Analysis of the Village Sports Public Services and Its Related Concepts
Chen-Liang DENG\textsuperscript{1,a,*} and Chuan ZHOU\textsuperscript{2,b}

\textsuperscript{1,2}University of Electronic Science and Technology of China, Chengdu, Sichuan, China
\textsuperscript{a}850620188@qq.com, \textsuperscript{b}zhouc@163.com
\textsuperscript{*}Corresponding author

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Abstract. The village sports public service has become the hot topics in the study of sports public services in China and at all levels of government in rural sports development and new thinking in the construction of public service. However, some related concepts of fuzzy, the lack of theoretical system will great obstacles for the village sports public service construction. Based on the theory of logic, for the public service and sports public service and other important concept have carried on the comprehensive analysis, and put forward the concept of village sports public service. Objective to provide theoretical basis for further study, improvement and enhancement of public service function of sports department in China.

Introduction

The problems of agriculture, rural areas and peasants concern the overall situation of reform and opening up and the cause of socialist modernization, the consolidation of the party's ruling position and the long-term stability of the country.

At present, with the deepening of China's industrialization and urbanization process, the central government has further increased its support for "agriculture, rural areas and farmers", and agricultural modernization and new rural construction are being carried out vigorously everywhere. The accelerated development of "village in the edge of city" and the increasing number of "village in the city" have prompted new gratifying changes in the pattern of urban and rural areas in China. In a new stage of China's modernization and urbanization, rural sports have made great achievements in planning and construction, policy measures, career development, public services and other aspects. The long-term non-balanced structure of urban and rural sports has been broken, and farmers enjoy the same sports rights and benefits as urban residents. The radiation and driving ability of urban sports to rural sports is becoming stronger and stronger. According to the requirements of modernization development and "urban-rural integration", some sports workers began to consider and start to pilot promote the mutual integration and coordinated development of village-level sports and urban sports, and created many good experiences and practices. Including the construction of village sports clubs, establish village sports committee, set up the village sports guidance station, built the village square, measures such as making village peasant sports park, further promoted the coverage and extension of "sports fitness project" in China, for the majority of rural residents form a scientific, civilized and healthy way of life and create a good fitness atmosphere made a positive contribution. However, in most parts of the country, there are still some problems such as unclear goals, weak measures and poor effects. One of the important reasons is the unclear understanding of the concept of village-level sports public service. If this situation is not changed as soon as possible, it will not only cause a big obstacle to the correct implementation of the relevant spirit of the central committee, but also affect the effective matching of relevant services including village-level sports.

Village sports public service relations to the vital interests of the rural residents, improve the village sports public service is an important content of new rural construction, is to improve the quality of the farmers' health, and further implement the "sports law of the People's Republic of China, and the implementation of” national fitness program outline "new path, but also to realizing the strategic goal of the sports power. Due to the late theoretical research on public service in
China, not only the research results on the concept of village-level sports public service have not been reported, but also the academic circles in China have not reached a consensus on the upper concept of village-level sports public service—sports public service and the definition of public service. The existence of differences is normal, but in the research and development of village-level sports public service, a basic issue involving the physical and mental health of the majority of farmers, if the core concept is not understood and clearly studied, it is not conducive to the development of rural sports and the in-depth discussion of village-level sports public service, and it is not conducive to the formulation of reasonable policies and regulations. The development of the concept of village-level sports public service is inseparable from the understanding of the concept of public service and sports public service. Therefore, before discussing the basic concept of village-level sports public service, it is necessary to show our understanding of the two important concepts and categories of public service and sports public service.

**Analysis on the Concept of Public Service**

Public service consists of two words: public and service. "Public" is opposite to private, which means "belonging to the state or the collective", such as public funds, public property. "Public" means "belonging to the society and public for public use", such as public health, public places, public property, etc. [1] Like "society", "state" and "collective", it is a whole concept. "Public" is a term used to describe a situation in which a person is publicly or publicly involved. [2] Therefore, "public", as a concept opposite to "private", represents the functions and activities of the state, government and other public organizations. With the interests of the majority of people, there are more public participation; Represents the domain of everybody's business. [3] After analyzing the concept of "public", let's look at the word "service". The definition of "service" in the dictionary of modern Chinese is: to work for the collective (or other people's) interests or for a certain cause, also known as labor service. This kind of service is an activity that satisfies a certain need of others in the form of non-physical living labor. [4] Service, service, service, service, service, service, service, service, service

