

# The Influence of Sports Brand English Translation and Publicity on the Psychology of Mass Sports Exercise

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## Abstract

The English language, similar to all languages, serves as a vessel for conveying the cultural nuances of English-speaking nations. Notably, sports, being a significant component of culture, naturally infiltrates the language. A considerable number of words, phrases, and expressions within the English language find their roots in various sports, thus substantially enhancing the lexicon of the language. Leveraging translated sports media for enhancing the overall quality of sports engagement among college students is aimed at nurturing accurate sports principles and a perpetual sports awareness. This endeavour has emerged as a pivotal facet within the domain of social science and sports research innovation. In the context of the psychological characteristics inherent in provincial college students, a comprehensive research methodology is employed to scrutinize and assess the present state of college students' interaction with sports media, alongside the factors shaping the sporting values embraced by college students in the region. Drawing upon the results of a conducted survey, the primary motives behind college students' admiration for sports celebrities include the capacity to idolize sports stars (43.66%), appreciation for the athletic prowess displayed by these luminaries (40.12%), respect for sports figures (34.63%), recognition of their professional attributes, and other qualities they embody (25.87%). Notably, a considerable portion of those who hold sports stars in high esteem also exhibit elevated economic means (12.91%). The authors explored and examined the college students' exposure to translated sports media content, along with the media's influence on their sports-related values, active involvement in sports, and extracurricular pursuits, impart valuable theoretical insights pertinent to the progression of collegiate sports, the effective utilization of mass media, the provision of Olympic brand education for college students, and the reform of higher education sports programs. For the inaugural instance, we have gleaned that the sources employed for procuring Olympic tickets have started to shift. Internet-based platforms constitute over 40% of these sources, with television channels accounting for a similar proportion, hovering around 40%. In contrast, traditional print media, such as newspapers and magazines, comprises a mere 6.5%, while radio media falls below 3%. Approximately 21.6% of adolescents hold sports stars in high esteem, and 41.7% of them believe that the adoration of "sports stars" contributes to their personal development, while 33.3% of adolescents endeavour to attend events featuring their favourite celebrities. In accordance with the pertinent survey, more than half of college students profess to idolization, of which one-quarter revere sports stars. Currently, the impact of the translation and promotion of sports brand media on the sports values of college students is predominantly positive, characterized by a "favourable disposition." A strong and positive correlation exists between sports brand media and the values held by college students. Sociolinguists have emphasized that sports constitutes a pivotal component of culture, and culture and language form an inseparable and integrated entity. Language functions as the conduit for transmitting culture, and sports continuously contribute to the enhancement and enrichment of language. The commercialization of sports, combined with extensive media coverage, has spurred an unprecedented surge in the public's affection for sports. Consequently, various sports events have ingrained themselves deeply in the hearts of people, and the sports-related terminology used by individuals across a spectrum of athletic activities, contests, and competitions has evolved into a distinctive hallmark within the English language.

**Keywords:** Sports Media; College Student; Sports Values; Exercise Psychology; Translation and Publicity

## 1. Introduction

As widely recognized, the integration of sports in our country with the global arena is an ongoing process. English, being a primary international language and the most prevalent medium of communication worldwide,

plays a pivotal role in this regard. It can be argued that the alignment of Chinese sports with international standards is, to a significant extent, realized through the medium of English.

The dissemination of traditional sports from our country to the global stage places a responsibility on Chinese

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translators to proficiently translate information pertaining to traditional sports from Chinese into foreign languages. This dissemination is accomplished through various mediums such as books, periodicals, newspapers, radio, television, and the internet, among others. The media and international interactions serve as conduits to introduce and propagate Chinese traditional sports culture. The translation efforts related to Chinese traditional sports culture serve as a tangible manifestation of China's foreign relations and the development of the physical culture environment.

Over the course of the English language's evolution, American English, originating in the 18th century, has played an irreplaceable role. The development of English is inexorably linked to this role. For instance, consider the sport of baseball, an integral part of American life.

