

Study on the Social Value of Volleyball Etiquette and Its Campus Communication Strategy

Hongtao Yan

Sports Department
Taishan University
Tai'an, China 271000

Abstract—Sports etiquette refers to the mutual respect, goodwill and friendly behavior that people should have in sports communication, which is of good significance for developing sports and standardizing behaviors. Volleyball etiquette education is not a general education, but a moral accomplishment, a kind of education that builds sound personality. Learning volleyball etiquette can improve people's communication skills and enhance mutual understanding, thus promoting interpersonal relationships between people. At the same time volleyball etiquette contributes to self-cultivation which shows the image of one's country and nation, so as to strengthen the ideological and moral construction.

Keywords—volleyball etiquette; value characteristics; campus communication

I. INTRODUCTION

Advocating etiquette is a kind of spiritual demand of people, as well as a kind of material demand, which is a powerful illustration of excellent social fashion. The study of volleyball etiquette reflects the continuous improvement of the moral level and cultural education of people from all walks of life, including those from the sports circle. In terms of educational function, it can regulate people's behavior, coordinate all kinds of interpersonal relations, shape good image, and support social order, which plays an important role in building a harmonious sports and harmonious society. Therefore efforts should be made to expand a variety of communication channels, improve people's awareness of sports etiquette and strengthen sports etiquette behavior, so as to show the style of the Chinese nation as state of ceremonies and contribute to the construction of socialist spiritual civilization.

Volleyball etiquette culture is an indispensable content in the development of volleyball and its development and innovation have important practical significance for the popularization and development of volleyball around the world. However, with the development of volleyball sports, volleyball etiquette is also gradually missing, so people are constantly looking for reasons for the lack of volleyball etiquette, while continuing to inherit and develop it. The aim is to let the audience know volleyball etiquette to regulate and restrain their volleyball behavior and learn to develop volleyball in a good atmosphere of etiquette.

II. OVERVIEW OF VOLLEYBALL ETIQUETTE

A. Connotation of Volleyball Etiquette

In the so-called term of "etiquette"(礼仪), "礼" refers to a kind of requirement, that is, courtesy and ceremony; "仪" means a recognized order prescribed by people, which is a behavior rule that people must follow in daily communication, a way of expression of human spiritual culture, and a bearing and deportment [1]. Since its birth in the Spring and Autumn Period, etiquette reflects the process of Chinese cultural globalization in the process of modernization. Contradiction and integration of internationalization and nationality are the harmonious products of collisions between traditional culture and the modern tide. In modern society, most people believe that etiquette refers to the procedural way of people's communication with others and society, as well as the behavioral norms of external performance when carrying out communication behaviors, including bearing, costume, language, courtesy, etiquette and ceremony, etc.

Sports etiquette originated from the "shooting ritual" in the Spring and Autumn Period and the Warring States Period [2]. Yet in the modern where society Western sports are gaining popularity, Chinese sports have to accept the influence of western sports culture and etiquette. Mainly referring to the mutual respect, goodwill and friendly behavior that people should have in sports communication, sports etiquette is the subordinate concept appeared after the emergence of sports culture, and it gradually enriched with the development of sports culture. Meanwhile, the constant regulation of etiquette enriches the content of culture. In a sense, sports etiquette is the comprehensive application of bearing, costume, language, courtesy, etiquette and ceremony, etc. in sports and cultural activities. [3] As the specific embodiment of etiquette culture in sports, it is to a large extent integrated with sports rules, yet different from them.

Volleyball etiquette is derived from the sport of volleyball, and it is also a part of sports etiquette. Volleyball etiquette is accompanied by the emergence of volleyball competitive sports. An important sport has its own rules, that is, its unique etiquette. So does the sport of volleyball. The appearance of volleyball etiquette not only makes volleyball

sport more smooth and passionate, but also makes it more popular. It not only enables many to meet wonderful tournaments, but also deepens their love of volleyball and these people give the most possible support to the players on court. This is the char of volleyball etiquette. Therefore, volleyball etiquette refers to the behavior of respect, kindness and friendliness that are required in volleyball related sports (including competitions) and the comprehensive use of bearing, costume, language, courtesy, etiquette and ceremony, etc.

B. Content of Volleyball Etiquette

1) Athlete etiquette

Before the match, a player shall go straight ahead whether the ball across the net when practicing smashing. He mustn't go backward in case the player behind him is ready to spike and will be affected by this move.

In the match, players on the field should give each other high fives for a good play; even if the play is not so outstanding, they should encourage and congratulate each other. As faults are very common in a match, one shall not complain blame a team member for a mistake. Instead, encouragement is necessary since too much appraisal will only make him or her more nervous, which will possibly affect his later performance.

