

**MODERN VECTORS OF SCIENCE
AND EDUCATION DEVELOPMENT
IN CHINA AND UKRAINE**

中国与乌克兰科学及教育前沿研究

Harbin Engineering University

State institution "South Ukrainian National Pedagogical University named after K. D. Ushynsky"

Educational and Cultural Center "Confucius Institute"

Odesa, Ukraine

Harbin, the People's Republic of China

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This international journal, as a periodical, includes scientific articles of Ukrainian and Chinese scholars on the problems of Sinology, Cross-cultural Communication, Pedagogy and Psychology: contemporary review. Odesa, Ukraine.

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The ninth issue of the materials represented by the Ukrainian and Chinese scholars are dedicated to the relevant issues of General and Contrastive Linguistics within the Chinese, English, Ukrainian, Turkish and Korean languages; linguodidactic problems of teaching native and foreign languages within polycultural educational space; peculiarities of cross-cultural communication in geopolitical space alongside education-related aspects regarding profession-oriented training of future specialists under conditions of multicultural environment and military actions in Ukraine; post-COVID-19 pandemic challenges.

The given articles may be of use to researchers, graduates, postgraduates and practising teachers who are interested in various aspects of Sinology, Cross-cultural Communication, Linguistics, Pedagogy and Psychology.

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RESEARCH AND ENLIGHTENMENT OF BRAZIL'S DIVERSIFIED SPORTS DIPLOMACY STRATEGY

Abstract: *Brazil's sports diplomacy strategy is that the government regards sports as a diplomatic tool to enhance the country's image, promote cultural exchanges, expand international cooperation and promote economic growth. As a sports power, represented by world-renowned projects such as football, beach volleyball and judo, sports are not only an important part of Brazilian culture, but also a key element in its foreign policy. However, domestic research on Brazil's sports diplomacy strategy is still insufficient. This paper tries to start from the diversity of Brazil's sports events, draw lessons from its achievements and experience in sports diplomacy, and analyze and refine the enlightenment to China's sports diplomacy. This is of great reference value for China to enhance its cooperation with other countries, use sports activities as a soft power for cultural exchanges and national image building, and play a more constructive role in the promotion of diplomatic lines on the stage of international affairs.*

Keywords: *Sports diplomacy strategy; Brazil; China's sports diplomacy*

注：论文依托“2023年科技创新区域国别横向项目：基于交际翻译理论的巴西多元化体育外

1 Background of Brazil's Diversified Sports Diplomacy Strategy

Brazil, a multicultural country with a population drawn from across the globe, has earned the moniker “kingdom of football”, reflecting the nation's deep-rooted passion for sports. The country's sports industry continues to expand, owing not only to the diversification of its sports initiatives but also to extensive government support and investment in sports infrastructure.

1.1 The History of Development in Brazil's Sports Industry

Brazil's sports industry has a rich and extensive history, stemming from the colonial period when sports were brought to the region as a cultural import by European colonists. The late 19th century, coinciding with the establishment of the Brazilian Empire, marked a turning point as sports began to garner increased attention and support. A significant milestone in the modern development of Brazilian sports occurred in 1904 with the publication of the first Brazilian sports encyclopedia, encompassing a wide array of sports such as football, tennis, swimming, and hockey. This marked the inception of public recognition for athletes. Subsequently, the founding of the Brazilian Sports Federation in 1909 laid the groundwork for the evolution of Brazilian sports. In continuity, the establishment of the National Sports Federation in 1914 further cemented the construction of sports organizations and individual sport federations. In 1937, the Brazilian government integrated sports into the purview of the Ministry of Education, underscoring the significant role of sports in social development. The establishment of the Brazilian Ministry of Sports in 1995 heralded a new era of rapid growth for Brazil's sports industry. Over time, the country's sports sector experienced continuous expansion with substantial government investments in sports facilities and event organization, further propelling industry development. Additionally, sports brands and the sporting goods industry flourished in Brazil, injecting renewed vitality into the nation's sports sector. Brazil has further boosted the industry's growth by hosting high-profile international sporting events, such as the Olympics and the World Cup. Presently, Brazil's sports industry continues on a path of steady expansion, with sports culture deeply integrated into people's lives.

Various sports enjoy widespread public support and have a solid foundation, receiving robust backing from both the government and private enterprises.

In essence, Brazil's sports industry has undergone sustained development and growth, gradually shaping a diverse development pattern and asserting itself as an indispensable component of the Brazilian national economy.

