An Attribution Analysis of the Soft Environment for the Deficiency of Sportsmanship Ethics

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Abstract: *This paper uses literature, logical analysis and other methods to analyze the connotation of current sports morality and moral deficiency behaviors and other issues. From the system level, the ideological level, the psychological level and other soft environment indicators of the lack of sports moral behavior is discussed in depth, and efforts are made to seek to reshape the system of sports moral norms and actively explore the path of sports soft environment construction and improvement.*

Key words: *Sports ethics; Deficiency; Soft environment; Reshaping*

Introduction

Behind the rapid development of sport, there is a worrying discordant note - a crisis of sporting ethics. The constant growth of money-worship and egoism, the growing corruption in professional leagues, the frequent occurrence of violence and mass brawls on the field, and the repeated black phenomena such as doping and match-fixing, have seriously tarnished the great image of sport. To this end, this paper examines this issue from the perspective of the soft environment of sports, with a view to finding the basic causes of the lack of ethics in sports in the world today and putting forward targeted countermeasures and recommendations, which are of great practical significance for achieving the healthy development of the world sports system.

What is Sportsmanship

Marx once pointed out that “every age always has its own problems, and by accurately grasping and solving these problems, human society can be pushed forward”. At present, the world is in the transmutation period of market economy, the change of economic conditions, the transformation of the economic system, is bound to bring a comprehensive impact on the production and life of the whole society, the collision of tradition and reality, the dislocation of individual and society, the discontinuity of thought and behavior, the contradiction of sensibility and reason and other changes belong to the scope of morality to a certain extent. Morality as a superstructure is bound to take on different connotations and characteristics as society develops. As an

important part of the moral system, sports ethics will also change with the reality of the development of sports in the world, so it is necessary to have an updated understanding of its connotation. Morality belongs to the realm of superstructure and social ideology, and is the sum of the norms of behaviour that regulate relations between people and between individuals and society in a certain society. As an integral part of the moral system, sports ethics is also an ideology. In a macro sense, sports ethics is the sum of the norms of behaviour followed by various social actors in sports activities. It is based on the consciousness, respect and equality of the subjects, expressed in the form of their mutual attitudes, behaviour and psychological habits, and adjusts a series of validity requirements in sporting activities. It covers the relationship between man and man, man and society and man and nature, and involves all aspects of sport. Sporting ethics includes social and professional sporting ethics. In a micro sense, sports ethics is a professional ethics, a code of conduct that sports practitioners (sports workers, athletes, coaches, referees physical education teachers and sports researchers) need to follow together in their sports activities and a code of conduct that regulates and restricts people's relationships with each other.

What are the Signs of a Lack of Sporting Ethics

The lack of sporting ethics manifests itself in two main ways: the lack of sporting ethics at the level of individual acts of will. The lack of sporting ethics at the level of individual behaviour is a manifestation based on the lack of ethics of the autonomous (players, fans, spectators, etc.) and the authoritative (coaches, referees, team leaders, etc.). The lack of sporting ethics on the part of the self-governing person is a result of their own experience of contempt and emotional rebellion against sporting ethics. For example, athletes who insult and beat referees on the field of play, strike and practice, etc.; spectators who litter and cause trouble on the field of play, etc. are all manifestations of moral failure. The moral deficiency of authority holders is mainly manifested in, for example, certain coaches abetting or even encouraging athletes to take doping, accepting bribes and then playing relationship points, fake balls and black whistles, and other moral deficiencies. Secondly, the ethical deficiency of sports at the level of cluster volitional behaviour. The cluster behavioural level of sports moral failure is also a manifestation of moral behaviour in the process of sports development. Cluster-level moral failures mostly refer to the group sports moral failures of some economic monopoly organisations, political power groups, social institution organisations and groups and other interest alliances. In today's professionalised and marketised sports, the pursuit of profit maximisation and the high ground of power has become the highest aspiration of these groups, and this aspiration is naturally seen by society as a kind of moral law to be spread with great fanfare. For example, football clubs have traded heavy money for home wins, etc. These manifestations of a lack of sporting ethics have seriously affected the world sporting order and created serious obstacles to the healthy development of sport. So, what exactly is causing this current manifestation?

Analysis of Soft Environment Sttributions for the Lack of Sports Ethics

The soft environment is a concept that was initially used only in the modern economic sphere as an overview and description of the social system from the perspective of contemporary economic development, as opposed to the hard environment. Specifically, it refers to the ideology, cultural climate, institutional mechanisms,

policies and regulations, as well as the level and attitude of government administrative capacity, in addition to the physical factors such as infrastructure, basic composition, geography and resources in the process of contemporary economic development.