After the game, one should not deliberately pay attention to the results. Instead, he or she should focus on the mistakes and beautiful ball in the game. A timely summary should be made after the match so as to find the problems and make more efforts to avoid similar mistakes in future games through arduous work. As for the nice balls played in the match, more hard work should be done in order to make good performances in the future.

2) Etiquette between players and their team members

In the usual training, athletes are supposed to encourage each other and learn from each other so as to be united as one. With more interaction they can form tacit understanding with each other and give fantastic performance through perfect coordination in games.

Before the game, all team members should gather together and encourage each other to get over the nervousness and make good preparation, which can lessen the injuries on court.

In the game, all the six players should work in concert with and give more encouragement to each other for better attack. Whenever one player gives a nice shot, every member should go over and give each other a high five; even when it's not a great ball that lands, such as a direct hit, the player closest to the one giving the last touch should go over and high-five him. In the circumstance of a fault, other members should not complain or judge, but give comfort and encouragement, in that everyone is nervous in a game and no one can take in explanation of technical actions that may only add the tension.

After the match, praise should be given to members to affirm their perfect play today. In a team, the mutual encouragement and trust are very important. If the game is

lost, what should players do is to make more efforts focusing on the fault in future training together with each other for better cooperation later.

3) Etiquette between players of the two sides

Before the start of a match, a player should not yell at the opposing player on the other side of the net. The slogans should be inspiring, and no insulting language should be included to attack the opponents. Such behavior is disrespect for opposing players.

In a match, a ball sent to the opposing side must pass under the net, preferably to the ground. Throwing the ball over the net should by all means be avoided for fear of hurting the opposing players.

After the match, all players should assemble and leave the field, and the two sides should shake hands through the net and say goodbye.

4) Etiquette between players and coaches

During the training, all actions should be guided by the coach, and the coach's training plan should be taken seriously and strictly complied with. Players should keep the coach's word in mind and love and respect him instead of contradict him. A player can ask the coach directly if he or she doesn't understand anything, and the he will give the perfect answers.

During a match, the decisions of a coach must be all followed. Even when one feels dissatisfied, he or she should have a private talk with him instead of frowning on and indignantly denounce him. When the game is paused, the coach will give tactical and technical guidance. At this time, everyone should actively gather around to listen and carefully remember every word the coach says.

5) Etiquette between players and referees

Before the start of the game, after the referee is introduced, the players should warmly welcome and thank him or her.

After entering the stadium, players should turn their backs to the scoring table to facilitate the judges to register their squad number.

At the beginning of the match, the server should look at the referee when he or she is ready to serve. This not only tells the referee that he or she is ready to serve, but also show respect. During the match, players must respect the referee's decision and avoid having conflict with the referee, not to mention abusing him or her. The referee's decision must be respected, and a Hawkeye challenge can be applied in an international competition.

After the end of the game, both sides of the players must listen to the referee's whistle, stand to the end line and then express thanks to the referee before shaking hands with opposing players through the net to say goodbye.

6) Etiquette between players and spectators

In a volleyball match, the spectators (fans) play not only the role of spectators, but also the participants who can directly influence the players' performance. What the spectators do in the stands has an important impact on the

players in the game. Excellent fans can provide a good playing environment for the players, and stimulate the morale of the team through appropriate shouting or musical instruments to stimulate the players' fighting will. Yet poor quality fans will destroy the environment of the game through uncivilized language or sound, interfere with the players' performance and interrupt the game and so on.

Spectators should enter the stadium in advance before watching the volleyball match and keep quiet in the audience and wait patiently for the match to start. They should give a big round of applause when the coaches, players and referees are being introduced. When the players are preparing for the game, if the ball flies to the audience, the spectators should not throw the ball directly back to the court, but pick it up and give it to the ball kid.

During the volleyball match, the audience should move around in the auditorium as little as possible, and turn off or mute their mobile phones. They should respect the perfect performance of each sport and the decision of the referee. When the player is serving, the audience should keep quiet and not disturb deliberately. If a player misses his serve, the audience should also give him the warmest applause so that he or she will not feel very upset because of the missed serve and let it affect the later performance. They can also offer the scoring team their congratulations.

Spectators are not allowed to throw objects into the field or intentionally target players during a timeout.

After watching the volleyball match, the audience should give the most sincere applause to all the players and referees who participate in the match, and thank them for providing the most dramatic performance. Then, after the game, they should orderly leave the field, and check their whether there is garbage around and take it away if any. It is necessary for them to keep the spectator seats clean.