According to the dictionary definition and etymology, the two words "public" and "service" have rich meanings in both English and Chinese, but no similar meanings. However, in Chinese, "public" has an inevitable connection with "service". For example, "service" is mainly manifested as "for... When providing free sexual services, this nature is free of charge, in this case the two happen to coincide; In other cases, such as "service" is an activity for one's own personal benefit or gain of some kind of benefit, which is exactly the opposite of "public". Although the meaning of "service" is different from "public" in some cases, it can be avoided by adding "public" after "public".

At present our country most of the scholars on "public problem", "public administration", "public administration", "public goods" such as the analysis of the concept, from the perspective of organizational entities or service main body, in the country, the government and other political organizations to distinguish the concept of "public service", locate the concept of public service in the field of public administration, followed the development of the public administration study and move forward, this is all the more familiar and identity, we also study and understand the basic premise of the concept of public service.

Based on the above analysis and the previous research results, we understand that public service refers to the activities of living labor products provided by public organizations to meet the needs of the public. This concept reflects the three basic participants of public service, namely provider, producer and consumer. The provider is also a public organization with government supply as the main body, which is the responsibility of the government. The beneficiary is also the public as the main object of supply, while the producer plays a dual role in public services. At the same time, it reflects two distinctive characteristics, namely public and collective or non-competitive and non-exclusive.

In the provision of public services, the provision of public services is the responsibility of the government, which must involve the government, but it does not have to be directly provided by the
government. The main body that provides public service is each kind of public organization, so, what is public organization? In a broad sense, any organization that does not aim at making profits, serves the public and aims at improving public interests belongs to the category of public organizations. In a narrow sense, it is an organization that exercises political power and achieves public purposes. [5] Public organizations in China include government departments, public enterprises, public institutions, non-governmental public organizations, social intermediary organizations, social autonomous organizations and other institutional carriers of public sectors. [6] All kinds of public services provided by public organizations, such as education, medical treatment, sports, social security, social relief, environmental health and public order, directly meet citizens' needs for food, clothing, housing, transportation, survival, production, life, development and entertainment. This kind of product or service is specific, direct and public, its production or consumption has certain collective, scale sex. All citizens are the object of public service. Citizens, as the recipients or consumers of public services, are the direct objects of public service supply. Public services aim is to make a direct public needs are met, and get to enjoy the benefit the citizens, therefore, citizens can according to the individual in the service activities requires a certain amount of choice, at the same time, every citizen has the equal enjoy provider provides the pure public product and the product mix, the form includes tangible products also includes intangible services.

Based on the above understanding, we believe that the concept of public service is more suitable for use in the sense of noun. As Xiao Linpeng et al said in their article public sports service concept and theoretical analysis, "the so-called public service refers to public goods or mixed goods provided by public organizations to meet public needs". [7] This explanation is supported by us in the text.

Analysis on the Concept of Sports Public Service

After knowing and understanding the important concept of public service, we return to the issue of defining the concept of public service in sports. When the domestic academic circles make data analysis and comparative study on this aspect, they often have different understandings and communication barriers due to the differences in the use of their words. Scholars still have a great dispute on the rationality of the expressions "sports public service" and "public sports service". At present, there is no unified understanding, which has affected the development process of public sports service in China to some extent. Therefore, it is necessary to explain it in this paper, in order to prove the rationality of using village sports public service as the expression word.

Through the study of the existing relevant literature, it is found that the rationality of public service in the field of sports in China is still under debate. Representative research results supporting the expression of "public sports service" are as follows: "the concept of public sports service and its theoretical analysis" (Xiao Linpeng et al., 2007) and "analysis of the concept of public sports service in China" (Huan Changdian et al., 2011). The representative research results supporting the expression of "sports public service" are as follows: discussion on several issues in the study of sports public service in China (Fan Dongyun, 2010) and the concept of sports public service in China: tracing the origin and re-understanding (Liu Liang, 2011).

