



The Interpretation and Reflection on University Sports Culture under the Context of Cultural Diversity

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Abstract: Abstract : In the context of cultural diversity, by using the method of literature, logical analysis to the university sports culture of innovation, orientation, academic, athletic and other new functions are described, which lead to the interpretation of the dominant culture, university sports culture of the mainstream culture and non mainstream culture, on the basis of the university sports culture phenomena of reflection, in order to provide reference for the university sports culture toward health, civilized, harmonious development.

Keyword: Cultural Diversity; University Sports; Sports Culture

I. RESEARCH OBJECTIVE

Social development today, people did not like this with such a high enthusiasm to explore this sensitive words "culture". Culture is not isolated but also is not static, but different cultures in the interaction and evolution of ^[1]. Described by UNESCO in 2001 31 session of the General Assembly held in November through the "Declaration on cultural diversity": the culture has different forms in different times and different places^[2]. Thus the cultural diversity exist debate in the world. Nowadays, cultural diversity and economic globalization, multi polarization of the world together constitute the three major developing trend in the development of the world, because of this, especially as the university sports culture in the university culture system and expression forms of the same with diversity. University of different nationalities, national university sports culture is different; different University in the same country, regional, subject structure, education and other factors, the university sports culture presents the situation of a riot of color^[3]. The formation of such a situation is the progress of the times to adapt. However, the traditional factors and the impact of modern school physical education reform, discussed the university sports culture can not just stay in the concept, connotation and other aspects, but in the background, there is a more thorough, profound understanding of university sports culture^[4]. In this paper, standing on the perspective of culture, through the surface phenomenon of university sports culture, deep thinking of it, in the background of cultural diversity, better play the position and function of university sports culture in the University Sports in the reference^[5].

II. RESULTS AND ANALYSIS

A. *function of University Sports Culture:*

Since 90's of last century, China's sports industry has tended to think, modern sports, including three parts of school sports, competitive sports and social sports, these and western sports are divided into three parts: physical education, compel titer sport, physic training is consistent.

Understanding of the school sports is not thorough, will inevitably lead to the understanding of the cultural function of university sports biased. Physical education course is one of the main functions of school physical education, which is decided by the essence of sports of the school's 1 but, in the context of cultural diversity, university sports culture has not only the function of sports (health, enhance physical fitness and so on) and culture (communication, transmission, integration and so on), also appeared some features and adapts to the times of culture. A comprehensive, complete, systematic understanding of the function of university sports culture, has an important significance to university sports culture with the characteristics of the times for building. Especially in the school sports reform like a raging fire of the occasion, but also has the significance for the university sports out of the misunderstanding of traditional physical education.

a. *oriented function:*

Due to the particularity of university sports culture creation main body, determines the particularity of university sports culture in the guide function. University sports culture should bear in accordance with the interests of the state, the collective and individual sports campus, but also bear all the sports behavior campus guide to this reality determines the sports goal. The university sports culture sports values, is long in the sports teaching, training, research and management practice condenses, is teaching, training, scientific research and management practice unceasingly accumulation and sublimation results. A living reference not only for the campus sports behavior is provided, but also to guide the university sports culture develop in a healthy, civilized direction. Along with the increasing of social interaction of college students, University Physical Education and social sports is increasingly integrated with each other, and the "lifetime sports", "health first" concept put forward, it marks the university sports will lead the trend of social sports in great extent.

b. *Academic function:*

University sports culture of academic function and adapt to the development of physical education. In the past,

the sports culture of academic functions is concentrated in the sports scientific research departments and institutes of physical education. Now, through the establishment of Physical Education Department, the sports research institutions and talent source appeared the trend of multi polarization, the university is playing a more and more important role in sports scientific research. Comprehensive university especially the first-class university pay more and more attention to the construction of sports scientific research institutions such as Peking University, Tsinghua University, university culture as the very meaning of sports culture will also is so, how to seize the opportunity to guide the university sports main stream culture closer to the dominant culture in the global cultural diversity background, an important issue to narrow between each other distance is the development of a "harmonious society".

B. Relations between the leading university sports culture and the mainstream culture:

To narrow the gap between the mainstream culture and the leading culture, we must clear the relationship between them, which is the premise of practice. University sports culture is the dominant constructed jointly by all the teachers and students of the school of management, School Sports Leadership by the organization and system elements, through the media function of sports staff groups in PE teaching and work, reflect the upper organization policy will, dominates the campus sports culture.

University Sports Culture eventually leading to implement the university sports culture creation subject the student body. While the students through its own way of thinking, emotion and behavioral characteristics constitute the main campus sports culture, management through the macroeconomic regulation and control to achieve control of the subject, students through the micro behavior main body effect of campus sports culture, two other existence, mutual influence, consistency and keep the ultimate goal. But the leading sports culture embodies the students subjective sports culture and management will not absolute, also exists between the two deviation, and really have a significant impact on students is the mainstream sports culture of their own, rather than from the managers will or intention ", which leading sports culture" it means that management's leading sports culture if body of sports culture can not and students achieve a good understanding, create harmonious atmosphere, it is easy to lose the leading role of university sports culture, will have an adverse impact on the construction of university sports culture.

