

The Collision, Impact, Integration and Globalization of Eastern and Western Sports Culture

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Abstract

The purpose of this study: Understand the historical background of the Eastern and Western sports culture, understand the collision situation, difference in impact after collision, the fusion culture formed after the impact, and finally understand the globalization sports, problems with the integration of culture produced the right attitude.

Research methods: Applying books and literatures such as the history of Chinese sports and Western history sports, using historical comparative analysis, based on the four steps of “description, interpretation, juxtaposition, comparative” to understand the “background, collision, impact, integration” of the Eastern and Western sports culture issues.

Research results: 1. Background: Describe the cultural composition of the Eastern and Western, the geographical environment, the different natural environment produce different values and national consciousness. Therefore, the characteristics of the Eastern and Western sports culture are also very different. 2. Collision: Interpretation of the encounter between Eastern and Western sports culture, refers to Western sports culture entering the Eastern world. At that time, China defeated, cut land compensation, and make foreign things serve China as a series of historical factors to form a Western sports culture into the Eastern world. In addition, learning westernization education, foreign students will introduce Western sports culture concepts and awareness into China. 3. Impact: Juxtaposition and comparative the characteristics and differences of Eastern and Western sports culture. The characteristics of Eastern sports culture are “static, harmonious, fuzzy, overall,” with strong introversion, focusing on the development of the whole body. The characteristics of Western sports culture for “sports, competition, accuracy, individuality,” focus on external development body, emphasizing strong muscles and strong bones. 4. Integration: East-West sports culture exchange and the Olympic Games, shaping global sports patterns, rules and values, ideas and behaviors, tend to be more consistent.

Research conclusions: There are still some unreasonable phenomena hidden in the current globalized sport world: 1. Obstacles to sports culture: Women or disadvantaged groups participate in competitive sports. 2. Distortion of commercial interests: Athletes become commercially profitable tools. 3. The transformation of the competitive situation: In order to win the sport, use counterfeiting, risk-taking, illegal behavior and violation of sports ethics. 4. Loss of the value system: The impact of the sports hero, the omnipotence of victory, on the next generation.

Keywords : Sports culture, Orientalism, Hegemony, Unification of nature and man, Globalization

The Collision, Impact, Integration and Globalization of Eastern and Western Sports Culture

People’s sociological attention to sports phenomena has a short history, and its research is relatively fragmented and abstract. Since sports sociology has not yet formed a systematic theoretical system and independent research objects, people’s cognition of sports phenomena is still quite limited. Therefore, from a macroscopic view, the researchers clarified the roots of the development of the Eastern and Western sports culture, and conducted a comparison to understand the globalization trend of the Eastern and Western sports culture. This study uses the historical comparative analysis, which is based on the history of Chinese sports and the history of Western sports, and analyzes the history and concepts of the Eastern and Western sports culture, analyzes the reasons, compares historical judgments, and judges similarities and differences, so as to understand the process of integration and development of the Eastern and Western sports culture. The researcher based on the following four steps “description, interpretation, juxtaposition, comparative” to understand the theme “background, collision, impact, integration”. The context of sports culture. First of all, “describe” the historical “background” of the Eastern and Western sports culture. Secondly, “interpret” under what circumstances the Eastern and Western sports culture meets to create a “collision”? Through the “juxtaposition and comparison”, to analyze the differences between the Eastern and Western sports cultures. What kind of “impact”? How to form a “fusion” culture? Finally, it discusses the problems and attitudes of the current globalization movement, the integration of Eastern and Western sports culture.

Description of the cultural background of the east and west sports

The early Eastern and Western cultures are different in appearance. The public’s consciousness will produce different cultural values for the long-term living environment. It enables the people living in the culture to judge things with different value scales, showing affirmation, negation, likeness, avoidance or ambiguity intention. Although values are postnatally formed, and everyone has a unique set of values, there is always a universal value that is distributed in each culture. Similarly, different cultural values can also shape the

unique sports culture of the region. . Taiwanese scholar (Xu, 2004; Xu & Long, 2009) believes that sports culture refers to the environment in which human beings live. Individuals create different sports patterns and methods in order to cope with or solve the physical activities required in life. The evolution of the times, the changes in society and the differences in national characteristics, gradually change and accumulate the appearance of sports culture.