1.2 The Diversification of Brazil's Sports Programs

Brazil boasts a vibrant sports culture, with football, basketball, and volleyball reigning as the country's most beloved and highly skilled sports. Football, in particular, holds the distinguished title of the "national sport" of Brazil and is deeply ingrained in the country's history. The national football team has garnered international acclaim, clinching at least three FIFA World Cup Championships (in 1958, 1962, and 1970) and achieving legendary status with the introduction of the innovative "4-2-4" formation during the 1958 World Cup. Beyond being a mere pastime, football is a source of national pride, with children commencing their love for the game as early as seven or eight years old and myriad football clubs - both professional and amateur - saturating the nation with unwavering zeal for the sport. The iconic journey of Brazilian footballer Pelé, rising from a street football team to international stardom, epitomizes the enduring impact of the sport.

Moreover, basketball and volleyball hold significant sway among Brazilians. The Brazilian national basketball team clinched the FIBA World Cup title twice, in 1959 and 1963, while securing a commendable fifth-place finish in the 1980 Moscow Olympics. Similarly, volleyball enjoys widespread popularity, transcending age and gender barriers. Whether in well-equipped stadiums or impromptu games on the beaches of Rio de Janeiro, volleyball is a constant presence. The Brazilian men's and women's volleyball teams showcased their prowess by securing fifth and seventh places, respectively, in the 1980 Moscow Olympics.

At a broader level, each state in Brazil hosts its own state leagues or championships, actively participating in intercontinental and international competitions. This not only elevates the standard of various sports, such as athletics, sailing, surfing, and swimming but also fosters the flourishing development of the

sports industry. The diverse array of sports programs, coupled with the populace's fervent passion for athletic endeavors, collectively propels the thriving growth of Brazil's sports industry.

1.3 Support from the Brazilian Government and International Sport Events

Brazil boasts over 4,000 sports venues of various kinds, providing highly advantageous conditions for broad public participation in sports activities. These facilities not only meet the daily needs for sports but also allowed Brazil to successfully host many important international events, including the first South American Games (1922) and the fourth Pan American Games (1963) in the past few decades. These world-class events showcased Brazil's passion for sports and its significant position in the international sports community.

Brazil's sports facilities are widely recognized on a global scale, with football stadiums being particularly renowned. The country has over 300 football stadiums nationwide, with 27 accommodating more than 45,000 spectators, five of which can hold over 100,000 people, totaling over 5 million seats. The Maracanã Stadium, located in Rio de Janeiro, the second-largest city in Brazil, is known as the "Soccer Temple" and is one of the largest sports venues in the world. The entire stadium has 155,000 official seats, including 200 seats in the grandstand and 87 in the VIP box, and can temporarily add more seats if needed to accommodate over 200,000 spectators. These modern, numerous, and widespread football facilities showcase Brazil's outstanding standards in sports to the world.

At the same time, by successfully hosting international sport events, Brazil's position on the world sports stage continues to rise, forcefully advancing sports diplomacy and expanding its international influence. Rio de Janeiro, through the carefully constructed "Soccer Temple" Maracanã Stadium, not only injects new vitality into the city's development but also further spreads its reputation worldwide, becoming an important bridge connecting Brazil and the world. Overall, the construction and utilization of these sports facilities showcase Brazil's image as a sports powerhouse, while also opening up new avenues for its cultural exchange and international cooperation.

2. Features of Brazil's Sports Diplomacy Strategy

Brazil's sports diplomacy is not only a way of communication, but also an important means to enhance national image, promote cultural exchanges, expand international cooperation, and promote economic development. It is intertwined with Brazil's national development strategy, with sports as the medium, showing Brazil's soft power and cultural charm on the international stage.

2.1 Sports Diplomacy Highly Linked to National Development Strategy

As an important form of diplomatic practice, sports diplomacy is closely intertwined with a country's overall development strategy. It not only reflects a nation's soft power but also serves as a global conduit for the dissemination of its culture and values. Taking Brazil as an example, the country's development strategy for sports diplomacy has gradually evolved and formed a unique path alongside historical changes. From the enactment of the first Sports Law in 1941 (Decree Law N.3.199/41) to the promulgation of the "General Sports Law" in 2023, the evolution of Brazil's sports legal system not only reflects changes in national policies but also signifies the enhancement of freedom and protection in the sports field.

In the 1940s, under the influence of international political dynamics and ideologies, Brazil's "1941 Sports Law" was formulated with clear government intervention and traces of fascism. The sports policy during this period emphasized comprehensive government control over sports activities, requiring sports clubs and activities to strictly adhere to government guidance and arrangements, with severe restrictions on freedom within the sports arena. Subsequently, although the "1975 Sports Law" (Law N.6.251/75) was introduced to update the sports law in 1975, it was still constrained within the framework of state intervention due to the influence of the military government at the time.

