

目 次

◀专题研究:新质生产力赋能体育高质量发展

- 新质生产力赋能乡村体育治理共同体构建的逻辑与路径 成会君,郝怀霞(1)
新质生产力赋能体育非物质文化遗产数字化转型研究 司马昊翔,戴俭慧,彭 响(8)
新质生产力赋能体育竞赛表演业高质量发展:机理、挑战与推动路径 许宇昊,沈克印(16)

◀学校体育

- 新时代我国幼儿体育教师的发展机遇、供需矛盾与纾解之策 全海英,王鑫浩(23)
我国学校体育现代化的逻辑探赜、时代审思与行动进路 杨雅晰,郭 庆,关清文,刘 昕(30)
专业认证视域下体育师范生师德养成教育探析 苏 刚,张 雪(37)

◀群众体育

- 技术演进图景中数字体育的生成与价值归依 黎 鸣,董传升(44)
民族地区体育赛事赋能乡村振兴的综合效应与实践路径——以贵州“村超”为例 谭 森,张守伟(51)
乡村体育赛事促进乡村治理的运行逻辑——基于台盘“村BA”的考察 李 敏,钟建伟(58)
基于数字网格化管理的社区体医融合的现实困境与实践路径 黄 丽,何焕生,彭 莉,郭立亚(66)
主动健康视域下运动促进健康新模式发展的要素结构、现实瓶颈与纾解策略 韩征强,邹青海,孙玉玉,陈海平(73)

◀竞技体育

- 体育科技的正当性之思与伦理重建 解 忍(81)
- 中国式现代化视域下体育科技风险的法律治理困局、框架与路径 马天一(88)
- 信息生态视域下大型体育赛事舆情风险评估体系、结构框架及管控措施 王晓晨,赵浩楠(95)

◀体育产业

- 数字经济赋能体育用品制造业内外贸一体化发展的创新通路 孙 晨,李 海(102)
- 新质生产力赋能冰雪产业高质量发展研究 王 帅,陈 洪(110)

◀体育文化

- 中国式现代化进程中体育文化高质量发展的理论逻辑与实践进路 张晓琳(117)
- 人工智能赋能中国武术国际传播的路径研究 刘 炜,彭 俊(124)
- 数字时代民族传统体育文化创造性转化和创新性发展研究 张琪琳,洪 浩(131)
- 弓箭技艺与社会互动:宋代山西武庄挽弓的文化传承与现代转型
..... 吕 慧,宿继光,李金龙,武晓敏,张 锦,杨 浩(138)

CONTENTS

Special Lecture: High-Quality Development of Sports Empowered by New Quality Productive Forces

- Logic and Paths of New Quality Productive Forces Empowering the Construction of Rural Sports Governance
Communities CHENG Huijun, HAO Huaixia(1)
- Digital Transformation of Sports Intangible Cultural Heritage Empowered by New Quality Productive Forces
..... SIMA Haoxiang, DAI Jianhui, PENG Xiang(8)
- New Quality Productive Forces Empowering High-Quality Development of Sports Competition Performance Industry:
Mechanisms, Challenges and Promotion Paths XU Yuhao, SHEN Keyin(16)

School Physical Education

- Development Opportunities, Supply-Demand Contradictions and Solutions for Preschool Physical Education Teachers
in China in the New Era QUAN Haiying, WANG Xinhao(23)
- Chinese Modernization of School Physical Education: Logic Exploration, Contemporary Reflections and Action Paths
..... YANG Yaxi, GUO Qing, GUAN Qingwen, LIU Xin(30)
- Exploration of the Cultivation of Teachers' Ethics of PE-majored Normal College Students in the Perspective of
Professional Accreditation SU Gang, ZHANG Xue(37)

Mass Sports

- Generation and Value Orientation of Digital Sports in the Prospect of Technology Evolution
..... LI Ming, DONG Chuansheng(44)
- Comprehensive Effects and Practice Paths of Sporting Events in Ethnic Areas Empowering Rural Revitalization:
Taking "Village Super League" in Guizhou as an Example TAN Miao, ZHANG Shouwei(51)
- Operational Logic of Rural Sporting Events Promoting Rural Governance: An Investigation Based on Taipan
"Village BA" LI Min, ZHONG Jianwei(58)
- Realistic Dilemmas and Practice Pathways on Integration of Sports and Medicine in Communities Through Digital
Grid Management HUANG Li, HE Huansheng, PENG Li, GUO Liya(66)

Elemental Structure , Practical Bottlenecks and Relief Strategies of Development of New Model on Exercises for Health Promotion from the Perspective of Active Health	HAN Zhengqiang,ZOU Qinghai,SUN Yuyu ,CHEN Haiping(73)
---	---

Competitive Sports

Reflections on Legitimacy and Reconstruction of Ethics for Sports Technology	XIE Ren(81)
Dilemmas ,Framework and Paths of Legal Governance of Sports Technology Risks from the Perspective of Chinese Modernization	MA Tianyi(88)
Assessment System,Structural Framework and Control Measures of Public Opinion Risk for Large-Scale Sporting Events from the Perspective of Information Ecology	WANG Xiaochen,ZHAO Haonan(95)

Sports Industry

Innovative Pathways of Digital Economy Empowering the Integration of Domestic and Foreign Trade Development in Sports Goods Manufacturing Industry	SUN Chen,LI Hai(102)
New Quality Productive Forces Empowering the High-Quality Development of Ice and Snow Industry	WANG Shuai,CHEN Hong(110)

Sports Culture

Theoretical Logic and Practical Paths of High-Quality Development of Sports Culture in Chinese-Style Modernization	ZHANG Xiaolin(117)
Paths of Artificial Intelligence Empowering the International Communication of Chinese Wushu	LIU Wei,PENG Jun(124)
Creative Transformation and Innovative Development of Traditional Ethnic Sports Culture in the Digital Era	ZHANG Qilin,HONG Hao(131)
Archery Skills and Social Interaction:Cultural Heritage and Modern Transformation of Wuzhuang Bow-Drawing in Shanxi in Song Dynasty	LYU Hui,SU Jiguang,LI Jinlong,WU Xiaomin,ZHANG Jin,YANG Hao(138)