

The Reflection of Chinese Sports Soft Power Loss ——Based on the 2012 London Olympics

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ABSTRACT: Sports soft power as an important part of the country's soft power, it is playing an increasingly important role in the process of sport development. This paper use literature, logic analysis and case analysis as the main research method, and based on the study of review the sport soft power. From sport organizational system of system-level、 sports discourse of behavioral level、 the sports competition of physical state level and sports concept of the mentality level these four ways to analysis the loss of the 2012 London Olympic Games sports soft power. In view of the problems existing in Chinese sports soft power, this paper puts forward some countermeasures for the further development of Chinese sports soft power.

KEYWORD: Sports soft power; loss; Suggestions

1 INTRODUCTION

Chinese delegation totally got 38 gold medals in 2012 London Olympics Games, which has created the best record except local one. But behind the athletic competition of hard power, the loss of Chinese sport soft power is under unprecedented attention by public opinion at home and abroad. The author's plan to summarized the loss of Chinese sport soft power in the London Olympics Game, which based on the understanding of the sport soft power, to be on China sports soft power were missing and , and give suggestions to the further development of Chinese soft power sport. it is aim to provide the reference of Chinese soft power sports' construction.

2 PHYSICAL INTERPRETATION OF SOFT POWER

"Soft power" was first proposed by the American scholar Joseph Nye in 1990 from the perspective of international political strategy. After Joseph Nye's three times' definition, soft power gradually evolved into the cultural influence, the ideological influence, the institutional influence and the diplomatic influence, etc. In Joseph Nye's three times' definition, "culture and ideology" is the common elements of all definitions. It is enough to see the cultural influence's position in the country's comprehensive national strength competition. "Sport

as a part of culture," also implies a lot of soft power factors. The development of modern sports arena has been more than just athletics competition of strength. In many other areas of soft power, soft power is becoming a hot research scholars attention and made more fruitful results in recent years.

As a complex and unique social cultural activities. The sport, especially the contemporary sport, as a representative in the Olympics Games, World Cup and other major sporting events, has gradually evolved into a race between countries to demonstrate its comprehensive national strength and social progress and effective carriers. It also particularly played a significant role in the country reflect national cohesion, enhance the international image and get a huge political and economic interests and so on. For this reason, the study of Chinese scholars Sports soft power, mostly in competitive sports to Shu Shengfang (2008) as the representative of the earliest scholars of Chinese soft power sports who studied this system. As long as in competitive sports or through sports competitions certain specific activities shown by ideological, cultural attraction and impact force should belong to the category of soft power sports. Xue Lan (2008) believes that sports soft power is relative to physical exercise capacity (including intelligence) as the core of the hard power of sports, including the attraction and influence spiritual, moral dimension. Miao Zhiwen (2008) propose that sports soft power embodied in the sports culture and sports management system, etc., by inspiring sports

ideology and culture attractiveness, values and political system, the practice of human nature and spiritual influence etc.

After the 2008 Beijing Olympic Games, presented by the impact of the construction of sports country, scholars began to break the limitations of sports soft power, and make an in-depth research on sport soft power. Huang Li (2010) use a theory of "comprehensive national power" which born in the international relations, to divide sport into hard power and soft power. She thought that sport soft power mainly displayed by the spirit of sport and cultural mobilization and cohesion, four aspects of innovation and competitiveness, the guiding force and spread of power, influence and so attractive and. Zhang Changcheng (2010) think that sports and cultural soft power refers to the sport attractive sports values attraction, attractive sports system, shaping the image of sports and other international rules. Wang Zhihui (2011) when considering the overall strength of constituent elements of a sports power sports power under the background of the sports culture, physical education and other areas of soft power vested in sports. Cheng Linlin (2012) for the first time from a cultural perspective through the intersection and about the proposed National Sports concept of soft power and hierarchy, and thus build a structural model of sport and the country's soft power, soft power for the study of sport opened up new areas.

