enhancement by visible physical movement, namely, body services for mental health to achieve ideal personality cultivation.

Chinese traditional cultures focus on the inherent qualities, character, and spirit cultivation, and consider human body as a house of spirit and temperament, which is external form to perform the intrinsic character. Among them, Taoism advocates developing with human nature and government by action-less activity, pursuing a natural human character. The Confucian values ethic, emphasizes "Denying Oneself and Observing the Proprieties", and pursues the noble character of adapting to name and proprieties and being positive. Buddhist advocates the detachment from the world, emphasizes supercilious, and pursues the unconventional character of filling the heart with the world. Therefore, the value trend of Chinese traditional sports concentrates on formation personality.

A remarkable characteristic of Chinese traditional sports is achieving the spiritual improvement promoted by the physical movement, from outside to inside, from surface to inward through body's exercise. This thought believes that the main function of life is not on human body; therefore, it does not highly require the

development of human body, but only mainly maintain life, ward off disease, and prolong life. It requires health protection, rehabilitation, and healthy life.

Although western sports also emphasize the unification of “Body” and “Spirits”, they pay more attention on cultivation and shaping of human body, while giving priority to human cultivation. Compared with Chinese traditional sports, they more emphasize on “Strength” and “beauty” in human body. Around the goal of cultivating ideal human body, ancient Greek sports developed several sports form and sports method which were totally different from Chinese, such as boxing, wrestling, running, fighting, shooting, discus, spears, archery, chariot race, etc. Therefore, the value orientation of western sports concentrates on development of human body.

The value orientation of “Health Preservation” and “Fitness”: Chinese traditional sports are mainly about “Health Preservation”, especially “Preservation”. Chinese traditional sports culture emphasizes the effect of mental spirit and internal cultivation, pays attention to the spirit of actions, which requires not only similarity in action but also most importantly similarity in spirit. Its characteristics of activities are advocating gentle actions, and preserving in quiet. Shadowboxing is the typical representative of Chinese traditional “Health Preservation” sports, while its actions require combination between loosening and quiet, emphasize internal cultivation and slow movement, and divide the levels by the states, but not pay attention to sports load and strength of muscle. Therefore, “Health Preservation” is the value orientation of Chinese traditional sports.

Western sports are mainly about “Fitness”, especially “Fit”. It particularly emphasizes the fitness of movement and muscle, and strong physique, pays attention to shape human bodies, and values the external exercises. It suggests training the quality of human strength, speed, endurance, and flexibility in order to achieve equilibrium coordinated development of human body. Through ways of racing, jumping, throwing, wrestling, gymnastic, western sports exercise person’s head and neck, shoulder, arm, chest, and legs, which improve the level of human performance and beautify human body shape to gains spirit satisfaction.

The value orientation of “collective is more important” and “individual standard”: Chinese traditional culture emphasizes that individuals should consider general situation; people should keep consistent with country, society, and the collective; people is not the isolated individual while personal value only can be accomplished in collective. Therefore, Chinese transitional culture does not suggest advocating individual personalities, but more emphasizes that individual should be blend in collective. In sports culture, it represents as emphasizing on team spirit and close cooperation. Individual is subordinated to collective and individual should make sacrifices for collective’s benefit. Thus, this bias of traditional sports culture always constrains individual’s enthusiasm. On the contrary, “individualism” is the core value of western culture. The highest state is “individual strive”. The concept of “individualism” affects sports from all perspectives. In sports activities, western people prefer those competitive sports which can show their individual abilities, such as track and field, swimming, five competitions, boxing, etc. Western sports culture pay attention to the characteristic of individual value realization, which really creates conditions for the expression of potential and creativities. Due to the excessive self-esteem, it is easy to cause personal indifference towards duty and obligation of society, even some extreme behaviors that individual is superior to the society will happen.

The value orientation of “Simplification” and “Diversification”: after Emperor Qin Shi Huang unified China, Confucianism became the feature of ideology of great unity; the simplification of its value orientation became a symbol of the Chinese unification. Great unity and simplification harm Chinese traditional sports culture. For example, the development of Chinese martial arts was still in a single artistic routine, however, when it

spread to Korea, Japan, and Thailand, the martial arts was developed in diversified routines as taekwondo, judo, Thai boxing, etc. This is the embarrassment and sorrow of Chinese martial arts.

One of the characteristic of the development of western history is the diversity of cultural sources, the diversity of national division, and the dispersion of lands. The development of western sports culture fully reflects this characteristic. In different cultural backgrounds, the sports of different nations and countries generally would not be rejected in the process of blending in western sports culture once they have been created.

Germany and Swedish gymnastics, British outdoor sports and games, and North American skating, sleigh, skiing, ice hockey, riding, boating and other sports projects have been developed well in the western countries. The current popular competitive sports, leisure sports, and fashion sports in the world mostly originated from western countries.

5. The Fusion and Complementation of Chinese and Western Sports Culture

5.1 The Necessary Complementation of Chinese and Western Sports Cultures

From ancient to today, it is fair to say that both Chinese traditional sports culture and western sports culture are excellent; there are no absolute better or worse at this point. Western sports culture and Chinese traditional sports culture has complementary potentials, which represents as the followings:

Western sports open, advocate life, and highlight personal advantages, which is the complementation of Chinese traditional sports that are pragmatic, conservative, lack of passion, and depress personalities.

Chinese traditional sports value spirits and despise physical condition; value process and despise results; and value entirety and despise parts, which is able to complement to shortages of western sports and to ease the tension and antagonism among human.

Chinese traditional sports culture emphasizes keeping peace with environment, harmony and unity. Western sports value defeating nature, while the faster, higher, and stronger sports concept, which emphasizes conquering nature, centering on sports technique, under a certain condition, deviates from the real sports target.

Western sports pay attention to the shape of human body. Chinese traditional sports emphasize the cultivation of human mental world, etc. The mutual supplement is an undoubtedly way of quick development of human sports culture.

5.2 What Modern Human Health Needs is the Power of Complementary Development between Chinese and Western Sports Culture

With modern social industrialization, urbanization, and automation, many problems of environment, physiology, life style, the psychology and emotion are triggered to threat human health. In modern society, health is a comprehensive concept, which refers to "a good physical, psychological, social and emotional condition". With people's recognition and development of health, they have more comprehensive requirements on methods of physical exercise. They hope fitness methods have comprehensive nature, which not only affects the one who are taking exercises biologically, but also affects people in spirit and people in the society. But the previous fitness methods, no matter oriental or western, cannot completely meet these

requirements because of their own limitations.

5.3 Both Chinese and Western Sports Culture Needs Understanding and Tolerance

Chinese and western sports culture should blend together deeply and extensively. This requires a process of mutual understanding and accommodating. The western sports culture represented by the Olympic Games plays an important role on releasing human creativity and self-transcendence by well-established legal system and fair competition. However, Chinese traditional sports, such as material arts, health preservation, and Qigong, are not recognized by western sports field, but the sports value and health preservation value of “purify the mind and diminish desires” and “unification of human and nature” has unique humanistic values and sports values in this world that is full of fights and desires. After the history has been developed to today, it is necessary to combine western Olympic culture with Chinese sports culture. The combination of Chinese and western sports culture inherits and carries forward Olympic spirit. Bases on fusing the connotation of oriental traditional sports culture which represented by China, it advocates ethics and morals, regulates people’s behavior, and reflects the time characteristic of sports cultural ideology and Olympic spirit, such as “participation” and “faster, higher, and stronger” in order to promotes modern civilization, improves human communication, deepen mutual understanding, and realize the peace.