The term "Mass Communication" encompasses large-scale information production and dissemination activities conducted by professional media organizations using advanced communication technologies and industrialized methods. These activities are directed towards the general populace in society, involving the extensive replication and widespread transmission of information (Chen et al., 2021).

In this investigation, the term "Mass Media" is defined as a composite entity comprising specific institutions, technologies, and professional cohorts that rely on these institutions and technologies. Through diverse communication technologies, these entities disseminate symbolic content to vast and geographically dispersed audiences.

The English language, as we are aware, possesses a rich historical legacy, and its evolution and consolidation have transpired within distinct historical, geographical, and cultural contexts. Comprehending a language necessitates a comprehensive understanding of the culture from which it emanates, as every language inherently carries distinct cultural attributes. These cultural facets are intricately interwoven with cultural traditions and cannot be disentangled. As an integral component of cultural life, sports undeniably manifest themselves within the English language as a medium of reflection and embodiment of cultural nuances.

## 2. Literature Review

As worldwide economic and cultural collaborations continue to advance, the significance of the English language has escalated, evolving into an international lingua franca that permeates every facet of societal existence. In concurrence, English language translation has garnered heightened attention across various domains. Concurrently, there is a persistent fervour for national physical fitness, exemplified by the ongoing proliferation

of sports events. Consequently, sports-related English translation has made notable advancements.

The realm of sports English translation possesses both shared attributes with general English translation and distinctive characteristics. Hence, the pursuit of greater precision and scientific rigor in sports English translation necessitates a thorough exploration of specific strategies and diligent practical application and evaluation.

Within the domain of social and cultural activities, there exists a distinct facet, namely, sports culture. This sports culture maintains a discernible connection with the mass media. The formation of sports consciousness constitutes a protracted and enduring process. For millennia, the conventional Chinese perspective prioritized intellectual pursuits, as epitomized by expressions like "all things are inferior, only reading is high" and "two ears do not hear things outside the window, and one mind is to read only the books of sages and sages." However, mass media acts as a bridge, connecting sports and students (Shidong et al., 2021). Illustratively, events in the realm of sports, the dissemination of sports science, and news coverage pertaining to sports serve as vehicles through which college students are introduced to and acquire an understanding of sports, ultimately motivating their active involvement in these pursuits. With the advent of the information age, a transformation occurs in the values held by students. They come to recognize that contemporary society places a premium not only on individuals possessing extensive academic qualifications but also on those who exhibit commendable physical and psychological attributes (MacPherson & Kerr, 2021).

Sports media serves as a pivotal conduit for disseminating sports science, fostering sportsmanship, reporting athletic competitions, instructing advanced sports techniques, and promoting standardized conduct in sports. In the modern context, sports information and news play the dual role of "teaching assistants" and "advocates" for higher physical education. Physical education in tertiary vocational institutions should be comprehensive in both content and format, emphasizing active and practical educational engagement. Beyond skills instruction, it is essential to instil sports ethics and a competitive spirit in students. In this regard, sports media, encompassing sports reports, events, and information, represents indispensable tools for the dissemination of these principles (GuoJie, 2021).

Sports resides within the realm of culture and education, with its progress contingent to a great extent upon the populace's comprehension of it, specifically their sports values. The media assumes a primary role in influencing and directing individuals' sports values, serving as an essential conduit for sports dissemination. It acquaints the masses with sports, sparks and sustains their interest in

these pursuits. Of noteworthy significance within contemporary news media is the information centred on the Olympic Movement.

The university phase represents a pivotal juncture in the development of various values. Effectively steering and nurturing college students' sports values during this stage proves beneficial in shaping enduring sporting principles and advancing the cause of "national fitness activities." This approach amplifies the effectiveness of physical education efforts, achieving more with less (Su et al., 2022).

