

Study on Characteristics and Value Orientation of University Physical Culture in China

L'ETUDES DES CARACTERISTIQUES DE LA CULTURE DES SPORTS ET L'ORIENTATION DES VALEURS DE CHINE

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Abstract

This paper studies the characteristics of Chinese university physical culture through literature materials, interviews, logical analysis, System Induce and so on. The characteristics are: epochal characteristics of university physical culture, hereditability, experiential characteristics, regional characteristic and diversity of ways of participating and realizing of university physical culture. Based on these characteristics, this paper has mainly analyzed the value orientation of Chinese university physical culture, for example, entertaining value orientation, nationalization value orientation, humanistic value orientation, pluralistic integration value orientation, scientific and globalization value orientation of university physical culture. This paper hopes to be of some help in establishing Chinese university physical culture and spreading physical culture theories.

Key words: University physical culture; Characteristics; Value orientation.

Résumé

Général, de l'héritage culturel, les sports universitaires, culturelles empiriques les différences culturelles du sport collégial, participation aux études collégiales culture sportive et de la diversité des manières, et sur cette base, met l'accent sur l'orientation des valeurs de l'université de sport de la culture en Chine, sont les suivants: l'orientation sportive universitaire de loisirs de la culture, l'université l'orientation de nationalisation de la culture sportive, l'orientation des valeurs humanistes de l'université de sport de la culture, l'intégration de multiples orientations de l'université de sport de la culture, sports universitaires

de la culture dans une orientation de valeur, scientifique et de la mondialisation, afin de fournir une référence théorique à la création culturelle et la diffusion de la Collège Sports.

Mots-clés: La culture des sports de Collège; Caractéristiques; Orientation des valeurs.

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The university physical culture is an important part of university culture. It is an integration of physical mental wealth and material wealth which are generated from sports, fitness, excises, athletics and entertainments in the process of study and living in the university. With the introduction of the concept "university physical culture" in universities, physical activities for students and faculties are no longer a simple physical training as it used to be. It has become a subject of physical culture and an object in the science of culture. It plays an important role in promoting cultural and ideological progress and material civilization among the university students and faculties and also has irreplaceable effect in their development.

1. CHARACTERISTICS OF CURRENT UNIVERSITY PHYSICAL CULTURE IN CHINA

1.1 Epochal Characteristic of University Physical Culture in Chinese Universities

The epochal characteristic of university physical culture refers to the change of the content and format of physical culture with the change of time. It reflects the common need for physical culture of different Chinese universities

at the same time or the same social background. Different universities have common requirement for the development of physical culture in a same period.

1.2 Heritability of Chinese University Physical Culture

As a part of Chinese culture system, university physical culture has developed from Shang period (B.C.) and never stopped. The heritability of university physical culture, just as the words implies, is certain characteristic that remained the same from different time periods. Besides the body movement as the basic heritability format, the languages and words used in the physical culture is also an important part of the heritability formats of university physical culture.

1.3 The Experiential Characteristic of Chinese University Physical Culture

To treat body movement as the basic method, the university physical culture has certain advantages in training university students and staffs with its experiences. The experiential characteristic of Chinese university physical culture is an attribute that can be inherited and by which people can accumulate experiences from it.

1.4 The Regional Characteristic of University Physical Culture

Due to the influence of geological situation, climatic environment, equipments and spaces, culture tradition and so on, there are different forms of traditional physical activities in different universities which has determined the difference of Chinese university physical culture across the country. The regional characteristic of university physical culture is helpful for all universities to show their advantages in developing university physical culture and forming their own independent university physical culture.

1.5 Diversity of the Ways to Participate in and Realize University Physical Culture

Faculties and students of universities could take participate in university physical culture by taking fitness activities and also by knowing physical news and information through TV, computer, radio, newspapers, magazines and other media. In a word, watching, talking, speaking, writing, managing physical activities are all ways of participating physical culture and methods of realizing the value of physical activities. There are various ways to realize university physical culture which vitality runs through every aspects of physical culture.

