

Soft Power and Development Strategy of College Sports Association in China

ZHOU Yan^{1,*}

¹ Xingzhi School, Zhejiang Normal University, Jinhua, Zhejiang, China.

* Corresponding author.

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Abstract

The literature and logic analysis are used to analyze the contents and elements of the soft power of university sports associations in China thoroughly. On this basis, the countermeasures to improve the soft power of university sports associations in China have been proposed.

Keywords: University Sports Associations; Soft Power; Countermeasure

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INTRODUCTION

As the reform of college physical education in China is being further deepened, especially due to the introduction of the guiding ideology "Quality education, health first" and the implementation of Sunshine Sports project, the traditional college physical education is developing toward the life-long sports, fun sports and healthy sports. College sports association is not only an organization that promotes the integration of curricular and extracurricular physical education in and out of school, but also an effective organization to realize such integration. However, currently, during the reform process of such integration, the insufficient activity space and fund of college sports association, imprecise relation between sports association and physical education, and inadequate

internal control mechanisms, to some extent, all restrict the development of college sports association. This paper tried to from the angle of soft power, explore the relation between college sports association and college physical culture development, organizational system, cultural transmission and other soft power factors, find out the problems existing in the college sports association in terms of soft power, and via the study of these problems, provide certain theoretical basis for the development of college sports association, and propose feasible recommendations and practical methods.

The concept of soft power was proposed by the professor of Harvard University Joseph Nye. He pointed out that the comprehensive strength of a country not only includes the "hard power" such as the economic, technological and military strength, but also includes the "soft power" shown by the cultural and ideological appeal. Referring to "Bound to Lead: The Changing Nature of American Power" written by Joseph Nye, we could divide soft power into 4 aspects, namely the cultural influence, the ideological influence, the influence of institutional arrangements and the influence of foreign affairs.

1. CONNOTATION OF THE SOFT POWER OF COLLEGE SPORTS ASSOCIATION AND KEY ELEMENT ANALYSIS

According to the concept of soft power and association, going deep into the field of college sports association, the hard power of college sports association usually refers to the organizational structure, hardware facilities and personnel, and the soft power refers to culture, system and media.

1.1 Cultural Atmosphere of Sports

In the college sports association, the culture mainly refers to that the students voluntarily choose and participate in

activities based on their own interest in sports, hobby and specialty, and under the requirements of regulation, carry out diverse physical cultural activities, which is an extension of classroom learning, and a supplement of classroom teaching. First, the cultural feature of college sports association is an important carrier of college campus culture. Various physical activities provided by the sports association are training as well as education, sports as well as entertainment, enabling us to participate in as well as watching, which has universal educational meaning and strong infectivity, occupying critical position in the establishment of campus culture. Second, the cultural feature of college sports association is an important means to activate the campus physical cultural atmosphere. The thriving development of college sports association could fully utilize the physical cultural resources, enable teachers and students participate in diverse campus physical cultural activities, activate the campus atmosphere, improve the college students' quality, boost the quality and level of campus activities, and establish systemized, multi-level and high-level campus culture. Third, the cultural feature of college sports association is an important channel to enhance personal education. The student sports association with full range and wide coverage is an important carrier of campus culture, as well as important channel for carrying out Communist Youth League education and ideological and political education. Rich sports association activities could cultivate students' team work, hard-working and entrepreneurial spirit, functioning as the cultural carrier of promoting the comprehensive implementation of quality education, and enhancing the students' ideological and political education.

1.2 System Management of College Sports Association

For a long time, college sports association in China is the backbone for colleges and universities to carry out mass sports activities and organize competitions, main body of campus physical culture, subordinate to committee of Communist Youth League, student union and college association federation in terms of system management. The functions of college sports association for college education are mainly as follows: enrich college students' after-school life, improve the level of college sports competition, enhance students' social adaptability, and cultivate the habit of physical exercise. In recent years, accompanied with the popularity of mass physical exercise and the emergence of new sports, college sports association has several new features: first, diversification of physical activity organization, such as extra-curricular activity club and sports center; second, diversification of sports association activities, in addition to the traditional basketball, volleyball, football, ping-pong and badminton, kickboxing, yoga, chess, roller skating, street dance, billiards, mountain climbing and other fitness and recreational activities became popular in colleges and universities.

It is no doubt that college sports association belongs to the social sports association, and it has the non-governmental, non-profit, mutual beneficial and same-kind gathering nature. Some experts and scholars thought the sports associations in China have dual nature, which refers to "half governmental, half non-governmental", the behaviors of sports associations are governed by administrative mechanisms and self-regulation. The dual nature of college sports association is: on one hand, student association is led by college Party committee and Youth League Committee, as an important carrier of school ideological education and campus culture establishment, usually doesn't have the full independence, thus it is not a pure non-governmental organization; on the other hand, student association must start from students' interest, meet students' demands, or it would lose support and reorganization. Therefore, the activities of college student association take place in the cross area that should both be recognized by school and students, and sports association also has such nature.

