

Research on Aesthetic Value and Aesthetic Experience in Sports

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Abstract: Sports is a comprehensive cultural phenomenon, which is not only a way of physical exercise, but also a form of artistic performance and emotional communication. The aesthetic value and experience in sports are of great significance to both individuals and society. By analyzing and studying the aesthetic values and experiences in sports, we can better understand the value and significance of sports, and promote the development and promotion of sports. Based on this, this article explores the aesthetic values and experiences in sports for reference by relevant professionals.

Keywords: sports, aesthetic value, aesthetic experience

Introduction

Sports, as a global activity, have received widespread attention and participation around the world. In addition to being a competitive and entertaining activity, sports also have unique aesthetic values and experiences. Sports showcase the graceful dynamics and coordination of the human body, triggering aesthetic emotions and resonance among the audience, and inspiring people's pursuit of beauty and excellence. Therefore, studying the aesthetic value and experience of sports has important theoretical and practical significance.

1. Analysis of aesthetic value in sports

1.1 External aesthetic value

The external beauty of sports is mainly reflected in the physical movements and postures of athletes. Whether it's the starting posture of a sprint or the agile jumping of a basketball player, they all demonstrate the elegance and coordination of the human body. These movements and postures are not only pleasing to the eye, but also reflect the limits and plasticity of the human body. The external beauty of sports is also reflected in the competition scenes and equipment. The scenes of players running on the football field and high-altitude throwing in basketball games can all give people a beautiful enjoyment. The equipment used in sports, such as golf clubs, skis, etc., has also been carefully designed and manufactured to meet the needs of sports and have a beautiful appearance. These external beauty elements make sports a visual enjoyment.

1.2 Inherent aesthetic value

The inherent beauty of sports is mainly reflected in the rules and spirit of sports. Sports have strict rules and discipline, and athletes must abide by these rules in competitions, using techniques and tactics to achieve victory. This regularity makes sports full of order and fairness, while also cultivating the discipline and teamwork spirit of athletes. Sports also emphasize competition and challenge, and athletes need to overcome

difficulties and pressure to pursue higher goals. This kind of spiritual pursuit and effort not only reflects the athlete's perseverance and determination, but also stimulates people's desire for self transcendence^[1]. The inherent beauty of sports allows people to not only enjoy the passion of competition, but also feel the joy of victory and the lessons of failure when participating.

2. The current situation of aesthetic experience in sports

2.1 The commercial impact of the audience

With the commercialization of sports, the commercial benefits during competitions and competitions have gradually increased, and the aesthetic experience of the audience has been affected. During the competition, advertisements may appear in various locations inside and outside the venue, and even be inserted during the competition. This commercial approach can disrupt the continuity of the competition and make the audience feel uncomfortable while watching. The promotion and promotion by sponsors can also have an impact on the audience's aesthetic experience, as they feel that the competition has become a commercial activity rather than a pure sports competition^[2]. Commercialization leads audiences to pay more attention to the image of athletes and the products of sponsors, while neglecting the value and significance of the competition itself. Viewers tend to excessively pursue the appearance, personal brand, and commercial cooperation of athletes, while ignoring the spirit and values conveyed by sports.

2.2 Poor audience experience

There are differences in the aesthetic experiences of different audiences towards sports, which can have an impact on their understanding and perception of the competition. There are differences in the understanding and preferences of sports among audiences from different regions and countries. Football is much more popular in Europe than other regions, while basketball is more popular in the United States and China. This cultural background difference can affect the audience's understanding of the game content and their choice of focus^[3]. For a certain sports event, audiences who understand the rules and tactics will have a deeper understanding of the game process and player performance, thereby enriching the aesthetic experience of the game. On the contrary, for unfamiliar sports, the audience cannot understand some details and technical movements in the competition, which affects their aesthetic experience.

3. Effective methods to enhance aesthetic experience in sports

3.1 Observing outstanding athletes

Watching professional athletes compete or train allows you to appreciate their superb skills and agile postures, thereby enhancing your aesthetic level. When we carefully observe and appreciate the performances of these outstanding players, we will be amazed by their superb skills. Whether it's the difficult dunks of basketball players or the precise passes of football players, the skills and body control demonstrated by outstanding players can bring us a strong aesthetic enjoyment^[4]. Through observation and learning, we can gain a deeper understanding of athletes' training methods, tactical strategies, and collaborative abilities. This can give us a more comprehensive understanding of the overall process of sports and enable us to better appreciate every exciting moment in the competition. When we see the outstanding performances of outstanding players on the field, we cannot help but look up to them and strive to imitate their excellent techniques and training methods. This attitude of pursuing excellence subtly influences us, making us pay attention to details and pursue the ultimate in sports, thereby improving our aesthetic level and personal skills.^[5]

3.2 Learning professional knowledge

Understanding the rules, techniques, and tactics of sports can deepen our understanding and appreciation of the competition process. Through learning, we can more accurately distinguish and appreciate the highlights and exciting moments of the competition. Understanding the rules, techniques, and tactics of sports can deepen our understanding and appreciation of the competition process, and this in-depth understanding can help us more accurately distinguish and appreciate the highlights and exciting moments in the competition. Sports are based on rigorous rules and regulations, and only by understanding these rules can we better understand the decisions and actions made by athletes in competitions. In football matches, understanding the definition and criteria of fouls can help us have a clearer understanding of a successful offensive move, not just limited to the goal itself. In basketball games, understanding techniques such as cutting, blocking, and shooting can help us better distinguish and appreciate the ability of a successful fast break and gorgeous dunk.

3.3 Developing physical perception ability

Improve one's physical perception ability, including flexibility, coordination, and strength control, so as to deeply feel the dynamic and strength beauty of the body during exercise. By improving our physical perception abilities, including training in flexibility, coordination, and strength control, we can more keenly perceive the dynamic and strength beauty of our bodies during exercise. A highly flexible body can more easily complete various difficult movements, making them smoother and more natural, creating a visual aesthetic. In artistic gymnastics, the beauty and fluency of dance movements are often closely related to the flexibility of the athlete's body. Through flexibility training, we can cultivate more elegant and coordinated body movements, thereby fully experiencing the beauty of exercise. Through coordinated training, we can better achieve the accuracy and smoothness of technical movements, making the movement process more aesthetically pleasing.

3.4 Experiencing diverse sports activities

Participating in different types of sports can expose us to a variety of movements and techniques, thereby expanding our aesthetic field and allowing us to appreciate the beauty of sports more comprehensively. By trying different types of sports, we can be exposed to different movements and techniques. Each sport has its unique movements and skill requirements. Control, shooting, and passing in basketball, swinging and hitting in tennis, turning and braking in skiing, and so on. By experiencing these movements and techniques firsthand, we can gain a deeper understanding of the essence and beauty of skills in sports. Different movements and techniques can also bring us different aesthetic enjoyment, allowing us to appreciate the beauty in sports from multiple perspectives. Each type of sports has its unique style and form, and experiencing different types of sports can broaden our horizons and understanding.

4. Conclusion

In short, sports showcase the elegant dynamics and coordination of the human body, triggering aesthetic emotions and resonance among the audience, and inspiring people's pursuit of beauty and excellence. Sports can also promote social unity and cultural exchange, becoming an important means of shaping a beautiful image of individuals and society. Therefore, we should actively participate in sports, appreciate and feel the aesthetic value and experience, and make greater contributions to the development of sports.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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