Formation and Development of East Asian Sports Cultural Circle

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Abstract: *In ancient times, the sports cultural circle of East Asia regards China as the main body, also including the Korean Peninsula, Japan and Vietnam. The ancient sports cultural circle of East Asia, with the Chinese civilization as its core, constituted the cultural subject through the cultural blending between the North and South, and the sports cultural circle which tended to be identical in the sports spiritual value and moral concept was finally established on the basis of Confucianism through the spread of the traditional Chinese culture. In modern times, the sports cultural circle of East Asia experienced separation and fission due to the wars, the split of the member countries and the culture shock by western modern sports. Since the 1970s, with the rise of the globalization, the sports culture of East Asia represented by the Chinese culture, the Japanese culture and the Korean culture has blended with the western modern sports culture. The governments and people in East Asian countries have established the new platform for sports communication and cultural spread, providing favorable conditions for reconstruction of sports cultural circle in modern East Asian. But the reconstruction of sports cultural circle of East Asian still need our further attention to the modern culture's diversity, differences and deficiencies.*

Keywords: *East Asia, Sports Culture, Form, Development, Deliberation*

1. History of the Formation of East Asian Sports Cultural Circle

Huaxia, which was first appeared in the book of history, Zhou dynasty, king Wu said, "all the Huaxia people, from all parts of China, obey to king Wu of Zhou." Another ancient Chinese book called Shigu said: " 'Hua' and 'Xia' can both refer to China, between them, 'Xia' has more important meaning." The word of "Huaxia" originally means caparison and Chinese etiquette, while "hua" means caparison and "xia" means Chinese etiquette. The Chinese civilization is an entity of Chinese lineage, Chinese etiquette, and geographical united.

Chinese civilization originated from "Longshan culture", "Yangshao culture" and "Taosi culture". From the civilization in "Yanhuang" period, history of civilization has lasted for more than 5,000 years since the Chinese people seized the central plains and created the Chinese civilization. In the eleventh century B.C., the Western Zhou dynasty had been founded, the great statesman and thinker, Zhou Gong, came up with "worshipping Gods, respecting moral, and protecting people", and it have became a important guiding concept

of Chinese civilization. In the Dongzhou period, with the rise of Six Books and hundreds of theories, Chinese culture had got a full bloom. At the same time, it had laid a foundation for further development of Chinese culture and for formation of features of East Asian sport culture circle. With the regime establishment of Qin and Han dynasties, Emperor Wudi's policies of "Excluded other theories, and honor Confucianism alone" was carried out, and then Confucianism had got a dominant position in the academic circle in feudal society. The Han nation and Chinese culture had become the main body of the whole country. Meanwhile, the ancient sports culture which use the Six books, Six Arts, Five Rules, and its Odes, history, rituals, and music value as its essence, had "ritual music enlightenment", "use religion as a means of education", "ban the discrimination between the Chinese race and foreign races" and "benevolence, justice, etiquette, wisdom and faith" as its core thought, start to develop, and became an important foundation of the sports culture circle of East Asia.

Chinese history had showed its feature of "unity in diversity" from the very beginning. From the Dongzhou period, the central China had experienced ethnic fusion for many times, which was caused by a massive national migration because of the unsteady society and endless wars. For instance, the state of Chu rised from the Yangzi River in Zhou dynasty, in the Dongzhou period, and spread from upper reaches to the lower reaches of Yangzi River, also from the upper reaches of Huai River to its middle and lower reaches. We can say that the state of Chu had swept over these river areas in hundreds years. The middle plain culture, Yellow River basin culture, culture from Chin dynasty, and south China culture all melted into Chu culture with its dominant status in military and politics, forming a continually pioneering cultural circle of Chu. With the step of history, the various cultures in China are constantly migrating, blending, and integrating with each other, the riverside culture, south China culture, and ancient Yue culture all blended with various and graceful Chinese culture, gradually forming a very sound foundation for Chinese ancient sports culture.

China is a multi-ethnics country, and every ethnic has its own long-standing, splendid traditional sports culture. The sport programs with various styles and characteristics and the profound sports culture are results of fusion of Chinese ethnic cultures. The process that ancient Chinese culture blended in and south culture is also the process of spread and development of the ethnic sports programs and its sports culture. According to the book of history, lion dancing originated from the north part of China, and it spread to the south when people migrate to south. In Ming and Ching dynasty, lion dancing had been very popular among coastal areas of Guangdong province and they formed their own features. As History of the Latter-Han Dynasty recorded, dance, acrobatics, stilts, and kite in Han dynasty all originated from the middle plain. In Tang and Song dynasty, swing spread to the middle plain and prevailed in the royal palace. The dragon boat from south China was spread massively in Tang dynasty with the expansion of Chu and Yue culture circles, and extended to all over 15 proveniences in China till Ming and Ching dynasty.

In the process of ethnic migration and assimilation that strong culture occupied weak culture, Chinese people had established an unique sports culture. It had influenced the surrounding areas by its strong appeal and allure, and built a culture subject for the final formation of ancient sports circle culture of East Asia.

China had formed a splendid sports culture during the Dongzhou period. Through thousands years of agriculture civilization and influences of Confucianism, Taoist, and Buddhism, Chinese traditional sports culture, which have health maintenance and martial arts as its representative, showed its "etiquette", "peace", "value justice above material gains", and "value theoretic knowledge more than craftsmanship" as its value. Chinese sports culture gradually influenced the surrounding countries and became the communication center in East Asia sports culture circle after the Chin and Han dynasty. North Korea, Japan, and Vietnam

all communicated frequently with China since Chin and Han dynasty based on positive factors of history, geography, and ethnic. Starting from the late Han dynasty and the six dynasties, Japan and North Korea visited China to seek for higher civilization. Since that time, Chinese sports culture had opened its door and took root in other countries. East Asia sports culture circle was formally founded in the 8th century through the influence and spread of the Chinese sports culture, which centered on the Confucianism. The circle took China in the Tang dynasty as its center, including today's China, North Korea, South Korea, Japan, and Vietnam. The sports culture of East Asia had reached the first climax during the Sui and Tang dynasties, and after Song and Ming dynasties, Confucianism, which was represented by Zhu, Xi at that time, occupied an important official position of philosophy in China, Japan, Vietnam, and Korea Peninsula. Thoughts like "benevolence", "ritual systems", "edutainment", "upholding martial art and advocating morality", "advocating harmony and moderation", and "set good moral people as example" became the ideological foundation of the sports culture circle of East Asia, and these countries accepted and absorbed the unique Chinese sports culture. This made the Confucianism gradually become the core of East Asia sports circle, and basic Confucianism thoughts turn into its value. By inheriting, expanding and creating, these countries worked together to build the sports culture atmosphere of East Asia, and formed "sports culture circle of East Asia" that is relatively stable in history.

When forming the ancient sports culture circle of East Asia, phenomenon that took China as its center, Japan and Korea as its edge appeared. There were two reasons: first, China has a long history civilization. After Chin and Han dynasty, the country has a long term of great unity, and Confucianism became the mainstream of social thoughts, which formed a culture subject which had deep civilization accumulation, great political power, and a vast geographic area. This helped Chinese culture remain the dominate position among the surrounding countries for a long time. Second, Japan and Korea only owned the small geographic area, had fall behind China when forming the early hood civilization, was deeply influenced by China, and finally accepted Chinese culture. Based on recognition of mighty, geography, and culture, the sports culture circle of East Asia formed a concrete system which based on "Chinese tributary system", emphasizing stratum and cultural pattern of "ritual" and "benevolence".