Institutional Level

External institutional constraints such as the lagging disadvantages of the institutional system and the lack of ethical legalisation are also among the key causes of ethical failure in sport. In the professionalised and commercialised model of sport, the need for the legitimate interests of the individual has risen to its rightful place, and the full guarantee of the best interests of the individual as well as the collective is in line with both the code of conduct within the framework of the market economy and the principles of ethics and morality. However, the development of the market economy is not a spontaneous and gradual process, and during the transition period, traditional moral concepts begin to disintegrate. This later moral disintegration inevitably leads to an awkward situation in which the regulations governing the management of sports organisations and the relevant restrictions and penalties in the legal system lag behind. When sporting interests are at large in this unrestrained environment, it is easy for them to distort their values under the temptation of profit, and provides opportunities and conditions for a few people in power to take advantage of their privileges and use irregular means to extract personal benefits. It can be said that the lagging institutional structure is an important root cause of the serious proliferation of the phenomenon of lack of sports ethics at this stage.

Ideological Layer

Human thoughts govern human behaviour, and human behaviour reflects human thoughts. As a behavioural manifestation, moral failures are necessarily generated by human ideology, i.e. bad motives precede unethical behaviour. The sources of immoral ideas in sport are, in general terms, both historically and socially. From a historical perspective, whether in ancient or modern times, “official” symbolises wealth and power, and people regard being an official as the highest aspiration in life, taking it as a yardstick to measure social status and life value. For this reason, the sense of officialdom has become the main reason for the lack of morality, which is also the main obstacle for the current lack of sports morality. In reality, money-worship, individualism and hedonism are prevalent. These ideas regard pleasure as the fundamental pursuit of life, an indulgence of human biological instincts, desires and senses, and even regard others, the collective and society as the antithesis, and can sacrifice the interests of others, the collective and even the state for their own interests. These corrupt ideas have extended to all areas of society, and the sporting world, with its pursuit of sunshine and beauty, has not escaped this fate.

Psychological Layer

The psychological phenomenon, which is common to all, is one of the most complex phenomena in the universe. The psyche is the subjective response of living beings to the objective material world. Motivation is the desire and intention that provokes a person to act or inhibits this action, and is an intrinsic cause of behavioural activity. Needs are the reflection in the human brain of the physical and social requirements of the person. The process of will is the process by which people not only get to know and generate various

emotions about external things, but also draw up plans and programmes according to the requirements of practice, and transform them according to their own purposes and plans to carry out innovative activities (Weber, 2007). For this reason, the behaviour of sports ethics deficiency is inseparable from human psychological activities, and the psychological factors that lead to the occurrence of such behaviour are mainly the psychology of comparison, the psychology of compensation, the psychology of following the crowd and the psychology of fluke. For example, such phenomena as doping and false age declarations by players at the Olympic Games and National Games are indicative of this psychology of desperation. It can be said that all these psychological factors are challenging our sports ethics system all the time, which is also the psychological factor causing the lack of sports ethics in China.

The Soft Environment Improvement Path for the Lack of Sports Ethics

Legalization in the Soft Environment of Sports Ethics

Whether the soft environment of society is healthy and civilised depends mainly on whether the ethical principles, codes and requirements contained therein are socially progressive and generally accepted by the general public. For this reason, the fundamental task of building a soft environment for sport is to incorporate the most basic ethical principles and norms of sport into the scope of institutional construction, to elevate the ethical requirements of sport to institutional requirements, and to transform the self-regulation of behaviour, which is mainly maintained by self-restraint, into social restraint, which is maintained by the coercive power of institutions. To this end, the legalisation of ethics is a core element of institution building (Liang & Liang, 2009). For example, the Anti-Pitch Violence Act in Italy, the Sports Safety Act, the Sports Competition (Control of Alcohol) Act, the Football Spectators Act, the Football Crime and Disorder Act and other targeted legal systems in the UK have been upgraded through institutional and legal provisions into codes of conduct backed by the coercive power of the state, thereby raising the bottom line of civilised sporting ethics and making the ethical behaviour of all citizens supported by the sport The soft environment supports and regulates sport.

