

Aesthetic Art Value Analysis of Dancing Cheerleading

Sheng Shi

School of Literature and Art, Southwest University of Science and Technology, Mianyang, Sichuan, 621010, China

Abstract

Dance cheerleading is an emerging movement with unique artistic charm and a large stage show space. The development of Chinese dance cheerleading is still in its infancy, the overall level is much lower than Europe and the United States. Therefore, this article from the perspective of artistic value of the dance cheerleading to explore its aesthetic performance content and the aesthetic art value to propose proposals about how to improve the aesthetic value of the dance cheerleading, highlight its artistic value. And we provide theoretical support for the future development of the dance cheerleading.

Keywords: aesthetic art value, analysis, dancing cheerleading

1 Introduction

Cheer-cheer was originally called Cheer-Leading, cheer which is inspiring, boost morale. The origin of the cheerleading movement can be traced back to the primitive tribal period. In the early tribal society, people cheering through the tribe and dancing performances and other ceremonies to motivate the war to go out or hunting the soldiers, hoping to triumphant return. Cheerleading is the music and slogans in the background, with props, slogans and other means, by showing a variety of strong agitation, infectious action as the main form to mobilize the audience to support the mood of the team as the goal of sports.

Cheerleading has been deeply rooted in people's lives, and swept the world, the key is that it has a unique aesthetic and aesthetic value. For the presence of each person is undoubtedly a beautiful feast. Create and create a good atmosphere for

spectators to enjoy their activities in a real, warm, exciting, harmonious, uninterrupted atmosphere, for the audience to enjoy the intense competition, access to aesthetic experience and so on Very helpful. Thus, people watch cheerleading games or performances and they not just concerned about the sporting events, and reflected the people's aesthetic and entertainment pursuit. The rapid development of modern society, people's material life has been greatly improved in the material to meet on the basis of people's spiritual pleasures demanding, sports has become to promote people's physical and mental health of an aesthetic culture.

Cheerleading itself can beautify the human body, refining, and through the body to the perfect harmony, full of beauty in the form of expression, and its aesthetic value embodied in, not only to a certain extent, to meet the spirit of human pleasure and emotional catharsis, But also make the subject itself to create, and ultimately the essence of human power in the aesthetic activities can be manifested, which enrich and enhance the spiritual life of the connotation and level.

2 The Beauty Nature of Cheerleading

Speaking of the nature of cheerleading beauty, we should first understand the essence of sports beauty, and sports beauty is one of the areas of beauty. On the nature of beauty, is a philosophical problem. The aesthetic circles have different views, there is no uniform conclusion, until Marx's emergence, he drew the views of many scholars, summed up the "beauty is the essence of human power object", human nature is not out of thin air, As the basis of a variety of social practice in the formation and development, and in practice be fully demonstrated and play, become a powerful force to transform the world.

People not only through the production of labor to transform themselves, but also through other social practice, including sports this special practice to transform, develop their physical and intellectual, viability and vitality, and constantly enrich and enrich their own nature, to Adapt to the needs of the transformation of the objective world. Therefore, in essence, sports and other social practice, as well as the human nature of a force of exercise, expenditure and performance. That is, the essence of sports beauty is the essence of human power in sports practice in this particular area of emotional appearances. The special essence of sports beauty is manifested in the following: the beauty of sports is the enhancement of physical constitution, the coordinated development of body and mind, and the improvement of athletic performance. The objectification of man 's essential power does not appear as sports beauty, only through sports practice can be manifested in a vivid and sensible form, and can cause movement and appreciation of the emotional pleasure, only - the performance of sports beauty.

3 The Aesthetic Features of Cheerleading

3.1 The physical performance

Physical performance of the United States is the performance of athletes body beauty. Physical beauty, that is, the external form of sports results, is the human body through sports obtained by a static beauty, such as symmetrical and harmonious posture, robust physique, all-round development of physical fitness, and passionate temperament beauty. Different sports show the body is not the same as the United States, artistic gymnastics body shows the beauty of soft and cheerleading body posture beauty and health vitality of the United States is the most prominent.

Body posture beauty is the beauty of the United States and the comprehensive expression of the gesture. Body beauty, is the type of human body structure of the United States. Body beauty and ugly mainly affected by three aspects: affected by genetic factors, environmental factors affect the proportion of human bones, fat accumulation, muscle development and development. Female athletes have a bright muscle curve, the proportion of symmetry on the lower limbs, skin colour bright and healthy, their handsome, dignified youth beautiful, with contemporary youths, with a strong sense of balance, the beauty of youth and health beauty.

Posture beauty, is the body of the various parts of the external form of beauty presented by a. Good body posture is one of the important factors of body beauty. Cheerleading requirements always keep the rise, chest, abdomen shoulder flat, thigh and buttocks clamping, put on the gesture, but also to show healthy vitality, confidence and positive mental outlook.

3.2 The beauty of movement form

Formal beauty is a form of nature in society, a variety of things in the form of factors in accordance with a certain combination of laws presented by an aesthetic form. The expression of cheerleading has different styles of dance, the action contains a lot of beauty of the body shape, in the overall form of the United States to show neat uniform beauty, balanced symmetry, rhythm, beauty, diversity and unity of the United States. Style beauty is embodied in sports athletes or sports teams of technical and tactical characteristics and expertise of the United States, its essence is the beauty of technology personality. The style of cheerleading dance is very rich, according to technical categories can be divided into dance cheerleading and skills cheerleading, dance style cheerleading, it combines such as classical, famous family, modern, jazz, Latin , Hip-hop, row dance, tap dance and other dance styles.