2. The Development of the Sports Culture Circle of East Asia

East Asia sports culture is neither born out of nothing nor accomplished overnight; however, it has a long splendid history of development. Chinese sports culture is the prototype of the historical sports culture circle of East Asia. Chinese sports culture formed an initial shape since Shang dynasty from which piece of historical relic began to come out, and built its own system in the late Han dynasty. Confucianism and Taoism stood out of the contention from hundreds of thought, and became a double-side mirror of Chinese athletes' spiritual lives. Values of Confucianism, including "loyalty", "filial piety", "benevolence", "justice", "ritual", "wisdom", and "faith" were guidelines of ancient sports events. "Unity of nature and man" had been set as the highest level of ancient Chinese sports. The development of ancient Chinese sports can be traced back to prehistoric human society, while a lot of sports began to form an initial shape at that time, including ball sports, archery, wrestle, boxing, traditional health sport and even some sports events similar to modern sports equipments. During Xia, Shang and Zhou dynasty, sports developed rapidly with education, paramilitary, and popularity. Ancient Chinese sports scaled up and reached a preliminary prosperity at the time of Chin, Han and Three Kingdoms. At the Sui and Tang time, the governing class started to emphasize military and The

Martial Examination System, which promoted the development of sports, while the ancient Chinese sports culture reached its climax. In Song and Yuan dynasty, with the rise of cities and towns, sports developed and serve as a kind of physical training and recreational events, while traditional sport was more popular among people as well. In Ming and Ching dynasty, the number of people who participated in sports g increased rapidly, which is the golden time for Chinese folk sports in ancient sports history.

Along with the steps of history, , ancient Chinese sports culture was built, which was made of "middle plain culture", "prairie culture", "south China culture" and "folk culture in different dynasties" . Every ethnic group in China helped to build this plentiful culture. It came out and developed in the traditional ancient China culture atmosphere, and went through thousands years. It was one of the most historical and profound culture in the world.

In 108 B.C., King Wu of Han exterminated the Wei's rule, and set "Lelang", "Lintun", "Xuantu", and "Zhenfan" as "Han's four counties". Objectively, this setting greatly promoted the communication on sports culture between China and North Korea. Archaeologist found plenty of chops, weapons, and containers that were painted with martial art in these four counties, fully proving that Chinese culture and sports culture were very popular at that time.

Moreover, the chief and people of tribes in South Korea peninsula kept close touch with Han's "Lelang" county. The Silla dynasty, Goryeo dynasty, and Yi dynasty also kept a friendly relationship with China. They were willing to learn Chinese sports culture and brought it into Korea to strengthen the integration between Chinese and Korean sports culture. Taekwondo, the national sport of Korea, was influenced by Chinese traditional sports culture on from its origin to development. Martial, as a representative of Chinese sport, was spread to North Korea in Ming dynasty. The North Korean people merged that with "Hwranddo", a folk martial in Korea, developed and innovated, so it turned into Taekwondo today. Taekwondo begins with etiquette and ends in etiquette, and it emphasize courtesy, morality, and culture. The sports atmosphere of Taekwondo is "etiquette esteem" and "benevolence", and it also has "Wisdom, Benevolence, Faith, Brave, Strict" as its main values. These sports thought of respecting masters, emphasizing sportsmanship, and etiquette inherited and carried out the Confucianism.

"Japanese culture have a Chinese heart", "Ritual", "Justice" and "Benevolence" also were showed in Japanese sports culture. The immigration trend during the Dongzhou period and Chin and Han dynasty brought to Japan not only the sophisticated agriculture, manufacture, medical technologies, but also the splendid Chinese culture. Japanese people began to fully learn traditional Chinese culture in the Sui and Tang dynasty. With the culture spreading, Japan absorbed and, used traditional Chinese sports culture, which was turned to their local characteristics of sports. The national sport of Japan was "Judo", which originated from Jujitsu, while Jujitsu originated from Sumo that was deeply influenced by traditional Chinese sports culture. Book of Jiangbiao described, "The king of East Wu orders palace maids to wear gold headwear and play Sumo games, take turns according to the order, start in the morning and end in the evening." Modern Japanese Judo and Sumo still have some Chinese factors in the stadium arrangement, like "round ceiling and square floors", "four gods", and "four squares". They will hang four tassels with color of blue, white, red, and black, in the east, west, south and north part of the stadium. It represents "azure dragon", "white tiger", "rose finch", and "black tortoise" in Chinese constellation, expressing the "unity of nature and man" thought. Another important Japanese sport, kendo, is also based on Confucianism. It has "ritual", "justice", and "benevolence" as its essential ideology, and pursues "identical body and mind" mental ground. Karate, originating from China in

the Tang dynasty, had been call as "the Tang Palm" for a long time. People just changed its name to Karate in 1935. Integrated all these experience of martial art, based on Judo, Kendo, and Fencing, a new martial art called Aikido was created. The education and imperial examination system, with spread of Chinese culture, was accepted by surrounding countries in East Asia, and became a vital part in sports cultural circle of East Asia.

In 1721, Vietnam people imitated China and built a martial school, and then they "ordered all the courtiers and their sons went to the school", which aimed at training the noble people and carrying out the martial spirit. The Vietnam martial took "loyalty and filial piety" as its main point, focused on military physical skills training, and strengthened the military theory knowledge. In 1723, Vietnam started its martial examination system which slathered in Chinese culture. Meanwhile, it showed some local characteristics. It inherited the methods that Tang dynasty used, and learned "the importance of both skills and literacy" policy from Song dynasty's imperial examination. For example, when testing the skills, besides traditional knife and sword, they also added weight lifting, spear, fencing, and cudgel. The literacy test not only contains contents about military such as the Seven Military Classics, but also tests knowledge about pure literacy like Four Books and Five Classics.

East Asia countries have gradually achieved goal of an integrated spiritual value and moral thoughts about sports culture due to the spread of the ancient Chinese sports culture. As different traditional Chinese sports were spread to the different countries in East Asia, it developed along with each local culture, while the differences and innovation part were increasing, and Korea, Japan and Vietnam all are exporting their culture to China. From the blindly following to a whole blossom, the ancient East Asia sports culture became rich and have a significant effect on strengthening and developing East Asia sports culture.

3. Collapse of East Asia Sport Culture Circle

In the middle of the 17th century, the North Korea government started to critic Chinese culture due to their despising and bias towards Ching dynasty's government. Japan also thought that the pure Chinese culture in Tang dynasty was vanishing, and was no longer the core of East Asia culture circle. After that, these three core countries of East Asia culture circle separated, and the sense based on the identity of East Asia culture community, which was formed in the Han and Tang dynasty, was disappearing.

After 1840 years, China, the core country of East Asia culture, was invaded by the foreign, with internal crisis, turbulent political scene, turmoil of war and famine. Chinese culture went on its decline way, which changed not only the history of sports culture circle of East Asia but also the regional civilization.

When China was reduced to be a semi-colony country, Japan was standing out. First, Japan separated itself from the other countries in East Asia culture circle, with the banner of "departing from Asia and joining in Europe". With the help of cruel military invasion, Japan want to use its "Japanese culture" and "bushido spirit" to substitute the traditional Chinese sports culture, which tried to imitate "Greater Asia Co-Prosperity Sphere" to unify East Asia culture. However, it failed in the end.

Japan absorbed the some essence of Chinese sports culture, and traditional Chinese sports culture once dominated Japanese sports culture. But when we analyzed the history, we can easily notice that the Japanese governors over-strengthened their "spirit of worship military" from the Shogunate time, and carried it out beyond its limit. They abandoned the traditional sports culture of "advocating harmony and moderation", and

walked on the road of military invasion.