### **3. Methodology**

Considering the psychological traits specific to provincial college students, this study employs a comprehensive research methodology to examine and analyse the prevailing circumstances related to college students' interaction with sports media and the determinants impacting the sports values of these students within the province. The author's inquiry delves into the status of college students' engagement with translated sports media content and the repercussions of media exposure on their sports values, active involvement in sports, and extracurricular activities. The study offers valuable theoretical insights for the advancement of collegiate sports, harnessing the potential of mass media, incorporating Olympic brand education for college students, and reforming higher education sports programs.

#### **3.1 Relevant Theories of Sports Value Research**

The association between individuals and sports can be categorized into four distinct sports value orientations: the training-oriented relationship, exercise-oriented relationship, appreciation-focused relationship, and the mutually exclusive relationship. Moreover, it is worth noting that the determinants of sports values are multifaceted and diverse. Notably, the enhancement of material living standards, the emergence of leisure time, and the societal impact of sports promotion are the principal factors contributing to the development of sports values.

#### **3.2 Influencing Factors of Sports Values**

Contemporary college students exhibit a range of characteristics in their values, including a diverse value orientation, personalized value fulfilment, and the maturation of value development. These values are shaped by a combination of external factors, such as family, societal, and educational influences, and internal factors, encompassing individual traits, temperament, needs, interests, and abilities, during the process of socialization (Scerri & Grech, 2021).

The status of physical education within school curricula, governmental promotion and public opinion assessment of physical education, the sports behaviour and attitudes of family members, the level of attention given to physical education by teachers, and the methods and outcomes achieved by physical education instructors all exert either direct or indirect influence on the development of students' sports values. Moreover, factors such as students' age, personality, gender, and surrounding environment play a significant role in shaping these values. In higher education physical education, prioritizing the individual as the central focus is crucial. This approach highlights people's significance and emphasizes the pursuit of holistic physical and mental well-being, personality development, and the fulfilment of personalized sports-related values. The promotion of sports values is rooted in its ability to elevate human worth, unlock human potential, and cultivate personal growth (Saatchian, Azizi, & Talebpour, 2021).

This research, informed by the aforementioned theories, explores the interaction between the psychological traits of college students in a particular province. It employs a comprehensive research approach to analyse how college students in the province engage with sports media and the factors shaping their sports values. Special attention is given to the impact of Olympic brand English translation and the phenomenon of idol worship on college students' sports values. The study aims to enhance our understanding of college students' sports values, offering theoretical insights to advance their sports awareness and nurture lifelong sports consciousness.

### **4. Results**

#### **4.1 Research and Analysis on the Influence of Olympic Brand Communication on College Students' Sports Values**

The Olympics, as the world's largest sporting event with extensive global participation and influence, has evolved into one of the most influential global brands. In the realm of sports, where images and heroes abound, the Olympics stands as a unique symbol of intelligent athleticism and profound cultural ideals. Its historical journey, from ancient Athens' symbol of peace and harmony to the modern Olympics' celebration of technology and civilization, demonstrates that Olympic communication transcends mere sports promotion and has become integral to a nation's "soft power" image. Underlying the "soft power" dynamic, the Beijing Olympic Games operation is ushering in a paradigm shift in information dissemination, moving from Olympic propaganda to Olympic communication, with the goal of achieving a worldwide Olympic Games communication appeal (Zhang, Ge, & Li, 2021).

The Olympic Games is a grand event that particularly resonates with young people, who display the utmost enthusiasm and direct participation in the Games. Since Beijing's successful bid for the Olympics, all the preparations, venue construction, and the promotion of the "Humanistic Olympics" concept have captured the attention of college students. To gain a deeper understanding of the

influence of Olympic communication, a significant facet of sports media, on college students within a particular province, this study conducted a survey to assess the level of attention that college students in the province devoted to Beijing Olympic Games information and the impact of Olympic media on their sports values. The findings are presented in [Table 1](#).

