

本科毕业论文

中文题目：浅析 NBA 及影响

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摘要：美国 NBA 职业篮球联赛自 1946 年成立开赛以来至今已经开展了六十多年，在世界范围内掀起了一股 NBA 热潮。不管是从体育角度还是从其商业运作来说，NBA 都已经取得了巨大的成功。NBA 通过一场场集比赛竞争和娱乐表演于一体的球赛，深深地吸引着来自于不同国度、不同文化背景的人们。

本文除前言和结论外共分三个局部。第一局部简要表达 NBA 的历史、开展及现状以及进行文献综述；第二局部详细分析这些极具美国特性的价值观与 NBA 走向成功的关系，以及这些价值观是如何通过 NBA 球场及球员传递出来的；第三局部分析美国人的价值观通过 NBA 这一特殊的媒介传递给广阔球迷时，对非美国的 NBA 球迷，尤其是中国青少年球迷的影响，并尝试探索针对这种情况我们应采取什么态度和策略予以应对。

事实上，NBA 在利用体育媒介传播精彩赛事的同时，也通过一场场球赛成功地传递着大量的美国自身的文化内容和价值观念。因此，本文通过研究 NBA 所表达出来的这些美国人的价值观及其对 NBA 成功的影响，进而探讨这些价值观是否会通过 NBA 这一渠道传递给广阔的非美国球迷，尤其是中国的青少年球迷，进而影响这些人的价值观。

关键词：NBA；价值观；影响

A Brief Analysis of NBA and Its Impact

Abstract

Since its foundation in 1946, NBA—National Basketball Association has achieved great success both in sports and in business. People all over the world love and watch NBA games, admire NBA super stars and get satisfaction in NBA. The success of NBA has definitely become a model and is enjoyed and researched by people in different fields.

The thesis is mainly divided into three parts. I am going to briefly introduce the history and development of NBA and touch the American values presented in NBA and a literature review of the thesis will be in the first part too. The second part is the main body and will analyze the values in details, including the relationship between the values and the success of NBA, and the third part will pay attention to the influence that the American values shown in NBA to Non-American NBA fans especially to Chinese young people and will also explore what kind of attitudes and measures should be taken to deal with such influence.

Actually, NBA is not only presenting people wonderful games by those sports media, but also transmitting the American culture and values. By studying the values presented in NBA and American characteristics as well as their contribution to the success of NBA, the thesis discusses whether such American values could be passed by way of NBA games to no-American NBA fans, especially to Chinese young people and could influence their own values.

Key words: NBA; Values; Impact

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A Brief Analysis the Success and Impact of NBA

Introduction

NBA (National Basketball Association) games have been watched and loved for tens of years, not only by American people, but by people all over the world as well. NBA is successful in both sports and commerce. As a sports industry, it has tens of millions of fans all over the world and more than four billion US dollars' income annually.

The United States is an individualist nation, which has produced many values with typical American characteristics such as time values and money values and their attitudes towards teamwork spirit and competition. Though on the surface more or less the same with other nations' traits, the values are truly different, especially when they are presented and expressed in widely-loved NBA games. They do demonstrate some national characteristics unique to Americans.

People in different ages and cultures watch and love NBA games differently and learn different lessons from NBA. As to Non-American fans and audiences, they may have special feelings and experience—they are inevitably influenced by the games and the players as well as the things contained in the games and on the players—that is the American values and cultures.

As a very important sport in the United States, NBA is also an effective medium of communication that helps spread American culture. America has sent their culture and values to the whole world when the wonderful NBA games are performed. This thesis is going to analyze and research the reasons why NBA enjoys such a high popularity to a large extent and whether the American values reflected in NBA have made some contributions to the success of NBA. The thesis will also touch on the influence that NBA phenomenon has given to Non-American people, especially to Chinese teenagers and what kind of attitudes and measures should be held and taken.

I. Brief Introduction to NBA

NBA, the top basketball league in the world, has a more than sixty -year history. Since its foundation, it has been faced with many challenges and reformations, which

perfect it gradually.

