



## Chinese universities sports teachers' cultural consciousness in perspective of globalization

Zhanqiang Teng

*Institute of Physical Education, Changchun Normal University, Changchun, China*

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### ABSTRACT

*By using the methods of documented, logical analysis, this paper analyses "cultural consciousness", especially pertaining to Chinese university sports teachers, from the perspective of globalization. The aim is to transform Chinese universities' sports teachers' cultural consciousness into the cultural norms of world sports. Studies have found that with the political, economic and cultural aspects of globalization, Chinese universities sports teachers' "cultural consciousness" has been severely tested, and it is now necessary to redefine our goals from the perspective of globalization.*

**Key words:** the perspective of globalization, Chinese universities, Sports Teachers, culture consciousness

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### INTRODUCTION

#### 1 Cultural globalization

Culture has diversity and permeability characteristics since ancient times[1]. Globalization has both broad and narrow points. Specialized "globalization" refers to the region and country striving from isolation towards international process; generalized "globalization" refers to the global economic, cultural exchange, world influence, cooperation between countries to strengthen interaction, with commonality that addresses cultural styles gradually popularized to become global prevailing standards or trends.

#### 2 Cultural consciousness

"Cultural consciousness" was proposed by Fei Xiaotong in 1997, at Beijing University during the second session of a senior seminar on sociological anthropology. According to Mr.Fei's views,traditional thinking is that "cultural consciousness" is "living in a certain culture and having 'self-knowledge', understanding its history, the forming process, its characteristics and its development. Self-knowledge facilitates autonomous cultural transformation, ability to adapt to new environments and new era culture choices of independent status." [2].

To cultural consciousness,Fei Xiaotong has its original ideas and understanding, and personally do in practice, the body calendar of old age, but also has repeatedly stressed the "cost of cultural consciousness," and the concept of cultural self-consciousness on the relevant interpretation. Summarizing it has three aspects: "first, the meaning of the traditional culture is to respect; awareness of traditional culture and the Chinese nation are closely related, and we are consciously aware of inheriting the traditional culture. Second, is to understand the traditional culture and its interpretation, to explore the traditional culture, make the necessary transformation towards modernization. Third, is to promote traditional culture and other cultural dialogue [3]."

To advocate cultural consciousness never means to place oneself in the process of globalization. As mentioned previously, globalization has its necessary objective which is, to some extent, a kind of "not this, not that" process. China's development and expansion can't cross the participation of globalization process. Globalization is complex, full of contradictions and struggles. It is both strong countries expanding their interests, realizing targets they value. It is also developing countries including China striving for their own interests, to realizing their valued targets in the arena of fierce competition. Therefore, we require cultural consciousness, not only to the current account for a strong form of "globalization" culture and the meaning with criticism, making torture even with automatic posture participate in globalization, and in the process, with a kind of world history subject identity to explore global possible and reasonable to [4].

### 3 Sports cultural consciousness

Sports culture consciousness, as the cultural consciousness of basic thinking, refers to the cognition, comprehension, and interpretation of our national sports history, contact reality, respect and absorb other sports cultural experience and strengths, and other sports cultural construct new sports cultural context [5]. Put simply, sports cultural consciousness is will the national sports thought and behavior in the world category of self-knowledge, the process of self discard. Its purpose is to obtain sports culture transformation autonomous capability, free, undertake proper culture choice, spread and innovation.

University sports teachers' cultural consciousness has its own characteristics. Not only should we have strong sports professionalism, but we should also have corresponding humanistic qualities. Because of its own locates in the important status and role, will not only be knowledge and skills, but also the instruction of "cultural consciousness" of the new century. This is an important feature of university sports teachers' proposed new mission of the new century. At the same time, we should reflect "cultural consciousness", realizing a transformation from the role of the past, the knowledge and skill and ability training taught to "cultural consciousness" communicators.