According to the records of the history of the East and the West, the development of the early Chinese sports culture can contain the characteristics of the sports culture of the East. Under the influence of Confucianism, its traits are mainly for health and fitness, and for the purpose of cultivation, and highly consistent with Chinese traditional culture. The basic spirit also shapes the movement pattern of national character. The characteristics of these traditional movements carry multiple meanings such as ethics, politics, education, etc., to pay attention to the cultural value of the body and spirit, the traditional view of life, and health. A set of complex sports ritual cultures, such as Tai Chi, martial arts, Qigong, etc., emphasizes the leading role of "in a good shape, rise and shine" in limb movement. These main activities of exercise have played an important role in the oriental sports culture (Liu, 2011). China uses the ethics of Confucian culture to measure the inner beauty of human beings, and to form the social norms of the Confucian culture. It also creates the "quietness" of oriental sports culture. Ignore the external beauty of the body, so in the physical confrontation project in the arena, the Asian countries under the oriental sports culture are difficult to make a big difference, and the level of the Oriental competitive sports is also in a weak situation as a whole. As early as the Western scientific revolution, China could have taken the post-Western scientific revolution or introduced some technologies. However, because Confucianism was deeply rooted, and science was introduced by missionaries (taking the opportunity to spread religion), In the end, it led to disputes that made emperor banned, and later banned Western thoughts from entering China (Liu, 2011). The oriental sports culture is represented by the Asian countries such as the Mainland China, Japan, India, and South Korea. These representative countries are in a closed-door feudal society for most of the time, making the oriental sports culture enter a period of stagnation and decline.

The western sports culture was developed under the social conditions of the industrial revolution and the market economy, centered on the city, mainly from the Western European culture of ancient Greece and Rome. The main feature is the competitive sports culture (Bornschiefer, 1996). The social background of Western sports culture is influenced by capitalism. It is characterized by "confrontation and competition". Through the training of the human exercise system, the body's ability to work is adjusted to make the body's athletic ability "higher, faster and stronger". In the challenge of the human body in the time and space to resist the limits of nature, the establishment of sports culture spirit, for this purpose created a run, jump, cast and other highly competitive sports in accordance with human anatomy, mechanics and physiology. The theory to construct and standardize body movements and movement methods. Therefore, the "sports-oriented" competitive Western sports culture, combined with the ideas, induces people to diligently enterprising, paying attention to the style of sports, adventure, bodybuilding and fierce competition, and strengthen the modern people's sense of competition.

The development of Western sports culture has gone through three stages. In the first stage (the ancient Greek period), ancient Greece attached great importance to the physical training of young people. In more than 300 years ago, the educator Plato planned the contents and requirements of various age sports activities in his educational design of mind and body reconciliation. In the second stage (the Renaissance), the British educator Locke first proposed the "three-education theory", which divided education into three parts: sports, moral education and intellectual education, and emphasized "the spirit of soundness and a healthy body." The third stage (after the revolution in the nineteenth century), when German gymnastics prevailed. At the same time, American ball games and French sports also developed rapidly. Its main content is track and field, gymnastics, weightlifting and various ball sports, which emphasize muscle exercise and physical strength (Chen, 2016). For example, the Olympic sports culture is the product of the Western bourgeoisie, its basic concepts or categories, such as respect, peace, friendship, unity, fairness, and all-round human development. In the Western world led by the United States, the movement has established character, education, self-cultivation and development of competitiveness, preparing for future competition in life, enhancing physical

and mental fitness, and promoting religious (Christian) beliefs and patriotic beliefs.

