

Differences in the Integration of Physical Education in College Basketball in China and the United States

Yuxin Lin*

Department of Sports Training, Chengdu Sport University, Chengdu, China

*Corresponding author: linyyyxx@ldy.edu.rs

Abstract. As one of the most developed countries in the world in basketball, the United States. The NBA is the most successful professional basketball league, and the NCAA is also worth studying. This paper mainly analyzes and compares the integration system of basketball sports and education in China and the United States from the perspectives of athlete education concepts, enrollment mechanisms, and the impact of university basketball competitions. By contrast, firstly, there are significant differences in the educational philosophy of student athletes between China and the United States. In China, student athletes are often not valued, while in the United States, the situation is exactly the opposite. Secondly, CUBA should follow the recruitment mechanism of NCAA and establish a specialized athlete recruitment system. This can further promote the development of integrated physical education. Finally, in order to expand the influence of the league, it should be further market-oriented and commercialized, and increase its promotional efforts to make the league prominent enough in the community, in order to establish a rich fan base.

Keywords: NCAA, CUBA, Basketball, Integration of education and sport.

1. Introduction

Since its invention by Dr. James Naismith in 1891, basketball has a history of more than 120 years and has become one of the most popular sports in the world. Of course, because of the differences in regional culture, basketball has different development modes and systems in each continent. According to the geographical division, it can be divided into three major systems: first, the American basketball represented by the United States; European basketball represented by Spain and France; Asian basketball represented by China and Japan. It is obvious that these three basketball cultures are derived from the traditional culture of their respective nationalities, and have formed their own unique basketball culture and guided the development of their respective basketball levels.

Basketball is popular in all age groups, from hobby basketball to school basketball to professional basketball. Every stage of development is an important experience for an athlete. Similarly, if a country wants to improve the level of basketball, it is also a systematic learning and training from childhood selection, so the integration of sports and education is very important. As its name suggests, the concept of "integration of sports and education" is the fusion of the sports and education systems, with the aim of allowing competitive sports and education to develop together, breaking down the barriers between the two systems, allowing competitive sports and education to penetrate into each other, and reforming and innovating the system. The concept of "integration of sport and education" is a process of gradual improvement. It can give full play to the advantages of the two systems of sports and education, fully mobilize the resources of the sports and education systems, and better cultivate comprehensive development of complex talents or high-level competitive sports reserves for the country [1]. To let the athletes receive good education while developing their own sports level is the significance of the integration of sports and education, rather than blindly developing one of them. This is also a problem faced by many countries, because not every college athlete can enter the professional arena, so it shows the importance of having a good education. Because sports is such a big system and requires coaches, journalists, commentators and related administrators, those with athlete experience will certainly be a good fit for these positions.

The main research of this thesis is about the differences of the integration of sports and teaching in the university system of Chinese and American basketball. As one of the most developed basketball

countries in the world, the United States attaches great importance to the coordinated development of sports and education, and the popularity and popularity of college athletes in schools are also very high. Compared with the training system of Chinese college students, there are some differences.

The main goal of the study is to raise the attention of college athletes in China and increase their social attention. Compared with the United States, many large enterprises prefer people with athletic experience to enter the workplace, because athletes have many conditions that ordinary people do not have. Good physical and mental health, a strong sense of rules, good communication and teamwork are also important qualities in the workplace. Therefore, need to increase the training and attention to athletes, not only reflected in sports but also reflected in society.

This article mainly analyzes and compares the concept of athlete education, enrollment mechanism and the influence of college basketball events.