## RESULTS AND DISCUSSION

### 1 Sports globalization horizon: Chinese university sports teachers' thoughts on cultural consciousness

Sports globalization can keep pace with the synchronous development of economic globalization. When European capital and military expansion extended to every corner of the world, British outdoor sports, and German and Swedish gymnastics began to define modern sports, gradually becoming the mainstream of world sports development. This evolved into various forms of worldwide sports events. In these gatherings, modern Olympic Games sports globalization as the most representative mark highest degree "globalization". The creator of the modern Olympic Games, Coubertin, with his most talented ideas, passionate stunts, plus his unremitting efforts, brought about the modern Olympic Renaissance. In 1894, "the Olympic Games were first held in congress" and "in 1896 the decision was made to hold the games every four years according to ancient Greek Olympic Games practice. In these large games, the promotion and development of traditional sports, and strengthening all ethnic groups in the fields of contact were key elements. The games invited all civilized nations to join" [6]. Awareness of your own culture self-knowledge is the one of self-exceeding introspective and cultural consciousness and cultural behavior. Its connotation: one is the cultural identity, namely identity its culture. Two is cultural reflection, namely according to the changing times and in need of social development, in comparison with other world culture in the process of reflection of your own culture. Three is culture, be in namely cultural reflection beyond formed on the basis of cultural change and development of consciousness, and through the cultural changes and update is complete culture, surpassing independent adapt old culture. In this connection, the universities sports teachers in the full understanding and absorb the idea of this cultural consciousness after this kind of concept that will to carry out the teaching practice, form a favorable sports culture inheritance cultural awareness strategy.

#### 1.1 On traditional sports culture self-identity

Chinese traditional sports culture has a long and profound history. Our country's ancient games are called Cuju(soccer), Chinese kungfu, China weichi(the game of go), Weightlifting. We must fully realize and believe in the essence of longstanding Chinese traditional sports culture and its vitality. With self-awareness, we can gradually spread our sports culture to the world.

#### 1.2 To traditional sports culture: self reflection

We must fully understand and believe in China's traditional sports culture and at the same time, also want to bring it forth, not always holding onto the old traditions. And as times change, so culture is also innovating new ideas, so

we must constantly rethink our traditional sports culture, and fully give it new vitality. Fei Xiaotong think "create a new cultural development, also is in the view of development with combining the past now, the conditions and requirements to future culture embark on a new beginning". Cultural consciousness not back in the past, but face the reality, facing the future [7]. Of course, traditional sports culture also has negativity and dross, the university sports teachers should have cultural consciousness, to "take the essence and discard the dross". We should be confident of our outstanding achievements, valued inheritance, sports innovations.

### **1.3 To traditional sports culture: self improvement**

One of the most important cultural missions is to use the perspective of globalization in one's own culture, and to discard negative methods. To realize the self improvement of traditional sports culture, and to strengthen dialogue and exchanges, and actively promote traditional sports culture and other sports. This is culture fusion. From the perspective of globalization, China's traditional sports culture is also working to fuse with the western sports culture. While traditional sports culture should also be the western excellent sports culture form "nationalization" new sports culture, and positive impact of globalization, the western excellent sports culture.

## **2 Sports globalization horizon: the process of Chinese university sports teachers' cultural consciousness**

Along with the development of cultural globalization, the whole world reinforces the same cultural knowledge, identified against the background of globalization. Promoting and enhancing China's college PE teachers' cultural consciousness of process, enables the development of world sports culture. What follows is an awakening consciousness of enhanced culture.

### **2.1 The process of university sports teachers' sports thought consciousness**

In the process of globalization, efforts must be made to expand knowledge, expand the scope of interest. Active study towards grasping both domestic and foreign advanced sports education theory, renewal of ideas, establishment of the correct educational, talent and teaching concepts, use of modern sports education technology both at home and abroad, and understanding education information all will improve university sports teachers' sports ideological self-knowledge.

### **2.2 The process of university sports teachers' sports behavior consciousness**

With an understanding of sports history, the formation process has the characteristics and its development trend of behavior self-knowledge, in order to strengthen the transformation of culture is the independent ability, to adapt to the new environment and new era culture choice of independent status. Especially China ancient sports culture and modern sports culture and globalization, sports culture in the crash, but also how to realize the docking in the teaching of university sports teachers should try their best to think of this problem. To achieve this kind of behavior is to put knowledge and thoughts into action, into university sports teaching practice. For the sports teaching practice is always a core and basic content of school sports[8].

## **CONCLUSION**

In short, Chinese university sports teachers' cultural consciousness should be subject to their own culture, namely a self-knowledge, introspection and transcendence. For "cultural consciousness" we must have a deep understanding, help to promote better communication and inheritance of sports knowledge. and technology, which is more advantageous to the influence of world sports culture. Only from the perspective of globalization and re-examining our own cultural consciousness, can Chinese "cultural consciousness" connect with the world. To realize the university physical education teachers "cultural consciousness" is to promote a global view of understanding their culture. The more we get to know the world and national cultures, the better our opportunity for cultural inheritance. On the one hand is to improve sports ideological self-knowledge, on the other hand is to cultivate sports action. This kind of self-knowledge, thinking and behaviour from the global perspective, is thus the means of discarding the limitations of self and attaining a world view.

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