No matter the different ideas of the early Eastern and Western sports cultures, their sports culture class and cross-class phenomenon are always present, as shown in Figure 1. Class phenomenon refers to the type of high-class sports culture, also known as elite sports culture. For example, the Western royal family is a nobleman with horseback riding and hunting. The general public does not have the right to enjoy it. Also, the current speedboat race or polo is high-class sport as a symbol of sports culture. In addition, the cross-class refers to the type of mass sports culture. The mass sports culture, also known as the popular sports culture, is participated by the general public. The mass sports culture brings its cultural norms and products to the public through mass communication, and forms the common public. Common language and movement form the so-called popular sports culture (Wang, 2004). The early mass sports culture was depreciated by the language of the upper class, because the upper class people used to distinguish the high-class sports culture that the elites engaged in. After the "industrialization", the mass sports culture has formed another mainstream. In the 19th century, the activities of the blacks and the working class in the Americas, such as jazz, street dance, and popular novels, were popular in modern society, and "sports" became part of the popular culture shared by the middle and lower class. When the mass sports culture is valued, regulated, and knowledged by most people, it will form a mainstream sports culture that is local or extended to the whole country. When mainstream sports culture is involved by the majority of local people, mainstream sports culture can also be seen. Part of the popular sports culture, for example, basketball, volleyball, swimming, track and field, etc. are the mainstream sports cultures around the world, and also popular sports culture (Su, 2009).

In short, the Eastern and Western sports culture originated from different tunes, resulting in the difference between Eastern and Western cultural values and national consciousness. However, the early Eastern and Western sports culture still had commonalities. The sport attached importance to individuality, courage, loyalty, discipline, teamwork, and inspiration. People's participation, etc., in line with the value orientation, also shape the value of different sports culture.

Interpretation of the collision of Eastern and Western sports culture

The collision of the first Eastern and Western sports culture should originate from the beginning of the modern history of China in the 1840 Opium War. This contact was the introduction of Western sports culture. At that time, it was affected by the Opium war, forcing the closed country of China (the Qing court) to open, foreign invasion, signing a series of unequal treaties, leading to unprecedented challenges in China's political, economic and cultural experience. Western capitalism spread to Chinese traditional culture with a strong influence. Western Learning gradually updated the Chinese concept. At that time, in order to prevent foreigners from repeatedly invading, they proposed a cultural development model of "make foreign things serve China". To establish Western-style schools, hire foreigners, and send students to study abroad. Western sports culture was gradually introduced to China (Chen, 2017). In 1898, China (Hundred Days' Reform) promoted new physique and advocated the development of sports and sports fitness, which also provided a good opportunity to accept Western sports culture.

Western sports culture was introduced to China mainly by gymnastics, from the army to the school, from the church school to the general school in China. In 1903, the Kui-Mao Educational System was issued to stipulate the opening of schools at all levels. Gymnastics class; in 1923, imitating the American academic system, promulgating the "Outline of the new academic curriculum standards", using Western sports track and field, swimming, basketball, volleyball and other competitive items as the content of physical education classes, instead of martial arts, Chinese traditional sports, such as martial arts and fighting, have greatly changed China's perception of sports and its essence (Liu, 2011). In the 1930s, after the introduction of Western sports culture values through the Western-educated international students, these foreign students who absorbed Western culture tried to promote the importance of "competition" to the nation and deliberately cultivated students' competitiveness. Western sports culture was rapidly expanding in China as a feature of the Olympic Sports Program, which became the mainstream culture of Chinese competitive sports (Yu, 2003). In summary, the Western sports culture can advance eastward through two channels: first, through

a series of historical factors such as the failure of war, the payment of land and the use of foreign currency, and the formation of Western sports culture into the eastern world. Second, to learn about foreignization education, international students will introduce Western sports culture concepts and awareness into China.

