

ISSN 1000-520X

CN 42-1105/G8

JOURNAL OF WUHAN INSTITUTE OF PHYSICAL EDUCATION

武汉体育学院  
WUHAN T I Y U X U E Y U A N X U E B A O

学报

第47卷第9期 2013年9月 Vol.47 No.9 Sep. 2013

中文字体类核心期刊

中国人文社会科学核心期刊

《中文社会科学引文索引》(CSSCI) 来源期刊

国家社会科学基金资助期刊

教育部“名栏工程”入选期刊

2013 9



## 目 次

### 体育人文社会学

- 5 汪全胜,戚俊娣 论我国现行体育立法价值观的确立  
——从精英体育立法观向社会体育立法观的回归
- 10 杨万文,李 欢 对我国现行学校体育法律法规体系的探讨
- 15 闫丽敏 奥运会开幕式表演的视觉创意设计研究
- 19 刘 静,邓秀军 明星运动员媒介形象的全媒体塑造策略研究  
——以李娜的“大满贯”参赛经验为例
- 23 赵 毅 对体育侵权中受害人同意规则的再认识——与艾湘南老师商榷

### • 体育产业与市场开发 •

- 28 詹新寰 中国体育产业上市公司营运资金结构对企业绩效的影响  
——基于对我国17家体育产业上市公司的实证研究
- 35 明 宇,司虎克 我国体育品牌生产企业与耐克公司运动鞋专利研发的对比研究

### 民族传统体育

- 41 陈永辉 “美丽中国”视域下民族传统体育生态文明与建设研究
- 46 王 燕,柯 易,等 论武术的文化与技术的关系
- 50 冯 鑫,尹碧昌 传统武德的人性基础及其伦理意蕴
- 54 屈政梅 对当代传统武术蜕变的若干思考

# 中文体育类核心期刊 中国人文社会科学核心期刊

## 运动训练学

- 58 郑湘平,吕万刚,等 我国少年女子体操运动员力量训练研究  
——以武汉体育学院少年女子体操队力量训练为例
- 66 洪晓彬,黄 玲 足球比赛中的越位判罚研究
- 73 卜建华 赛前减量训练的应用研究进展
- 78 刘佳欣 武术腾空外摆腿720°接马步的起跳技术运动学研究

## 体育教育学

- 82 李 珂 高校体育教学中学生敷衍评教数据的过滤研究
- 86 陈 芳,和潇天 从社会需求看体育院校艺术类人才培养模式改革的对策

## 运动人体科学

- 91 段艳平,韦晓娜,等 成年人身体活动变化阶段及其社会心理学相关因素  
——初步检验“从无活动到保持活动的四步骤(FIT)”模型
- 97 罗智勇,侯 斌,等 我国优秀游泳运动员损伤部位特征研究

**JOURNAL OF WUHAN INSTITUTE OF PHYSICAL EDUCATION**  
**Vol. 47 No. 9(Serial No. 274) Sep. 2013**

**CONTENTS**

**●Sports Humanities & Sociology**

- Defining Sports Legislative Values in China——From Elite Sports Legislative Values to the Social Sports Legislative  
Values ..... *WANG Quansheng, QI Jundi(5)*
- School Sports Laws and Regulations System in China ..... *YANG Wanwen, LI Huan(10)*
- Creative Visual Design of Opening of the Olympic Games ..... *YAN Limin(15)*
- All-media Shaping Strategy of Athlete Media Image: In View of Li Na's Participation in Grand Slam  
..... *LIU Jing, DENG Xiujun(19)*
- Reconsidering Victim Consent in Sports Tort——Discussion with Miss AI Xiangnan ..... *ZHAO Yi(23)*

**●Sports Industry & Market Development**

- Influences of Working Capital Structure of China's Sports Industry Listed Company on Performance of Enterprises  
—— A Case Study of 17 Sports Industry Listed Companies ..... *ZHAN Xinhuan(28)*
- Contrastive Study Between Sports Brand Enterprises in China and Nike Inc. ..... *MING Yu, SI Huke(35)*

**●National Traditional Sports**

- Ecological Civilization of Chinese Traditional Sports and Construction of Beautiful China ..... *CHEN Yonghui(41)*
- Relation Between Culture and Skills of Wushu ..... *WANG Yan, KE Yi, GUI Xiaohong(46)*
- Humanistic Foundation and Ethnic Significance of Traditional Wushu Moral Values ..... *FENG Xin, YIN Bichang(50)*
- Changes of Traditional Wushu ..... *QU Zhengmei(54)*

**●Sports Training**

- Strength Training for Juvenile Female Gymnasts in China  
..... *ZHENG Xiangping, LV Wanggang, YUAN Weihua, et al(58)*
- Offside Penalty in Football ..... *HONG Xiaobin, HUANG Ling(66)*
- Research Development of Tapering Mechanism and Application ..... *BU Jianhua(76)*
- Biomechanical Analysis of Take-off Techniques of Horse Step After 720°Jumping Outward Swing ..... *LIU Jiaxin(78)*

**●Physical Education**

- Data Filtering of Students' Perfunctory Teaching Evaluation in College P.E. ..... *LI Ke(82)*
- Countermeasures for Reform of Undergraduate Programs of Art in Institutes of P.E. as Seen from Social Needs  
..... *CHEN Fang, HE Xiaotian(86)*

**●Human Kinetics**

- Physical Activity Stages of Change and Their Psychosocial Correlates in Adults——Testing of "Four Steps from  
Inactivity to Activity" (FIT) Model ..... *DUAN Yanping, WEI Xiaona, BREHM Walter(91)*
- Features of Injured Body Parts of Elite Professional Swimmers in China ..... *LUO Zhiyong, HOU Bin, FANG Yin(97)*