



1007-3612
CN 11-3785/G8

北京体育大学学报

BEIJING TIYU DAXUE XUEBAO



中国科技核心期刊

《中文核心期刊要目总览》来源期刊

《中文社会科学引文索引(CSSCI)》来源期刊

万方数据

2021

1

第44卷 VOL.44

北京体育大学学报

2021年1月 第44卷 第1期

目次

体育强国战略理论与实践

中国篮球运动爱国主义精神在体育强国建设中的弘扬与思考 赵 晶, 闫育东(1)

特约专题: 体教融合

当前体教融合的研究动态与未来展望 刘 波, 王 松, 陈 颇, 尹志华, 黄 璐(10)

体育回归教育: 体教融合的现实选择与必然归宿 王家宏, 董 宏(18)

“体教融合”的关键问题、发展思路与实践探索

——以大中小学运动技能等级标准制定为例 郝光安, 李贵森(28)

新时代体教融合的教育逻辑 郝东方, 刘 昕(35)

我国大学高水平运动队的体教融合研究: “清华模式”的探索 郭 振, 茹亚伟, 毕金泽(43)

体育与社会

北京冬奥会国际舆论引导与媒体应对策略 杜 恒, 张晓义(52)

东京奥运会延期对北京冬奥会赞助商市场绩效的影响

——基于事件研究法 李艳丽, 张冠男, 李雨桐(62)

建设枢纽型体育社会组织的现实困境与消解路径

——基于体育总会改革的视角 何 强(71)

期刊基本参数: CN11-3785/G8 * 1966 * m * 16 * 160 * zh * P * ¥ 15.00 * 2000 * 16 * 2021-01

JOURNAL OF BEIJING SPORT UNIVERSITY

Vol. 44 No. 1 Jan. 2021

CONTENTS

Theory and Practice of Strategy for Building a Leading Sporting Nation

Promoting Patriotism of Chinese Basketball in the Construction of a Leading Sporting Nation and Reflections
..... ZHAO Jing, YAN Yu-dong(1)

Special Topic: Integration of Sports and Education

Current Research Trends and Future Prospects of the Integration of Sports and Education
..... LIU Bo, WANG Song, CHEN Po, YIN Zhi-hua, HUANG Lu(10)

The Return of Sports to Education: Realistic Choice and Inevitable Destination of the Integration of Sports and Education
..... WANG Jia-hong, DONG Hong(18)

Key Problems, Development Ideas and Practical Exploration in the Integration of Sports and Education:
Taking the Development of Standards of Sport Skill Levels for Schools and Universities as an Example
..... HAO Guang-an, LI Gui-sen(28)

Educational Logic of the Integration of Sports and Education in the New Era..... HAO Dong-fang, LIU Xin(35)

A Study on the Integration of Sports and Education of Elite University Sports Teams in China:
The Exploration of "Tsinghua Model"..... GUO Zhen, RU Ya-wei, BI Jin-ze(43)

Sport and Society

International Public Opinion Guidance and Media Countermeasures for Beijing Olympic Winter Games
..... DU Heng, ZHANG Xiao-yi(52)

Research on the Impact of the Postponement of the Tokyo Olympic Games on the Sponsor Market Performance of the
Beijing Winter Olympic Games: An Event-Based Study..... Li Yan-li, ZHANG Guan-nan, LI Yu-tong(62)

The Realistic Dilemma and the Approach to Resolution in Building Pivotal Sports Social Organizations——
Based on the Perspective of the Reform on Sports Federations HE Qiang(71)

Study on the Effects and Social Mechanism of Sports-Based Health Intervention for Women of
Childbearing Age from the Perspective of Sociology..... XIONG Huan(80)

Research on Historical Origin and Contemporary Governance of Poverty Alleviation through Sports in China
..... WANG Ke-fei, WANG Hong-jiang(92)

Chain-Mediated Effects in the Impact of Residents' Involvement in Major Sports Events on their Subjective Well-Being
..... HUANG Ying, DENG Fu-Min, JIN Ya-Nan(104)

Sports Science and Engineering

Effects of Aerobic Exercise on Akt/GSK3 Signaling Pathway in the Frontal Cortex of AD Models
..... HAN Peng, MU Lian-wei, ZHAO Li(116)

Validity of an Artificial Intelligence System for Markerless Human Movement Automatic Capture
..... LIU Hui, LI Han-jun, QU Yi, HE Xiao-guang, ZHOU Zhi-peng, YU Bing(125)

Young Scholars Forum

Potential Applications of Wearable Skin-Interfaced Microfluidic Systems in Sports
..... BIAN Sheng-tai, YE Shun, YANG Shu-fei(134)

Sports History and Culture

The Reform Orientation of Chinese Wushu's Development in the New Era Based on the Button Theory
..... YANG Jian-ying(145)

英文编辑:韩 冰 English Editor: HAN Bing



BEIJING TIYU DAXUE XUEBAO

北京体育大学学报(月刊)

(1966年创刊)

2021年1月 第44卷 第1期

JOURNAL OF BEIJING SPORT UNIVERSITY

(Monthly, Started in 1966)

Jan. 2021 Vol.44 No.1

主 管:国家体育总局
主 办:北京体育大学
主 编:曹卫东
地 址:北京市海淀区信息路48号
邮政编码:100084
编辑出版:《北京体育大学学报》编辑部
电 话:(010)62982404(FAX)
网 址:<http://www.bjtd.cbpt.cnki.net>
E-mail:xuebao@bsu.edu.cn
发 行 者:北京体育大学学术期刊社
国外总发行:中国国际图书贸易集团有限公司
国外发行代号:M6898
印 刷:北京富泰印刷有限责任公司

Administrated by General Administration of Sport of China
Sponsored by Beijing Sport University
Editor-in-Chief:CAO Wei-dong
Address:NO.48 Xinx Road, Haidian District, Beijing,P.R.China
Post Code:100084
Edited and Published by Editorial Office of Journal of Beijing Sport University
Tel:86-10-62982404(FAX)
Domestic Subscription:Academic Journal Press of Beijing Sport University
Oversea Subscription:China International Book Trading Corporation
Oversea Subscription Code:M6898

中国标准连续出版物号:ISSN 1007-3612
CN 11-3785/G8

公开发行人 2021年1月25日出版

定价:全年180.00元 每册15.00元



ISSN 1007-3612



9 771007 361210