2. Chinese College Basketball Player Training System

2.1. Educational Concept for Athletes

Education system in China is still more focused on academic studies than on sports. First of all, from an educator's point of view, there are still a lot of people who think that studying physical education is a way out because of poor academic performance. Secondly, from the point of view of training athletes, coaches pay more attention to how to improve athletes' athletic ability and sports performance, thus neglecting the study of cultural courses. Finally, from the athletes' point of view, there is not a set of strict and perfect athletes' management mechanism in Chinese colleges and universities nowadays. Most high-level athletes enter colleges and universities just to finish their studies and get diplomas. In addition, coaches arrange students to train for a long time, it is difficult for students to weigh the relationship between learning and practicing. Long training time will also lead to fatigue and unwillingness to go to the cultural study. Over time, this creates a situation where it is difficult for student athletes to study and train at the same time. In addition to the concept of education, the weak basic education and unsustainable follow-up education is also an important motive for the lagging behind of cultural education for athletes in China. Although the state has formulated many special policies to solve the problem of outstanding athletes' schooling, such as exempting outstanding athletes from examination for university, separate admission examination for athletes, recruiting athletes for high-level sports teams of colleges and universities, and opening a master's degree in physical education, etc., the problem of athletes' lack of cultural quality is not solved because of the improvement of their academic qualifications and degrees. As a matter of fact, there is a big gap between the academic qualifications and the actual cultural level of some athletes, one of the reasons lies in the fact that the basic education is not grasped realistically and firmly, and there is a lack of effective articulation between the basic education and the subsequent education [2]. Therefore, attention should be paid to and improvement of the education mechanism for athletes.

2.2. Admissions Mechanism

The enrollment mechanism of basketball players in China's colleges and universities is mainly divided into three kinds. The first is the ordinary high school students after a long period of systematic basketball training, in the promotion to participate in the basketball traditional strong school basketball test, sports results meet the standards of the school will reduce the cultural achievements for admission. It is also commonly known as "high level enrollment". The second is the general high school students to participate in the test specially prepared for sports students. Athletic scores account for 70 percent of the total plus 30 percent of the cultural scores, and are ranked according to merit. These students will be admitted to professional sports colleges and universities to learn about sports. This is also known as the "single admission test". The third type is the players of professional sports, athletes who have been in the youth training system since childhood and have not entered the campus to study. Most of them will become professional athletes, and their university degrees will be admitted to major colleges and universities through the system of guaranteed admission for outstanding athletes

in China. But it is not easy to meet the criteria for guaranteed admission. Because must have achieved good results in competitions for the country and have been awarded the title of Basketball Athlete of the Year. For example, Zhang Zhenlin, Guo Haowen, Xu Jie and other outstanding athletes were sent to college campuses. Although entering the university, but as a professional athlete's first task is still to prepare for the CBA as well as the national team game training. From these three enrollment mechanisms are centered around sports performance and academic performance, enrollment is too single. And all over-emphasize the performance of sports performance, for the cultural standard is relatively low. This also leads to the integration of sports and education in China cannot be well promoted.

2.3. The influence of Chinese University Basketball Association

"CUBA" is the Chinese college basketball League. As the highest-level college basketball league in China, it has been reformed in the past few years to be in line with the professional circuit, and its influence has gradually increased. However, the limited funding and single source of funding (school grants and state subsidies) have greatly hindered the development of efficient basketball players in China. From a commercial point of view, the influence of CUBA is also very limited, most likely only the basketball fans of the school as fans, and the social influence is insufficient. China College Basketball League is the top amateur league in China's sports industry in terms of tournament scale, competition level, talent in CUBA, etc. The league continues to precipitate the cultural atmosphere of China's college students' sports through the tournament, and has become the basketball temple in the minds of more than 40 million college students nationwide, with more than 1 billion people watching the games live on TV and the Internet every year, and more than 2 million on-site audience, whose influence is second only to that of China's college basketball players. Every year, more than 1 billion people watch the games live on TV and Internet, and the audience watching the games on site exceeds 2 million, whose influence is second only to that of the Chinese men's professional basketball league, and it is the Chinese version of "NCAA" in name only. With the reform of the CBA draft system, CUBA has become more and more professionalized, and has sent a lot of basketball talents to the professional league. For example, Chen Guohao, a core player from this year's champion team Guangdong University of Technology, entered the professional league as the top pick in the CBA draft after winning the national championship. Its rival, Tsinghua University, also had two athletes drafted into the professional league. It can be seen that CUBA has played a key role in promoting the development of this basketball career at the beginning of its foundation CUBA league was to "develop college basketball, cultivate basketball talents" to promote the construction and development of campus culture. As the scale and influence of the league continues to promote and deepen, it is particularly important to build the spiritual, material and institutional aspects of campus culture by relying on the cultural heritage of the host university as the main body and promoting the construction and development of campus culture [3].