The above shows that at that time, China's closed sports culture and Confucianism were weakened, in order to prevent repeated aggression by foreigners, and under the disadvantage of foreign guns and cannons. The Chinese sports culture headed by the East flowed to backward culture. On the contrary, how do Westerners watch Eastern culture? From the publication of *Orientalism* in 1978 by Said, we can see the oriental culture that Westerners perceive. The book says: "The East is placed under the power of Western culture, and the East is always backward, absurd, and mysterious, while the West is a symbol of reason, progress, science, and civilization (Zhuang et al, 1999). Early Chinese sports culture was dominated by Western thought, and Said thought of the East. The formation of doctrine is not a natural fact. In fact, when the East and West cultures collide, the East is dominated by complex factors such as political power, cultural power, and intellectual power. Here, the "hegemony" of Gramsci quoted by Said, *Orientalism* is such a phenomenon of cultural hegemony. Western influence is not imposed on people through violent rule, but it worked through Gramsci's so-called positive consent. At that time, the strong sense of sports culture in the West was constructed in the Chinese sports culture, forming the value of depriving China's sports culture of independent thinking.

If you look at your own sports culture in the East, it is actually a rebuttal to Westerners. Because the Orientals believe that the Western sports culture is a "formal movement", flashy and dazzling. The happiness of the moment can not be used by the world, and the emphasis on muscle exercise and neglect of spirit and charm can lead to the development of human deformity. Many Eastern scholars believe that the fierce competition in Western sports is not only harmful to the body, but also encourages people's competition and vanity (Liu, 2011). Therefore, when Western sports culture collided, Westerners view cannot be agreed by all the East countries. Take Singapore as an example. English is the main language of daily life in Singapore. The traditional Confucian values in the East are the principles for the government to adhere to. In 1991, the government published the White Paper on Common Values, proposing that the country is supreme and society is the first; Family-based, social-oriented; caring for support, helping each other; seeking common ground while reserving differences, negotiating consensus; racial harmony, religious tolerance, and the five common values have become the blueprint for the organic integration of Confucian values and modern civilization (Chen, 2011). Singapore is a unique special national culture combining East and West. In their lives, it not only has the enterprising and vitality of the Western commercial society, but also has the tolerance and modesty of the traditional oriental society and adheres to the oriental collectivism.

Although from the Opium War in 1840, to 1930, the Chinese sports culture was weak, imitating or reforming into a form of Western sports culture. But, there are still people who maintain the traditional Chinese movement and oppose the "Westernization of the East". In 1932, in the editorial of "Ta Kung Pao in Tianjin", the confrontation was openly: "The invasion of Western sports culture should be based on local sports." Proposing to break away from Western sports culture, to maintain health and martial arts The sports culture of the center has the value of strengthening and physical fitness (Liu, 2011).

Impact of Eastern and Western sports culture

This paragraph compares the differences between the East and West sports cultures in a juxtaposition manner to understand what kind of "shock" the East and West sports culture will produce. First of all, we must clarify the differences between Eastern and Western cultures in order to understand the appearance and differences of the current East and West sports culture.

(1) Differences between Eastern and Western cultures

The three roles of human culture are nature, society, and people. There are different focuses on things between East and West. The characteristics of Western culture are focused on conquering nature, and the oriental culture is on ethics. Early philosophers in the East and West thought about the world with reason and morality. When the Greeks thought about the relationship between man and nature in the Aegean Sea; when the Indians thought about the relationship between man and God in the Ganges; Chinese philosophers

thought about the relationship between man and man on the bank of the Yellow River. The difference has led to a completely different trend in the traditional culture of the East and West. The following "Static and Motion", "Peace and Competition", "Fuzzy and Accurate", and "Overall and Individual" describe the differences between Eastern and Western cultures. The consolidation is shown in Table 1.

1. Static and Motion

The oriental culture represented by China emphasizes the inner pursuit of the body with the characteristics of living in a quiet and healthy life. Such as Tai Chi, Qigong, playing mahjong, lion dance, drum array, national dance, etc., sports lack the atmosphere of competition and strength (Liu, 2011). Western traditional culture emphasizes sports, attaches importance to the physical strength of the external physique, muscle development and body curve, pursues the external performance of the body, and emphasizes the external appearance of the spirit.