Especially after two collapses, East Asia sports culture totally became a symbol of backward civilization, while it was no longer attractive to East Asia countries. East Asia Sports Cultural Circle started to fade and collapse, and the Chinese tribes order system also disappeared.

The first collapse was that Japan invaded Ryukyu, Taiwan, and North Korea. After Meiji restoration, Japan started to deny Chinese culture, including its sports culture, but catered to the western culture, which it was eager to melt with Japanese culture. At that time, there was a great mass fervor of Japanese sports culture, and they trained a lot of warriors, promoting their "Bushido Spirit" and enslaving education, while they tried to build a great East Asia culture circle centered on their own culture. But Japanese ambition and methods were totally opposite to its culture.

The second time was that Japan started the invasion to china and the Pacific war. It resulted to stagnation and mixture of East Asia sports culture. The sports culture circle which had developed for thousands of years totally collapsed.

4. Deliberation of Reconstruction Sport Culture Circle of East Asia

East Asia countries are striving for a rapid development of sports culture in different ways. Japan and South Korea set up their strategies for "culture orientated national development" to increase their cultural radiation toward other countries. Japan uses its strengthen of "good at learning" to absorb and abandon foreign culture and the method of "maintaining and carrying out their culture in Japan, while spreading Japanese culture in foreign countries" as its guideline. South Korea uses perfect Taekwondo system and unique charm to spread its own culture all over the world. The International Olympic Committee acknowledged the "World Taekwondo Union" in 1980 which has 150 member countries by now. China also performed a series of measures to assure Chinese culture to have its influence, and gained attention from the whole world with its actual strength and profound culture.

All the East Asian countries made great contribution to promote the East Asian sports culture. Japan, Korea, Singapore, and Thailand have more than 1,000 cultural communication events with China every year, among them, there are 150 sports events. China has a very close relationship with high level sports culture in East Asia countries, visits other countries a lot, and starts the regional cultural cooperation among East Asian countries. China has a very positive influence on organizing, studying, and spreading sports culture, while China organized and participated "The forum for Minister of Culture for China, Japan, and South Korea" which most Ministers and Officers of would show up.

The Japanese Olympic Committee came up with the idea of "East Asian Games" (EAG) in the first joint conference of East Asia Olympic Committees on 15th, September, 1991. It aims at creating more communicational opportunities between East Asian countries and their Olympic Committees on sports culture. In the second joint conference of East Asian Olympic Committees on the 6th of November, 1991, conference members approved to hold the biennial EAG (Changed to quadrennial later) and confirmed that Shanghai would hold the first EAG in 1993. By far, the EAG has already been held for five times in different places of different countries, and the number of participated athletes could even reach 3,000. This magnificent sports meeting became a signature platform for people in East Asia to communicate in sports, spread culture and establish its own regional sports culture together.

Especially after the 21st century, cultural communication among East Asia countries showed its features such as multilevel, multichannel, and multiform. People and the government worked together on academic communication, personnel training, cultural study, martial performance, exchange visit of sports group, and held sports games to promote the communication and cooperation of sports culture among East Asia countries. With the efforts that all countries made, the modern East Asian sports culture, through fusion and collision between the western sports culture and the East Asian sports culture represented by Chinese, Japanese, and Korea culture, has developed rapidly and is gradually forming its own value.

Globalization makes the regional cooperation an important trend for development in modern, while the economy and sports culture in East Asia area are dynamically developing. The question that East Asia sportsmen care the most now is how to build a sports cultural circle based on East Asia regional culture and Olympic culture. The writer listed some suggestions for reconstruction of East Asian sports cultural circle here:

First, respecting the culture diversity and promoting the cooperation based on multi-culture.

Culture diversity is influenced by different ethnic, geographic area, history, and tradition. A culture may have the longer or shorter history, but we can never say which one is better or worse than another one. We need to respect different ethnics and differences among cultures with inclusive spirit. We can learn from each other, seek multi-prosperous while remain difference to realize the goal of "if beauty represents itself with diversity and integrity, the world will be blessed with harmony and unity" that promoted by famous sociologist Mr. Fei, Xiaotong.

Second, paying more attention to culture diversity for further identification of East Asian sports culture.

Like the famous saying, "different environment made different people, even though they are originally the same", we cannot think that East Asian countries is equal to the culture that is made of especially Chinese, Japanese, and Korea culture. The culture of East Asia is based on similar culture and mutual understanding, not same culture or dominating. The formation and development of a regional community depend on a deep inner power that comes from mutual acknowledgment. Acknowledgment is admission, trust and understanding among their countries and nations, and is also a pursuit of mutual interests. Acknowledgment on culture is the basic of trust and regional harmony among countries. Thus, building the sports culture circle of East Asia should start from the culture.

As to the sports culture in Japan and Korea, we need to admit that they are both unique, and they learned from Chinese sports culture to create their own one. We can say that the culture have great proximity, but never the similarity. China has to admit that we can learn from the history but we can never repeat it, while the ancient Chinese etiquette system no longer exists.

Third, we have to put an eye on the lack of culture, and absorb from the sophisticated western sports culture. East Asian culture has many factors that can block modern sports culture from forming and developing. For instance, strict level system brought many difficulties for cooperation between countries, and over-confident on self-ability lacks of self-examination, self-analysis and awe. Other factors include Confucianism's thought which totally is contrary to modern sports cultural spirit. All these could influence the reformation of East Asian sports cultural circle of East Asia, so we need to discard the dross and take the essence, which are combined with advanced modern western sports culture and Olympic culture to strive for reforming sports cultural circle in East Asia.

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Analysis of 2011 Japanese Basic Law of Sports

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Abstract: *The Japanese Sports Promotion Act has been issued 50 years ago and no change has been made. Facing the social problems of aging population, low birth rate, the expansion of medical expenses and an increase in sports disputes, in 2011, Japan introduced the Basic Law of Sports. This law covers a wide range and rich in content, and implement tightly around the “Eight Ideas”. It emphasises the right of sports, clear the responsibilities and obligation, explores and establishes the sports administrative institution, mark up part of the legal gaps, enhance sports’ status and role, reflects Japan’s current understanding and awareness towards sports. The introduction of Basic Law of Sports is an important milestone of Japanese sports’ history, a landmark, and it includes many provision that China should use for reference.*

Key words: *Sports Promotion Act; Basic Law of Sports, Sports Rights, Competitive Sports*

1. Introduction

The Japan Year 2011 No.78 Law, the Basic Law of Sports (referred as the Basic Law), has been released on June 24th in that the same year and has been implemented on August 24th. This law is an overall revision of the Year 1961 No. 141, Sports Promotion Act (referred as the Invigoration Law). Invigoration Law has two chapters, 17 articles, and about 1,600 words in total. But the Basic Law has five chapters, 35 articles, and more than 7,000 words. It is easy to see that the Basic Law covers a larger area, and is more rich and detailed in content. It can be said that the introduction of the Basic Law is a significant milestone in Japanese sports history, a more important landmark, while it has a huge influence towards the development of Japanese sports in the future. The author will conduct a detailed analysis to this law.