3. America College Basketball Player Training System

3.1. Educational Concept for Athletes

The core training concept of the American student basketball players is to summarize the students' competitive sports into education, to realize "people-oriented, cultivate a comprehensive human being", so that education and sports integration, so that the student athletes from learning to practice, in the practice of learning, so that sports become an important part of the students' life. The U.S. school sports environment for student athletes has certain challenges, learning and training into one, the mechanism of mutual control for the professional development of student athletes is of great significance, to enhance the core qualities of student athletes has a positive role in promoting the split between U.S. school sports and professional sports, in order to promote the long-term development of U.S. school athletic sports. The governance system for cultural education of student-athletes in U.S. colleges and universities also encompasses these two levels: first, a sound organisational

structure for the governance of cultural education of student-athletes. Second, clear rules and regulations for the governance of student-athlete cultural education. Putting educational attributes in the first place, sports is also a form of education, student athletes are not allowed to be treated as a tool for winning, participation in athletic competitions is only a component of the college educational experience, and student athletes enjoy the right to receive a college education and their due treatment [4]. Schools and teams do not just teach athletes how to play basketball and how to compete, also teaches conversation, life skills, etc, which benefit the athlete greatly. And in the school is not only classmates, teachers are also very respectful of athletic students, and even some star players will get the headmaster, the school's great publicity. So student athletes in the United States is not at all a symbol of poor performance, on the contrary, it is more synonymous with excellent students.

3.2. Admissions Mechanism

The United States usually establishes institutions specifically for recruiting high-level basketball players, and the admission of high-level basketball players is decided by the administration of the American Collegiate Athletic Association (ACAA). In order to ensure the fairness and impartiality of the enrollment work, the U.S. College Athletic Association will be high level basketball player's academic level of strict examination, so in order to become a high level basketball player must be through the U.S. College Athletic Association's qualification examination. The United States colleges and universities to recruit high-level basketball players are usually based on the reserve talent "reserve pool" [5]. Of course, the U.S. NCAA is divided into three leagues. According to the strength of the ranking were D1, D2, and D3 league. D1 is the highest level of the NCAA league level, but also represents the highest level of the United States college league. It usually admits five-star high school students from all over the country on full scholarships. D1 and D2 coaches are generally a little more lenient in their academic requirements for admission of athletic specialties. There will also be a small number of scholarships available. D3 schools, on the other hand, are less influential and will have relatively strict academic requirements. There are no scholarships but the schools will have academic bonuses and financial aid.

3.3. The Influence of National Collegiate Athletic Association

Sports events have great social influence in the United States. Firstly, the United States has the most mature and developed sports industry in the world, and influenced by this, the development of American university sports events is also quite mature. Secondly, American college sports events have the characteristics of marketisation of event organisation, socialisation of event operation, balanced project development and amateurisation of sports identity. Finally, the American university sports culture is deeply rooted and far-reaching [6]. As the purest form of college basketball, they do not fight for money or paychecks but for honor and basketball itself, which greatly increases the intensity of the game. March Madness is a single-elimination tournament that gives way to NBA tournaments, and the top stars of the major leagues come out to experience the biggest sports spectacle in the country. Commercially sponsorships from major sports brands make them hugely profitable and tickets to key games are well above the average for NBA tickets. The impact is not only on students, but also on the community (famous alumni, NBA stars, etc.) Sports events have become a major American pastime. The intensity of the game is what attracts the most attention, and the play of the stars is what attracts the most attention. Seventy-six percent of active NBA players come from the NCAA tournament, and retired stars such as Flyer Jordan and Big Bird Bird, as well as today's biggest stars Irving and Curry, have all represented their alma maters in the NCAA. Nowadays, people refer to the NCAA not only as a basketball school, but also as a place for their respective stars. When it comes to the single elimination stage in March, the play of the stars has the role of deciding whether the game will be won or lost. The display of the individual ability of the stars on the court, and the occurrence of the killer moments will greatly enhance the degree of viewing of the game, and drive the audience to cheer for the team. Ball players to benefit the NCAA is the ratings and brand sponsorship of the double benefits of 2016 Anderson signed with the University of California, Los

Angeles 15-year sponsorship contract worth 280 million U.S. dollars to become the NCAA history of the most. Ballerinas play an important role in the popularity of NCAA March Madness, attracting a large number of viewers and increasing the popularity of March Madness through the media, the Internet and other media [7].