Evaluation System Construction in the Soft Environment of Sports Ethics

A sports ethics evaluation system that keeps pace with the times is the basis for promoting the formation of a good sports ethics culture and ensuring the healthy development of sports. The evaluation system of sports ethics is like a ruler that can measure the level of sports ethics construction, and can turn the so-called soft task of sports ethics construction into a hard task that can be measured quantitatively, making sports ethics construction a matter that can be easily operated and checked specifically, so that sports ethics construction can move from a general call to practical operation, and the inspection of sports ethics construction can also move from a general qualitative analysis to a specific quantitative analysis (Zhang & Chen, 2010). It is necessary to explore scientific, simple and easy-to-use evaluation methods, to construct sports ethics evaluation indicators consisting of three dimensions: duty evaluation indicators, quality evaluation indicators and performance evaluation indicators, to involve social forces in the evaluation system, to establish a system of mutual evaluation i.e. mutual evaluation activities in which individuals, collectives, society and the government participate, to establish files for diagnosis, reflection and evaluation of the problems that arise,

to establish personal Integrity files should be established and linked to all social activities of the individual. Only a correct and reasonable evaluation system of sports ethics can play its proper role and be recognised by society, creating a harmonious soft environment for sports.

Benefit Mechanism Building in the Soft Environment of Sports Ethics

Marx states that "properly understood interests are the basis of morality as a whole." The relationship of mutual interest between individuals is the most basic necessary condition for the existence and development of morality. In the past, morality was considered to be fundamentally characterised by the sacrifice of personal interests, and what was advocated was the dedication of grams without expecting anything in return. In fact, morality has two faces of interest, and in addition to its altruistic character, it should also have a self-interest character. Interest is the basis of morality, and when one chooses to behave morally, one is in fact choosing to safeguard one's own interests by respecting the interests of others. Morality, therefore, is the need to safeguard one's own material interests among individuals, but it is also the expression of the pursuit of spiritual perfection. Those who pursue noble moral goals will, while engaging in moral behaviour, also receive spiritual satisfaction and solace for themselves because they are safeguarding the interests of the state and the nation. Therefore, it is necessary to establish a set of relatively perfect interest-restraint mechanism, so that the relationship between various interest subjects is in regulation and control, to ensure that legitimate and reasonable interests are realised, to severely punish those malicious acts that endanger the development of sports and violate people's interests, and to let the majority of sports practitioners appreciate through reality that one's virtue is valuable. Therefore, the establishment of interest-restraint mechanisms is the focus of the construction of the soft environment of sports, and is also the way to present perfect sports ethics.

Construction of Monitoring Mechanisms in the Soft Environment of Sports Ethics

The good development of sporting ethics cannot be achieved without the supervision of public opinion in society. By improving the monitoring mechanism of sports ethics, we can make judgements on the good and bad behaviour of sports practitioners and give timely feedback to the actors themselves, thus mobilising their sense of honour and shame, so that they can feel proud of their ethical behaviour and continue to carry it forward and maintain it, and on the contrary, feel ashamed of unethical behaviour and make timely corrections. This kind of supervisory feedback can cultivate sports practitioners to distinguish between right and wrong, good and evil, and to establish a correct and noble concept of sports ethics. It is important to target coaches and referees for special unspecialised and unscheduled supervision and to establish accountability for supervision by key leaders. Full use should be made of the supervisory power of the media to carry out irregular inspections and to expose in a timely manner those unethical behaviours that violate the code of the profession, and never be soft on them. In the entire field of sports truly sunny operations in which the top supervises the bottom and the bottom supervises the top, financial disclosure, open personnel management and open decision-making. All the power of public opinion in society should be brought into full play to arouse the conscience of unethical personnel, making it a moral court to punish evil and promote good, thus establishing a new ethical style of sport for sports practitioners.

Summary

The construction of a “soft environment” for sport must be based on “hard measures”, and only by closely combining the construction of the legal system with the construction of morality, the rule of sport according to the law and the use of morality and intelligence, and through the continuous deepening and improvement of the construction of the relevant soft environment, can we gradually form a sports morality system that keeps pace with the times and can correctly guide and regulate the behaviour of the majority of sports practitioners. It is only through the continuous deepening and improvement of the construction of the relevant soft environment that a sports ethics system can be gradually formed to keep pace with the times, in order to correctly guide and regulate the behaviour of the majority of sports practitioners. A new ethical order in sport is an important symbol of modern sport. For this reason, it is incumbent upon us to take on the responsibility of building a post-modern sporting ethic for a healthier world sporting order.

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