Research overall, domestic scholars soft power theory to the field of sports and achieved fruitful results. However, due to draw interdisciplinary theoretical depth study of Western soft power soft power of China's sports have "congenital" defects play a role from the sports field and the constituent elements of soft power, the scholars, there are still areas of emphasis on athletics sports study of soft power, to some extent, ignored the sport as the country's soft power soft power integral part, a significant impact on enhancing comprehensive national strength generated. Comprehensive sports research scholars of soft power, I believe that the soft power of sport as a cultural soft power, mainly refers to a country in terms of athletic and sports right to speak, the system sports organizations, sports and philosophy and other international sports organizational, national, and his country's public influence, and this influence is based on the recognition and longing various actors.

3 ANALYSIS OF CHINESE SPORTS SOFT POWER MISSING IN THE LONDON OLYMPICS

3.1 *Institutional level: the positive effect of the weakening of the nationwide system*

Sports soft power system level refers to participate in international sports competition, the national sports organizations to obtain athletic achievement system adopted, which is reflected in the country's political system design intent and achieve strategic interests, and largely determines the level of development of a country's competitive sports, sports organizations nationwide system that is practiced in our current system. From the perspective of the gold medal, the Chinese delegation in London Olympic Games has created the best record in addition to local, without a doubt, the positive effects and the role of the nationwide system for a long period of time played. However, since the London Olympics, the domestic media and the public to question the nationwide system repeatedly flooded in the network and newspapers, nationwide system as a system level positive effects of soft power to gradually weaken, one of the most criticized the negative effects of the nationwide system is centralized power of the whole country, spending a lot of taxpayers' money to complete the task of sporting competition gold medal.

3.2 *Behavioral dimensions: lack of control over the rules of discourse*

Sports soft power behavior is a country-level participation in international sports events and the interaction process, in sports competition rulemaking and modification, commercial market development, distribution of economic benefits demonstrated in voice and influence. International sports exchanges platform is an international sports organizations, the current leadership and control of the vast majority of Westerners international sports organizations, they are still firmly in control and ownership of the right to speak, the right to speak to master the rules of the sport in international sports and dominance, it must play a pivotal position in the international sports organizations in the sport. In the London Olympics, the Chinese Badminton Team questioned by the international media and public opinion suffered, should permit the soft power of sports to fly absent in behavioral dimensions. Being led by the International Badminton Union in the West, are always in accordance with the inertia of the Cold War mentality and make yourself a time limit to the China Badminton Team China Badminton Team injustices so much suffering in the Olympic Games is for athletics considerations, the better that is an extension of the old Western managers thinking.

3.3 *Physical state levels: team sports regressed significantly*

Sports soft power of state-level mainly reflects a level of development of the national sports movement, on behalf of its manifestations is the country to participate in international sports events made sports performance. Even the London Olympics, the Chinese delegation at the diving, gymnastics, weightlifting, table tennis, shooting and badminton traditional six key projects, a total of 26 medals won, and continued in the six project maintained a strong competitive strength. But when the London Olympics without a collective project in the top four endings lie in front of us, the Chinese sports community in the highest degree of professionalism popularity, the most influential of the three stumbled ball movement has become an indisputable fact. London Olympics three balls to represent the collective sports performance, should permit under the nationwide system environment difficult process of professional sports.

3.4 *Mentality levels: lack of Olympic spirit and the concept of alienation sports*

Sports soft power level refers to the state of mind of the spirit of sport, sports values, physical culture and sports, such as the concept of social spiritual element. "Olympic Charter" raised "Everyone should enjoy the possibility to engage in sports, without any form of discrimination, and reflect the mutual understanding, friendship, solidarity and fair competition of the Olympic spirit". Obviously, the "Olympic Charter" gives the connotation of the Olympic spirit is "mutual understanding, friendship, solidarity and fair play", which was not the "achievements" included in the core idea. As a long time the role of sport as a national political function services is amplified, especially in the modern sports competition has become increasingly complex and great atmosphere, we ignore the Olympic spirit of understanding, but of particular concern sports performance, and thus spawned "Three big" and a series of controversial guidelines, such emphasis on competitive sports "only achievement" theory, so that we are not lacking in sports hard power, but the lack of development under the guidance of the Olympic spirit sports concept.