Entering the 21st century, with changes in the international environment and societal development, the Brazilian government began to realize the importance of sports and its close connection to the country's image and international relations. Especially after successfully hosting major international sports events such as the World Cup and the Olympics, the Brazilian government strengthened the updating and

enhancement of the legal framework for the sports industry. The “General Sports Law” promulgated in 2023 not only integrated all legislation related to sports but also emphasized the protection of athletes’ rights, intellectual property, and commercial rights. This signifies a major advancement in Brazil’s sports laws and policies, not only ensuring the healthy development of sports activities but also promoting the prosperity of the sports industry.

This series of legal reforms not only brought rapid development to Brazil’s sports industry but also provided a solid legal foundation and support for Brazil’s sports diplomacy strategy. Through the global language of sports, Brazil has successfully shaped a positive, enthusiastic, and open international image, effectively disseminating its culture and values, and enhancing the country’s international status and influence. Therefore, it can be said that the evolution and improvement of sports laws are not only a reflection of Brazil’s recognition of the importance of sports at the legal level but also a microcosm of the development of its sports diplomacy strategy.

2.2 Significance of Brazil’s Sports Diplomacy Strategy

2.2.1 Enhancing National Image

Large-scale sports events undoubtedly serve as an important stage for showcasing a country’s culture, enhancing its national image, and strengthening global influence, as well as a key moment for promoting global outreach. By hosting world-class sports events like the Olympics, a country can display its rich cultural traditions, core values, and sportsmanship. This not only establishes a positive national image within the international community but also brings unprecedented international prestige and attention to the country. Brazil has successfully showcased its diverse culture and values through a series of carefully planned sports activities and competitions, while also highlighting the country’s profound love for sports and its unique interpretation of the Olympic spirit.

A noteworthy example is the 31st Summer Olympic Games held in Rio de Janeiro in 2016, marking a significant milestone in Olympic history. Rio’s victory over strong competitors such as Chicago, USA, and Madrid, Spain was attributed to Brazil’s robust economic growth at the time, as well as the new Olympic ideology represented by Rio,

which successfully influenced the voting trend. This victory not only symbolized Brazil's economic strength but also embodied the pursuit of "internationalization" and "diversification" in Olympic sports.

Brazil's successful hosting not only proved its ability to host large international events but also, through initiatives like personalized and innovative award ceremonies, showcased Brazil's unique charm and open, free-spirited national character. As the first country in South America to host the modern Olympic Games, Brazil successfully demonstrated its unique cultural face and the achievements of its sports diplomacy strategy through this globally acclaimed event. This not only greatly enhanced Brazil's status on the international stage but also deepened the world's understanding of Brazil, its sports spirit, and cultural diversity, undoubtedly bringing far-reaching positive impacts to Brazil's international image and influence.

2.2.2 Promoting Cultural Exchange

Cultural exchange and mutual learning promote the flourishing development of diverse cultures, and sports, as part of cultural attributes, plays an undeniable role in this. Throughout history, sports activities have embodied the spiritual connotations of various cultures, serving as important means of cultural dissemination. Through the implementation of sports diplomacy strategy, such as hosting sports competitions and exchange activities, Brazil actively promotes cultural exchange and understanding among different countries, enhancing friendship and cooperation.

In Brazil, football is a mainstream cultural way of life. For Brazilians, football is not just a sport but also a cultural symbol. Brazilians have a passion for football; to them, those who don't play football and don't understand football can hardly integrate into society. They consider football as one of the world's cultural heritages, and people everywhere can be seen playing football - even in the favelas, children make their own footballs, brimming with love for the sport. Many internationally renowned football players began their careers in Brazil.

Defeat in football matches has profound effects on Brazilian society. In the 1954 World Cup, the heavily favored Brazilian team was eliminated in the semifinals, causing considerable social upheaval. The players were angry and fearful, but upon

their return to Brazil, they received a warm and understanding reception from the president and the fans, which saved them from the shadow of failure. The victory in the 1958 World Cup brought infinite pride to Brazilian society, deepening their love for football and leaving a profound mark on the tenacity of the Brazilian football spirit.

This football culture also plays an important role in Brazil's sports diplomacy strategy, promoting exchange and understanding between different cultures. Through football and other sports activities, Brazil has transmitted its unique culture to the world, while also embracing the essence of other cultures, promoting friendly exchanges between the international community.

2.2.3 Expanding international cooperation

Brazil's sports diplomacy strategy is committed to advancing the development of sports and promoting international cooperation. Through various means, Brazil promotes cooperation and exchanges between itself and other countries in the field of sports. By attracting athletes and spectators from around the world, Brazil provides an important platform for international sports exchange, promoting communication and cooperation between different countries.

