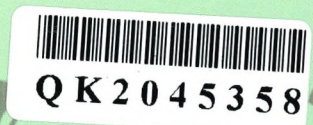


RCCSE中国核心学术期刊
湖北省优秀期刊



ISSN1672-268X
CN42-1684/G8



QK2045358

SPORTS

体育成人教育学刊

JOURNAL OF SPORTS ADULT EDUCATION

TIYU CHENGREN JIAOYU XUEKAN

4

2020 第36卷
Vol.36 No.4

体育成人教育学刊

(1985年创刊 第36卷 2020年第4期 总第176期)

目次

专题研究——体育法

- 体育领域自甘风险规则的立法模式与适用路径····· 张 鹏(1)
- 《民法典》下运动员的隐私权及个人信息保护····· 刘 韵(6)
- 韩国未成年人电子竞技政策法规研究及启示····· 洪嘉雯,陈慧敏(11)

体育产业

滑雪游客的产品认知、情感表达及满意度

- 基于网络评价文本分析····· 成永坤,朱菊芳,等(15)

品牌国际化视角下中国企业的体育营销

- 以俄罗斯世界杯7家企业赞助为例····· 刘建武,钟丽萍(22)

媒介融合视域下中超联赛转播权运营机制创新····· 罗 恒,刘亚云(28)

体育赛事付费视频营销策略····· 李金龙(32)

我国帆船运动发展的现状、问题及对策····· 黄素贞(37)

群众体育

地方枢纽型体育社会组织建设:服务逻辑、实践经验与发展路径

- 基于山东省、江苏省体育总会的实地调研····· 董芹芹,沈克印,等(41)

期刊基本参数: CN42-1684/G8 * 1985 * b * 16 * 98 * zh * P * ¥10.00 * 3000 * 19 * 2020-08

中国足球协会内部法人治理结构的优化策略	郑志强,李 阳,等(48)
群众体育赛事高质量发展的变革机制与推进策略	王戩勋,沈克印(52)

学校体育

我国体育教师研究的热点与特点评析

——基于第十一届全国体育科学大会	孟 涵,孙铭珠,等(57)
------------------------	---------------

大数据时代体育院校图书馆服务创新路径	符 翠(63)
--------------------------	---------

体育文化

“讲好中国故事”视域下的传统体育文化国际传播	邓德林(66)
------------------------------	---------

新时代民族体育文化传承、创新与发展

——2019 首届民族体育文化发展论坛综述	朱亚成,季 浏(71)
-----------------------------	-------------

左江流域体育非物质文化遗产文化生态变迁与保护传承的田野调查

——以壮族蚂拐舞为例	胡江平,王成科,等(77)
------------------	---------------

后奥林匹克主义下马术运动的文化释义

——基于文化分层理论	韩 蕾,田 静(81)
------------------	-------------

身体意象与体力活动的关系与机制	文 宽,徐 飞,等(86)
-----------------------	---------------

论民族传统体育文化的发展	荆 雯,赵 洁,等(91)
--------------------	---------------

责任编辑:游迎亚 宋菲菲 英文翻译:谢 斯

Journal of Sports Adult Education

(Established in 1985 Vol.36 Aug. 2020 No.4)

MAIN CONTENTS

● Research Subject—Sports Philosophy

- Comparison of Legislation and Application of Self-imposed Risk Rules in Sports Field ZHANG Peng (1)
Privacy and Personal Information Protection of Athletes under Civil Code LIU Yun (6)
Researches of Policies and Regulations of E-sports for Minors in Korea and Enlightenment
..... HONG Jiawen, CHEN Huimin (11)