**Table 1**

*Questionnaire on the contents and ways of college students' attention to Olympic publicity*

Medium content	Television	Newspapers and periodicals	Radio broadcast	Magazine	Internet	Mobile communication
Understand China's Olympic preparations	50.6	35.7	10.3	9.2	26.4	6.5
Preparations for the Chinese National Team	49.2	31.8	9.9	7.3	29.7	10.6
Development of Olympic sports	36.8	25.8	7.1	6.4	20.6	3.4
Sports stars and celebrities of various events	48.5	45.9	16.9	25.8	49.8	15.1
Major pre-Olympic sports events	48.3	26.8	18.4	14.5	30.8	2.1
Other	12.5	9.5	6.2	6.4	11.4	1.8

The survey results reveal that among college students who engage with Olympic Games and related information through mass media, the top five areas of interest are: staying informed about China's Olympic Games preparations, updates on the Chinese national team's progress, insights into sports stars and celebrities, major pre-Olympic sports events, and the evolution of Olympic sports competitions.

Regarding the preferred media channels for content consumption, television, newspapers, and the internet remain the most commonly accessed sources for college students. This trend is in alignment with broader mass communication research findings.

Contemporary college students, viewed as the torchbearers of national development, are displaying an increasing enthusiasm for participating in the construction of the Olympic brand. The survey results underscore that college students' motivation for engaging with Olympic communication is rooted in patriotism and aligns with the broader national mission. The mass media plays a pivotal role in nurturing the patriotic zeal of college students and encourages their active participation in the nation's socio-material and cultural development by timely disseminating and promoting Beijing Olympic Games preparations.

The mass media has nurtured a substantial and dedicated audience for the Olympic Movement, creating an expansive platform for its societal advancement. The interplay between the mass media and the Olympic Movement, as well as the transformation of fitness sports into media sports emphasizing widespread leisure and entertainment, has positioned the Olympic Movement as a

feature aligned with the operational dynamics of consumer society and mass media.

As the Beijing Olympic Games draw near and preparations proceed systematically, public interest in the Olympics is on the rise. The author focuses on Olympic ticket booking, a topic of widespread concern, by consulting Olympic survey data and visiting the official Olympic Games website.

The study aims to analyse and investigate the fundamental aspects and motivations behind public attention and engagement with the Olympic Games. It commences with an examination of the primary sources of information regarding Olympic ticket bookings, followed by inquiries into the demographic distribution of Olympic ticket booking samples, occupational distribution within the sample group, and the underlying reasons for Olympic ticket bookings ([Friesen, 2021](#)).

The histogram ([Figure 1](#)) based on CNNIC's survey of information sources reveals the initial channels through which people first learned about Olympic ticket booking. Notably, the internet channel accounted for over 40% of the responses, closely followed by television, also at around 40%. In contrast, paper media, such as newspapers and magazines, constituted only 6.5%, while radio media comprised less than 3%. This data underscores the enduring influence of television, a traditional media medium, in connecting the public with information.

Conversely, the internet, as a modern media platform, has garnered an increasing audience due to its convenience and rapid information updates. It has surpassed traditional media, securing the top spot. This suggests that in the era of information, the internet will emerge as a formidable contender for media dominance.

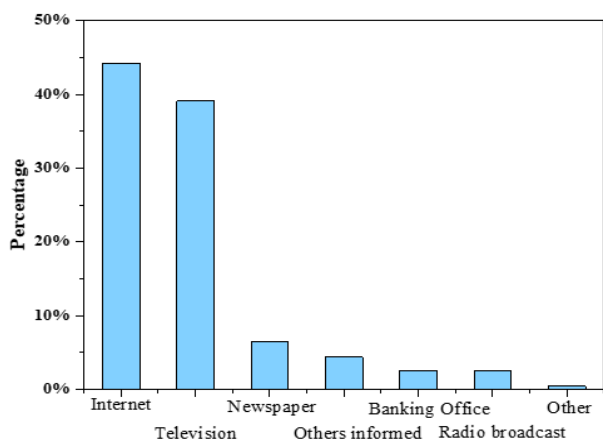


Figure 1. The source of information about the Olympic ticket booking for the first time in the survey sample

The histogram (Figure 2) depicting the occupational distribution of respondents in CNNIC's survey on Olympic ticket booking reveals that students comprise the largest group at 22.7%, representing more than one-fifth of the total respondents and forming the primary segment of Olympic ticket bookers. Following them, ordinary employees in enterprises and institutions constitute the second-largest group at 19%, while senior managers in these entities make up 16% of the respondents.

