

目次

● 新论坛

- 谈体育概念的源流演变及其对我们的体育认识和改革的启示..... 韩丹(1)
- 网络成瘾青少年体育干预之行动研究..... 刘映海, 丹豫晋, 苏连勇(9)
- 德国体育赌博的法律规制研究及其对我国的借鉴意义..... 黄世席(14)
- 农民体育健身工程的人文价值及其实现途径..... 王明立, 周云涛, 任保国(18)

● 奥林匹克文化研究

- 征服了命运
- 读顾拜旦《奥林匹克回忆录》..... 熊斗寅(24)
- 古希腊的植物崇拜与竞技文化..... 王润斌, 曹卫华(28)
- 北京奥林匹克国际理解教育实施效果及对南京青年奥运会的启示..... 茹秀英, 郭英杰(33)
- 奥运会开幕式文体表演艺术特点与问题评述
- 兼论广州亚运会开幕式设计..... 吴欣, 黄宽柔(40)
- 后奥运时期中国休闲体育产业发展战略的SWOT分析..... 温一帆(47)

● 理论研究

- 农村非正式结构体育社团形成的群体动力效应研究..... 张铁明, 等(51)
- 体育旅游产业特征及发展策略探讨..... 王辉(59)
- 美国大学体育赛事营销传播的审视与思考..... 袁莉萍(65)
- 全民健身运动对我国体育产业发展的推动价值探析..... 邬凤(69)

● 运动竞赛理论与实践

- 北美职业体育发展的启示与我国职业体育可借鉴的经验
- 以北美职业棒球联赛为例..... 赵长杰, 王思月, 李婷婷(73)
- 体育竞赛规则的文化审视..... 刘飞舟, 尹碧昌(78)
- 对CBA职业联赛赛场文化系统结构剖析..... 李剑(82)
- 运动训练与补充谷氨酰胺的剂量和效果..... 易文波, 龚莹莹, 雷雨(86)

● 学校体育理论

- 体育与大学生人格发展的实证研究..... 李树旺(91)
- 学生体质下降与学校体育目标达成的辩证思考..... 伍天花(97)
- 社会转型时期高校竞技体育发展及演进态势分析..... 韦朝贵, 余学好, 张春合(101)
- 我国高校人文体育及其实践..... 冯海峰, 刘志刚(105)
- 知识经济视域下高校公共体艺“融入”教育探析..... 刘明, 胡满香(109)

CONTENTS

● New Forum

- The Origin and Development of PE Concept and the Inspiration It Brings to Our Cognition and Reform of It HAN Dan(1)
- Action Research on Sports Intervention of Internet Addiction Youth LIU Yinghai, DAN Yujin, SU Lianying(9)
- The Legal Regulation of Sports Betting in Germany HUANG Shixi(14)
- Research on Humanistic Value and Realization of Farmer Sports Fitness Project WANG Mingli, ZHOU Yuntao, REN Baoguo(18)

● Study of Olympic Culture

- Taming Fortune
—Thoughts on Pierre de Coubertin's *Olympic Memoirs* XIONG Douyin(24)
- Study on Plant Worship and Athletics Culture in Ancient Greece WANG Runbin, CAO Weihua(28)
- Research on Implementation Results of Beijing Olympic Education for International Understanding and the Inspirations to Nanjing Youth Olympic Games RU Xiuying, GUO Yingjie(33)
- Review on Features and Issues of Recreation and Sports Performance In Modern Olympic Games opening ceremony
—Also on the design of the Guangzhou Asian Games Opening Ceremony WU Xin, HUANG Kuanrou(40)
- The SWOT Analysis of Development Strategy in Leisure Sport Industry in China after the Olympic Games WEN Yifan(47)

● Theoretical Study

- A Probe for the Group Dynamic Effect of Rural Spontaneous Sports Groups ZHANG Tieming, TAN Yanmin, CHEN Shanping, WU Wei, HU Qingshan(51)
- Inquire into Characteristics and Development of Sports Tourism Industry Strategy WANG Hui(59)
- An In-Depth Consideration on Sports Marketing Communication in American Universities YUAN Liping(65)
- The Study of the Promotion that Nationwide Fitness Programs Made to China's Sports Industry WU Feng(69)

● Theories and Practices of Athletic Sports

- Experiences of the Development of Professional Sports in North America and Inspiration on China's Professional Sports ZHAO Changjie, WANG Siyue, LI tingting(73)
- Study on Cultural Survey of Sports Competition Rules LIU Feizhou, YIN Bichang(78)
- CBA Professional League Stadium for Structure Analysis of Cultural System LI Jian(82)
- Sports Training and Glutamine Supplementation's Dose and Effect YI Wenbo, GONG Yingying, LEI Yu(86)

● Study of Physical Education

- Empirical Research on Relationship of University Students' Personality Development and Physical Education LI Shuwang(91)
- Dialectical Thinking about Physical Deterioration of Students and Achievement of School Sports Objectives WU Tianhua(97)
- Study on the Evolution and Development Situation of Sports in Chinese University during the Transform Period WEI Chaogui, YU Xuehao, ZHANG Chunhe(101)
- Humanistic PE and Sports and its Practice in our Colleges FENG Haifeng, LIU Zhigang(105)
- Research on University public body art "into" Education in the Knowledge-based Economy Vision LIU Ming, HU Manxiang(109)