● Sports industry

- Product Cognition, Emotional Expression and Satisfaction Level of Ski Tourists Based on Internet Evaluation Text Analysis
..... CHENG Yongkun, ZHU Jufang, et al (15)
Sports Marketing of Chinese Enterprises in View of Brand Internationalization
—with 7 Enterprise Sponsors in Russian World Cup as Examples LIU Jianwu, ZHONG Liping (22)
Innovation of Operation Mechanism of Broadcast Right of Chinese Super League in View of Media Fusion
..... LUO Heng, LIU Yayun (28)
Marketing Strategy of Paid Sports Event Videos LI Jinlong (32)
Current Situation, Problems and Countermeasures of Sailing in China HUANG Suzhen (37)

● Mass Sports

- Construction of Local Hub Sports Social Organization; Service Logic, Practice Experience and Development Path Based
on Field Research of Sports Federations in Shandong and Jiangsu Provinces in China
..... DONG Qinqin, SHEN Keyin, et al (41)
Optimization Strategy of Corporate Governance Structure in Chinese Football Association
..... ZHENG Zhiqiang, LI Yang, et al (48)
Reform Mechanism and Promotion Strategy of High Quality Development of Mass Sports Competition
..... WANG Jianxun, SHEN Keyin (52)

● School Physical Education

- Hot Spots and Characteristics of Academic Researches of P.E Teachers in China Based on 11th National Sports Science
Congress MENG Han, SUN Mingzhu, et al (57)
Innovation Path of Library Service in Big Data Period FU Cui (63)

● Sports Culture

- International Communication of Traditional Sports Culture from Perspective of “Telling Good Chinese Story”
..... DENG Delin (66)
Inheritance, Innovation and Development of National Sports Culture in New Era
—2019 1st Forum on National Sports Culture Development ZHU Yacheng, JI Liu (71)
Field Investigation on Cultural Ecological Change, Protection and Inheritance of Intangible Sports Cultural Heritage in
Zuojiang River Basin
—Maguai Dance of Zhuang Nationality as Example HU Jiangping, WANG Chengke, et al (77)
Cultural Interpretation of Post-Olympic Equestrian Based on Cultural Stratification Theory
..... HAN Lei, TIAN Jing (81)
Relationship and Mechanism of Body Image and Physical Activity WEN Kuan, XU Fei, et al (86)
Development of National Traditional Sports Culture JING Wen, ZHAO Jie, et al (91)

封面设计: 吕丛昊

- 《中国学术期刊综合评价数据库》来源期刊
- 《中国期刊网》、《中国学术期刊(光盘版)》全文收录期刊
- 《万方数据——数字化期刊群》全文收录期刊
- 《中文科技期刊数据库》全文收录期刊

体育成人教育学报

(双月刊 1985年创刊)
第36卷第4期 2020年8月出版

Journal of Sports Adult Education

(Bimonthly Established in 1985)
Aug. 2020 Vol.36 No.4

主办单位 武汉体育学院
编辑出版 体育成人教育学报编辑部
(邮编430079 电话027-87191930)

编委会主任 吕万刚
主 编 漆昌柱
副 主 编 简德平 王相飞
编辑部主任 王相飞(兼)

印 刷 武汉远浩彩色包装印务有限公司
发 行 体育成人教育学报发行部
武汉市邮政报刊发行局

Sponsor Wuhan Institute of Physical Education
Edited by Editorial Department of Journal of Sports Adult Education
(Zipcode:430079 Tel:027-87191930)

Director of Editorial Department LYU Wan-gang
Editor in Chief QI Chang-zhu
Deputy Editor in Chief JIAN De-ping WANG Xiang-fei
Editorial Director WANG Xiang-fei(Adjunct)

Published by Wuhan Xinjiajie Printing Co. Ltd.
Distributed by Editorial Department of Journal of Sports Adult Education
Wuhan Postal Newspaper & Periodicals Issuing Bureau

国际标准刊号: ISSN1672-268X

国内统一刊号: CN42-1684/G8

投稿网址: <http://tyhs.cbpt.cnki.net>

国内定价: 10.00元/期
60.00元/年

邮发代号: 38-60

广告经营许可证: 4201114002031

ISSN 1672-268X



9 771672 268043