



# The Value Creation of Contemporary Sports Education

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**ABSTRACT.** As an activity that has been widely concerned and participated in, sports is not only the pursuit of physical health and the improvement of competitive level, but also has the important value of educating people. The purpose of this paper is to explore the role of sports in the development of The Times and the impact on individuals, society and the country, and analyze the value of sports education in The Times. Through the study of relevant theories and practical cases, the positive impact of sports on shaping individual morality, cultivating team spirit, promoting social harmony and enhancing national image will be expounded. Finally, in the context of the current era, it is proposed to further tap and play the potential of sports education in order to achieve all-round development and win-win situation.

**Keywords:** sports education, value creation, personal morality, team spirit, national image

## 1 Introduction

In 2019, The State Council approved and issued the Outline for the Construction of a powerful Country in Sports, which was formulated in order to further clarify the goals, tasks and measures for the construction of a powerful country in sports, and to give full play to the important role of sports in the new journey of comprehensively building a modern socialist country. It can be seen that the position of sports in social development has been redefined. As a popular and extensive activity, sports is not only a physical activity, but also carries the mission of educating people. The value of sports in the development of The Times has gradually received people's attention. The purpose of this paper is to explore The Times value of sports in cultivating individual morality, promoting team spirit, promoting social harmony and enhancing national image, and provide some theoretical support for in-depth understanding of the significance of sports education. (Fig.1)

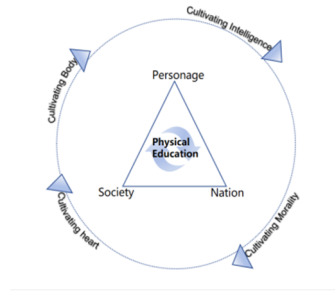


Fig. 1. The Time Value of physical education

## 2 The Cultivation of Personal Morality by Sports

### 2.1 Physical exercise and physical fitness development

"National fitness is the basis and guarantee for all the people to strengthen their health and live a healthy life, and people's health is an important connotation of building a moderately prosperous society in an all-round way, and an important basis for everyone's growth and realization of a happy life."<sup>2</sup>In the growth stage of adolescents, physical fitness is the comprehensive performance of the functions of various organs and systems of the body. Physical fitness can be tested through sports. 50M running performance represents speed quality, oblique pull-up represents the upper body strength of boys aged 7 to 12, pull-up represents the upper body strength of boys aged 13 to 22, the number of sit-ups represents the waist and abdomen strength of girls aged 7 to 22, the distance of standing long jump represents the explosive power of lower limbs, and the ability of standing forward bending represents the flexibility of waist and lower limbs. Therefore, in primary schools, middle schools and even high schools, physical education teachers usually use these items as assessment items to evaluate the physical quality of students. Of course, the physical qualities of young people will also increase with their age, and the growth rate of physical qualities will be different at different ages. Through the reinforcement of various behavioral training, students can master motor skills and safety skills, which can make their survival more secure; Improved health, which can lead to a better quality of life; Temper the will, can make life more perseverance. It is helpful to comprehensively improve students' physical and mental quality, and promote students' all-round development of morality, intelligence, body, beauty and labor.

### 2.2 Self-discipline and persistence in sports competition

In the intellectual and psychological aspects, often participate in physical exercise can make people's attention, observation, understanding, memory, etc. have different degrees of improvement, improve brain function, promote intellectual development. A study of physical education in the United States shows that students who participate in physical exercise before academic classes can improve reading comprehension by

17%. School physical education is an important part of school education and has irreplaceable value in the process of educating people.<sup>3</sup> Similarly, studies have shown that having good physical fitness has a very important impact on mental development. Movement is directly controlled and regulated by the nervous system, when people are active, the nerves in the muscles can transmit various stimulation impulses to the brain, thus promoting the function of the brain, making the brain more responsive to action, and promoting the composition of brain neurons. Exercise produces dopamine, norepinephrine and serotonin, three neurotransmitters involved in learning. Dopamine can transmit "happiness and excitement" signals, promote concentration, and help improve memory. The secretion of norepinephrine can make people highly concentrated, thus enhancing concentration, which can promote people's self-confidence and complete the more important challenges in life, and help to better realize the value of life.