4. Comparison and Analysis

4.1. Educational Concepts

The first point in terms of educational perceptions is that there is a large difference in the way student athletes are viewed in the United States and China. Domestic student athletes are generally not valued by educators and are stereotyped as underachievers. However, in the United States, student-athletes are viewed with envy because those who can practice sports well are not ordinary people, but rather are those who are very good students. The concept of education also reflects the difference between the Chinese and American education systems. The educational environment for basketball players in the United States is characterised, firstly, by appropriate class sizes to facilitate collaboration. Secondly, the quality of teachers is constantly being improved to improve the athletes' academic performance. Then, schools emphasise both classroom teaching and practical exercises. Finally, they provide guidance for further education to form career awareness. The educational environment for basketball players in China begins with the active organisation of sports and cultural activities to develop physical and mental health. Secondly, it guides interpersonal relationships and establishes win-win values. Then it attaches importance to cultivating the spirit of co-operation among athletes. Finally, the influence of teachers is insufficient and there is a lack of special organisations for teachers [8]. Therefore, China's education system for athletes needs to be further improved to ensure the career development path of student athletes.

4.2. Admission Mechanism

Both China and the United States have specialised management bodies for the enrolment of high-level athletes. The American macro-control enrolment institution is the National Collegiate Athletic Association (NCAA). It has made strict regulations on all aspects of enrolment. Colleges and universities are enrolled under its management and supervision. The enrollment of high-level athletes in China is under the macro management of the Ministry of Education of the People's Republic of China. The Ministry of National Education issues regulations every year, colleges and universities with enrollment qualifications are responsible for the specific enrollment process, and provincial enrollment offices supervise the testing work of the enrollment schools. China and the United States recruit high-level athletes have a strict review of their qualifications. The United States pays more attention to the review of cultural achievements, by the NCAA eligibility review committee is solely responsible for any other institutions have no right to interfere. It is because of the requirements of cultural level in the recruitment process, to ensure the overall quality of the recruited students, and truly achieve the combination of sports and education. In contrast, the qualification review in China pays more attention to the review of sports performance, and the qualifications of candidates are reviewed by each enrolment school, and there is no national unified qualification review body [9]. This shows that in order to achieve a true integration of sports and education, it is necessary to show the attitude to the athletes from the time of enrolment. No matter how good the athletic performance is. If the cultural courses do not meet the minimum standards, they will not be allowed to enroll. At present, China lacks a system and department specifically responsible for the enrolment of athletes. Only through the establishment of a relevant department can the country is integration of sports and education be further promoted.

4.3. The Influence of League

The third point is the comparison of the influence of college leagues: NCAA and CUBA are the most influential college leagues in China and the United States. There is a big difference between the two in terms of social influence and the degree of marketisation.

In terms of social influence, the NCAA, as a college league in the United States, also belongs to the college league, but under the influence of the NBA, the NCAA Basketball League also receives more attention. Every year, the NCAA finals are as hot as NBA games. This further demonstrates the importance of the NCAA in the U.S. basketball league. With the above aura, the NCAA naturally does not lack market appeal and influence. Therefore, it also has a strong market effect. Firstly, the NCAA has the right to choose its own TV broadcasting rights, which is totally different from the CUBA, and the NCAA can decide which TV station to broadcast according to the broadcasting cost, the influence of the TV station and the broadcasting time. However, the CUBA can only look for partners and beg for broadcasting rights. In terms of broadcasting costs, the NCAA broadcasting costs are sky-high. A survey found that the NCAA finals were held at the same time as the NBA finals, which not only did not affect the ratings of the NCAA, but also exceeded those of the NBA, which could never happen in the CUBA basketball league. The difference in social influence naturally makes a huge difference in television broadcasting costs.

In addition, in the off-court market development, the NCAA has adopted the NBA's mode of operation, with each team having its own jerseys for sale, mascots, experience halls, and so on, and a number of ancillary markets have been hotly developed. The game did not start the market first fire up. The NCAA has a unique advantage in terms of sponsors. Following the NBA's mode of operation, the team title, player endorsement, and endorsement brands are the world's top products. Such as Adi, Nike and so on, these are the most representative products in the sports brand, the social influence of the NCAA is also more prominent [10]. In CUBA, the quality of products and the degree of social promotion needs to be increased. In the cultural guidance of the domestic CBA league compared to the NBA, the cultural heritage and social atmosphere needs to be strengthened.