Additionally, Brazil engages in sports exchange activities, including athlete training and sports technology exchanges, to strengthen cooperation and communication with other countries. This contributes to the development of the global sports industry and projects. Brazil also conveys the concept of sports diplomacy through diplomatic channels to encourage other countries to promote international relations through sports exchange, aiming to build a closer international sports cooperation partnership.

Furthermore, by hosting events and participating in sports exchanges, Brazil's international image and influence in the sports arena have been elevated. This not only attracts more international cooperation and investment but also contributes to promoting international economic and trade cooperation. Brazil's promotion of its sports culture, such as football and beach volleyball, to other countries enhances cultural exchanges and expands the scope of international cooperation, promoting cross-cultural exchange and integration.

2.2.4 Promoting economic development

Brazil's sports diplomacy strategy leverages sports events and activities to stimulate the growth of tourism, the sports industry, and related sectors, thereby fostering economic expansion and job creation. This approach has a multifaceted positive impact on the economy.

Firstly, sports tourism is a vital component of Brazil's economy. Hosting prestigious international sports competitions, such as the World Cup and the Olympics, serves as a key driver for attracting a large influx of international tourists to Brazil. Consequently, these events bolster the development of Brazil's tourism industry and contribute to the prosperity of complementary sectors like local accommodations, dining establishments, and tourism services, ultimately enhancing the overall tourism industry ecosystem.

Secondly, the advancement of the sports industry plays a pivotal role in promoting economic growth. Brazil actively seeks to attract international sports brands, sponsors, and investors to the country, with the aim of bolstering the domestic sports industry. This collaborative effort not only facilitates the introduction of advanced management concepts and technologies, but also spurs innovation in sports products and services, ultimately raising industry standards. Concurrently, the thriving development of the sports industry generates increased job opportunities and economic benefits for Brazil, infusing new vitality into economic and social development.

Furthermore, Brazil proactively engages in cooperation with other countries in sports education and scientific research exchange, with the goal of enhancing its own sports education standards and research capabilities through the introduction of advanced foreign sports educational concepts and research achievements. These efforts not only benefit the development of Brazil's domestic sports industry, but also provide significant support for technological innovation and talent cultivation in related sectors, ultimately carrying far-reaching implications for economic development.

3 Inspiration of Brazilian Sports Diplomacy to China

By drawing on the experience of Brazil, China can play a more active and constructive role in international affairs through active international diplomatic efforts,

promote the construction of a community of shared future for mankind, and build a more just and reasonable international order.

3.1 Strengthening Cooperation and Exchanging with Other Countries

Through sports diplomacy, Brazil has established wide-ranging cooperation with other countries. China can also enhance friendly exchanges and promote multi-sectoral cooperation with other countries through sports collaboration.

Firstly, hosting international sports events and activities is an important way for China to engage in cooperation and exchange with other countries. China can regularly host international events such as football matches, track and field competitions, and the Olympic Games. These events not only attract participation from other countries but also provide valuable opportunities for cooperation. Hosting these sports events will facilitate valuable opportunities for sports cooperation and cultural exchange between China and other countries, bringing the countries closer together.

Secondly, China can engage in more frequent sports diplomacy and exchange activities, such as through joint sports exchange projects, friendship matches, and collaborative training programs. These activities will contribute to promoting sports exchange and cooperation between China and other countries, enhancing international friendship, and aiding mutual understanding through the common language of sports.

Additionally, China can send sports delegations to visit other countries for sports exchange visits. This approach will strengthen exchanges and cooperation with other countries while showcasing China's sports prowess and level. This method will aid in promoting mutual understanding and facilitating sports and cultural exchange between countries. Furthermore, personnel training and technology exchange are important means for close Sino-foreign sports relations. China can jointly promote cooperation projects with other countries in sports technology and talent training, strengthening the exchange of skills and experience in the sports field, and enhancing the overall level of sports in various countries.

Through these measures, China can strengthen cooperation and exchange with other countries through sports diplomacy, promote sports diplomacy cooperation, and make sports an important link for promoting international friendship and cultural

exchange, thus contributing to enhancing Sino-foreign cooperation and understanding. These efforts will not only help China gain more opportunities and resources on the international sports stage but also contribute to building a more harmonious and trustworthy international cooperation system.

3.2 Promoting Cultural Exchange through Sports

Through sports diplomacy, China can utilize various forms of sports events and exchange activities to promote the dissemination and exchange of Chinese culture on the international stage, enhancing other countries' understanding and awareness of China.