These findings underscore that students, who are both recipients and conduits of progressive social culture, consistently lead the way in societal development. They maintain a close connection with emerging fashion trends and display a heightened interest in the national Olympic endeavour. Given that students represent influential segments shaping the direction and trends in social and cultural development, it is imperative to recognize and enhance media education in college settings.

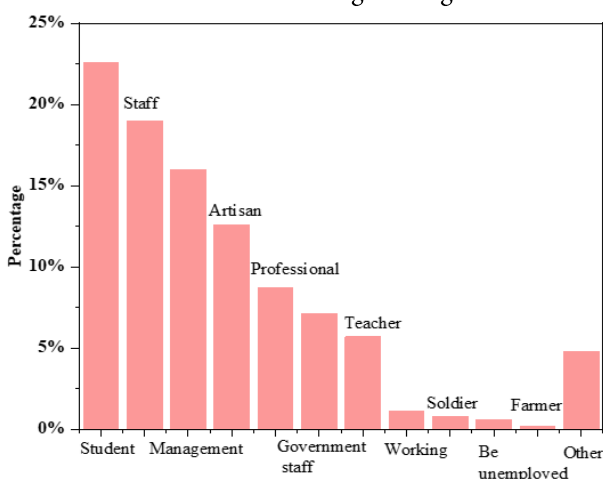


Figure 2. Investigation and analysis of occupation distribution of Olympic ticket reservation samples

Among the respondents, a substantial gender gap is evident, with a significantly higher proportion of men (86.7%) compared to women (13.3%) among internet

users who book Olympic Games tickets. This discrepancy highlights a marked gender difference in attention and involvement in Olympic Games activities.

Regarding education levels, the majority of respondents are undergraduate students, representing 51.7% of the total, exceeding half of the respondents. The second-largest group consists of junior college graduates at 28.7%, while individuals with master's degrees and high school diplomas share the third position at 8.4%. This data suggests that the cultural background also has a certain impact on personal participation in cultural events such as the Olympics and sports.

In terms of age distribution, the largest group falls within the 25-30 age range, constituting over 30% of the total. The 19-24 age group ranks second, with 34.8%, also exceeding 30% of the respondents. These results align closely with the education level survey, as college students (undergraduate, postgraduate, and doctoral) primarily fall within the 19-30 age range.

The histogram (Figure 3) illustrating the reasons for booking Olympic tickets, as per CNNIC's data, reveals that the most prominent motivation is to "witness an Olympic game on-site as a memorable experience," accounting for a significant 68%—more than half of the respondents. "Watching their favourite sports" (57.7%) and "cheering for their favourite athletes" (25.9%) follow as the second and third most common motivations. These findings underscore that Olympic ticket bookers are primarily driven by their personal desire to engage with this global event. To some extent, this reflects the public's enthusiasm and positive motivations for paying attention to the Olympic Games and participating in sports. Additionally, the influence of sports stars plays a vital role in driving public interest and participation in the Olympics.

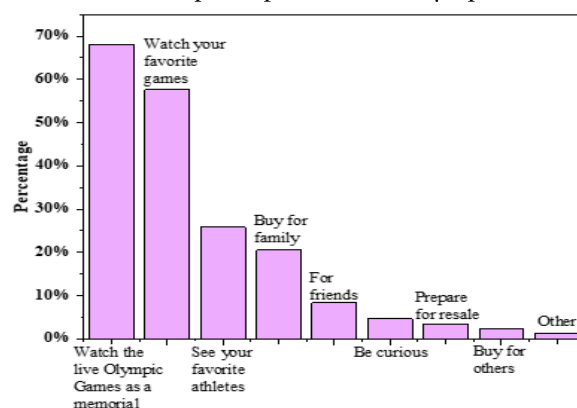


Figure 3. Investigation and analysis of the reasons for booking Olympic tickets.