2. Background of Introduction

With the Japanese aging and low birth rate problem getting worse, accompanied by the medical expenses expanding year after year, Japan had to introduce more policies to support its people to participate in sports activities to compensate for their lack of movement. In addition, after the introduction of The Basic Plan of Sports Promote in year 2000, student’s physical abilities rose, the portion of adult weekly exercise time and the number of medals that Japan won in the Olympic Games have been increased, and Japan also began to consider updating their sports policy. More importantly, the Japanese Sports Promote Act was introduced in 1961; after 50 years, as the society is developing, Invigoration Law no longer adapts to today’s Japan society

and needs to be modified. Japan bar association believes that serious deficiencies exist in the current sports law system that lacks of programmatic law. Sports Promote Act cannot solve the problems as how to protect justice, procedural fairness, athletes' rights, so the law needs a comprehensive revision.

In fact, as early as 2009, the Basic Sports Act was submitted to congress by the members of two parties, Komeito and Liberal Democratic Party, but it turned as a discarded case due to the dissolution of the congress. In March 2010, Ministry of Education, Culture, Sports, Science and Technology came up with the idea of "the strategy of developing a nation via sports". Komeito and Liberal Democratic Party listened to the Democratic Party's propose, modified the Act, and added the concept of the "developing nation via sports". And in June 2010, they resubmitted the Basic Sports Act with the name of "Sports Senator Alliance", but because of the arrangement of the session, this case was postponed to 2011. The congress continued to review the act, after the submission of new bill, the old one would be revoked.

On May 31, 2011, this bill was submitted to the Ministry of Education, Culture, Sports, Science and Technology of in the House of Representatives, and it passed the examination in the next day. This bill belonged to the senator legislation, because all political parties expressed the support, including the Democratic Party, and the bill passed on the congress.

3. The Preamble of the Basic Law

The preamble of the Basic Law uses a lot of chapters to introduce the value and significance of sports, including the rights of all people to create a happy life through sports, and the significance to one's mental and physical health, the meaning of sports towards teenagers, the boost to the national spirit from competitive sports, and the role of promoting interpersonal relationships. Finally, it stressed that "since sports play an important role in all areas, the goal of developing nation via sports is the most important research topic related to Japan's development in the 21 century." The structural design of this law did not exist in the previous Invigoration Law. The author believed that Japanese sports legal workers tried to let the Japan society to realize the positive advantages of sports, make them pay attention to sports work and popularize sports activities in the society in this way.

The preamble of the Basic Law explains sports in this way, "Sports is a physical movement as sports competition that a person or a group of people develop sound physical and mental health, enhance health and keep strong, acquire adequate spirit, and cultivate the spirit like self-discipline. Now sports have become a part of the essential physical and mental health and culture life. Acquiring the happiness life through sports activities is people's rights, and all nationals should consciously, according to their respective interest and their own suitable conditions and so on, have a chance to actively take part in the daily exercise, love sports or support sports in the safe and fair environment." The Basic Law deleted the Invigoration Law's anachronistic content of "should not compel nationals to engage in sports". The sports mentioned here refers to the physical body movement is a broad concept. The new concept affirms that sports have the positive roles to human spirit, and stressed the rights of sports (this is the first time to mention sports right in Japanese law), freedom, security, and justice, while this definition has a great progressive significance.

4. General Provisions

4.1 Purpose

The formulation purpose of the Basic Law reserves the first section of the Article 1 of the Invigoration Law, which is “goal to promote nationals’ physical and mental development and the formation of a pleasant and lively national life”. It adds the words that it will take measures to achieve the purpose, namely, “By providing the basic idea of the sports, the responsibility of the nation and local public organization, clearing the effort target for sports organization, etc, government formulates the basic measures and events of sports’ development, and thus promotes the sports measure comprehensively.” This expression defines the means and methods which should be taken to achieve the goals, and thus it will contribute to the implementation of this Act and enhance the operability. In addition, the formulation purposes of the Basic Law added two points, which are “realizing the dynamic society and contributing to the development of international harmonious society.” This reflects that that Japan has improved the knowledge towards the function and roles of sports, which is that sports are able to improve the vitality of society as a whole. Sports have no borders, and are not about politics, so through the global activities, sports are able to increase the mutual understanding of peoples among all countries, and enhance friendship among countries in order to promote the harmony of the international community. The author believes that the Japanese sports workers add this description into the Basic Law, which not only improve the functions and status of sports, but also want to express to the their good wishes of peace.

4.2 Eight Concepts

The eight concepts of future sports work are established in the Article 2 of general article in the first chapter of the Basic Law. These concepts were the basic principle guides for Japan’s future sports works; it reflects Japan’s improved understanding towards sports. These concepts include from the rights of sports to international relationships, from teenager sports to handicapped sports, from general sports to athletic sports, which can be considered as all-encompassing and reaching.

The rights of sports: it is the first article in the eight concepts. First of all, it ensures people’s sports rights, and encourages people to voluntarily participate in sports while paying attention to safety, respecting the characteristics of motion, and ensuring justice. It stipulates that since people have the rights to acquire the happiness life through sports, nationals must be independent and self-discipline to participate in the sports activities which adapt to their health situation when they have the opportunities and the place in their whole life-time.

Youth sports: for youth sports, Japan believes that sports can not only promote teenagers’ physical health but also help to cultivate their healthy personality. “Sports, especially the sports activities of teenagers who are in the physical and mental growth process, have significant impact on increase of their physical strength, and on the formation of attitudes of respecting to justice and self-discipline. With the understanding that sports help to develop nationals’ physical and mental health and build up a complete personality in their life-time, schools, sports organizations (which refers to the organizations aims at promoting sports, similarly hereinafter), and families must go through the mutual cooperation of the regional activities to promote the development of sports.” This emphasizes that the health of adolescents is not only the task of school sports, but also the task for family and society. All organizations must collaborate to jointly promote adolescent health.

Interpersonal relationship: when facing the Japanese background of reduction in interpersonal relationships, especially high working pressure and small life circle from marriageable populations, and Japan’s low birth

rate, Japan aware that sports can improve interpersonal relationships and facilitate communication between people, which is expressed in the Basic Law as “people in their geographical residence can love sports through the collaboration of subjectivity to promote the communication among all people with all ages who live in the same region and the formation of communication among regions.”

Sports career: Japan pays more and more attention to the development of sports because it relates to person, even the country's security. The Basic Law stipulates that, “in order to maintain and enhance the sports activists' physical and mental health, and the guarantee of security, it is necessary to promote sport career.”

Disabled sports: compare to the Invigoration Law, the Basic Law adds the content of the disabled sports, and gives disabled people more humane care by taking the specific type of disabilities into account. The Basic Law stipulates that, “in order to make disabled people be independent and actively engage in sports activities, it has to consider the type and the degree of disability to promote the development of sports career.”

Competitive sports: currently, Japan's sports have been away from the trough, but the process is tortuous and difficult. Therefore, for now, Japan will not relax the requirements in the legal policy of competitive sports. The Basic Law stipulates that, “in order to enable our athletes (includes professional athletes, the same below) to gain good results in the international sports events (i.e. the Olympic Games, the Paralympic Games, and other international sports, the same below) and national sports events, it must improve the level of sports (hereinafter referred to as the “competitive level”), though the mutual organic coordination of various measures, to effectively promote the development of sports.”

World peace: at present, there are more and more international competitions that enhance communication and understanding among countries around the world. The people of all countries always do not like sports to get influence by political, and more than that, sports function, as the lubricant, promote the relationship among countries around the world. For example, South Korea and North Korea form one group in the Olympic Games several times to shows that the South Korea and North Korea are a family. Japan also expresses its good wishes towards world peace in the Basic Law, “developing sports career is to promote international exchange and contribution enhance the mutual understanding among countries, and make a contribution to the world peace.”