Action shape beauty is the combination of body shape and physical quality. In the game or performance, the athletes through scientific and systematic training caused by the good physical quality, in a silent body language to show a moving, famous static modeling. They can be expressed as a force, such as various support; it can show flexibility, such as cross-leg; can be a combination of the

two; can also be a cheerleading gesture in a single gesture, such as V said victory, fist means strength Wait.

3.3 Art show

Art show the United States is the athletes to the difficulty of action, the aesthetic value of technical action with music, dance, temperament, clothing and other aspects of artistic expression. Music is the soul of cheerleading, play to foil the atmosphere and inspire the role of inspiration. Its features are: strong rhythm, beautiful melodies, full of youthful vitality. Cheerleading rules expressly stipulate the use of music: / complete set of action design and music must be the style, rhythm, the theme coincide. While the people's visual and auditory organ system to stimulate the corresponding role to arouse strong feelings of resonance.

The so-called rhythm is a regular repetition of the United States, all things, including natural phenomena and human society and other fields have their own rhythm of movement, to reflect the characteristics of various things and the rhythm of the law of motion is the rhythm of the United States. In particular, cheerleading, its artistic requirements stronger, the rhythm of the performance of the United States is more prominent.

3.4 The beauty of spirit

The combination of cheerleading and various sports events, such as basketball, football, volleyball, rugby, etc., the use of intermission or suspension of the gap in the accompaniment of music to complete a variety of complex dance and skill movements, Loud and unified slogans and colourful props, through the passionate performances, cry and cheer to convey a strong sense of collectivism and friendship and mutual assistance, unity and enterprising spirit of the times content.

4 The Theory of Cheerleading Aesthetic Value

4.1 The pleasant utility

Pleasure is the satisfaction of sensual pleasure, desire, and interest. And this pleasure is not rational thinking and critical visual sensory enjoyment. In the cheerleading aesthetic activities, people not only as the main aesthetic, but also the aesthetic object, athletes in a certain time and space, through its unique rhythm, direction and other changes to give people the United States to enjoy. Not wait for the aesthetic taste of the main body, the ever-changing athletes, vivid and dynamic appearance of kinesthetic again following, to maximize the people to meet the physical needs of audio-visual senses. Although aesthetic sensibility is the physiological basis of pleasure, it is essentially a spiritual sublimation beyond physiological pleasure. It is the stimulating effect of aesthetical objects on the neural processes caused in the two hemispheres of the human brain. The

second signal-based dynamic modeling caused by the interaction of neural processes caused by the subjective experience, which implies the rationality and infiltration of the social, so that the aesthetic subject in the depths of the soul by the shock and inspiration.

4.2 The catharsis effect

Emotional feelings can often contain a broader and more profound social content. Aesthetic subject (the audience) in the watch the sports competition through the object (athletes, coaches) super physical confrontation, superb skills and will show the quality of the contest, which can sometimes win the drums; from time to time for its wonderful skills clapped; But also for their loss and not to regret, to express their seamless integration of hyperthyroidism, joy, emotion and sympathy. This kind of aesthetic object through sports to find their emotional catharsis coordinates, not only makes people's emotions most vividly, but also makes the winners more positive, hyperactivity struggling to make up the spirit of the losers, catch up; to make the mediocre soul Shock, enhance the sense of competition; arouse the human desalination of life enthusiasm.

4.3 The creation utility

The creation of utility is to satisfy one's purpose and need. In sports activities, people have the purpose, conscious in accordance with their own aesthetic value by constructing various combinations of movements and forms of movement found in all natural beauty; rely on their own dynamic process to grasp the various forms of beauty, to create conducive to meet Aesthetic subject to enjoy a variety of sports technology and tactical movement form. This creative and perceptual aesthetic mode not only creates the object world in the process of subjectivity, but also transforms the subject itself during the process of subjectivity. As a special spiritual production, the aesthetic in sports is different from the products with general consumption value. Its consumption process is the process of the mind creating new subjects. The main body of their own creation, but also led to the practice in accordance with the law of the United States to build the object world, so that people's emotions in the sports aesthetic activities with colourful natural scenery and human body interaction and mutual cooperation, to express the graceful gesture.

4.4 The liberation utility

In real life, people cannot extricate themselves because of being sentenced to secular skill environment, thus losing the human nature of freedom. But in sports activities, people can pull out from the practical skill of care, spiritual transcendence of the deliberate pursuit of secular material, with aesthetic ideals and the form of sensibility, imagination and creativity, from the secular material utility and Rigidity of the rational dogma liberated in order to obtain the spirit of liberation and rational sublimation, the aesthetic subject of the imagination to play without restraint.

5. Conclusion

The cheerleading itself has beautified and refined the human body, and is manifested in the form of harmony and beauty. Its aesthetic value embodies not only the pleasure and emotion of human spirit to a certain extent but also make the subject itself to create, and ultimately the essence of human power in the aesthetic activities can be manifested, which enrich and improve the connotation and level of the spiritual life.

References

- [1] Chu Chun. Analysis of the Sports value of aerobics in colleges and universities. *Science*. 55(12), pp.68-70, 2011
- [2] LIU Na. Research on the Value of Leisure Sports in Universities from the Perspective of Multi-dimension, *Journal of Shanxi Normal University*. 8 (5), pp.87- 91, 20013
- [3] Sun Zhubing. Analysis on the orientation of contemporary students' sports value orientation. *Journal of Bijie University*. 12(10), pp. 18- 20, 2012
- [4] Yan Rui. Study on the sports value of Tibetan dance. *Journal of Sports Culture* 9(6), pp.58- 61, 2011
- [5] Zhao Qishuang, Zhou Wei. A preliminary study on cheerleading music and action 8(4), pp.85-87, 2014