#### 4.2 Research and Analysis on the Influence of Sports Idolatry on College Students' Sports Values

College students are in a phase of youth, transitioning from quasi-adulthood to mature adulthood. It's a time for self-

discovery, personal values recognition, and the establishment of their ideal selves. Idolatry serves as a tool for college students to achieve self-identification and direction. According to data from the "Youth Pop Culture Phenomenon" survey, 21.6% of teenagers have sports stars as their idols, while 41.7% believe that these "sports stars" contribute to their personal growth. Furthermore, 33.3% of teenagers actively seek opportunities to participate in events where their beloved stars appear.

The relevant survey indicates that more than half of college students admit to having idols, with a quarter of them specifically idolizing sports stars. A ten-year follow-up survey highlights how idolatry among teenagers has transformed from a predominantly political figure-based structure in the early 1980s into a diverse structure where sports stars play a dominant role. This structural shift illustrates the widespread admiration of sports stars among today's teenagers.

#### 4.3 Investigation on the Phenomenon of "Idolatry" Among College Students in a Province

In the course of college students' development, imitative learning holds a crucial role. The phenomenon of

"Idolatry" among modern Chinese college students stands as a significant and widely discussed subject, sparking theoretical inquiries from various spheres. This research delved into and examined the aspects and determinants related to the "Idolatry" phenomenon among college students in their interactions with sports media within a specific province. It approached the diverse facets of college students' engagement with sports media, offering a foundation for exploring the influence of mass media sports information.

The survey results, as depicted in Table 2, reveal that more than half of college students hold sports stars as their idols. This underscores the significant demand for sports star idols in the daily lives of college students. As per the survey, the reasons for college students' admiration of sports stars in a specific province are prioritized as follows: the capacity to idolize sports stars (43.66%); appreciation of the sports skills exhibited by these stars (40.12%); reverence for sports personalities (34.63%); admiration of the challenging professional attributes and other facets represented by sports stars (25.87%); and the observation that worshipping sports stars often correlates with high economic income (12.91%).

**Table 2**

*Investigation on the phenomenon of "Idolatry" among college students*

Content influence factor	Sports star	Sports skills	Sports star	Professional	Sports star	Other
	sports ability	of sports stars	demeanour and personal quality	characteristics of sports stars	income	
	43.66	40.12	34.63	25.87	12.91	9.5
Medium	51.78	53.49	55.46	52.16	54.84	
Interpersonal communication	31.65	29.51	33.48	32.14	24.58	
Other	16.54	17.00	12.07	15.71	20.58	

Among the influencing factors, the role of media takes precedence. Socialization theory posits that in contemporary society, mass media exerts an influence on par with that of family, school, and peer groups. In the process of personal development, when individuals acquire their personality traits and adopt social or group norms, mass media actively contributes to shaping their thoughts and behaviours. College students, in particular, observe, experience, and learn about sports values and behaviour patterns through media exposure. Serving as a catalyst in the formation of their ideas, mass media plays a pivotal role in guiding college students' perceptions of sports stars through the dissemination of information. Once integrated into college life, mass media becomes a significant source of sports-related information for students.

The survey indicates that sports brand media significantly influences the "idolatry" of today's college students. Examining the factors that contribute to this phenomenon,

it aligns with the primary channels through which college students engage with sports media. Television exerts the most considerable influence on college students' "Idolatry," followed by the Internet, with magazines ranking third. This underscores the increasing importance of the Internet in the lives of college students.