From the perspective of word composition, both "sports public service" and "public sports service" are composed of "sports", "public" and "service". "Sports" is a word we are familiar with, the academic community has reached a consensus on the concept of sports, that is, sports is to promote the sound development of human body and mind (body and spirit), cultivate their lifelong sports ability education activities; Second, it refers to the general term of physical exercise, games and competitive elements. Therefore, sports have three parts of speech: verb, noun and adjective. The above two words "public" and "service" have shown our understanding, that is, "public" means "belonging to the society, public and public", is an adjective; "Service" means "an activity, paid or unpaid, that is performed for the benefit of the collective (or of others) or for the benefit of others, not in kind but in the form of providing living labor to meet a particular need of others." it can be either a noun or a verb. Therefore, when we analyze the expression of public services in the field of
According to the rules of word modification: adjectives modify nouns, not verbs; A noun cannot modify any word, it can only be modified by other words; A verb cannot be used to modify other words. It can only be modified by adverbs. As a result, the collocation of "public sports service" form a "public" (adjective) + "sport" (noun) + (noun) "service" and the "public" (adjective) + "sport" (adjective) + "service" (noun) two; The collocation form of "sports public service" can only be "sports" (adjective)+ "public" (adjective)+ "service" (noun). Some scholars believe that "public service" concept has been known by academic circles both at home and abroad, it is "sports public service" and "public sports service" of the upper concept, as an abstract concept of the word structure is not at liberty to change, and have an integral sex, and as a concept, can only use showed that differences of words, plus a concept method. [8] Then "sports public service" only has the expression form of "sports" (adjective)+ "public service" (noun), which is consistent with the modification rules of words. This expression is simple in structure and more accurate in meaning. However, if "public service" is not an inseparable whole, then according to the principle of word modification, "public sports service" has two expressions. If no special explanation is added in the use, ambiguity will appear, which is consistent with logical reasoning.

Based on the above analysis and discussion, it is not difficult to deduce that both "sports public service" and "public sports service" are "services", and the modifier "public" is the core, which essentially reflects a value orientation and interest selection in the process of sports demand and supply. [9] Therefore, "sports public service" and "public sports service" are both lower concepts of "public service". In terms of logical terms of Chinese language, "determiner + concept of upper position" is the basic structure of the concept of lower position. In addition, "public service" is corresponding to "private service", which can only be expressed as "sports + private service". The meaning can be understood as the service that meets the individual or organization's personalized expectation of sports. When it is expressed as "private + sports service" or "private + sports service", the expression of the former is confused, while the expression of the latter seems far-fetched, and it is difficult for us to accurately express its meaning. To be sure, the expression "public service in sports" makes sense.

Based on the above analysis, this paper believes that it is appropriate to use "sports public service" to express the public service in the field of sports. Therefore, this paper tends to use the conceptual form of "sports public service". According to the research and practical development needs of this paper, on the basis of reference to relevant research, the concept of "sports public service" is defined as the general term of public products and public behaviors provided by public organizations with the government as the core body to meet the public (or collective) sports needs and interests.

**Definition of Village Sports Public Service Concept**

From the analysis of the concept of public service and sports public service can be found, in the socialism new rural construction and the development of urban and rural areas as a whole era background, the definition of village sports public service science, grasp the connotation of the concept of public service and clarifying the village sports, not only is the logical starting point of theoretical research, but also to village sports public service practice has important guiding significance. Generally speaking, village-level sports public service is still a new concept for China's rural areas and sports circles, and its typical features and functions have not come to the fore. In line with this, the understanding and research of village-level sports public service is still in a blank, so the concept of it is generally unfamiliar, of course, this is also a prominent manifestation of some upper concepts and important categories do not have relatively consistent views.
The comprehensive analysis of the concept of sports public service according to the above, we can accord with logic to deduce the village the definition of sports public services, namely the government to supply the core subject of public organizations to meet the rural residents or farmers' collective sports demand and sports interests and provide public products and the implementation of the general public behavior. This concept shows that the public sports service at the village level is a kind of public sports service, which is a kind of public sports product and public behavior owned by the villagers. Such an understanding can not only fill the gap in the theoretical research, but also play a role in the study of village-level sports and give a logical explanation to the theory of village-level sports public service.

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