

编委:

丁习明 于翠兰

王正伦 王国庆

王爱丰 王瑞华

史国生 任大新

李江 孙飘

孙志安 张雄

张世林 张惠琴

张蕴琨 杨川宁

金海泉 周广科

周传彪 胡星刚

高力翔 钱竞光

袁野 唐永干

蒋宏伟 靳鲁芳

储石生 谭寅秋

朱为模(特邀)

张松龄(特邀)

探索与争鸣

江苏省实施全民健身计划(2011-2015)的若干建议研究(二) 王正伦/1
我心目中理想的大学体育 潘绍伟/7
体育文化学理简论 葛翠柏,唐永干/11

南非世界杯专栏

南非世界杯开启世界足球的“欧洲时代” 袁野/15
2010年南非世界杯足球比赛负荷特征对我国足球运动员体能训练的启示 周毅,王嵩洛,王玉峰/20
世界杯离我们有多远 夏成前/25
2010年南非世界杯对中国申办世界杯启示之研究 袁天明,张辉/29
媒介框架理论下英国《卫报》(网络版)南非世界杯报道特征及其启示 王凯,王爱丰/32

新农村体育专栏

新农村建设中民族传统体育的功能、价值及运用
——基于湘西苗寨和通道侗乡的调查报告 田祖国/36
文化生态困境中土家族村落传统体育的保护与传承 汪如锋/40
农村公共体育服务体系的运行机制研究 齐立斌/44
新农村建设中体育健康保障制度与中年人生命历程关系探讨 张永军,铨令强,刘文娟/49

体育社会学

基于奥运会的城市营销研究 丁励翼,袁永虹/53
承办第二届青奥会对提升南京城市体育软实力的影响及策略选择 蔡晓红/56
真义体育的体育争议 胡科,虞重干/59
休闲时代:重塑中国武术的审美形象 温搏,袁金宝/63
我国职业篮球运动员国际化发展瓶颈的制度文化分析 韩海波/67
透视社会转型期休闲体育的价值与历史使命 曹竞成,杨培超,王严严/71
论中国民族传统体育资源的开发与发展 李卫国/74
基于文化变迁与习俗演化的城乡体育发展理念 李平/77
我国运动员成长的困局及其出路探析 刘旭东/81
论政府在上海群众性体育赛事中的角色定位 王艳,戴健,程华/85
我国体育用品业的发展瓶颈及其可持续发展路径研究 王大贵/90
体育运动原始形成期的本质过程及其概念框架 郭克建,孙志华,范丽璐/94

学校体育学

扬弃与创新:试论我国学校体育现代化进程中的拿来主义 王步/98
普通大学生课余体育竞赛的改革与发展路径研究 赵承磊/101
阳光体育背景下高校体育教师的角色扮演 朱书祥,张玉兰/106

Contents

Vol.24 No.4 Aug. 2010 Sum.105 Bimonthly

运动训练学

- 实现耐力性竞速项目突破的关键问题 邓运龙/109
- 关于我国运动训练学理论变迁的哲学思考
——从认识论视域透视训练理论的发展及其趋势 孙景召/112
- 第29届奥运会中外优秀女篮队员不同位置技术运用能力的比较研究
赵映辉, 刘光同, 徐 丰/116
- 核心力量训练的理性阐释
——科学化训练新视角 张 蕊/120

运动心理学

- 个人和集体项目对少数民族大学生心境状况的影响比较研究 兰保森/124

Exploration and Contention

- Jiangsu Implementation Plan of Fitness (2011-2015) Some Suggestions to Study (2)
WANG Zheng-Lun/1
- My Ideal College Sports PAN Shao-wei/7
- On the Theoretical Physical Culture GE Cui-bai, TANG Yong-gan/11

South Africa's World Cup Column

- World Soccer World Cup in South Africa to Open the "European era"
YUAN Ye/15
- Suggested to Fitness Training of Chinese Professional Soccer by 2010 FIFA World Cup in South Africa on the Load Characteristics
ZHOU Yi, WANG Song-Luo, WANG Yu-Feng/20
- How Far is the World Cup From Us XIA Cheng-qian/25
- The Research about the 2010 FIFA World Cup Inspiration for China
XI Tian-ming, ZHANG Hui/29
- The Characters of The Guardian on Reporting of World Cup 2010 and the Enlightenment to Sports Newspapers of Chinese WANG Kai, WANG Ai-feng/32