To deepen nationals' understanding of sports, the law is against doping. The Basic Law stipulates that, “there are no the discriminatory attitudes against sports players. Taking fair and appropriate behavior in all kinds of sports activities and deepening nationals' understanding of anti-doping are to promote the nationals' broader understanding and supports of sports.” Everyone owns the rights of sports; therefore, there should be no any ridicule and discrimination against sports participants. This provision reflects the improvement of Japan's cultural quality and humane care for each person. It is thoughtful and reflects the principle of “people-oriented”. Doping is a malignant tumor that hinders the development of competitive sports; it is not only cause serious bodily harm to athletes, but also contrary to the sports spirit of fair and justice. The world should oppose the use of stimulants.

4.3 Clarify Responsibility and Duty

In order to promote the sports career, it must define the responsibility and duty of all parties.

National responsibility and obligation: nation has the main responsibility to develop sports industry. The Article 3 in the Basic Law stipulates that, “nation has the responsibility and obligation to, in accordance with

the basic idea in the preceding article (here in after referred to as the “basic concept”), develop sports-related measures and implement them comprehensively.”

Responsibilities and obligations of local public organizations: the Basic Law stipulates the responsibilities and obligations of local public organizations from Article 4 to Article 8. It mainly emphasizes that local organizations must comply with the eight concepts to cooperate with nation and seriously implement the nation’s law and regulations. This regulations is very detailed, for example, it stipulates that local should put efforts to set the benchmark that the sports business activities should obey to ensure the transparency of sports organizations operation; sports organization, when facing sports disputes, should work hard to solve the problem properly and rapidly; country, independent administrative institutions, local public organizations, schools, sports organizations, civil career, etc, must interrelate and work collaboratively; implementation of sports measure must take the other necessary legal, financial or tax measures.

5. Sports Basic Plan

Article 9 and Article 10 of The Chapter 2 in the Basic Law stipulate the formulation and implementation of the sports basic plan. In addition, although there are only two articles, the Basic Law set a independent chapter for them, which shows the Basic Law makers’ attentions to the formulation of sports basic plan.

First of all, the Basic Law requires the Minister of the Japanese Ministry of Education, Culture, Sports, Science and Technology to formulate a basic plan related to promote sports in a comprehensive and planned way. If they need to formulate or make changes in the sports basic plan, they have to listen to the government decrees and opinions that are formulated by deliberative assembly in advanced. At the same time, it needs to contact and coordinate with Sports Propelling Club (a new established organization in the Article 30 of the Basic Law, the author will make further analysis in below).

Secondly, the provision stipulates that Japanese local public organizations, which are managed by the Education Committee of prefecture and municipalities, have to refer sports basic plan and works hard to formulate sports promote plan according to local actual conditions. And it also requires that when they formulate and change the sports promote plan, they should listen to the specific local public education committee’s opinion in advanced.

6. Basic Measures

The third chapter of the Basic Law uses a lot of words to stipulate the basic measures in developing sports career. Detailed and specific regulation provides this law strong feasibility.

This chapter is divided into three sections: the first section is about the equipment of promoting sports basic conditions (Article 11 to Article 20); the second section is about ensuring the equipment of environment for all sorts of sports opportunities (Article 21 to Article 24); the third section is about enhancing the level of competitive (Article 25 to Article 29).’

6.1 The Equipment of Promoting Sports Basic Conditions

This section stipulates the equipments of promoting sports basic conditions, which include the sports instructors, location and equipment, sports accident prevention, the settlement of sports dispute, sports’

scientific research, etc.

The cultivation of the sports director: Japan always values the cultivations of sports directors such as sports teachers, coaches, and social sports instructors. Article 11 stipulates that nation and local public organization should take the necessary measures to support the development of the systematic cultivation, the host of the research rallies or assembly (hereinafter referred to as the “research rally”), etc. in order to cultivate sports instructors and other talents for promoting sports (hereinafter referred to as the “conductor”), improve their qualification and exert their functions.

The equipment of sports location: the equipment is the precondition of sports activities. Article 12 stipulates that nation and local have the obligation to improve the equipments at the sports location, guarantee the safety while they are used, and consider disabled people’s convenience. Article 13 stipulates that the one who established national school and public school should open sporting equipments in schools to public if it does not interfere with school education. And both nation and locals have the obligation to improve sporting facilities in school.

Sports accident prevention: sports injury and accident often appear in sports. In order to reduce the sports accidents, Article 14 stipulates that both nation and locals should put effort on taking necessary measures on popularize conductors’ knowledge of education, sports equipments, maintenance of physical and mental health, and safety guarantee (including the knowledge of appropriate use of sporting goods).

The settlement of sports dispute: along with the development of sports, there is more and more sports dispute. Article 15 of the new Basic Law stipulates about this. Although there is not any detailed regulations to be made according to the measure, but it guides the specific work process. First, it mentions protecting sports workers’ interests. The proposition of this principle is positive to attract more people to work in sports field, easing the worries of sports practitioners, and improving their enthusiasm; second, it is about the institution’s equipment. Sports arbitration or mediation authority is an important institution of the settlement of sports dispute. The article stipulates that nation has the obligation to support these institutions; and finally, it stipulates that nation has the obligation to help sports organizations understand the procedures of dispute settlement so that they are able to find a relief way quickly.

Advance of sports scientific research: sports scientific research is an indispensable means of sports promotion. It can be said that sports competition is equal to sports scientific competition. There are a lot of subjects related to sports; the Article 16 stipulates that nation should promote comprehensive, practical, and basic research of sports-related subjects like medicine, dentistry, physiology, psychology, mechanics and so on, and take measure to promote using research results in sports effectively. Nation also has to take measures to strengthen the equipment of research system, deepen the connection among nation, independent administrative institutions, local public organizations, schools, sports organizations, and civil careers. And it also should take the necessary measure to collect, process, and effectively use the sports-related domestic and international information about sports implement condition, the research result about improving the competitive level, and the results’ processing conditions.

Enriching sport in schools: teenagers’ health related to a country’s future, the improvement of Japanese teenagers’ physical condition related to the sports policy of Japanese schools. Besides, they also believe that school sports related to teenagers’ whole life, which is an important part of lifelong sports and career sports. The Article 17 stipulates that schools and local public organizations should put effort on taking necessary

measure to enrich sports guidance, equip the facilities with stadium, playground, swimming pool, and Budokan, improve the quality of sports instructors, and efficiently use local sports instructors.

This section also stipulates that nation and locals have the obligation to support sports development, support international sports communication, and give recognition to those who get good grades in sports events or those who contribute to the development of sports.

6.2 Ensure the Equipment of Environment for All Sorts of Sports Opportunity

This section is based on the equipment required by the pervious section and further stipulates the sports environment. It required nation and local to support local sports clubs, and reward sports events, physical strength test and daily sports activities. It is necessary to emphasizes that the Article 24 stipulates that nation and local public organizations should work hard to equip the outdoor programs or sports and entertainment activities with necessary facilities for those sports entertainment activities (hereinafter referred as “sports entertainment activities”), like outing, bicycle trip, and camping, which was regarded as rewards for maintaining nationals’ physical and mental health and rich and dynamic life, and also should take other necessary measures to implement the communication spaces for residents.

6.3 The Improvement of Competitive Level

In 1961 and 1964, Japan issued the Sports Promotion Act and the Countermeasures about Promote the Health and Physical Strength. Sports works focused on the popularity of sports. But Japan dissatisfied with scores in the next few Olympic Games until Japan issued the 21st Century Sports Revitalization Strategy in 1989, The Basic Sports Revitalization Plan and The Plan of Increase the Number of Olympic Medals in 2000. Japan also makes the lifelong sports and competitive sports as the main focus of the development of sports in 21st century. After that, Japan’s Olympic scores are getting better. At present, Japan is on the coordination development way of competitive sports, ordinary sports, and schools’ sports.