C. Game dominant culture and mainstream culture:

In the university sports culture, not only between the dominant culture and mainstream culture confrontation, and between mainstream culture and non mainstream culture and counter. As social development history, this relationship may be more than compete dominant culture and even to some extent. As in the cultural revolution period, the school physical culture is a kind of backward, backward state.

Due to the non mainstream sports culture social background than the dominant cultural complex, from the aesthetic point of view, non mainstream sports culture is a lack of aesthetic strict sense value of commercial culture, it is dross part of popular culture personality in the campus of the University of the special geographical environment and humane environment of college students of this special

reflect. Especially in modern college students are mostly after 80 years of "Little Emperors", "little sun", the individuality is affected easily by non mainstream culture. In ideology, for fear of motion, afraid of sweat, hard, rely on nutrition to maintain health, be cynical, some of the traditional sports a contemptuous disregard and so on; in action, is the pursuit of fashion, try all means to seek stimulation, etc.. Is the inevitable result of social existence between 1 they contend will always accompanied by the development of university sports culture of University Sports between the dominant culture, the mainstream culture and non mainstream culture? This requires us to objectively and reasonably according to national conditions, grasp the relationship between them, should play a leading role in leading university sports culture, but also pay attention to the main role of the mainstream culture, more careful than harm the mainstream culture.

III. REFLECTION OF THE CULTURAL DIVERSITY AND UNIVERSITY SPORTSCULTURE

University sports culture as a specific function of regional sub culture, it reflects the characteristic of the times of sports, on the other hand, is a barometer of the spirit of young college students specific geographical environment. It has active thinking, high cultural tastes, with strong academic advantages gained more and more attention. In the context of global cultural diversity, we should not only attach importance to the development of university sports culture, but also to guide rational thinking and combining the basic situation of school physical education in china.

A. Lost of the western sports culture monopoly and national sports culture:

Chinese traditional sports culture has a long history, many factors have positive. However, in line with international standards at the same time, the influence of western modern sports culture, Chinese traditional sports development is extremely slow. Chinese traditional sports culture is about harmony of yin and Yang, refined, gas, God's unity, slow; while the western sports culture individuality, unremitting self-improvement, the courage to risk features such as the characteristics of college students, but rather with the age character match. This makes in the process of development of the university sports culture, whether it is the project of physical education teaching and extracurricular physical exercise on the western sports culture occupy an absolute monopoly. National sports culture in the western sports culture is a more serious phenomenon and problems of modern university sports culture. In particular respect for cultural diversity of today, in the university sports culture to the development of national sports culture is an important subject.

B. Unity between adaptive university sports culture and diversity:

In the context of cultural diversity, on one hand we should pay attention to university sports culture between the individual characteristics, in order to reflect the cultural diversity of the subject, we should also grasp the relationship between good university sports culture characteristic and diversity and general on the other hand. Some university in order to highlight their achievements in sports, outstanding catch in one or two sports, but despising

the diversity of university sports culture activities, to create such a guiding ideology is not conducive to the university sports culture environment. University sports culture should reflect the subjectivity of students, for the majority of students services. University sports culture that is full of vitality, the staff's personality is a development environment, the school to do their own characteristics formed a unique advantage.

C. "Sports is life" and the life of the sports:

With the development of sports as a social and cultural phenomenon increasingly penetrated into every aspect of social life, "sports is life" is a way of life idea has been accepted by more and more people. "The specific characteristics of sport is described life" is not only to meet the needs of people's lives sports and sports behavior, more important is the basic attribute representation of people activities in the form of sports. As the university sports culture to create a theme -- college students, physical education is a part of university life indispensable. University sports culture which requires the university campus has a healthy, positive, rich and colorful, so that students are very good sports culture, sports are into University life.

D. "Lifetime sports" and "health first" thought:

These two kinds of thought is the guiding ideology of school sports, is the embodiment of the leading consciousness of university sports culture. So in the university sports culture to highlight the dominant position of dominant culture? In fact, prior to this, China's sports workers made a lot of study on the "lifelong sports" and "health first" the two propositions. In the context of cultural diversity, put the two into the analysis of the cultural perspective, we Is it right? Can also be understood as: "lifetime sports" and "health first" thought is the two kind of features which appeared during the development of the school sports culture in the cultural forms? Two types of

cultural patterns of mutual influence, mutual penetration complement each other, mutual, reciprocal causation; to improve the common structure, the core of university leading sports culture.

IV. CONCLUSION

In the cultural diversity of cultural background, fully understand the various functions of university sports culture, which play an important role in the university education; the process of the construction of the university sports culture, should make clear the relationship between the dominant culture, the mainstream culture and non mainstream culture, positive, rational, healthy and guide the development of university sports culture; should take the college sports reform and development opportunity, out of misunderstanding the development of university sports culture; should take a rational attitude to face the university sports culture.

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