2. Peace and Competition

Chinese traditional culture is represented by Confucianism. It advocates the use of reason, the harmony of peace, and the emphasis on harmony against competition. Therefore, the culture pays attention to the unification of nature and man, the harmony and symmetry, the softness of the gram, and the morality of the people in the movement. Western culture is a competition-based concept. The ancient Greek Heraclitus believes that war is universal, justice is struggle, and everything is generated through competition (Chen, 2016). Therefore, the dualism of culture emphasizes the competitive components of winning and losing, high and low.

3. Fuzzy and Accurate

Chinese traditional culture attaches importance to intuition and heavy feeling. The way of thinking has the characteristics of intuition and ambiguity. It emphasizes previous experience and ethics, and emphasizes emotion and lightness. Therefore, early scientific research does not talk about principles, lack of logic, no quantitative analysis and systematization tools (Liu, 2011). The main manifestation of culture is: from the overall viewing of the object, general self-explanatory, thinking from ethics but not able to verify. Social life attaches importance to ethical and class relations, ignoring strict rules, procedures, and laws. The cultural spirit only supports "rule by man" rather than "rule of law", and morality and law are integrated. The concepts of Doctrines, Energy and Rational have a certain ambiguity, and "qigong" has a vagueness in the traditional way of keeping health. Western culture emphasizes experiments, facts, logic, scientific discoveries, and the transformation of the objective world. It emphasizes that "knowledge is power", thinking is precise, and logical thinking focuses on analysis and decomposition. That is, all things are broken down into small parts. Then, research on a small part; emphasize quantitative analysis, pay attention to accuracy and rigor. So, the Western movement pays attention to the development of muscle, bone and body curves.

4. Overall and Individual

The Chinese ethical tradition emphasizes the importance of the state, the nation, the religion, the family, and pursues the realm of saints. Chinese medicine treats people as a whole, and dialectical and empirical treatment. It can be seen that Chinese medicine grasps the whole. The hands, eyes and body of Chinese martial arts, Tai Chi, Qigong and other projects all emphasize the holistic view of the integration of nature and humanity. The reflect values focus on groups instead of individuals (Liu, 2015). Western social consciousness focuses on individual life, and individuals present diverse characteristics. Western medicine pays attention to human anatomy, analyzes the human body structur., Prescribes the right medicine, and favors the individual's thinking. Therefore, Western culture emphasizes logical thinking, analysis and induction. All attach importance to the existence value of individual parts, emphasize individual freedom are the standard of human rights.

Table 1 Summary table of Eastern and Western cultural concepts

Difference	Eastern culture
Thought	The ancestors of Confucianism valued ethics and morality, measured the inner beauty of human beings, and for
Value	Emphasis of group values.
Style	To maintain health, to calm the emotion. Chinese medicine treats people as a whole and treats them with experience. The overall viewing object is generally self-explanatory, thinking from ethics but not being verified. Harmony and symmetry, with soft gram, pay attention to sports ethics. The Orientals are emotional and help each other, with the emphasis on the country, the nation, and the family.

(2) Differences between Eastern and Western sports culture

China, headed by Oriental sports culture, pays attention to "unification of nature and man" and attaches importance to the "innerness, mind and spirit" of the body. Therefore, the characteristics of Chinese traditional sports culture and "unity and harmony" have All-inclusive integration. "Unification" from the perspective of Chinese Confucianism. That is, the world as a whole; human beings and nature as a whole. The changes in nature directly or indirectly affect people's body. Human life activities must be adapted to the rhythms of natural changes. For example, Tai Chi draws on the theoretical essences of philosophy, aesthetics, and traditional medicine, and the body movements adapt to nature (Liu, 2011). "Harmony" refers to respecting differences, highly recognizing heterogeneous cultures, and seeking the unity, interdependence, and seeking common ground while reserving differences in cultural differences. Thus, forming an overall balance and harmony. Oriental sports culture attaches importance to individuals, others, activities, and outsiders in sports. The harmony between factors such as nature emphasizes the pleasure, aesthetics and entertainment of the body to the body and mind. The martial arts genre has different styles, and the movements emphasize rigid and soft, and the speed is fast and slow, and the relaxation is moderate, fully demonstrating the harmonious beauty of Chinese sports culture. The movement advocates "association of activity and inertia", couple strength and gentleness, behave properly to improve one's character, the imitation frolics of the five animals, and tolerance (Tolerance and harmony", specifically Wushu, Frolics of the five animals, Qigong, Meridian qigong, Tai Chi, Archery and riding Horse are the traditional Chinese movement (Liu, 2015).