A. The History and Development of NBA

NBA was firstly called BAA (Basketball Association of American), and was founded in 1946 by the owner of the majorsports field in the Northeast and Mideast in New York City. Although there had beenearlier attempts at professional basketball league, including the American BasketballLeague and the National BasketballLeague, the BAA was the first one to attempt to playprimarily in large arenas in major cities. During its early years, the quality of play in theBAA was not much better than other leagues.

Following the 1949 Season, the BAA agreed to merge with the NBL, expanding the National Basketball Association to 17 franchises located in a mix of large and small cities, as well as large arenas and smaller gymnasiums. In 1950 the NBA Consolidated to 11 franchises, a process that continued until 1954, when the league reached its smallest size of 8 franchises, all of which are still in the league.

1950 is recognized as the year that the NBA integrated with the addition of AfricanAmerican players by several teams including Chuck Cooper with the Boston Celtics andNat "Sweetwater" Clifton with the New York Knicks. Today, more than 60 years later, theNBA is made up of players of many different races, with diverse backgrounds and cultures.The majority (80%) of NBA players today are African Americans.

In 1967 , the league faced a new external threat with the formation of the AmericanBasketball Association. The leagues engaged in a bidding war for talents. The NBA landedthe most important college star of the era, Kareem Abdul-Jahbar (then known as LewAlcindor), who led the Milwaukee Bucks to a title in hissecond season together with Oscar Robertson, and who later played on five laterchampionship teams.

The League addedABA's innovative three-point field goal beginning in 1979 toopen up the game. In the same year, rookies Larry Bird and Magic Johnson joined the Boston Celtics and Los Angeles Lakers, respectively, initiating a period of significant

growth in fan interest in the NBA throughout the country and the world.

Michael Jordan entered the league in 1984 with the Chicago Bulls, providing an even more popular star to support growing interest in the league. By 1989, further expansion had raised the number of teams in the league to 27. During the 1990s, Jordan went on to lead the Bulls to six titles. (1991-1993, 1996-1998)

The 1990's also saw greater globalization. In 1992, the Olympic Basketball Dream Team was first to use current NBA Michael Jordan Larry Bird and Magic Johnson. A growing number of NBA star players also began coming from other countries. Initially, many of these players, such as 1994 NBA MVP Hakeem Olajuwon of Nigeria, first played NCAA basketball to enhance their skills. An increasing number of international players have moved directly from playing elsewhere in the world to starring in the NBA, such as 2002 NBA Rookie of the year and 2006 World Championships MVP Paul Gasol of Spain, first pick in the 2002 MVP Dirk Nowitzki of Germany, and 2004 Olympic Tournament MVP Manu Ginobili of Argentina. What's more, to expand the impact on non-American audiences, many preseason games are to be held abroad every year, such as NBA China Games, NBA Philippines Games, NBA Europe Games and so on, which have made great differences. The NBA is now televised in 212 nations in 42 languages.

Today, young players from the English speaking world tend to attend U.S. Colleges before playing in the NBA (notable examples are 2005 and 2006 MVP Steve Nash, a Canadian, and 2005 top draft pick Andrew Bogut of Australia), while other international players generally come to the NBA from professional club teams.

B. The Values and Beliefs Shown in NBA

As mentioned above, the development of NBA was not smooth all the times. It is because that NBA is changing with time and is continuously seeking the secrets for its success that we could see the different NBA today. However, what has been presented to people is not only NBA and the games and players, but also some American values and beliefs which also play an important role in NBA's success.

It is well-known that there are many super stars in NBA. They are basketball

genius and master excellent skills. Though it is said that basketball is a kind of sports of five, not of only one, the part that super stars play in the game could not be ignored. That is why that the teams would like to afford so much money to have super stars. A super star is the leader on the floor. He would inevitably show his heroic and individualist characteristics during the game. In American society, individualism is appreciated, so is in the league of NBA. Basketball fans like heroes and super leaders, which is just a reflection of American people's psychological condition.

However, individualism does not necessarily mean selfishness. In NBA, cooperation and teamwork spirit are emphasized, just as an advertising expression goes: "no brothers, no basketball". One player cannot beat a team even though he is a super one. The excellent pick-and-roll, give-and-go and the beautiful cooperation among a team are often marveled by NBA fans and make a team's win possible.