1.3 Media for the Culture of College Sports Association

Sports transmission refers to the behaviors and process of the sports information delivery by humans, including the exchange and communication of sports information such as sports spiritual culture patterns, sports material culture pattern, sports system and behaviors carried out in the whole society among people, groups and by mass media. Therefore, sports transmission is the delivery and sharing of sports information by people or mass media, a process of information sharing.

The main transmission channels for college sports are domestic college brand events, connections between professional sports team and colleges, important sports events and sports culture festival held by colleges. College sports association, college sports department and sports organizations enrich students' college life mainly through brand events, sports festivals and other after-school campus sports events, and held some campus sports activities with special meanings based on the actual situation, such as "CUBA", "Philips China University Football League Match". Teachers and students were all proud of that own school team could participate in such match, they positively created pre-match atmosphere, made advertising paper and souvenirs.

However, currently college sports events have a wide scope, with lots of participating units, in order to improve the strength of sports transmission, the participating sense of college students must be mobilized, and the attention of enterprises and public must be drawn, which requires the college sports transmission origination to be well-developed, with unblocked information and high efficiency. In the USA, the college sports organizations are well-developed, and there are international-level, national-level and regional-level sports organizations. By

contrast, our college sports organizations are relatively weak - many colleges don't have sports club or sports association, some colleges have sports organizations but such organizations don't have real power, existing in name only, which to a large extent impacts the sports transmission, forming the embarrassment of neither having audience nor markets.

2. STRATEGIES FOR IMPROVING THE SOFT POWER OF COLLEGE SPORTS ASSOCIATION

2.1 Further Perfect the Management System of Sports Association, Continuously Improve Its Management Level

There is a common saying "A country can't be governed without laws, the people can't enjoy life without laws", an association without perfect management system can't survive. Therefore, we have to perfect the management system of sports association: first, employ experienced management personnel, from members or the society; second, perfect the regulations, the association participants usually lack the understanding for the association, we should make the regulations known via different channels, the corresponding text items should be clearly stated, to better monitor the operation of sports association; third, enhance the association organizers' deeper understanding for the association management, "School should intensify the efforts on examining and managing the sports association, specially appoint people to conduct regular examination, investigation and guidance, which could supervise the organizers to understand the importance of management, and at the time implement new check-up system to continuously improve the management level."

2.2 Enhance the System Management of College Sports Association, Build Organizational Culture of College Sports Association

Currently, many workers responsible for students' ideological education thought that in a time when higher education become universal, classroom teaching is playing a weaker role in students' socialization. The task of cultivating students' social working experience is mainly assumed by various student organizations, the college student organizations function as the critical platform for college students' growth. "Self-management", "self-education" and "self-service" are important during the college life. The college sports association is not only the organization for sports enthusiasts, but also a window for college sports communication, maintaining and developing the college campus cultures and sports traditions. The systems of and cultures carried by college sports association and sports clubs play important role in cultivating students' lifelong sports concepts, improving sports quality and moral quality. System is normative

standards, which requires all the members to obey, to follow the procedures to do things. And the organizational culture is a sharing value system inside the organization, which to a large extent determines members' behaviors, if there is no scientific and sound system, the autonomy of student organizations will only turn to randomness. Without value recognition or common objectives, students can only have their growth related to affairs, and the organization will lack attraction, which is very harmful for organization's long-term development. Only those student sports organizations with strict regulations, as well as excellent and characteristic organizational culture could become good growth platform.

2.3 Advocates of Soft Management Way, Highlight the "People-Oriented" Philosophy of Education

The nature of organizational culture belongs to the scope of soft power management. In the 21st century's college physical class reform, the requirements for students are mastering the skills of several sports, but 2 physical classes every week provide by colleges or optional physical classes can only help students form partial lifelong sports concepts. Sports should provide people with lifelong benefits. Sports association and extracurricular sports activities are the extension of physical classes, and an organization to give sports enthusiasts opportunities to display their personality and perfect themselves, which is greatly beneficial for students' physical and psychological healthy development. Compared with other social organizations, the feature of school associations is education, shown in the adherence of people-oriented education philosophy, "fully emphasize people's value", the respect for people, the cultivation and development provided for people.

2.4 Enhance the Public Relations Role of College Sports Association

The public relations of college sports association refers to the social activities, sports competitions and public fitness activities held by colleges with the help of the charm of sports association, the wide coverage of sports and its rapid transmission speed, with the main purpose of creating good public relations for the school. College sports association could propagandize itself via different channels such as internet, poster and leaflet, to activate students' enthusiasm for participating in sports association, or even become a member of the association. The practice proved that the public relation of college sports association, as a special college sports transmission means, can't be replaced or exceeded by other coordination methods.

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