Western sports culture pays attention to "competition and analysis" and attaches importance to the "externality, muscle and body". Therefore, the characteristics of Western sports culture and "competition and analysis" have developed to this day. "competition" has historically been the struggle of European and American countries. Consciousness and aggressiveness are in complete agreement with modern competition. This is the case for the Olympic Games that have been passed down to the present. Emphasizing humanity's transcendence to nature will inevitably lead to competition between man and nature, as well as human conquest of nature, adventures and mountain climbing, surfing, upstream and other sports prevailing in the West, (Wang, 2004). "Analysis" can be seen from the history of Western sports. The Western movement is based on the natural sciences. They attempt to reveal the laws of movement in the form of "analysis, decomposition, and experimentation", and in-depth observation along human tissues, in accordance with human anatomy. The theory of human anatomy, mechanics, and physiology, constructing body movements and movements, and generating "adaptive response" of athletes' muscles through "overload training" to make the human body Maximize the body's ability under certain conditions (Xu, 2012). The movement advocates "muscle bodybuilding, physical fitness, collisional movements, and exceeding the limits of the human body". Specifically, it is a Western sports project with track and field, swimming, basketball, volleyball, football, and gymnastics. The following table 2 is a comparison of the concepts of the Eastern and Western sports culture.

Table 2 Comparison table between Eastern and Western sports culture concepts

idea	Eastern sports culture	Western sports culture
Philosophy	1. Overall, Harmony 2. Based on the heart	1. Competition, Analysis 2. Focus on the body
Body view	1. Intrinsic 2. Mind and spirit	1. Exogenous 2. Muscles and body
Sport value	1. The golden mean 2. Courtly for the first	1. Confrontation 2. Competition
Sport nature	1. Follow the laws of nature and human growth 2. Dynamic and static combination, To couple strength and gentleness 3. Spirit and body as a whole	1. Clear rules, objective criteria, scientific assessment 2. Overload training 3. Training of the human muscle system
Sports core	1. Cultivate momentum 2. Develop temperament 3. Train the mind	1. Faster 2. Higher 3. Stronger
Sports quality	1. Jing: It is the material basis that constitutes the human body and maintains human life activities. 2. Gi: It is the driving force behind life activities, ex.Qigong is gi. 3. Shen: It is the most important thing in all life activities such as spirit, will, consciousness, and sports.	1. Endurance 2. Speed 3. Strength 4. Agility 5. Coordination
Sports energy	Aerobic	Aerobic, Anaerobic

In summary, the cultural composition is formed in a long-term in different geographical environments. The cultures produced in different natural environments have different characteristics of local sports culture. The martial arts and yoga symbolized by the oriental traditional sports culture have strong introverted characteristics, paying attention to the overall development of the body, emphasizing the transcendence of internal factors such as essence, energy and spirit. Western sports culture is based on European sports culture and North American sports culture, paying attention to the development of external characteristics of the body, emphasizing strong muscles and strong bones, in order to achieve the body's speed, strength, endurance and other qualities.

