

目 次

◀体育发展战略研究

- 青少年体育参与中的家长教育:价值、镜鉴与策略 喻晶,李成梁(1)
中超联赛治理共同体建设的基本内涵、现实情境与发展路径 刘琬婧,黄海燕(9)
中国式现代化进程中体育现代化不确定性挑战及应对策略 李琛珞,樊炳有(16)
理论、历史与实践:中国式现代化进程中体育现代化的三重逻辑 牛建华,钱俊伟(23)

◀学校体育

- 新质生产力赋能学校体育高质量发展:内涵特征、逻辑理路与实现路径
..... 梁响玲,马艳红,籍婷暄,相云(30)
“三大球”振兴背景下校园篮球课程教学的现实困境与纾解策略 崔鲁祥(38)
复杂适应系统理论下学校体育高质量发展的逻辑理路、困境审视及实践方略 甘荔桔(45)
体育院校课程思政建设的教师策略研究 薛冬雪(52)
生成式人工智能赋能体育教师专业自主发展的应用研究 胡惕,闵航(59)
“模糊-冲突”模型下学校体育政策执行模式及其转换 李承伟,周伟,刘转青(66)

◀群众体育

- “主动健康”话语体系的结构样态、书写向度及内在张力 安宸玮,汤立许(73)
“村BA”“村超”内涵式发展:价值遵循、现实困境与优化方略 高国贤,李兆路,王玉清(80)

..... 曾 鸿,李 凌(88)

◀竞技体育

奥林匹克运动促进社会包容的内在逻辑与价值呈现 叶凡希,孙葆丽(95)

系统建构与需求驱动:新时代我国竞技篮球后备人才高质量培养机制研究

..... 李金涛,鲍信曲,王云骢,王新雷(102)

◀体育产业

体育数据要素驱动新质生产力发展的作用机制、现实瓶颈及推进路径 谢艳丽(110)

体育用品制造业形成新质生产力的本质要义、演进趋向及实践路径 林舒婷,张文静,魏德样(117)

数字技术赋能冰雪旅游产业高质量发展的作用机制、应用场景与实现路径

..... 牛志培,杨占东,于作军(124)

◀体育文化

体育“饭圈文化”的衍生逻辑、现实困境与归正之道 黄 越,吴亚婷(131)

具身认知视域下《黑神话:悟空》弘扬中华优秀传统体育文化的特征、价值及启示 白 洋,张晓林(138)

CONTENTS

Research on Sports Development Strategy

Values, Reflections and Strategies of Parent Education in Youth Sports Participation

..... YU Jing, LI Chengliang(1)

Basic Connotations, Practical Contexts and Development Pathways of Constructing the Chinese Super League

Governance Community LIU Wanjing, HUANG Haiyan(9)

Uncertainty Challenges and Countermeasures of Sports Modernization in the Process of Chinese Modernization

..... LI Chenluo, FAN Bingyou(16)

Theory, History and Practice: Triple Logic of Sports Modernization in the Process of Chinese Modernization

..... NIU Jianhua, QIAN Junwei(23)

School Physical Education

High-Quality Development of School Physical Education Empowered by New Quality Productive Forces:

Connotative Characteristics, Logical Pathways and Implementation Paths

..... LIANG Xiangling, MA Yanhong, JI Tingxuan, XIANG Yun(30)

Practical Dilemmas and Solutions in Campus Basketball Curriculum Teaching Under the Background of the

Revitalization of the “Three Big Balls” CUI Luxiang(38)

Logical Pathways, Dilemma Examination and Practical Strategies for the High-Quality Development of School

Physical Education Under the Theory of Complex Adaptive Systems GAN Liju(45)

Teachers’ Strategies for the Construction of Curriculum Ideological and Political Education in Sport Colleges and

Universities XUE Dongxue(52)

Application of Generative Artificial Intelligence Empowering Professional Independent Development of Physical

Education Teachers HU Ti, MIN Hang(59)

Implementation Modes and Its Transformation of School Sports Policies Based on the “Ambiguity-Conflict” Model

..... LI Chengwei, ZHOU Wei, LIU Zhuanqing(66)

Mass Sports

- Structural Morphology , Writing Orientation and Internal Tension of Discourse System of “Proactive Health” AN Chenwei, TANG Lixu(73)
- Connotative Development of Village BA and Village Super League : Value Orientation , Practical Dilemmas and Optimization Strategies GAO Guoxian, LI Zhaolu, WANG Yuqing(80)
- Strategies for Breaking Structural Factors of Rural Public Sports Services : Based on Interaction Between Segmental Advancement Theory and Time Cost ZENG Hong, LI Ling(88)

Competitive Sports

- Internal Logic and Value Presentation of the Olympic Movement in Promoting Social Inclusion YE Fanxi, SUN Baoli(95)
- System-Construction and Demand-Driving : Research on High-Quality Cultivation Mechanisms of China’s Competitive Basketball Reserve Talents in the New Era LI Jintao, BAO Xinqu, WANG Yuncong, WANG Xinlei(102)

Sports Industry

- Action Mechanisms , Practical Bottlenecks and Promotion Paths for Sports Data Factors Driving the Development of New Quality Productive Forces XIE Yanli(110)
- Essential Meaning , Evolvement Trend and Practical Paths of Sporting Goods Manufacturing Industry Forming New Quality Productive Forces LIN Shuting, ZHANG Wenjing, WEI Deyang(117)
- Action Mechanisms , Application Scenarios and Implementation Paths of Digital Technology Empowering High-Quality Development of Ice and Snow Tourism Industry NIU Zhipei, YANG Zhandong, YU Zuojun(124)

Sports Culture

- Derived Logic , Realistic Dilemmas and the Way to Reform of “Fandom Culture” in Sports HUANG Yue, WU Yating(131)
- Characteristics , Values and Enlightenment of “Black Myth : Wukong ” Promoting Chinese Excellent Traditional Sports Culture from the Perspective of Embodied Cognition BAI Yang, ZHANG Xiaolin(138)