Sports encompass dynamic beauty, structural beauty, and competitive beauty, amalgamating the interplay between motion and stillness, delivering profound aesthetic encounters in an instant. The athletes' robust physique, powerful physique, graceful poise, balanced body proportions, and other external attributes, coupled with the positive qualities and inherent temperament manifested through their respective sports, collectively generate compelling aesthetic experiences for the audience. As individuals of significant societal impact, sports stars are evolving into

the idols of numerous young individuals, profoundly influencing their personal development.

Healthy idolatry fosters positive self-awareness among college students. In 1959, Rong Guotuan's historic gold medal win in table tennis ignited a passion for the sport among countless young people. Under the banner of "With the heart of the motherland and the eyes of the world," numerous world-class athletes, like Cai Zhenhua, emerged and left a lasting legacy. Similarly, the Chinese women's volleyball team's "five consecutive world volleyball championships" not only brought glory to the nation but also served as a powerful source of inspiration and encouragement for citizens engaged in reform and economic development. Their success triggered a nationwide wave of admiration for the women's volleyball spirit, leading to a surge in volleyball interest in schools.

The survey findings reveal that sports stars influence college students through several key factors: inspiring motivation, enhancing extracurricular experiences, fostering sports awareness, and facilitating character development. Sports stars' self-assurance and dedication aid young adults in establishing a positive life outlook and values. Their unwavering commitment serves as a powerful source of motivation. College students increasingly value the influence of sports stars who embody traits such as confidence, teamwork, and hard work. These figures enrich students' after-school lives, providing emotional regulation to help cope with academic and life pressures. This plays a significant role in addressing psychological challenges that affect students' mental well-being. The study also identifies the effective use of sports as a means to regulate emotions. College students use sports and their admiration for sports stars to dispel negative emotions, guiding their psychological development toward improved mental health. It underscores the importance of sports media in offering positive and uplifting guidance to college students through various information dissemination methods, assisting them in shaping healthy life perspectives and values, and instilling a lifelong commitment to physical activity, fostering comprehensive personal development.

Promoting healthy sports publicity is essential to mitigate the adverse effects of excessive idolatry among college students. Dissemination of false, immoral, or violent sports information through live sports broadcasts and news reports can distort teenagers' perception of sports and negatively impact their behaviour and development. It is imperative for sports media to enhance self-discipline, striving to minimize violence and immorality in their reporting while emphasizing health-related content that benefits teenagers' physical and mental development.

Harnessing the popularity of college students' admiration for sports stars, idol education should be promoted using these athletes as role models. This approach involves showcasing the admirable qualities of sports stars who exemplify characteristics such as unwavering determination, fearlessness in the face of challenges, self-improvement, and dedication to bringing honour to their country. In their everyday lives, these athletes' indomitable and enterprising spirit can instil in young people a sense of national pride and the lofty ideals of unity and cooperation. Properly guiding idolatry in this manner helps prevent and eliminate negative or impulsive behaviours resulting from idol worship.

By actively promoting positive idol information, it becomes a significant source of motivation, encouraging college students to actively engage in their academic and personal lives. Moreover, in elevating the cultural standards of sports publicity, efforts should be made to mitigate the negative consequences of excessive idol worship on college students. This approach will foster a more balanced and constructive influence of sports idols on the younger generation.

## **5. Discussion**

Throughout the course of world history and the evolution of national cultures, each country and society has utilized its distinct ideology and values to shape the beliefs and cohesion of its people. Within the realm of values, the formulation and development of sports values constitute a complex process influenced by various factors. In this context, value education assumes a significant role, as it is recognized that in a large and intricate society, no single individual attribute can more consistently and powerfully predict a person's attitudes, values, and behaviours than their education.

Sociolinguists have underscored that sports are integral components of culture, and culture and language are inherently interconnected. Language serves as the medium for expressing culture, and sports continually contribute to the enrichment and diversification of language. The commercialization of sports, combined with extensive media coverage, has further fuelled people's unparalleled passion for sports. Consequently, various sports events have not only taken deep-rooted places in people's hearts but have also given rise to unique sports-related terminology and expressions within the English language.