C. The Value of Volleyball Etiquette

1) *It is conducive to the healthy and sustainable development of volleyball sport:* As a code of conduct, volleyball etiquette always communicates different values to the world's nations through a variety of ways. This not only makes some uncivilized sports or those without cultural connotations to be contained, but also convey some new cultural ideas, so that people can form the right values and the use of standard civilized behavior when participating in the volleyball game become their own behavior habits. Volleyball has always been inseparable from people's correct concept of behavior. So these civilized concepts also reflect the concept of fairness, friendship and respect of volleyball, which effectively conforms to people's core values.

2) *It is conducive to regulating the behaviors of volleyball audiences:* The audiences of volleyball are wide, making it easier for spectators of volleyball sport to be influenced by volleyball etiquette in different ways and know all kinds of etiquette of volleyball sport in their casual actions or behaviors. Volleyball etiquette is gradually

formed in the long-term development of volleyball, and has gradually been loved and supported by the vast audience. It not only makes people pay more attention and love to volleyball. While experiencing the volleyball charm, they also harvested excellent character of equality, solidarity, friendship and mutual help and mutual progress. More importantly, volleyball etiquette greatly promotes the sport of volleyball to more sports-loving people.

3) *It is conducive to promoting the construction of campus culture:* In the past, volleyball was all about achievement and competition for competition's sake. Each side had a strategy for the game regardless of the consequences which even caused serious injury to the other side. There were no such thing as fairness, or the idea of friendship first competition second and the cases varied from different countries and regions. However, in modern volleyball, there are stricter and clearer international rules, no matter in the dress, etiquette, or even in the opening ceremony, the parade, the award ceremony and the closing ceremony of the organizers there are strict and uniform rules. This is not only conducive to the smooth progress of volleyball competition, but also can cultivate the humanistic spirit of the sport, form the concept of friendship first and respecting opponents for civilized competitions. Volleyball etiquette culture not only promotes the cultural exchange between countries, deepens the understanding between countries, but also plays an important role in enhancing the cultural soft power of countries.

III. STRATEGIES FOR COMMUNICATING VOLLEYBALL ETIQUETTE IN SCHOOLS

A. Policy Support of Schools

Schools should pay attention to the spread of volleyball etiquette in the campus, so that more students know volleyball, know volleyball, and better like volleyball. There are many ways to promote the spread of volleyball etiquette on campus, such as holding intra-school volleyball games, sports festivals, sports weeks and other activities. Every year, the school will hold volleyball matches, including both male and female volleyball matches. In fact, universities should not only pay attention to the school-level volleyball match, but also promote the various departments' volleyball match, even the class-level match. In this way, more students will have the opportunity to participate in volleyball, which not only promote the spread of volleyball etiquette, but also cultivates students' interest in volleyball.

B. Increasing Publicity Efforts

Volleyball, as a course resource, should be developed according to students' physical and mental development. To develop the volleyball culture on campus, it is necessary to not only start from the macro aspects, but also attach importance to the teaching and education of students' volleyball culture, so that more students can get the edification of volleyball culture. It is needed to build up the volleyball sports system that everyone participates in

volleyball and everyone enjoys volleyball, and accumulate the rich connotation of volleyball culture so as to promote the better development of volleyball culture. In addition to strengthening the propaganda of volleyball in the school, volleyball lovers' association can also be established to promote the exchange and development of volleyball culture.

C. Developing the Content of Volleyball Etiquette Course

In the ordinary volleyball teaching, teachers should introduce volleyball rules and etiquette to the students on the basis of teaching basic action of volleyball. For example, teachers can organize students to watch the classic volleyball game video so as to let them understand the various rules of volleyball game and learn different volleyball etiquette; in usual classes, teachers should pay attention to observe students' actions and behavior and timely stop them and help them to correct when finding any mistakes in action; at the end of each class, students can be organized to play a game, so that students can truly apply what they have learned to practice, which not only improves the students' enthusiasm for volleyball, but also enhance their sense of teamwork.

IV. CONCLUSION

Volleyball etiquette mainly refers to the mutual respect, goodwill and friendly behavior that people should have in sports communication, which is a subordinate concept after the birth of sports culture, and gradually enriches with the development of sports culture. Sports etiquette education is not a general education, but a moral accomplishment, and a personality build-up education. Against the background of national sports and sunshine sports, schools should attach great importance to volleyball as a driving force, vigorously develop the campus volleyball culture, and enrich the campus sports culture with policy support, so as to improve students' awareness and action to participate in volleyball and let them fully understand and spread volleyball etiquette from sports.

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