5. Conclusion

A comparison of college basketball in China and the United States is made through four aspects.

Firstly, it is concluded that there is a great difference between China and the United States in the concept of education for student-athletes. China should abandon the old concepts and accept and affirm the student-athletes' sense of identity in school and society. This will increase their self-confidence.

Secondly, China should learn from the United States in terms of university admissions mechanisms. The creation of a special university athletes admissions association to co-ordinate the management and supervision. And in the enrolment conditions should be unified nationally, cannot engage in special. Cultural achievements should also be strengthened standards, strict control of learning and sports performance. This can better promote the implementation of the integration of sports and education.

In the end, the NCAA and CUBA are worlds apart in terms of the influence of the university leagues. The American professional basketball league will make way for the college league, and many of the league's top players will be present. This greatly increases the broadcast rate and attention of the tournament. The consumption of related peripheral products also reflects the high degree of commercialisation of the US college league. On the contrary, CUBA has a lower attention in China. Except for universities, basketball enthusiasts, and on-campus students, the CUBA is less popular in China. The rest of the society does not even have a clear understanding of CUBA. And the degree of marketisation is low, and the influence in the society is small. Therefore, CUBA in China needs to promote the tournament vigorously, but also start from the marketisation, and use the sponsorship and broadcasting rights to improve the influence.

Overall there is still a gap between China and the U.S. in the integration of athletes' physical education. As a big sports country, the United States has a complete recruitment organisation, business model, employment system and so on. It is a very large and carefully divided sports system. China's sports model is not mature enough, and not comprehensive and systematic in recruitment and commercialisation. So the road of sports in China is still very long.

The significance of this thesis research is to promote and develop the integration of sport and education for Chinese college athletes. The combination of China's education system and sports system can effectively promote the development of campus sports and facilitate the overall development and career planning of college athletes. Improvement of the policies related to college athletes and the institutional planning of college tournaments can expand the influence of campus leagues and increase the recognition of student athletes in the society. The future research direction can be further studied and explored from the direction of college students' graduation and career planning.

References

- [1] Li Ke. The real dilemma and the way to cope with the integration of sports and education in colleges and universities. *Journal of Zhengzhou Institute of Aviation Industry Management (Social Science Edition)*, 2023, 42(04).
- [2] Ji Chaoxiang. Reconstruction of athletes' cultural education system under the concept of whole-person education. *Journal of Nanjing Institute of Physical Education (Social Science Edition)*, 2016, 30 (06): 84-89.
- [3] Huang Tian, Zeng Zhijun, Guo Nan. Research on the influence of CUBA basketball league on campus culture construction. *Fujian Sports Science and Technology*, 2015, 34 (01): 51-52+56.
- [4] Peng Xiaowei, Wang Jiaqi. Experience and inspiration of cultural education management for student-athletes in American colleges and universities under the perspective of integration of sports and education. *Journal of Wuhan Institute of Physical Education and Sports*, 2022, 56 (02): 79-84+92.
- [5] Li Lanzhong. Comparative study on the cultivation of high-level basketball players in colleges and universities in China and the United States under the model of integration of sports and education. *Youth Sports*, 2021, (12).
- [6] Liu Hui, Liu Hao. Characteristics, value and revelation of college sports events in the United States - an analysis based on the National Collegiate Athletic Association (NCAA). *Chinese Society of Sports Science. Compilation of Abstracts of the Eleventh National Sports Science Conference. College of Physical Education and Sports, Ludong University*, 2019, 2.
- [7] Chen Yawei. NCAA "March Madness" phenomenon analysis and the enlightenment to China's college basketball league. *China Sports Science Association. Abstracts of the 11th National Sports Science Conference. Abstracts of the 11th National Conference on Sports Science*, 2019.
- [8] Ge Dongdong. Chinese and American basketball talents development environment analysis. *Fujian Normal University*, 2013.
- [9] Zhang Yong, Fan Yinghua. A comparative study on the recruitment mechanism of high-level athletes in Chinese and American universities. *Journal of Beijing Sport University*, 2005.
- [10] Wang Hangtianyu. Comparative study on the operation mode of CUBA and NCAA basketball leagues. *Hunan Normal University*, 2019.