In this section, the Basic Law does not mention about the specific goal or measures for competitive sports, but it stipulates national obligation, which includes providing equipment and supporting excellent sports players, national athletic meeting, national disabled people sporting meeting, enterprise, university, consortium corporation, Japan Disabled Persons' Federation, Japan Olympic committee, etc. And it also stipulates that nation has the obligation to take necessary measure to prevent the use of exhilarant.

It is needed to point out that the Basic Law does not mention the arrangement for retired athlete. Athletes make contribution and scarification for the glory of their country, their retired arrangement should be part of national obligation, especially those athletes who retire during their sports career because of injuries or poor grades. Nation should gives this matter further thought, strengthen athlete culture education and make proper arrangements for their retirements.

7 Allocation of Sports Development System

7.1 Exploring to Establish the Sports Administrative Agencies

Unlike China’s Sports Administration Agency, Japan does not have such administration department to manage sports. But they are exploring to establish such institutions. During the formulation of the Sports Basic

Law, some lawmakers mentioned to establish a sports administration in order to unify sports administrative activities. The reason is that the budget predicted by Ministry of Education, Culture, Sports, Science and Technology in year 2009 is 100 billion yen, but only prediction of 23 billion yen in the same period belonged to sports. Therefore, lawmakers suggested unifying sports administration to keep with the same budget as the cultural department.

Mr. Okumura Tenzoo (General Director of “Sports-Parliamentary Union”) claimed that sports administration was managed separately by different ministries and agencies such as the Ministry of Education, Culture, Sports, Science and Technology and the Ministry of Health and Labor Ministry. He hoped that the situation could be changed by establishing a Sports Administration Agency. However, Japan is reducing the administrative budget by reforming the institutions. Under this background, it is very difficult to establish an independent Sports Administration Agency. Also, the “Minna Party” (the only party does not join in the “Sports-Parliamentary Union” in Congress) is against the establishment of Sports Administration Agency, therefore, it against this bill. The current work priorities is on post-disaster reconstruction, even though the Sports Administration Agency is established, it is difficult to increase the budgets. So this thought only appeared in the Article 2 of the Basic Law’s supplementary articles, which is “in order to promote the comprehensive sports related measures, the Japanese government consider the integration of basic principle of reforming governmental administration, so the establishment of administration institution as Sports Administration Agency and sports council should be under “must be” status, and the government will take the necessary measure according to this result.”

It is predicable that in the near further, Japan will also establish Sports Administration Agency to unify its sports administration. Mr. Takeshi Okada, former Japan national football coach, said, “Under the new law, sports can have the national support that it never has had before, and establishing the Sports Administration Agency also has a realistic meaning,”

7.2 The Establishment of Society for Sports Promotion and Deliberative Assembly for Sports Promotion

Although the Sports Administration Agency is hard to establish, Japan still proposes to establish the Society for Sports Promotion and Deliberative Assembly for Sports Promotion. According to Article 30, “In order to comprehensively, uniformly and effectively promote the sports measures, the government sets up a Society for Sports Promotion, and contact and adjust with other sports institutions as the Ministry of Education, Culture, Sports, Science and Technology, the Ministry of Health and Labor Ministry, and the Ministry of Land, Infrastructure, Transport and Tourism.” Article 31, “In order to investigate and review Sports Promoting Plan and other Sports Promote related important things, prefecture and municipalities can set the council and other agencies with collegial system (hereinafter referred as the “Deliberative Assembly for Sports Promotion”) through formulate regulations.”

Japan Deliberative Assembly for Sports Promotion plays the role in democratic participation and supervision of the decision-making about important things as the formulation of sports policy, indicating democratic sports, which is the institution China does not have now. The principle of democratization can also be seen in members’ selection. The first section of Article 32 stipulates that, “in order to promote the relevant systematic configuration of the local municipal sports, the Education Committee of municipalities (the president in the case of certain local public organizations) can choose someone from those who has the social reputation,

interests, a good understanding of sports and the necessary enthusiasm and ability to use the following regulations in this article, and appoint him as the member of Deliberative Assembly for Sports Promotion .” Also in the third section of the article, it states, “Deliberative Assembly for Sports Promotion should hires non-formal recruiters as members.”

8. National Subsidies

The development of sports cannot do without the financial support, therefore, the Basic Law stipulates in this sections that nation should provides financial subsidies for those local public organization, sports organizations with meaningful activities and those organization which contributes to sports field, such as National Sports Meeting, National Disabled People Sports Meeting, and school’s sporting facilities. And it stipulates that nations should consult the deliberative assembly in advanced

In the final supplementary articles, it emphasizes the reason of the proposition of this law again, and revises partial articles in the old law.

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The Study of Korean Sports Diplomacy

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Abstract: *The 1988 Olympic Games was held in Seoul, which further developed Korean sports. Since then, more and more the world's top sports competitions were held in Korean, more and more people began to participate in sports competition, and the research in the sports field went further. The national diplomacy via sports gets people's attention. In recent years, sports diplomacy, as an important part of national diplomatic policy, gains support from its people, society, and government. Sports diplomacy plays a significant role in promoting the development of the international community and human progress, which is significant for Korea's development. In less than half a century, Korean sports diplomacy has made considerable achievement in different historical stages.*

Key words: *Sports, Diplomacy, Sports Diplomacy, Korean Sports Diplomatic Policy*

1. Sports Diplomacy

In 70s and 80s of 19 century, the international system based on national country gradually was forming, sports communication began to have internationality from then on. Most parts of the sports communication are launched by guidance of government, and thus it becomes an important part of a national overall diplomacy. Since foreign sports exchange activities move towards international communication stage, the fields of national diplomatic activities can be expanded, and is no longer confined to the traditional political, economic, science, and military field, but go deep into the sports field. The countries all over the world pay more attention to show their culture, promote its values, improve and expand its influence through sports methods. Sports constantly walk from backstage to the front diplomatic stage, and become an independent part of nation's diplomatic activities, indicating the emergence of sports diplomacy.

"Sports diplomacy" is a diplomatic form rising along with the development of era. The Dictionary of World's Diplomacy defines "sports diplomacy" as "a word about foreign sports exchange and communication for national sports departments or sports fields to promote the relationships between countries." It is a new diplomatic method in which sovereign states communicate with each other, and formal communication activities with international sports organization, foreign governments and sports departments, while its purpose is to protect their own national interests, process relationship among countries, and realize the goal of foreign policy through the sports exchanges. The emergence of the new diplomatic form adapts to the features of era and the historical development trend. But no matter how the connotation of diplomacy expands, it has an unchanged characteristic that diplomacy serves for national interest and is a tool to realize the national foreign policy. Sports diplomacy is not the exception. The reason that sports can safeguard the national

interests to achieve the goal of foreign policy is that in today's nation-based international society, sports and politics are indivisible, while sports is limited by political and serves for politics. In addition, with its unique neutral color, sports play a unique role in realizing the objectives of foreign policy.

2. Functions of Sports Diplomacy

2.1 Diplomatic Recognition

Diplomatic recognition is the most common method of using sports in the international society. The countries do not establish diplomatic relations, but mutually conduct and participate in sports competition, which recessively represents that these two countries has been build symbolical diplomatic relations. However, if they mutually refuse to enter into sports competitions and provide the entry formalities for players in each other nations, which can be understood as sever diplomatic relations.