Actually, teamwork spirit exists in almost every field in the U.S.A., not only in NBA. American children are trained and educated to work together with others when they are very young. Students are often asked to do some homework or finish some tasks with their classmates. As a result, such values have taken root in their hearts. It is now no wonder that so many wonderful cooperation moments are taking place in NBA court.

Most people in the world cherish time and people in the American culture value time to a larger extent. They regard time as money or something more precious and valuable than money. Such value of time is definitely and clearly shown in NBA games. Each minute or second could make a difference. In many cases, a last shot may change the result of the whole game. That is why players will not give up every minute and that is why NBA is a place where amazing happens.

NBA has been established for less than seventy years and is very young, which is just like the country. The United States has only founded for about 200 years. Being young does not mean no experience or no wonderful stories. NBA has already told the world their success and their strategies for success. That is change. As long as the revolution could make progress and make things better, Americans will try. Changes exist in every place in the country including in NBA. Games are changing, players are

changing and strategies are changing. Changes make NBA as well as the U.S. active and changes make things develop positively and fast.

NBA games are wonderful and exciting, and one of the most important reasons is that fierce competition always exists. Such competition is not only among teams, but in a team as well. If a player fails to grasp the chances once and again, he will be out. On the contrary, if he makes full use of the chances, he will succeed. Competition makes people work hard and do well in their jobs. It is the same in American society. People compete for wealth and places. The ones who win may live better and others may not. Competition compelled the country progress. However, competition in the society and in NBA is performed by rules, but not in disorders. Rules guarantee the competition and make sure that it goes in the correct direction. Competition and rules are the two points that NBA and American people clearly know. They get what they want by working hard and by themselves and they will not make it by hurting others or breaking the rules.

People often say that NBA players earn high salaries. It is true. Even the least famous players earn much more than common people in other fields, not to mention the super stars in NBA. However, they pay a price for the money they earn — they are working hard and they can bring more wealth to their boss and the league. As a result, their material possessions are the natural reward for their hard work. “ To American, material possessions are seen not only as tangible evidence of people's work, but also of their ability. They cherish such belief as material possession because people's status in society is frequently measured by how much they own". ¹

The values and beliefs clearly shown in NBA have strong American characteristics and also make much contribution to the success of NBA. Most NBA players have a strong sense of individualism. On the floor, once two teammates are on a break together, the one with basketball in hands will seldom choose to pass the ball to the other, and he will try his best to give a thunderous dunk. When fans around the world watch NBA games, they are also influenced by such values and beliefs, more or less, though invisibly. Especially when young children are affected, their values and beliefs may be changed or reformed, which is called cultural invasion. What is more

serious is that such influence is invisible and its effects could be seen only in the future

By then, the traditional culture and values of the country will be weakened and today's young people will have become the backbones of the country, while the values they hold are the American ones.

II. Analysis of the Values and Beliefs Shown in NBA

NBA is an American sports league with more than 60-year history, so it has been deeply influenced by some American values and beliefs. Learning about the values and beliefs contained in NBA can help us to have a further understanding about NBA.

A. American Individualism

Individualism is the core of American culture and values. According to *Oxford Advanced Learner's English-Chinese Dictionary*, the definition of individualism is “the quality of being different from other people and doing things in your own way; the belief that individual people in society should have the right to make their own decisions”².

In this point, American individualism or individual interest lies or should lie in the most important place, but it does not simply refer to selfishness, although they do pay to special attention to themselves.

American individualism created a climate of freedom where the emphasis was on the individual, which had a profound effect on the shaping of the American character. By freedom, Americans mean the desire and the ability of all individuals to control their own destiny without outside interference from the government.³

American individualism stresses being self-reliant. One does things relying on himself instead of depending on others or any group and he is responsible for himself and his own decisions. The American individualist value advocates personal independence, justice and dignity.

In fact, such individualism originated from American traditional individual freedom, which was set by its early settlers-the Protestants, who seek freedom and

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