

ISSN 1000-520X  
CN 42-1105/G8

JOURNAL OF WUHAN INSTITUTE OF PHYSICAL EDUCATION

武 汉 体 育 学 院 学 报

第46卷第12期 2012年12月 Vol.46 No.12 Dec. 2012

国家社会科学基金第一批资助期刊  
教育部“名栏工程”入选期刊

2012 12

卷终（附有索引）



## 目 次

### 体育人文社会学

- |              |                              |
|--------------|------------------------------|
| 5 刘亮         | 我国体育公共服务均等化的现状——基于资源配置的多维度分析 |
| 10 栾丽霞,张晓洁   | 体育公共服务相关研究的回顾与展望             |
| 15 艾险峰       | 赛场语境下的体育跨文化交流                |
| 20 王永红       | 体育运动与环境保护问题研究进展              |
| 24 倪京帅,肖焕禹   | 中国体育数字崇拜的嬗变:由工具理性转向价值理性      |
| 29 郑志强,刘志民,等 | 中国大国体育形象构建的困境与路径             |

### • 体育产业与市场开发 •

- |           |                                      |
|-----------|--------------------------------------|
| 34 朱小龙    | 我国体育彩票业政府规制改革思路                      |
| 39 王义平,张诚 | 我国体育赞助市场隐性营销行为的法律规制<br>——以第三人侵害债权为视角 |

### • 全民健身 •

- |              |                          |
|--------------|--------------------------|
| 43 倪东业       | 利弊互见:对全国民运会运动员参赛资格的思考    |
| 47 俞丽萍,俞佳樱,等 | 城市流动人口健身意识的社会学分析——以武汉市为例 |

### 运动心理学

- |             |                                |
|-------------|--------------------------------|
| 51 邱芬,崔德刚,等 | 锻炼承诺量表(ECS)在中国大学生体育锻炼情境下的检验与修订 |
| 59 黄宏远,邱丽卿  | 网球运动员观看网球静态图片时的眼动特征            |

# 中文体育类核心期刊 中国人文社会科学研究

## 民族传统体育

- 63 杨建英 武术传统中的自然生态剖析  
68 冯振旗 中国传统武学养练合一运动体系哲理与实践观

## 运动训练学

- 73 周桂琴,尹军 振动训练对网球运动员肩关节屈伸能力的影响  
79 文芳,柏开祥,等 健美操运动员专项运动成绩预测模型的建立与应用  
83 邵玉萍,万红军 皮划艇激流回旋项目的竞技特征

## 体育教育学

- 86 张江南 武汉体育学院播音与主持艺术专业教育发展梳理与展望  
89 李立伟 黑龙江省高校大学生运动损伤现状调查与分析  
94 席连正,冯莉萍 珠海大学园区“三自主”体育教学模式的创新  
98 杨楠楠 美学视域下大学生篮球运动审美教育

4

英文目录

I 《武汉体育学院学报》2012年(第46卷)总目次

# JOURNAL OF WUHAN INSTITUTE OF PHYSICAL EDUCATION

Vol. 46 No. 12(Serial No. 265) Dec. 2012

## CONTENTS

### ●Sports Humanities & Sociology

- Equalization of Public Sports Service in China as Seen from Multi-dimensional Resource Allocation ..... LIU Liang, SONG Yuling(5)  
Review and Outlook of Public Sports Service Researches ..... LUAN Lixia, ZHANG Xiaojie(10)  
Playing Fields as Media for Inter-Cultural Communication ..... AI Xianfeng(15)  
Research Progress of Sports and Environmental Protection ..... WANG Yonghong(20)  
Number Worship in China's Sport: Transformation from Tool Orientation to Value Rationality ..... NI Jingshuai, XIAO Huanyu(24)  
Difficulties and Strategies of Constructing National Image of China Through Sports ..... ZHENG Zhiqiang, LIU Zhimin, LIU Hongshan, et al(29)

### ●Sports Industry & Market Development

- Reform in Governmental Regulation of China's Sports Lottery ..... ZHU Xiaolong(34)  
Legal Regulations for Ambush Marketing of Sponsorship Market in China  
——Infringement of Third Party ..... WANG Yiping, ZHANG Cheng(39)

### ●Fitness for All

- Strengths and Weaknesses of Registration Eligibility Requirements of National Traditional Games of Ethnic Minorities ..... NI Dongye(43)  
Sociological Analysis of Health Building Awareness of City Transient Population  
——In View of City of Wuhan ..... YU Liping, YU Jiaying, LIU Hairui(47)

### ●Sports Psychology

- Test and Revision of ECS under Exercise Participations Among College Students in China ..... QIU Fen, CUI Degang, YANG Jian(51)  
Eye Movement Features of Tennis Players Watching Tennis Static Images ..... HUANG Hongyuan, QIU Liqing(59)

### ●National Traditional Sports

- Natural Ecology in Tradition of Wushu ..... YANG Jianying(63)  
Philosophical Analysis and Practice of Integrated Sport System of Chinese Traditional Martial Arts ..... FENG Zhenqi(68)

### ●Sports Training

- Influence of Vibration Training on Ability of Shoulder Flexion and Extension of Tennis Players ..... ZHOU Guiqin, YIN Jun(73)  
Construction and Application of Specific Performance Prediction Model for Aerobics Athletes ..... WEN Fang, BAI Kaixiang, YIN Hang(79)

- Characteristics of Canoe Slalom ..... SHAO Yuping, WAN Hongjun(83)

### ●Physical Education

- Development of Major of Broadcasting & Hosting Art of Wuhan Sports University ..... ZHANG Jiangnan(86)  
Current Status of College Students' Sports Injuries in Heilongjiang Province ..... LI Liwei(89)  
Innovative Independent P.E. Mode Executed in Zhuhai Zone of Tertiary Education ..... XI Lianzheng, FENG Liping(94)  
Students' Basketball Aesthetic Education Under Aesthetic Perspectives ..... YANG Nannan(98)