

A Comparative Study of the Cultures in Sino-America Campus Sports Movies

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Abstract: This paper uses the literature method, observation method and logic analysis method to conduct an in-depth study on the school sports culture in Chinese and American campus sports movies, and analyzes and compares the school sports material culture and system culture, spiritual culture and sports culture in these movies. The paper suggests that Chinese campus sports movies should pay attention to the promotion of humanistic spirit and provide reference value for the construction of school sports culture.

1. Introduction

Schools symbolize knowledge and culture. Campus sports culture construction is an important part of school culture. In the process of global multicultural development, more and more sports-theme movies have come up. Campus sports movies have integrated various elements including sports and culture, have interpreted the school sports culture from a unique perspective. They have played an important role in the dissemination of school sports culture, satisfying the requirements of students for physical education and enriching the students' spiritual culture. The cultural connotation embodied in Chinese and American campus sport movies reflects the cultural differences between Chinese and American physical education, has a guiding significance for the construction of Chinese school sports culture, and has implications for the development of campus sports movies.

2. Environmental differences in Chinese and American campus sports movies

The films selected in the paper are the school sports theme films between 1980 and 2012, take the schools as the big environment, the sports venues as small environments, reflecting the school sports life and the phenomenon of school sports culture, reflecting in a certain sport or competition. Sports spirit is the main content in these movies. The overall situation of campus sports movies observed in this paper is shown in Table 1. Table 1. The study on the overall composition of campus sports movies in this paper can be seen that the United States is a country that attaches importance to sports development. It attaches great importance to the campus sports movies. Stories in American campus sports movies are mainly about sports lives in high schools and universities. For example, the 2006 American film *Glory Road* tells a story about a basketball team at the University of West Texas with no star players, but inspired by the coach and finally created a miracle. The 2008 American movie *The Express* tells the extraordinary life of a college football star. To the contrary, Chinese school campus movies are basically the stories happen in primary and secondary schools.

Table 1. Overall composition of Campus Sport Movies in this Paper

Type	Number	percentage
Chinese movies	8	32%
American movies	17	68%
Total	25	100%

3. The material and cultural characteristics of Chinese and American campus sport movies

3.1 exercise forms

It can be seen from the statistics in Table 2 that there are 9 movies are basketball theme among 25 sports movies , accounting for 36% of the total, including the Chinese films Dream Team, My Days with Jordan and Me And My Classmates, New Biography of Jiali, the American film Glory Road, Coach Carter , Rebound, He Got Game, Blue Chips . Basketball is a worldwide sport that attracts all fans. Basketball spirit has a subtle influence on all generations. There are 7 American films tell rugby stories, accounting for 28% of the total, including The Water boy, remember the Titans, Come on! Marshall, Facing the Giants, The Express, Weaknesses, Rudy. The three football films are Varsity Blues, Kicking&Screaming and she is the Man. There are two baseball films, The Rookie and The Final Season. It can be seen that basketball, rugby and baseball have a relatively broad mass base in the United States. Chinese martial arts and table tennis each accounted for 8%, which were My September, Alternate Players, Dream Fly and Ping Pong Boy. Swimming and volleyball themes are not involved.

Table 2. Classification of sports items in campus sports movies

Sport item	Chinese movies	American movies	Number	Percentage
basketball	4	5	9	28%
rugby	0	7	7	36%
football	0	3	3	12%
baseball	0	2	2	8%
martial arts	2	0	2	8%
table tennis	2	0	2	8%
Total	8	17	25	100%

3.2 Sites and equipment.

The complete sports facilities are indispensable conditions for sports competitions and one of the guarantees for athletes achievements. The size of sports venues is also a sign of popularity of sports. The modern basketball courts with advanced design and complete functions in the American film Glory Road and He Got Game are tall and wide with soft seats, air-conditioners, both practical and aesthetic. The table tennis venues and equipment in the Chinese film Ping Pong Boy are simple and informal. The rugby venue in the American film Weaknesses is large in scale and fully equipped with stands and shelters. It is worth mentioning that in American movies, baseball venues and rugby venues mostly have on-site electronic display score screens (The Rookie and Weaknesses), reflecting the specialization level. We can also see a well-equipped fitness equipment room in She is the Man. The investment and scale of sports equipment embody the school's emphasis on sports health and sports entertainment.

3.3 Sports Sculpture

Sports sculpture represents the ideal value of school sports life and aesthetic emotions. It has special significance for creating sports atmosphere and cultivating sports interests. It can reflect the cultural connotation of a school. The sculpture in the American movie She is the Man is wearing

armor and holding a sharp knife, which symbolizes a strong defense ability. In the He Got Game, basketball player's layup and slam dunk statue combines strength and beauty perfectly.

3.4 Sporting Gear

In the American campus sports movies, players are fully equipped and neatly unified, such as the heated plastic helmet, shoulder pads, diaper and knee pads in Remember the Titans, in Come on, Marshall, audience can easily distinguish the teams by the numbers, names and colors of player's clothing. In addition to professional uniforms, it is worth mentioning in the American campus sport movies that the game mascots, such as the mud dog in The Water boy, the armadillo in She is the Man, parrots in Rebound, grizzly bears in Come on, Marshall, and school logos such as the Owl printed on the hat and above the stadium by the Great Lakes High School baseball team in The Rookie, and the Eagle logo on college basketball floor in He Got Game. In short, professionalism and fashion are the mainstreams in American campus sport movies.