In addition, the differences in sports values between the East and the West can be seen in both nationality and social culture. In terms of nationality, there are no women in the early East who participate in sports. The sports style is dominated by martial arts, health, archery and horse riding. With the movement of the nobility, the people are mainly engaged in farming, and there is no leisure time to participate in sports. Westerners are mostly aristocratic and white sports. Blacks cannot participate in high-level competitive sports and serious racial discrimination. Until the rise of modernism, blacks are allowed to participate in professional sports. In terms of social culture, it is not easy for the eastern countries to obtain high education because the social welfare is not comparable to that of the Western countries. Parents generally attach importance to the education of their children, and they are guided by further studies. Students' extracurricular activities are still participating in non-sports talents or courses. Counseling is the main. Schools in Western countries emphasize the rights and autonomy of students, and students participate in sports clubs after class.

Integration of Eastern and Western sports culture

Despite the diversity of sports culture models, sports culture pursues respect and maintenance of human life. At the same time, with the advancement of science and technology and frequent exchanges of sports,

mutual learning, the sports culture of various countries is gradually becoming homogeneous, such as the development of sports laws in various countries. Based on the actual culture of each country and the results of mutual learning, through the globalization movement model (Olympic Games), shaping the global movement patterns, rules and values, the trend is more consistent (Wang, 2004). Under the great influence of the Western Olympic Movement, the Eastern sports culture is no longer a self-sufficient in a closed environment, but is rapidly developing in a mutually converging convergence with Western sports culture. For example, kickboxing and mix in western boxing technique, Chinese Kung Fu Tea technique and Muay Thai technique; the body contact movements in the East and West are also strengthening the athlete's physical confrontation and quality. As can be seen from the above, some individual sports in the West, sports that show strength and beauty have enriched the sports culture of the East, and even become a sport of concern and preference in the East. On the contrary, the value of the oriental sports culture can also enrich the value of the "body-based" movement in the West. The Western sports culture is characterized by competition. In order to win the competition, it may take doping to damage or sacrifice the health of the body. And even the alienation of the field violence, bribery referee and other issues. The inner spirit of the oriental traditional sports culture is to solve the problems of the alienation of the Western movement and exert its unique great charm, such as China's "cultivating and nourishing the heart" and "Indian "Yoga".

Western sports culture has been introduced in recent years, enriching the content of the Eastern national sports culture, stimulating the innovation of Eastern sports culture and style, and even promoting the integration of Eastern and Western sports culture (Luo, 2012). The phenomenon that the East and West sports culture tends to be globalized, and the strong sports culture has become an inevitable phenomenon. For example, the American basketball game has formed a kind of constraint and dominate for the development and expansion of basketball in the East and West countries. The basketball game is arguably an American basketball game. The countries pursue strong attacks, sports heroes, individualism, strong muscles, and high rewards. The relationship between countries is related to American basketball. The strong movement has an impact on the culture of other countries, the consciousness of other athletes has changed, and the phenomenon of strong sports culture has been pursued. It is manifested in sportswear, sports behavior, sports language, sports technology and concepts, tending to rely on and assimilate, control other countries' sports culture.

Since the 1980s, the emergence of post-modern culture has formed a multi-dimensional orientation of globalization. Cultural services have replaced the impact of material goods in the production core of the post-industrial era, proclaiming the trend of globalization of sports communication, and potential interaction is changing our culture (Su, 2009). As an important means of the spread of the world sports culture, the mass media has provided a platform for the broad dissemination and exchange of sports, for the promotion of the Olympic spirit, and for the promotion of communication between countries around the world. Without the emergence of mass media, there is no Olympics as the core without communication and communication. The development and progress of competitive sports culture, the mass media's accelerated movement of information has broadened the coverage of the sports society, increased the influence of sports on society, public media propaganda and reporting, stimulated people's desire for sports consumption, and promoted sportswear, sports equipment, sports lottery. The development of sports industry such as sports services, the mass media has played a role in supervising and guaranteeing the development of sports to ensure the sustainable and healthy development of sports culture.