Firstly, China can jointly organize various international events with Brazil, such as international conferences, art exhibitions, and sports events, to showcase the cultures of both countries to a broader international audience while promoting cooperation and exchange between the two nations on the international stage.

Furthermore, China can leverage modern information technology and online platforms to establish a China-Brazil cultural exchange platform, showcasing Chinese traditional culture, modern culture, and technological development in forms such as text, images, and videos, providing the Brazilian public with a more vivid understanding of Chinese culture.

Moreover, China can provide support for some cultural and artistic projects in Brazil, such as funding artistic creations and cultural exchange activities, to promote cultural exchange and cooperation between the two countries. Additionally, China can collaborate with Brazil in the cultural industry, such as jointly developing cultural products, and investing in cultural industry projects.

Through these approaches, similar to Brazil's sports diplomacy strategy, China can promote cultural exchange, strengthen cultural exchange and cooperation between the two countries, and enhance understanding and friendship between their people. It is essential to emphasize the diversity and inclusivity of cultural exchange, respecting different cultures and values, promoting mutual understanding and respect among different cultures. Additionally, China can further promote cultural exchange and friendly relations between the two countries by strengthening exchanges and

cooperation in areas such as education, tourism, and technology. These exchanges and cooperation in these areas can not only promote mutual understanding and friendship between the two peoples but also lay a solid foundation for cooperation in various fields such as economy, politics, and culture between the two countries.

3.3 Enhancing National Image and Soft Power

Brazil has successfully enhanced its national image and soft power through sports diplomacy. China can learn from this experience, using sports as a window to showcase Chinese culture, values, and sporting spirit, thereby increasing international recognition and respect for China. China can actively participate in international sports organizations, strengthen exchanges with other countries, and increase voting rights to enhance China's influence on the international sports stage. Additionally, China should strengthen its strategies for cultivating sports talent by enhancing sports talent training and exchange programs to cultivate more outstanding athletes and coaches, thus improving China's sports strength and soft power. Furthermore, China can use sports events for cultural promotion, sharing China's excellent traditional culture and modern achievements in civilization with the world, thereby enhancing its national image and soft power. Through these ways, China can continuously enhance its sports strength and soft power, showcasing its achievements and contributions in the sports field while actively participating in international sports organizations and activities, promoting global sports exchange and cooperation. This not only helps strengthen China's influence and discourse power on the international sports stage but also promotes the development and prosperity of the international sports industry.

4 Conclusion

In this paper, we have delved into Brazil's diversified sports diplomacy strategy and emphasized its significant relevance in enhancing national image, promoting cultural exchange, expanding international cooperation, and fostering economic development. Through an analysis of the development history of Brazil's sports industry, government support, and diverse sports projects, we have gained a deep understanding of how the Brazilian government utilizes sports as a diplomatic tool to drive national development and international cooperation. Furthermore, we have also

examined the insights Brazil's sports diplomacy strategy holds for China, suggesting that China can draw from Brazil's experience to enhance its national image and soft power through sports diplomacy, promoting international cooperation and cultural exchange.

By thoroughly researching Brazil's diversified sports diplomacy strategy, we have gained a deeper understanding of the potential of sports diplomacy. As a cultural language that transcends borders, sports possess immense integrating power, helping countries better showcase their image on the international stage and promote friendly relations and cooperation among nations. Brazil's experience tells us that sports diplomacy not only enhances a country's soft power but also fosters economic development and social progress.

In conclusion, our study offers profound insights, guiding us to better comprehend and utilize sports diplomacy. In the future, we hope that China can draw from Brazil's experience and flexibly employ sports diplomacy in international affairs to enhance its national image, promote international exchange and cooperation, thereby empowering China to play a more vital role on the world stage.

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巴西多元化体育外交战略研究与启示

摘要: 巴西体育外交战略是该国政府将体育作为提升国家形象、促进文化交流、扩大国际合作及推动经济增长的外交工具。作为一个体育强国,以足球、沙滩排球和柔道等全球知名项目为代表,体育不仅是巴西文化的重要组成部分,还是其外交政策中的关键元素。然而,针对巴西体育外交战略的国内研究尚显不足。本文力图从巴西体育项目的多样性出发,借鉴其在体育外交方面的成就与经验,并从中分析提炼对中国体育外交的启示。这对于中国在增强与其他国家的协作、利用体育活动作为文化交流和国家形象塑造的软实力、以及在国际事务舞台上发挥更为构建性作用的外交路线推进中具有重大的参考价值。

关键词: 体育外交战略; 巴西; 中国体育外交