4 SUGGESTIONS FOR FURTHER DEVELOPMENT OF CHINA'S SOFT POWER OF SPORTS

4.1 *Theoretical study of soft power to strengthen national sport, the deepening of the country's soft power sports knowledge*

Theoretical study on strengthening the national sport of soft power, must raise awareness for sports theory

and theoretical thinking innovation. Profound changes in the contemporary economy, profound changes in the social structure, the distribution pattern of profound adjustment, profound ideas under changing conditions, to deepen the understanding of the national sport of soft power, made both to the full expression of the national interest demands, but also popular for international sports organizations acceptance of new ideas, new values and new theory is a new proposition. Should be encouraged to actively participate in the majority of theorists, advice, wisdom and dedication, all-round, multi-level attention and strengthen the development of the national sports of soft power.

4.2 *Changing the concept of development, really promote the coordinated development of competitive sports, mass sports and school sports*

When the social and economic environment changes, the emergence of new realities and social development features, you need to construct and adjust the concept of development to meet the realities of social development and promote social development. Since the reform and opening up, China's sports development environment under the "economic construction as the center" of the national development strategy, driven in particular, greatly promoting Chinese sports strong growth, while also facing a series of difficulties for sustainable development such as China Youth constitution continued to decline, overall fitness career stalled, school physical education and other issues of distortion. Therefore, we should at institutional arrangements, terms of policy initiatives, academic research, public participation and other positive action to strengthen the priority of mass sports and school sports development, and really promote the coordinated development of competitive sports, mass sports and school sports.

4.3 *Accelerate management reform, and actively enhance the degree of internationalization of domestic non-profit sports organizations*

At present, the management of non-profit organization uses the dual management system, subject to regulatory and business department in charge of civil affairs department, which is essentially just the identity management system of government is insufficient to support the effectiveness of its actions under the circumstances, for seek to lower transaction costs to obtain resources, within the non-profit sports organizations differentiate this new form of organization is different from the government. This dual management system, in fact, an obstacle for the docking of domestic non-profit sports organizations

and international sports organizations, resulting in the domestic non-profit sports organization is difficult to produce a wide influence in the international arena. Therefore, the government must accelerate the transformation of the management system and the functions of the legal, economic and necessary administrative means to manage a variety of institutional barriers and eliminate monopoly elements, to form a government as soon as regulatory, civil spontaneous order based on non-social forces profit sports organization development pattern to completely change the "government - international sports organizations," the interaction model.

4.4 *Policies to broaden the channels, the introduction of policy measures to support the development of the sports industry as soon as possible*

Sports commercialization process since the 1984 Los Angeles Olympic Games opened, so that the sports industry has become an important part of sports development. From abroad to see the development of sports industry, the higher the level of development of the sports industry to professional sporting events at the core of sport, the greater the proportion of the service sector. From sports to enhance the country's soft power perspective, the sports industry is not a purely economic issue, but a matter of overarching issues of national interest. Therefore, we must take strong measures to promote the development of China's sports industry.

5 CONCLUSION

Sports Soft power is an important part of the country's soft power, both on behalf of the comprehensive strength of a country's sport, but also an important force in safeguarding national interests. Attention and strengthen national sport of China's soft power has to enhance the country's soft power is of strategic importance, therefore, on the institutional arrangements should be given priority in terms of policy to increase support for efforts in the implementation of the path, should make full use of external "Olympic Games "and other large international sporting events platform and improve our voice in international sports organization, to coordinate the development of domestic non-profit sports organizations at all levels to accelerate the development of sports industry.

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