Nowadays, the globalization of sports, between elite sports and local sports, is no longer a sports culture with different distinctions and distinctions. Everyone can enjoy the elegance and vulgarity. The globalization of the sports industry forms a consumption sports culture dominated by the logic of capital and commodities. Mass communication lacks a complete theme, which is a product of collage and fragmentation, a high degree of spatialization, visualization, imagery, and imagery on the TV screen. The existence of the dominant cultures of various countries and the promotion of popular culture have been paid attention to with the trend. Multiculturalism means pluralistic identity and pursuit of rights. Even the fringe culture and the weak culture are also the state should pay attention to. For example: Citizens Sports Games, Special Games and Paralympic Games, etc., showing that different classes and ages should be equally cared for and enjoy

the same rights. The emergence of American cultural values has a deep-rooted foundation. It is also the imitation of the current competitive sports in various countries. It will copy the American sports model into the sports culture of other countries. Here we should consider the core of the cultural value of other countries. Is it possible that Western sports culture can be copied completely? It is worth pondering and integrate into the culture of other countries. Under the current trend of globalization, the Eastern and Western sports culture should take its essence and use it for reality.

We can't deny that the Western sports culture is advancing eastward, and it is weak compared to the traditional sports culture of the various countries in the East. However, each country in the East has a strong traditional sports culture, which also increases the difficulty of the integration and exchange of Eastern and Western sports culture. In recent years, the vision of sports culture integration has expanded to the perspective of globalization. It is more clear to compare the differences between Eastern and Western sports culture, to understand the value and development direction of its culture, and to discover the commonality of different national sports cultures and behaviors. In the wave of sports culture, people may find that people around the world have more and more similarities in the thinking and behavior of sports. It is people who should treat different cultures with an attitude of acceptance and respect.

Conclusion

Whether it is Western sports culture or Eastern sports culture, as a sport is based on human life activities, they are pursuing the perfection of life. But, the focus is different and the expression is also different. This is like the principle of Chinese medicine and Western medicine in treating diseases. Because it points to an objective phenomenon and the same disease of the same human body, the two treatment methods are the same way and the same effect can be achieved. Finally, according to the comparison of the Eastern and Western sports cultures, the differences between the East and the West are found. However, in the current globalized movement world, there are still some unreasonable phenomena. At the end of the paper, they are still outlined as a reference for everyone.

1. Common obstacles in the sports culture of the East and West: Some people have power in sports, and the rights to non-mainstream, female or disadvantaged groups to participate in sports. Their values, beliefs and norms do not agree, thus creating some sports culture obstacles to prevent women or disadvantaged groups from joining.
2. Commercial interests are distorted and pure sports culture: Commodity has become a trend of sports culture. In 1992, the fantasy team, the Olympic officials of the United States, displayed the labels of different sponsors on the sportswear and equipment of each player are another battlefield for each brand manufacturer. Athletes become commercially profitable tools, and manufacturers use outstanding athletes in contract negotiations, rapid salary adjustments, sponsorship fees, and designated merchandise to frame athletes' restrictions on the vendor's compliance with the contract.
3. In order to change the competitive situation: the countries regard the sports competition "victory as the only thing", causing many athletes and coaching groups to be too obsessed with victory, and put their minds on the results of sports victory, deliberately distorting the movement. The competition system, the tricks and risks on the edge of the rules, illegal use of the drug to enhance the quality, showing that the modern competitive movement in order to strive for the highest glory, and deviance from morality.
4. Differences and loss in value system: The sports hero created by the American competitive sports culture is the spokesperson of social myths and values in society or subculture, and also represents the god of "victory and omnipotence" in the eyes of Americans. This coincides with the Western sports culture that emphasizes individual and heroic style. Oriental sports culture emphasizes group nature. In Japan, it attaches great importance to collective goals and team loyalty. Too much individualism and selfishness in the team will be depreciated. Selflessness is highly praised. Japanese players are willing to sacrifice self performance for the team. The difference between the above-mentioned East and West sports value systems does not mean that anyone will win, but it will have different effects on the next generation of sports values.

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