This kind of problem induces the germination of sports politicized problems. If a country only boycotts one country, then its behavior will trigger political issues. But now exchange of sports competition becomes the media to normalize diplomatic relations between two countries. Sending a delegation to participate international competition in foreign countries indicates that this country is planning to build a diplomatic relationship with the host country, and this will be the key link to establish a tight diplomatic relation between two countries. On the contrary, if a country refused to participate in the international competition held by a specific country, it can be understood as the two countries are hostile on diplomacy.

2.2 Diplomatic Protests

Sports are also used as a tool of diplomatic protest in international politics. For example, a country is infringed in interest or is threatened by behavior of a particular country. If this country implements tough diplomatic protests against the specific country, it will be suppressed in trade and politics. But if it conveys the protest through sports competition, it can achieve the diplomatic objectives without being infringed.

Diplomatic protest is related to diplomatic recognition. But diplomatic recognition is corresponded to the country's political system, and protests are triggered by international political problems.

Diplomatic protest relates to diplomatic recognition. But diplomatic recognition related to the political system of that country while diplomatic protest may be caused by international politics.

In 1988 Seoul Olympic Games, South Korea refused North Korea to take part in the Olympic Games since North Korea rejected to hold the Olympic Games with South Korea together. In addition to the joint boycott, international political protest also would appear in the arena. In order to tell the world that South Korea, under Japan's rule, was independent, in 1963 Berlin Olympic Games, Kitei Son, the Marathon champion, burned the Japanese flag inside the arena.

2.3 Promoting the National Prestige

Sport is one of the effective ways to promote the national prestige, while the most basic goal in the current national sports policies is prestige.

2.4 Political Propaganda

Sports have the functions of promoting a national ideological system or political system. Victory and defeat exist in sports competitions, which imply the nature of strengthening political position. The victory in the international political field could prove the superiority of the corresponding political system.

Hitler's Nazi regime is the precedent of politicized sports. The political ideological system that Hitler tried to promote is that a race is superior to all other races in other countries rather than the superiority of a country. In 1936 Berlin Olympic Games, known as the Nazi Olympics, German ranked the first, which intended to show the idea that the Germany owned the strongest constitution in the world.

2.5 The Understanding and Promotion of Peaces among Countries (Cooperation)

International sports competition provides a common rule and standard for all countries, and thus it becomes the medium for countries to promote peace and understand each other.

Although sports have the nature of mutual competition, its essence is to promote mutual understanding and improve the friendship through sports. Therefore, the sports competition among countries is a special communication which has the function of improving the good relationship. Through sports exchange, nations are able to prevent the friction between each other in advance, further promote the friendly relationship, and make a contribution towards the peace of human.

In special circumstances, it can also cause crisis, but in many cases, it can prevent the real danger and strengthen the international cooperation and development.

3. The Comparison between Sports Diplomacy and Traditional Diplomacy

The requirement for peach and development become the mainstream of international relations after World War Two. Compared with traditional diplomacy, sports diplomacy is more acceptable by target country. The following aspects are the main differences between sports diplomacy and traditional diplomacy:

3.1 Sports Diplomacy Penetrating in Functional Areas as Exchange between Athletes, the Host of International Sporting Events, the Visit and Propaganda from Important Sports People, and the Technical Support for Sports Competition

This is unlike the traditional diplomacy that exist dangerous situation. Of course, the international sports competition will be used to make the international disputes between the countries which are mutually hostile, as an excuse to trigger a crisis of joint boycott. But this crisis does not directly relate to the survival of country, so this crisis cannot be defined as a real crisis.

3.2 Accessibility with Civil Society

Diplomatic policy related to military security only can be effectively executed when it is separated from the civil society. However, sports closely related to the attention of civil. The international competition between national delegations, the host of the Olympic Games and the World Cup, domestic athletes' oversea development, the national visit of famous sports, etc. are the topics that citizens concern. The results in international sporting events can be turned into the political problems as national unity, public opinion, etc.

3.3 Compared to Military Security, Sports Diplomacy Allows Multinational and Non-governmental Person to Join in

The international sports organizations which relate to the Olympic Games and the World Cup, such as IOC or FIFA, play power across the country. Each competitive international community sets and implements the multinational provisions within the corresponding games, while restraining each country through this power and provision. But what are worth mentioning are that both international and domestic groups related to sports are non-government agencies. Most of the participants including athletes or national promotional teams are non-governmental people.

The purpose of the sports diplomacy is presented in all respects. The macro significance includes: enhancing national development, increasing income, maintaining equality, improving welfare, and improving life quality through sports, which can be used to evaluate the efforts on diplomatic strategies. The micro significance includes: strengthening the international advantage of sports competitions, athletes' overseas developments, the introduction of foreign advanced sports technology, domestic supports towards international sporting event, and active daily sports life, so that it can achieve the strategic goal of diversification.

4. Korea's Sports Diplomatic Strategies and Specific Cases

4.1 Korea's Sports Diplomatic Strategies

According to Korean current political situation and geographical position, it seems that Korean diplomacy direction centered on its national security. Therefore, the primary goal of Korean diplomacy is the maintenance for its national cooperation and collaboration.

First, the current pattern of the world is changing constantly, which plays an important role in improving the relationship with the countries without diplomatic relationship.

Second, in 20 century 60s, Korean rapidly grew via policy of modernization, and it used sports diplomacy to improve the international relationship, increased its national strength and propagated Korea.

Third, in domestic politics, in order to maintain the unity of citizens, Korean superiority has been showed through the sports diplomacy, which brought hope and courage to its people. Korea, under Japan's rule, joined the 11th Berlin Olympic Games. In this Olympic Games, a Marathon player, Kitei Son, won the first place, which caused "Japan flag's effacement event". This is a typical example.

Fourth, due to the interests of powerful nations and the current structure of the world, Korea launched tilt diplomacy; it expanded the scope of diplomacy through the sports diplomacy. This could be seen as the typical form of achieving "Politics, Diplomacy, Economy, Society, Culture" through sports.

4.2 Specific Cases: 2002 Korea-Japan World Cup and Sports Diplomacy

Although the World Cup is a single competitive game, the degree of being concerned exceeds the concerns toward Olympic Games. In the International Football League that is in charge of the World Cup, the number of countries that has already registered in reaches 202, which exceeds the number of member states of the United Nations (UN). At the same time, the World Cup's schedule is two times to the Olympic Games'; it fully explains that the World Cup is an international sporting event.

In 2002 Korea-Japan World Cup, they broke the history and entered into the top four. This unexpected gain spawned a lot of changes and developments.

At present, the World Cup, the large-scale sporting event of the world, could make a great influence on the world's society. The expanding sports exchange deepened all communications among countries, along with change in the relationship between sports and society; the influence caused by these changes in society also reflects the meaning of the World Cup.

5. Conclusion

It is true that the diplomatic envoy plays an important role in modern diplomacy, but it also needs members from all countries, from national leader to ordinary people, to implement various means and methods to promote the cooperation among countries. This is also a significant part in national politics.

Sports itself has the function of diplomacy, which is particularly important in this international era. Although sports commercialization and application in political field are criticized by some people, looking at the development of the world, this phenomenon is an undeniable reality, and drawing on each other's strength to remedy the weakness will be the most effective and reasonable solution in this situation. Making full use of sports in politics, especially using sports on diplomacy in the positive side towards the countries is the most reasonable implementation plan in modern diplomacy. The successful sports diplomacy is the most effective approach to sublimate national spirit and attract worldwide attention.

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