

目 次

◀专题研究:体育赋能乡村振兴

乡村体育文化振兴的价值追求、现实困境与路径选择

..... 郭修金,代向伟,杨向军,刘红建,张 樱,尤传豹(1)

滑雪产业发展对乡村振兴的影响效应研究 张崇龙,尹一全,邱 森,孙海潮,邱招义(8)

◀学校体育

中国共产党领导学校体育发展的百年演进与历史经验 丁省伟,储志东(18)

高校体育课堂风险识别与评估研究 李树旺,李京律,梁 媛,刘潇锴(25)

影响普通高校学生课外锻炼量的体育课堂心理因素溯源——兼论成就情绪的中介效应 李洋洋(34)

我国高校体育课程理论教学的时代意蕴、现实境遇与路径选择 于 嘉,王美鑫,蒋 吉(43)

◀群众体育

内涵、困局与纾困:地方政府体育软治理的多维分析 王恒利,张铁民,肖坤鹏(49)

全民健身网球赛事参与动机对行为意向影响的理论模型与实践样态 赵泓羽,李荣日(56)

职业体育对城市影响的再思考——基于国外学者观点的分析 王永顺,方千华,薄纯磊,耿志伟(65)

我国公开水域游泳爱好者深度休闲特质、休闲动机及相互关系 阳曦茜,温宇红,布 和,贾 潇(71)

◀竞技体育

经济水平和教育程度对奥运成绩的影响 白宇飞,刘文静,杨武建,左 文,邹新娴(80)

媒体融合视角下体育赛事商业价值的实现逻辑与提升策略 张世杰,刘 露,于文谦(87)

体育危机传播的理论溯源与研究进路 延怡冉,王相飞(94)

日本大学竞技体育改革及其启示 郭 振,张贝尔,刘 波(104)

◀体育产业

基于系统动力学的体育产业高质量发展增长动力转型研究 王先亮,王志文,牛 婷(111)

中国体育产业投资的经济增长效应与门槛特征研究 张 亮,王文成(120)

◀体育文化

中国武术对外文化交流中的困境审思与策略转向——基于新中国成立以来的考察

..... 郭桂村,李 臣(128)

我国民族传统体育文化对外高质量交流要素研究 薛宏波,王 松(136)

CONTENTS

Special Lecture : Sport Empowering Rural Revitalization

- Value Pursuit, Realistic Dilemma and Path Selection of Revitalization of Rural Sports Culture GUO Xiujiin, DAI Xiangwei, YANG Xiangjun, LIU Hongjian, ZHANG Ying, YOU Chuanbao(1)
- Effect of Ski Industry Development on Rural Revitalization ZHANG Chonglong, YIN Yiquan, QIU Sen, SUN Haichao, QIU Zhaoyi(8)

School Physical Education

- 100-year Evolution and Historical Experience of School Physical Education Development Under the Leadership of Communist Party of China DING Shengwei, CHU Zhidong(18)
- Recognition and Evaluation of Risks in Physical Education Classes in Colleges and Universities LI Shuwang, LI Jinglyu, LIANG Yuan, LIU Xiaokai(25)
- Origin of Psychological Factors in PE Class for College Students' Extracurricular Exercise: Also on the Mediating Effect of Achievement Emotions LI Yangyang(34)
- Times Implication, Realistic Situation and Path Choice of Physical Education Curriculum Theory Teaching in Colleges and Universities in China YU Jia, WANG Meixin, JIANG Ji(43)

Mass Sports

- Connotation, Dilemma and Relief: Multidimensional Analysis of Local Government Sports Soft Governance WANG Hengli, ZHANG Tiemin, XIAO Kunpeng(49)
- Theoretical Model and Practice of the Impact of Participation Motivation on Behavior Intention in National Fitness Tennis Events ZHAO Hongyu, LI Rongri(56)
- Reconsideration of Professional Sport's Influence on Cities: Based on Literature Review of Foreign Scholars' Research WANG Yongshun, FANG Qianhua, BO Chunlei, GENG Zhiwei(65)

..... YANG Xixi, WEN Yuhong, BU He, JIA Xiao(71)

Competitive Sports

Influence of Economic Level and Education Level on Olympic Achievement

..... BAI Yufei, LIU Wenjing, YANG Wujian, ZUO Wen, ZOU Xinxian(80)

Realization Logic and Promotion Strategy of Commercial Value of Sports Events from the Perspective of Media

Convergence ZHANG Shijie, LIU Lu, YU Wenqian(87)

Theoretical Source and Research Approach of Sports Crisis Communication

..... YAN Yiran, WANG Xiangfei(94)

Reform and Enlightenment of Competitive Sports in Japanese Universities

..... GUO Zhen, ZHANG Beier, LIU Bo(104)

Sports Industry

Transformation of Growth Power of Sports Industry High-quality Development Based on System Dynamics

..... WANG Xianliang, WANG Zhiwen, NIU Ting(111)

Economic Growth Effect and Threshold Features of Sports Industry Investment in China

..... ZHANG Liang, WANG Wencheng(120)

Sports Culture

Dilemma Review and Strategic Turn in Foreign Cultural Exchange of Chinese Wushu: Based on Investigation on the

Period Since the Founding of New China GUO Guicun, LI Chen(128)

Elements of High-quality External Communication of Chinese Traditional Sports Culture

..... XUE Hongbo, WANG Song(136)