

# *Spiritual Connotation and Artistic Appeal of “Ball” Culture*

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**Abstract:** “Ball” culture is not a new word. With the development of social economy and the improvement of people's requirements for spiritual civilization, various “ball” culture begin to attract people's attention. For example, table tennis, football, basketball, rugby, golf, bowling and other ball games are no longer just competitive sports, but more of a spiritual culture. This kind of spiritual culture affects people imperceptibly and integrates into every corner of people's life. Like the simplest sports channel, it is also a process of cultural transmission. Not to mention the fact that you have been to the game to watch all kinds of ball games, the infection of the scene atmosphere is also a kind of cultural influence. This paper aims to analyze the culture represented by various “balls”, explore their aesthetic taste and artistic appeal, and put forward countermeasures to deepen the cultural influence of “ball”.

## **1. Introduction**

For the “ball” culture, we can understand it from two aspects: the material level of the “ball” culture and the spiritual level of the “ball” culture. Compared with the spiritual level, the material level of the “ball” culture is easier to understand. With the help of various material carriers, such as sports equipment. “Ball” culture is limited to all kinds of balls, such as basketball, football, table tennis, volleyball, tennis, rugby, hockey, shuttlecock, golf and so on. These are the material carriers of the “ball” culture and the culture embodied in the material level. There are also a variety of competition systems and regulations, a variety of competition groups and organizations, which are also included in the “ball” culture. [1] There are also the match clothes during the game, the sportswear you usually wear, the table required by some ball games, and the competition places, etc., which is also a kind of “ball” culture.

Compared with the material level, the spiritual level of “ball” culture has more influence and artistic appeal. Because the “ball” culture should belong to sports culture. All sports culture is a kind of dissemination of sports spirit. Sports spirit is the ultimate embodiment of sports. It will have a profound and lasting impact on people. The sports culture embodied in sports competitions is a great power to inspire people. All kinds of fair and open contests; the propaganda of various solidarity, cohesion and persistence; and the dissemination of various beliefs, sentiments and ideals are all a kind of spirit. This spirit is the soul of sports culture and the pillar of “ball” culture. The spiritual level of “ball” culture is a healthy upward force. In all kinds of ball games, the spiritual

power embodied in them can not be described by words, and only those who participate in it can feel it. The following takes basketball and golf as examples, briefly describes the unique connotation of “ball” culture in the spiritual level. [2]

Basketball game is a kind of competition in which team power pursues honor. If not good at each player's active cooperation, it is unable to obtain the final victory. The most important thing is ball skills, which can't be practiced overnight. Excellent ball skills require unremitting training at ordinary times. Down to earth and conscientiousness are the essential qualities of every player. Opportunism is not allowed. There is also a great love for basketball, otherwise it is difficult to solve the difficulties of usually boring training. The seemingly simple basketball contains great knowledge. The same is true of “ball” culture, which can not be summed up in a few words. Golf, though a kind of sports activity enjoyed by the senior class, can also be seen from the “ball” culture it conveys. Many businessmen often take golf as an opportunity to negotiate a contract in business negotiation. Perhaps it is because there is nothing new about the negotiation at the table that the culture of negotiation is transferred to physical exercise, that is, golf. [3] Golf course, quiet and comfortable, is a good place to sign a contract, from which the “ball” culture is of far-reaching significance. Playing golf usually avoids the exciting arena and returns to the original tranquility, which is a pursuit of high-end life quality. There is no hustle and bustle, and the rest is just to enjoy it.

The spiritual connotation of “ball” culture is also reflected in the aesthetic field. At present, the aesthetic taste and artistic appeal of “ball” culture are mainly presented in various ball games, which occupy a large part. Others are in sports journals, magazines, networks and literary works. For ball games, the crowd whose influence is deep is limited to those who watch on the spot. For the off-site viewers, it is mainly through television, network and other forms to be affected. In addition, the influence on sports journals, magazines, networks and literary works is presented through words or pictures. Many sports fans regularly buy basketball newspapers, football newspapers, tennis journals, etc. With the development of society, the network has become the main way of cultural communication. Ball fans will also log in to sports forums and ball blogs regularly to learn about ball culture, enhance their aesthetic taste and be influenced by their art through various forms.

## **2. To Vigorously Carry Forward the Spiritual Connotation of “Ball” Culture and Promote the Artistic Development of “Ball” Culture**

### **2.1 To Develop a Solid Mass Base and Team for the Development of “Ball” Culture**

In China's physical education from small to large, many ball games have not been fully valued. In the general primary school sports classroom, only the most common basketball teaching, football teaching or table tennis. In many schools, P.E. teachers themselves are vacant. Although it is said that physical education is arranged on the class schedule, students will only have free activities when it comes to physical education. In the free activity class, most students will not go to the playground to exercise. They will only read books or do exercises in the classroom. They will put the study of culture class in the first place, and they will not take physical education class seriously. Let alone learn a variety of ball games, professional ball skills are not contact. Generally on the basketball court or football field, they are boys. With the love of basketball or football, spontaneously organized to play basketball, football. Table tennis tables in some schools are useless, and students will not learn without professional teachers. If students don't get attention to sports since childhood, they will hardly pay attention to physical exercise or sports culture when they grow up. Therefore, if we want to develop a solid mass base and team of “ball” culture, we must start from childhood and from children time. [4]

## 2.2 To Establish a Scientific, Reasonable, Open and Transparent Competition Operation Mode.

Everyone in China knows the “black box operation” of Chinese football. The operation mode of NBA League plays an important role in the success of NBA League. However, compared with NBA, Chinese football lacks in this aspect. How to improve the level of Chinese football, out of China, even into the world, is a question that Chinese people must think about. The same is true for other balls. At present, tennis is the most tenable sport in China. However, each time only a few players stand out from the crowd, and efforts should be made to cultivate the latecomers. It is urgent to establish a scientific, reasonable, open and transparent competition operation mode. This is very important for all ball games.

## 2.3 To Inherit the Excellent Traditional Culture and Carry Forward the National Characteristics of Chinese Culture

It is a constant slogan to bring up the essence of traditional culture and to remove its dross. In traditional culture, there are too many essences worth inheriting. After entering the world, American basketball has not lost its national characteristics, so it is so popular with the public. According to the data, the competition rules formulated in the process of American basketball match fully show the American national culture. The same is true for other ball games. The United States has done a good job in inheriting excellent traditional culture. Compared with the United States, China, as a big country, is prone to lose its excellent traditional culture while blindly following the culture of other countries. [5] As a great country, China is composed of 56 nationalities. Each nation has its own unique national culture. Among them, the excellent traditional culture should not be allowed to disappear. Therefore, we should inherit the excellent traditional culture and carry forward the national characteristics of Chinese culture. In this regard, the leading role of the government is very important. Such as the usual news broadcast, entertainment programs and other TV programs, is a good way to spread the excellent local culture. At the same time, people themselves should take the initiative to inherit their own excellent traditional culture and carry forward their national characteristics.

## 3. Conclusion

From the aesthetic taste and artistic appeal of “ball” culture, “ball” culture plays an important role in the cultural pillar. No matter from the material level, or from the spiritual level, “ball” culture plays an important role. “Ball” culture has been recognized and accepted by people in today's society. With the improvement of people's living standards, people will have higher requirements for “ball” culture. At the same time, a variety of ball culture also affects people. Therefore, we should strengthen the dissemination of “ball” culture, and strive to promote the development of “ball” culture.

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