New Rural Sports Column

- Value and Function, Use of National Traditional Sports in the Construction of New Countryside—Based on the Report of nationality Dong of Tongdao and Nationality Miao of Xiangxi TIAN Zu-guo/36
- Culture and Ecological Plight in the Protection and Inheritance of Traditional Sports Tujia Nationality WANG Ru-feng/40
- Rural Public Service System of the Operating Mechanism Physical Research
QI Li-bin/44
- The Relation Discussion of Sports Health Protection System and LifeJourney of Middle-age's in Building of New Village
ZHANG Yong-jun, XUAN Ling-qiang, LIU Wen-juan/49

本刊声明

凡投本刊的稿件,作者未作特殊说明的,本刊将同时获得图书、电子版本和信息网络的使用权。

本刊已加入《中国学术期刊(光盘版)》、“中国期刊网”等国内外检索机构,作者著作权使用费与本刊稿酬一次性付给。如作者不同意将该文章入上述数据库,请在来稿时声明,本刊将做适当处理。

投稿作者应自觉遵守国家有关著作权法律法规,请勿一稿多投,因违反此规定而引起的一切后果由作者承担。

本刊欢迎广大作者踊跃投稿,同等条件下,本刊优先发表省部级以上课题文章。

《南京体育学院学报》编辑部

期刊基本参数: CN 32-1495/C 1987 12 128 128 zh P 10.00 1000 32 2010-08

Sports Sociology

Research in City Marketing Based on Olympics Games

DING Li-yi, YUAN Yong-hong/53

The Influence and Strategies to Enhance the Soft Power of Nanjing City about the Second Youth Olympic Games

CAI Xiao-hong/56

"True Meaning of Sports" Sports Disputes

HU Ke, YU Zhong-Gan/59

Leisure Time: Reconstructing the Aesthetics Appearance of Chinese Martial Arts

WEN Bo, YUAN Jin-bao/63

Research on System Culture about the Bottle-neck of Chinese Professional Basketball Athlete's Development in the World

HAN Hai-bo/67

Perspective the Values and Mission of Leisure Sports on the Point of Social Transformation

CAO Jing-cheng, YANG Pei-chao, WANG Yan-yan/71

On the Exploration and Development of the Chinese Traditional Ethnic Physical Education Resources

LI Wei-guo/74

Based on the Cultural Changes and The Mechanism of Evolution of the Urban and Rural Practices Sports Development Concept

LI Ping/77

Analyzing on Dilemma and Outlet of Chinese Athletes' Growth

LIU Xu-dong/81

The Research on Government Role in Mass Sport Events

—On the Case of Shanghai

WANG Yan, DAI Jian, CHENG Hua/85

Status Quo, Issues and Sustainable Development Strategies for China Sporting Goods Industry Enterprises

WANG Da-Gui/90

Study On the Essential process and their concept Framework of Formularies a Origin Time of Sport

GUO Ke-jian, SUN Zhi-hua, FAN Li-jun/94

PE Teaching

Abandoned and Innovation: On the Modernization of School Physical Education in Bringism

WANG Bu/98

The Path of Reform and Development on Sports Competition in Common College Students Spare Time

ZHAO Cheng-lei/101

On the Role of Teachers of University Physical Education Under the Background of Solar Sports

ZHU Shu-xiang, ZHANG Yu-lan/106

Sports Training

Key Issues to Achieve Breakthrough on the Speed Endurance Projects

DENG Yun-long/109

Philosophical Analysis of Theoretical Transitions of Athletic Training in China

—An investigation of the Training Theory's Development and Trend from the Perspective of Epistemology

SUN Jing-zhao/112

Comparative Research on Technical Application Ability of Chinese and Foreign Women's Basketball Guard member that Play in Different Positions in The 29th Olympic Games

ZHAO Ying-hui, LIU Guang-tong, XU Feng/116

Theoretical Analysis of Core Strength Training

—A New Vision of Scientific-based Training

ZHANG Rui/120

Sports Psychology

Individual and collective projects on the Status of Minority College Students A Comparative Study of Mood

LAN Bao-sen/124