

A Literature Review on Volleyball Culture

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Abstract: An article with the keyword "volleyball culture" on CNKI was selected for discussion. This article uses the method of quality review to analyze the concept and research status of volleyball sports culture, establish research themes and concepts, and discuss future research and development directions in this field. The current research on volleyball culture in China involves: the characteristics, values, and functions of volleyball culture; Constructing volleyball culture; The construction of campus volleyball culture. Research has found that the commercialization of volleyball culture is significant, and future research on volleyball culture needs to focus on diversity. Integrated development is the future research trend of volleyball culture.

Keywords: volleyball culture, sports, volleyball sports

1 Introduction

With the development of the economy and society, people's attention to healthy living has increased, and higher requirements have been put forward for spiritual satisfaction. Volleyball culture has the attributes of sports and culture. As a cultural form with special significance, sports are not only a symbol of a country's comprehensive national strength, but also an important factor in winning national and national pride. Starting from the national level: The national policy documents "14th Five Year Plan for Sports Development" and "Outline of the National Fitness Plan" propose to strengthen the ideological guidance in the field of sports, promote the healthy and prosperous development of sports culture, vigorously promote the spirit of women's volleyball in the new era, deepen the integration of sports and education, and enrich campus volleyball culture. Starting from personal health: After the outbreak of the pandemic, people's way of life has undergone significant changes, and their awareness of physical fitness has gradually increased. With the continuous development of major sports events, volleyball and event activities have become popular among the people. This article uses the literature review method to search for relevant literature on volleyball culture in databases such as CNKI and Web of Science. Starting from the concept, characteristics, and classification of volleyball culture, it summarizes the current status and

trends of volleyball culture research in the past 10 years, providing a reference for further promoting volleyball culture.

2. Literature Research on Volleyball Culture

2.1 Research on the Concept of Volleyball Culture

Sports culture is a branch of culture, and Lu Yuanzhen proposed that sports culture is the sum of material, institutional, and spiritual cultures related to human sports. He Wenyi [2] believes that sports culture is the intersection of narrow culture and sports, which is a spiritual civilization or concept related to human physical activities and can promote comprehensive human development. It has both cultural and sports attributes. Chinese scholars have explained volleyball culture from a broad and narrow perspective. In a broad sense, Zhou Honglu [3] believes that volleyball culture is a part of sports culture and even the entire human culture, It is the sum of material and spiritual wealth created by people in the continuation of volleyball history. From a narrow perspective, Wang Lihua [4] and Xu Ruixun [5] have provided a more specific description of volleyball culture. Volleyball culture refers to a cultural phenomenon where people use people as objects, the ball as a medium, supporting venues, complete equipment and facilities, and complete competition rules. Through technical and tactical cooperation, people achieve physical and mental development, and promote the formation of the spiritual world. Wang Quanxian believes that when people engage in volleyball, they experience its cultural value and significance, and realize the cultural concepts and pursuits of modern people. People are unwilling to be spectators in the stands and are willing to participate in volleyball sports in person, which is also a manifestation of the pursuit of volleyball cultural phenomenon, which also reflects that volleyball culture is the social support for the development of volleyball sports.

In summary, scholars' explanations of volleyball culture can be seen that volleyball culture belongs to the sub concept of sports culture, so volleyball culture has both sports and cultural attributes. Volleyball culture highlights people's attitudes and values towards life, emphasizing the material and spiritual satisfaction obtained by volleyball enthusiasts participating in volleyball sports firsthand.

2.2 Research on the Cultural Characteristics of Volleyball

Based on literature such as volleyball culture, summarize the explanations of scholars from different periods on the characteristics of volleyball culture, as shown in Table 1. From the table, it can be concluded that the characteristics of volleyball culture have also gained richer meanings with the development of technology and the leap of ideas, and the national and contemporary characteristics in volleyball culture are two essential characteristics. For example, the spirit of women's volleyball is

keeping up with the times and has been internalized into a spirit of national and contemporary spirit, injecting it into the fresh blood of volleyball culture [7, 8]. The reason why the cultural characteristics of volleyball have immortal national and contemporary characteristics is that the formation of Chinese volleyball cultural characteristics is influenced by the comprehensive effects of various factors, and is closely related to the national psychology, thinking mode, values, and development laws of the Chinese people. With the progress of the times, the technical and tactical aspects, popularity, and appreciation of volleyball culture have entered everyone's field of vision. This is dependent on the innovation of volleyball techniques and tactics, and the vigorous development of volleyball sports. This fully reflects that the innovation of volleyball culture must follow the progress of volleyball sports.

author	year	Cultural identity
苏玉凤[9]	2004 年	Nationalism, and Era in 2004
许瑞勋, 汪全先[5]	2010 年	Reference, ornamental, technical and tactical, and inheritance
王立华[8]	2013 年	Ethnicity, Innovation, Spiritual Motivation, Introversion, and Team Spirit
祝建甫[10]	2016 年	Popularization, Fun, Appreciation, Orderliness, and Reference
张庆华[11]	2022 年	inheritance, Nationalism, Appreciation, and Technical Tactics