4. Institutional and Cultural Characteristics of Chinese and American Campus Sports Movies

4.1 Sports organizations

Sports associations and sports clubs are important organizational forms of school-themed sports movies, including ball associations, martial arts associations, cheer-leading clubs, and takedown associations. They are organized spontaneously by students and become an extension of students' extracurricular sports. They play a positive role in promoting the construction of campus sports culture. The professional cheer-leading team can be seen in many American campus sports movies, full of vigor and fashion. In Chinese movies, the cheer-leading teams would be replaced by a group of screaming audiences, kind of lacking the vitality and passion of young people.

4.2 Sports Standards

By watching these movies, you can observe the school sports system and norms through lines and dialogues. In the Chinese movie Ping Pong Boy, the coach has strict requirements on the time of the players practicing the ball. The American movie Remember the Titans puts forward a strict penalty punishment system for the rugby players to pass the ball and drop the ball. It is obvious in the American campus sports movies that American schools attach great importance to students' extracurricular sports activities. Students have been trained in sports training since childhood, love sports as a tradition, and also transport sports talents for American professional sports reserve forces. The school sports system in China is relatively independent and closed, lacking the cultivation of sports humanities and values, and the lack of convergence between school sports and social sports.

5. Spiritual and Cultural Characteristics of Chinese and American Campus Sports Movies

5.1 Values and beliefs

The tenacious struggle, fair competition, solidarity and cooperation, the spirit of collectivism and the realization of personal values are the common sports spirits exhibited by Chinese and American campus sport movies. The sports value concept is the attitude of people to the value of sports in fitness, entertainment, aesthetics and psychological quality, morality, intellectual training and so on. The school's sports value culture concept is also gradually formed in the long-term physical education, training, research and management. In Ping Pong Kid Boy, the leading character Zhuang zhuang is strong and disregards the objection, persistence in the ping-pong dream is a kind of sports value concept. The teacher Ding, who pays attention to the physical and mental development of the students in Dream Fly, we can see that the correct sports values help to train students' self-confidence. The coach who insisted on the basketball concept in Glorious Road let the audience see a positive attitude towards life. In today's promotion of quality education, people-oriented, life-long sports values that advance with the times are the core of school sports value.

5.2 Sports ethics

Sports ethics is the behavioral norms that all relevant personnel, such as athletes, coaches, referees, physical education teachers, sports enthusiasts, etc., should engage in when engaging in sports competitions and participating in sports activities. In the American movie *Remember the Titans* and *Blue Chips*, you can see the immoral phenomenon of falsification, loss of self-interest and other unscrupulous phenomena, and not tempted the coach and referee. Strict self-discipline, strengthening self-cultivation, and cultivating correct ideological and moral concepts will make the sports industry have greater development. Both physical education teachers and students should pay attention to improve their self-cultivation, being strict with themselves, strengthening their physical quality and strengthening the cultivation of moral quality, and having correct values and moral values.

6. Sports Culture Functions of Chinese and American Campus Sports Movies

Entertaining Body and Mind. Film is a fusion of art in a variety of art forms. campus sports movies have powerful functions of entertainment for both body and mind. The unique entertainment functions of sports are reflected in sports movies to the greatest extent. Maslow divides people's needs from low to high into five levels: physical needs, security needs, emotional and belonging needs, respectful needs, and self-fulfilling needs. Watching movies is one of the spiritual pursuits of people. Inspirational campus sports movies enable teachers and students to feel the power of sports and active learning and living atmosphere, the quality of individuality is honed, the spiritual realm is improved, and physical and mental pleasure is achieved, and physical and mental health is achieved.

Emotional Education. The film directly or indirectly transmits a value concept and behavior. The campus sport movies and other film art express the lifestyle, ideas and value orientation of the characters in the drama. Meanwhile, they also express and enrich emotional life, which has an irreplaceable role in the cultivation of students' emotional intelligence. Physical exercise is the most healthy way of entertainment. The way of thinking, emotions and lifestyle of coaches, players and various characters in campus sports movies, goodness and care, unity, quarrel and reconciliation, differences and unanimity all show the true, good and beautiful humanity, and create a positive atmosphere for the cultivation of students' emotional intelligence

Social Communication. The sports culture of the school and the spiritual character of the protagonist in the campus sports movies play the role of social communication to the maximum extent. Mass communication can spread the sports culture to the next generation and promote the sharing of unified values by members of society. Social norms and social and cultural heritage, thereby enhancing social cohesion and allowing culture and value to continue.

Conclusion

By comparison study of Chinese and American campus sports movies, both Chinese and American campus sport movies have demonstrated the spirit of youthful personality, youthful vitality and tenacity. In comparison, the characters of American sports films are more vivid, the personality is more distinct, and the sports facilities are more professional and perfect. The characters of domestic campus sports movies are single, formulaic, no faults, and the sports equipment facilities are relatively simple. From the perspective of material culture, basketball is the most involved sports in campus sports movies, followed by rugby, volleyball and swim min. The Chinese campus sport movies should be expanded beyond the primary and secondary school environment, except for basketball and football. Add more sports to martial arts. The sports sculptures representing the sports culture image are relatively rare in the sports films of the two countries. The sports clothing and equipment are relatively neat, and the United States pays more attention to promoting its sports culture. From the perspective of spiritual culture, Chinese and American school sports films are all inspirational movies, while the American campus sport movies convey a more positive energy. In short, by studying and comparing the relationship between film sports and campus sports culture in China and the United States, we are inspired. School sports material culture construction and sports

system culture construction should focus on practical, safe, effective and feasible. Focusing on the significance of education, Chinese campus sport movies should carry forward the Chinese humanistic spirit as the concept, better promote the spirit of fair, just, equal and free sports inspiration, and create an optimistic and positive campus culture.

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