

浙江省体育科学学会主办

ISSN 1004-3624

浙江体育科学

# 浙江体育科学

**ZHEJIANG TIYU KEXUE**

*ZHEJIANG SPORT SCIENCE*

第四十三卷

第五期

二〇二一年九月

ISSN 1004-3624



9 771004 362210

09>

5

2021年 第43卷 VOL. 43

## 目 次

## · 体育社会学 ·

- 良渚文化的对外传播与2022年杭州亚运会宣传 ..... 单凯,黄斐凡(1)  
大型体育赛事抖音传播研究 ..... 张淑惠,王斌(7)  
全民健身公共服务体系研究:成果、特点与展望 ..... 向艳梅,周结友,陈亮,等(12)  
大型体育赛事志愿服务地方标准实施绩效评价基础理论研究  
——以首创标准《大型赛会志愿服务浙江地方标准》为例 ..... 倪方隅,杨明(19)

- 体医融合模式开展研究综述 ..... 张豫(25)

## · 体育经济学 ·

- “十三五”时期浙江省体育产业发展区域性特征研究 ..... 贾娜,杨铄(31)  
炫耀性体育消费的发展与反思 ..... 王世军(37)  
我国体育产业融合发展:回顾与展望 ..... 魏强(42)

## · 民族传统体育 ·

- 媒介与体育:《人民日报》对民族传统体育拟态图景的构建 ..... 王兰(47)  
东西方文化交融场域中武术的跨文化互动实然  
——格鲁吉亚为例 ..... 邱丽玲,孟涛(54)

- 近年来我国体育非物质文化遗产研究现状与展望 ..... 张智勇,金涛,孙文波(60)

## · 运动训练学 ·

- 神经肌肉训练对短跑运动员下肢功能的影响 ..... 李萍,刘传镇,陈道裕,等(68)  
2016—2019年国际游泳赛事运动员参赛项目特征分析 ..... 史放,张朕(75)  
新规则视角下空手道比赛摔法技术运用特征及训练对策研究 ..... 洪军武,洪昊然,刘鼎伟(81)

## · 运动心理学 ·

- 老年游泳参与者休闲满意度与运动承诺的关系研究 ..... 高玉洁,周文婷,邱亚君(85)  
基于计划行为理论的大学生体育锻炼行为比较研究 ..... 余保玲,潘雯雯,吴叶海(91)  
体教融合视域下高校学生运动员心理疲劳探索 ..... 上官福忠(96)

## · 体育史学 ·

- 古希腊瓶画中的神祇与竞技 ..... 唐晓义(102)  
以剑为媒:明代中、日、朝刀剑武艺交流研究 ..... 李吉远,谢业雷(107)

## Contents

Foreign Spread of Liangzhu Culture and the Publicity of the 2022 Hangzhou Asian Games	SHAN Kai, HUANG Fei-fan(1)
Research on TikTok Communication of large—scale Sports Events	ZHANG Shu-hui, WANG Bin(7)
Research on the National Fitness Public Service System : Results , Characteristics and Prospects	JIANG Yan-mei, ZHOU Jie-you, CHEN Liang ,et al(12)
Research on the Theoretical Basis of the Large —Scale Sports Contests Volunteer Service Local Standard Implementation Performance Evaluation	—Taking the First Provincial Local Standard : Specifications for Volunteer Positions at Large —Scale Contests as an Example NI Fang-yu , YANG Ming(19)
A Review of the Research on the Integration Mode of Traditional Chinese Medicine	ZHANG Yu(25)
Research on the Regional Characteristics of Sports Industry Development in Zhejiang Province during the "Thirteenth Five—Year Plan" Period	JIA Na , YANG Shuo(31)
The Development and Reflection of Conspicuous Sports Consumption	WANG Shi-jun(37)
The Integration Development of Sports Industry in China : Retrospect and Prospect	WEI Qiang(42)
Media and Sports : The People's Daily's Construction of Traditional National Sports Pseudo Image	Wang Lan(47)
The Reality of Intercultural Interaction of Wushu in Mixed Field —Georgia as a case	QIU Li-ling ,MENG Tao(54)
Research Status and Prospect of Sports Intangible Cultural Heritage in my country in Recent Years	ZHANG Zhi-yong, JIN-Tao ,SUN Wen-bo(60)
The Effect of Neuromuscular Training on the Function of Sprinters 'Lower Limbs	LI Ping , LIU Chuan-zhen , CHEN Dao-yu , et al(68)
Characteristics Analysis of International Swimming Contestants 'Entries 2016—2019	SHI Fang ,ZHANG Zhen(75)
Research on the Application Characteristics and Training Countermeasures of Wrestling Technique in Karate Competition from the Perspective of New Rules	HONG Jun-wu ,HONG Hao-ran ,LIU Ding-wei(81)
Research on the Relationship between Leisure Satisfaction and Sports Commitment of Elderly Swimming Participants	GAO Yu-jie , ZHOU Wen-ting , QIU Ya-jun(85)
A Comparative Study on Physical Exercise Behavior of College Students based on the theory of planned behavior	YU Bao-ling ,PAN Wen-wen ,WU Ye-hai(91)
Psychological Fatigue Exploration of College Students Under the Perspective of Fusion of Sports Education	SHANG GUAN Fu-zhong(96)
Gods and Athletics at Ancient Greek Vase Paintings	TANG Xiao-yi(102)
Taking sword as the medium : Study on the Sword Communication between China , Japan , Korea in the Ming Dynasty	LI Ji-yuan ,XIE Ye-lei(107)