Table 1 Summary of Research on the Cultural Characteristics of Volleyball

2.3 Research on the Classification of Volleyball Culture

According to literature review, campus volleyball culture can be classified into campus volleyball culture and mass volleyball culture by the population. Campus volleyball culture is the sum of material wealth such as volleyball venues, equipment, and supplies formed by teachers and students in volleyball teaching, activities, and learning, as well as spiritual wealth such as volleyball awareness, volleyball values, and volleyball entertainment. The research on campus volleyball culture mainly focuses on the construction of campus volleyball culture [12] and the dissemination of university volleyball [13], with the construction of campus culture in universities taking the lead. There is relatively little research on the culture of mass volleyball, focusing on the audience groups for the dissemination of mass volleyball culture [14]. Secondly, according to the development process of volleyball culture, it can be divided into three categories: entertainment volleyball culture, competitive volleyball culture, modern volleyball

culture [15]. According to regional classification, it can be divided into urban volleyball culture and rural volleyball culture, with certain research content on rural volleyball culture in Hainan region [16].

2.4 Research Trends in Volleyball Culture

Through China National Knowledge Infrastructure (CNKI), a total of 265 articles related to volleyball culture were retrieved using the keyword "volleyball culture". There were also 29 foreign language databases, including EBSCO. However, in the past decade, there have been only 47 articles with the main theme of "volleyball culture". Figure 1 summarizes the number of literature related to volleyball culture from 2013 to 2023.

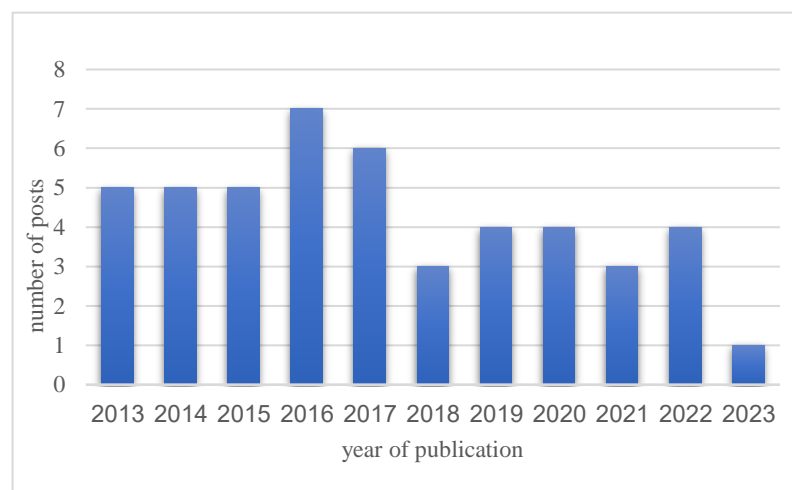


Figure1: Number of relevant literature on volleyball culture from 2013 to 2023

From the above figure, it can be seen that during the period from 2013 to 2023, research on volleyball culture was in the single digits, and 2016 was the year with the most published literature on volleyball culture in this decade. This is closely related to the fact that the Chinese women's volleyball team won the championship at the Rio Olympics in 2016. At that time, the information about the Chinese women's volleyball team winning the championship instantly occupied mass media such as television, the internet, and newspapers [7], Showcasing the charm and culture of volleyball to the public has also caused a response in the academic community. The spirit of Chinese women's volleyball is rooted in the rich soil of sports culture, and the spirit of women's volleyball has added new charm to volleyball culture. As a result, volleyball culture has been vigorously disseminated. Nowadays, the research direction and content in China are also trending towards consistency, with 76% of all articles studying campus volleyball culture. The focus of research is on the construction of campus culture in universities [19], followed by the construction of campus culture in primary and secondary schools [20]. In foreign countries, the impact of organizational culture of professional volleyball teams on team building of player teams is determined from the perspective of volleyball professional culture, and research is conducted from the perspective of professional team culture construction [21].

2.5 Research on the Value of Volleyball Culture

2.5.1 Motivating people to strive for themselves

Volleyball culture has a spiritual effect, inspiring people to constantly strive and improve themselves. Volleyball is not only a form of team competition, but also a direct competition among team members. Volleyball can not only increase one's competitive awareness and team spirit, but also release the pressure of contemporary life and society, meeting emotional needs. In a good volleyball culture, everyone will be more independent in participating in volleyball and continuously grow in volleyball [22].

2.5.2 Promoting widespread participation of the general public

The characteristics of volleyball events determine the wide range of volleyball cultural audiences. Volleyball is a type of net separated competition event, which has a higher safety factor and is less prone to injury compared to basketball and football on the same field. Volleyball can be divided into hard volleyball, sand volleyball, and gas volleyball, which allows men, women, and children to participate in volleyball sports. The dissemination of volleyball culture is high, which can promote widespread participation of the public.