### **2.3 Fairness and honesty in sports**

"If a person is speechless, he does not know what he can do."<sup>4</sup> Sports can improve personality, temper will, enhance team consciousness, cooperation spirit and anti-frustration ability. Therefore, Mr. CAI Yuanpei said, "Complete personality, first in sports." Modern sports most emphasize fair competition, honesty and justice means aboveboard behavior and the principle of fairness and justice. All sports activities can be regarded as a competitive sport, with strict norms and competition rules, which have a restrictive effect on both referees and athletes. Physical training, first of all, should be the cultivation of norms, guide students to practice norms, fulfill commitments, and gradually form habits.<sup>5</sup> It is these rules that make the competition fair.

## **3 Sports can Cultivate Team Spirit**

### **3.1 Teamwork and cooperation spirit**

Team cooperation can be understood as a collective or organization in order to achieve a common goal, the members of a voluntary cooperation, concerted efforts of the struggle behavior or spirit.<sup>6</sup> Sportsmanship means being passionate and hard-working in the game, taking an active part in it and doing your best. Sportsmanship is also manifested in the attitude of abiding by the rules of competition and fair play. In team games, sportsmanship is more evident. Team members need to cooperate with each other, reasonable division of labor, close cooperation, and work together to achieve the team's goals. In teamwork, each player plays an indispensable role. Just like a machine, only every part is in the best state to make the whole machine run normally. This requires players to trust each other and work together. Only through positive and harmonious communication can the team achieve the best results. The ultimate goal of teamwork is to connect the strength of each individual and generate unlimited energy in the common struggle. Cooperation in sports is not only reflected in the process of competition, but also in the daily training. Training is the key to achieving good results in sports. In the training process, the significance of teamwork

is more prominent. Players need to encourage each other, help each other, whether it is practice or tactical planning, need to work together. Individual progress and team progress go hand in hand. It is possible to achieve collective success only if everyone pays their own efforts.

### **3.2 Sense of collective honor in competition**

Due to the lack of sharing consciousness and cooperation spirit, children have not formed a correct cognition of team spirit in the process of growing up, and lack a deep understanding of the value of team cooperation.<sup>7</sup> Teamwork can not only improve the athletic level of athletes, but also cultivate their sense of discipline, responsibility and team consciousness. Sports, especially team sports, require players to follow the rules, respect others, and develop a sense of the common good of the team over the interests of the individual. Such training is of great significance to the growth and personality shaping of athletes. In addition, sportsmanship and teamwork are not limited to team games, but can also be extended to daily life. The concept of teamwork applies equally to work and study. At work, everyone plays a different role and needs to cooperate and collaborate with each other in order to produce excellent results. In learning, group cooperation helps to give full play to the advantages of each member, learn from each other, and improve the ability of the whole team. In conclusion, sportsmanship is closely linked to teamwork. Teamwork is an important part of sports, through teamwork, we can experience the fun of cooperation in sports activities, and constantly exercise their professionalism and team spirit. Sportsmanship is a positive motivating force that can strive for excellence, overcome difficulties, and strive for victory for the team. Whether on the sports field or in daily life, we should promote the spirit of sportsmanship and teamwork, and contribute to the growth of individuals and the development of the team.

### **3.3 Team building and leadership training**

In a team, in addition to business ability, leaders often need to have a big picture and a big vision. In the process of physical education, teachers introduce professional knowledge and competition rules of various sports, so that students can fully understand the reasons before the next move, understand the movement trajectory of opponents and teammates, and have a better understanding of their own movement trajectory, which is a big vision. The "complement" on the sports field also needs a big picture - empowerment, some sports games are not a single player, perhaps a person's combat effectiveness is strong, but the lack of team cooperation with teammates, its team combat effectiveness will decline, the "leader" in an organization is the most will fill the position, because the leader's requirements are the big picture and vision. Leaders are always committed to the common goals of the team. And being there in tough times gives you confidence and gives you power. When introducing sports items or related rules, PE teachers can ask students questions, guide students to discuss in group form, and encourage them to think together.<sup>8</sup> It can be seen that sports can better cultivate one's leadership, independently and responsibly complete the

work arrangement at hand, be ready to take up positions anytime and anywhere, and unswervingly strive for the common goal of the team.