2. VALUE ORIENTATION OF CHINESE UNIVERSITY PHYSICAL CULTURE

2.1 Entertaining Value Orientation of University Physical Culture

Entertainment is an essential part of human activities and also a significant sign of human society civilization. It is an important requirement for comprehensive development of university students, the guarantee of their growth, and the pursuit of the status of survival. University physical culture is a complete system which concludes sociality, coordination, spontaneity and entertainment. Various kinds of sports cover the lives of university students. With the development of modern media, the popularity of physical culture has made the university physical culture special fields which cannot only play a role in strengthen people's body but also is a useful way of entertainment which has the competitive nature, worth of watching, and great for entertaining. It has enlarged the scope of university student's entertainment. In addition, physical culture could fill students' spare time, eliminate tiredness, release pressure, and active audiences' senses as a pleasing aesthetic culture activity.

2.2 Nationalization Value Orientation of University Physical Culture

With economic globalization process accelerating, cultural fusion and the phenomenon of seeking common ground while putting aside differences are appearing all around the world. University physical culture is among the list of this phenomenon. Globalization of university physical culture mainly refers to the globalization of Europe and America competitive sports culture which is a western physical culture globalization of exporting European and American cultures and values. As a culture phenomenon, the existence and development of university physical culture has the common characteristics of culture: they have wide spreading scope, secularity to the society, conservative to reform, and easy to accept as a popular affair, etc.. Those characteristics of physical culture have made that once the western physical cultures take the dominate part in Chinese students' mind, they will have compulsory and tyrannical features for they are led by the western values, based on the profit of developed countries and will give great impact on the multivariant of sports culture. Therefore, we need to carry forward the national sports culture in the process of spreading Chinese university physical culture. Learn from the advanced part from western cultures and also pay great attention to our own national traditional physical culture.

2.3 Humanistic Value Orientation of University Physical Culture

The essence of university physical culture is a humanistic culture type which is based on and returned to university students and faculties' survival, development, and enjoyment. These are the highest value aims for it. Form the development process of university physical culture, it is not hard for us to see the development of it always follows humanistic essence and spirit by which to express the humanistic value orientation. In the new era and period

of university education, facing the new target of university education, the spread of university physical culture has to show more of its humanistic essence, humanistic rational and humanistic spirit. It has to be more close to university students' lives, meet the needs of students, and improve the personality of university physical culture of students.

2.4 Pluralistic Integration Value Orientation of University Physical Culture

How to keep necessary balance and tension between the pluralistic integration value orientation of university physical culture and the uniform of thoughts of mainstream culture and the orientation of nations is an important target for integration of university physical culture and mainstream culture. The relation between university physical culture and traditional culture should be kept balance between radicalness and conservation of culture. It should aim at transforming physical culture into realizing the strengthening of comprehensive national power, national cohesion and innovation ability. As for realizing university physical culture and elite culture, they should coordinate with each other and provide guide to each other and finally improve in the process of mutual studies, recognitions, and fusion.

2.5 Scientific and Globalization Value Orientation of University Physical Culture

The history has shown that work behind closed doors will only make us more behind than others. It is the same with the construction and spread of university physical culture. The construction and spread of Chinese university physical culture should learn from advanced foreign theories of university physical cultures as well as develop our national advantages. By communicating and cooperating with countries all over the world, and absorbing and studying excellent physical cultures from abroad to enrich our own contents of physical culture and create more forms of expression. In addition, as a spiritual culture form, the development of university physical culture need to absorb achievements of new technologies step by step, use advanced scientific methods, and receive

modern scientific spirits and then develop in a scientific way.

CONCLUSION

The characteristics of Chinese university physical culture nowadays includes: epochal characteristics of university physical culture, hereditability, experiential characteristics, regionalism and diversity of ways of participating and realizing of university physical culture.

The value orientation of Chinese university physical culture includes entertaining value orientation, nationalization value orientation, humanistic value orientation, pluralistic integration value orientation, scientific and globalization value orientation of university physical culture.

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