2.5.3 Promoting Economic and Social Development

Volleyball culture has economic effects and can promote economic and social development. On the one hand, when a country or region has a high level of volleyball sports, the revenue of volleyball clubs, volleyball match tickets, television dissemination, advertisements, and face-to-face meetings will greatly increase [23,24], which will then generate volleyball cultural and creative works and activities; On the other hand, the increase in cultural benefits from volleyball also reversely improves the labor ability and productivity of workers, and also leads to the emergence of volleyball related professional positions to promote economic development.

3.Literature Review and Prospect of Volleyball Culture

Domestic scholars from various universities have conducted relevant research on the concept, classification, function, and social value of volleyball culture, which is helpful for scholars to understand the knowledge related to volleyball culture. However, based on the review of various literature in this article, future research on volleyball culture can be further explored from the following aspects.

3.1 The research content of volleyball culture is single

The research content of volleyball culture has the characteristic of singularity. From Figure 1, it can be seen that Chinese scholars' research on volleyball culture has remained at a relatively low level in the past decade, with a brief increase after 2016, followed by a continuous decline in popularity. Even in 2023, there was only one related article published on CNKI, indicating that we still need to study volleyball culture from different directions and perspectives. The singularity of the research type is mainly focused on campus volleyball culture research. Nowadays, mass sports and elderly sports have become a hot trend, and elderly gas volleyball and amateur volleyball competitions are constantly emerging [25]. However, there is little research on this type of mass volleyball culture and it is not yet systematic.

3.2 The commercial characteristics of volleyball culture are distinct

With the acceleration of the arrival of the sports culture industry, volleyball culture has gradually been endowed with new characteristics. In addition to the inheritance, modernity, and nationality of volleyball culture, the socialization and commercialization of volleyball culture have gradually emerged. The modernization of volleyball cultural enterprises, volleyball events, and mass volleyball sports in China is steadily progressing [25]. The products of volleyball culture include volleyball knowledge competitions, volleyball animation design, and volleyball dance performances. Volleyball cultural goods; Around volleyball, various small items such as signature balls, T-shirts, keychains, etc. are also popular among the people. Volleyball Literary Works: In 2020, the film "Winning the Championship" directed by Chen Kexing on the volleyball theme grossed a total of 780 million yuan at the box office. There are also famous volleyball elements in cosplay in the anime culture: "Volleyball Boy" is a Japanese comic book, and the author Gu Guanchun endows friendship, effort and victory to the characters. The commercial nature of volleyball culture also attracts people to personally participate in understanding volleyball cultural knowledge, and the positive and negative effects of these volleyball culture commercial functions on the industry are still worth exploring.

3.3 Differences in the popularization of volleyball culture in different regions

The scope of volleyball culture popularization in various regions of China shows north-south differences. The promotion of Chinese air volleyball in the south is significantly better than that in the north [26]. For example, there are three places in the hometown of Chinese volleyball, namely Taishan City in Guangdong Province, Wenchang City in Hainan Province, and Zhangzhou City in Fujian Province.

These three places are close together, and the reason for the good development of their volleyball culture is not only due to their own good foundation, but also due to the strong support of the government [27]. For example, the types of volleyball culture in Hainan are diverse [28]. Watching rural volleyball matches or engaging in rural volleyball sports during festivals and temple fairs has become an important way for people in Hainan to celebrate, and this approach has also contributed to the formation of Hainan's rural volleyball culture. Other regions in China can learn from the construction model of volleyball culture in Hainan, and the task of promoting volleyball culture is also ongoing.

3.4 Promoting volleyball culture requires financial support

Economic support is an essential part of developing volleyball culture. The construction of volleyball culture is essential and cannot be separated from the promotion of volleyball sports. It can be found that the performance of areas with strong volleyball culture is first and foremost that volleyball events are held smoothly in the local area, and there is a complete infrastructure construction, such as volleyball training centers and sports venues, which can be seen everywhere [29]. Holding volleyball sports and promoting volleyball culture will encounter a common problem: insufficient funding and uneven distribution of resources. To fundamentally solve this problem, it is necessary to integrate volleyball sports with other industries for development. Starting from the integration of volleyball and tourism, the VAL Volleyball League was initiated by women's volleyball Olympic champion Hui Ruoyi in 2018. Currently, it has become a well-known volleyball event brand with nationwide layout and global influence. VAL actively responds to the national call to promote national fitness and volleyball sports. Taking competitive events as a platform, we also shoulder the mission of promoting local culture, promoting volleyball culture, and practicing the spirit of women's volleyball. On the one hand, VAL, also known as a national competition, allows everyone to sign up and participate, spreading the culture of popular volleyball. On the other hand, the VAL city leagues held in various regions have attracted volleyball enthusiasts from all over the country to participate in local competitions. Athletes' food, accommodation, and transportation are all self-funded, which precisely drives the development of the local economy. The hosting of these events provides a source of funding for the construction and promotion of volleyball culture. Alternatively, the volleyball+internet model can be used, such as actively establishing the image of the "trendsetter" of the Chinese Volleyball Super League, and utilizing methods such as "online live streaming" and "fan interaction" to market-oriented operation of the event, better catering to the needs of fans and the market.

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