### **5.1 The significance of Sports Values Education in Colleges and Universities**

Educational institutions around the world universally employ ideological education or value guidance as a

fundamental practice. This approach represents a central objective and primary mission of educational systems across the globe. Within the school environment, educators convey the prevailing values of society through educational activities, encouraging students to internalize these values and, in turn, cultivate appropriate belief systems. Consequently, the education of sports values in colleges and universities serves multifaceted purposes. It not only contributes to the development of a sports culture and societal stability but also plays a crucial role in the healthy growth of students from the vantage point of both the individual and their families. Therefore, sports values education carries significant importance for both society and individuals.

### 5.2 Feasibility of College Sports Values Education

College students find themselves in a formative stage of value development where they are actively shaping their belief systems through the assimilation of diverse knowledge frameworks and cognitive evaluation systems. The impact of higher education on college students is both deep-seated and enduring, and it is evident that these students exhibit a notable reliance on the educational processes they encounter at the college level. Given this context, it is both practical and essential to implement sports value education at the college level.

### 5.3 Ways and Methods of College Sports Values Education

Following a clear understanding of the importance and viability of sports value education in higher education, the implementation of such education emerges as a pivotal concern for those working within college sports programs. While research on pedagogical methods for teaching sports values in Chinese institutions remains limited, it often involves the introduction of conventional educational approaches and learning from foreign techniques. In light of this, the author presents the following recommendations by referencing pertinent literature and aligning them with the cultural and media landscape at a provincial university:

(1) Leverage diverse sports media outlets, with a particular emphasis on the internet, to continually enhance the curriculum for college students' sports values education. Bolster the development of the campus network as a vital tool for promoting key themes and conducting ideological and political education. College students, renowned for their active thinking, broad perspective, and openness to new concepts, exhibit diverse and evolving requirements for sports-related information. In response, sports values education should remain contemporary, align with current

trends, and utilize the media platforms most frequently accessed by college students in their daily lives to foster a culturally rich environment (Tian et al., 2022).

(2) Integrate sports values education into the everyday lives of college students and seek effective strategies. The primary objective of physical education is to instill accurate sports values, enhance the overall capabilities of college students, and nurture a lifelong appreciation for sports. For these values to manifest their inspirational influence and fully contribute to holistic personal development, they must be closely intertwined with daily experiences, consistently evolving and evolving through practical applications.

In summary, for effective sports values education, we should prioritize classroom sports teaching, employ campus sports culture as a vehicle, and embrace sports practice as the method. Furthermore, we should maintain a focus on the "Three Orientations": cultural value, benefit principles, and ideal beliefs.

## 6. Conclusion

With the rapid development of global competitive sports and the expansion of international sports exchanges, the role of sports in language development is not waning but growing more profound. Sports English, a unique avenue for language development, has added vibrancy and diversity to the English language. It has permeated various aspects of life, including politics, economics, and law. People in English-speaking countries have a strong affinity for sports. Therefore, to acquire authentic English, an understanding of sports culture and recognition of the importance of Sports English in English language development are essential. Through a combination of quantitative and qualitative research methods, such as questionnaires and literature analysis, the author conducted an in-depth analysis of the exposure of college students to translated sports media. The results indicate that the influence of sports media translation and promotion on college students' sports values is predominantly positive, characterized by a "Positive Attitude." There is a strong positive correlation between sports brand media and college students' sports values.

The survey reveals that over half of college students have sports star idols, underscoring their high demand for sports idols in daily life. The primary reasons for college students' admiration of sports stars, ranked in order of significance, include the athletes' abilities (43.66%), their sporting skills (40.12%), the admiration of sports stars themselves (34.63%), the challenging nature of the athletes'



profession, and other factors (25.87%), and the high economic income of sports stars (12.91%). Sports media plays a pivotal role in influencing the "Idolatry" phenomenon among contemporary college students, with

television having the most substantial impact, followed by the Internet, and magazines playing a lesser but still significant role. This underscores the increasing importance of the Internet in college students' lives.

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