## **4 The Promotion of National Image by Sports**

### **4.1 Correlation between sports events and national image**

Sports events, including various global sports events, are an important window for national image building and communication, and also a narrative field for telling a good story of China. National image is the general evaluation and recognition given by the external and internal public to the country itself, the country's behavior, the country's activities and its results.<sup>9</sup>The logic of national image and sports events is the theoretical basis of constructing national image in sports events. The relationship between national image and sporting events is the framework for action to enhance a country's global influence, appeal and reputation. Each sports event is not only a global or regional sports event, but also a ceremonial product to show the image and cultural elegance of each host. Good sports fashion display not only reflects the confidence and confidence of major countries, but also boosts the confidence and morale of countries around the world. The organizer can use every opportunity to show local culture and style, explore the compatibility of local cultural values, modern development concepts and sports spirit, tell sports and development stories in a narrative way that integrates Chinese and foreign countries, and comprehensively promote the participation and interaction of domestic and overseas audiences through three-dimensional media matrix. Then it opens up a new path, a new field and a new form to shape and spread the local image through large-scale sports events.

### **4.2 Sports MEDALS and sense of national honor**

A sense of national honor is a sustainable mentality of a strong country. The mentality of a powerful country is the agglomeration of the mentality of a large nation, which is specifically divided into two levels: state and individual. From a national perspective, the achievement of great achievements is the cornerstone of national honor. In the first year of the 13th Five-Year Plan, China stands at a higher level of development and a new historical starting point. The second largest economy, the largest manufacturing country, the largest import and export trading country, the largest consumer market, the largest Internet market, the largest source of new investment, the largest number of peacekeepers and so on, for our country to enter the ranks of powerful countries, the people's sense of national honor. From the perspective of individuals, Chinese citizens made 120 million trips abroad in 2015, and spent US \$104.5 billion on tourism, up 12 percent and 16.7 percent year-on-year respectively. "Chinese tourists" have more and more influence in the world, "Chinese Dama" has become a new financial crocodile on Wall Street, and can immediately gather 100 billion yuan to short 300 tons of gold (China's mainland gold reserves 1054.1 tons). However, China is also the world's largest luxury consumer, the largest "purchasing" country, which has the imperfect side of domestic products, such as milk powder, cosmetics, jewelry

and so on. It is an inevitable choice for China to cultivate domestic rational consumer groups, enhance the competitiveness of domestic products, and nurture national honor with the mentality of a big country.

### 4.3 International exchange and influence of sports players

To enhance the influence of Chinese sports in the world is to enable all levels involving Chinese sports in the world field to occupy a considerable position on the international stage. First of all, the international communication influence of sports players needs to be strengthened. In the past, due to the problem of network media, we paid more attention to the spread of influence in domestic communication, ignoring the worldwide promotion of "star" athletes. Chinese young people are often familiar with international sports stars, but foreign young people may not know anything about Chinese local sports stars. This proves from one side that the international communication ability of Chinese sports is weak and needs to be improved. Similarly, for the "packaging" and communication of star athletes with individual special characteristics, if we change our thinking and let them speak through the current popular media, we can improve China's international influence in a short time. It is also necessary to improve the international communication influence of sports players, coaches, referees and sports officials, from part to whole, from point to point, in the international scope.

## 5 Conclusion

At the beginning of the establishment of physical education for the enhancement of physical fitness, intended to enhance students' physical fitness, strengthen students' body, so that students have better physical quality, and then can grow up healthily. However, the new era has put forward new and higher requirements for sports.<sup>10</sup>As an activity with rich connotation and extensive participation, the value of educating people has become increasingly prominent. By exploring the role of sports in cultivating individual morality, team spirit, social harmony and national image, we can see that sports plays an important role in the development of The Times. Under the background of the current era, further tapping and giving play to the potential of sports education will help realize the all-round development of individuals, social harmony and win-win situation and the improvement of national image.

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