



17th International Scientific Congress: Olympic Sport and Sport for All

第17届国际“奥林匹克竞技体育与 大众体育”科学大会

Congress Proceedings 论文摘要汇编

Host: International Association of Universities
of Physical Culture and Sport
Organiser: Capital University of Physical
Education and Sports
Date: 2nd-6th, June, 2013
Website: <http://congress2013.cupes.edu.cn/>

主办单位：国际体育大学协会
承办单位：首都体育学院
会议时间：2013年6月2日-6日
会议网站：<http://congress2013.cupes.edu.cn/>



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Theme I : Adolescent Sport and Health



Symposium

EMG Analysis of the Upper Trapezius Muscle Contraction Characteristic in the Different Continual Computer Operation Posture Among Undergraduates

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OBJECTIVE: Analysis of the upper trapezius muscle contraction characteristics under the different posture in the continual computer operation among the subjects of different exercise habits, explore whether regular physical exercise would affect the resilience of muscle fatigue, provide the basis for the youth on prevention of cervical spondylosis.

METHOD: Twelve undergraduates from Beijing Sport University take part in this study, has no professional competitive sport experience, define the angle when skull rotates on the right-left axis by Frankfurt plane theory, and analyze electromyogram by electrical signal gathering using Megawin 6000 surface EMG, data screening and graphical plot for the three different neck posture of common healthy undergraduates during the computer operation span.

RESULTS: In prophase of infrequent exercise subject's nose-down attitude posture, index of RMS increases and MF decreases in the superior fiber of trapezius muscle; the phenomenon appears in midterm of nose-up attitude posture and exists in later-term of normal posture. Subjects of frequent exercise rehabilitation followed the phenomenon and in the later term it reoccurs.

CONCLUSION: Regular physical exercise helps the neck and shoulder muscles recovery from fatigue in the process of operating the computer with bad neck posture, neck and shoulder muscles state more easily fatigued during the eccentric contractions, which may lead to the risk of cervical spondylitis.

Massage Gymnastics as the Effective Technique of Impellent Development of Children of Early Age

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INTRODUCTION: In recent years, especially actual there are the questions bound to inculcation to children of requirements for physical education, where the principal directions are rehabilitation, prevention and correction of motor disorders. One of the basic methods of physical training for infants are gymnastic exercises and massage. Often the diagnosis of motor disorders is delayed, and is associated with sending children to organized groups, ie when the child reaches the age of 3 years. In addition there is a group of children who are not visiting preschool centres, and in this case, the diagnosis of motor disorders is delayed until 6-7 years old - the age when motor stereotype of the child are fully formed, and the available motor disturbances have led to the development of the disease.

METHODOLOGY/METHODS: With use of the developed methodology of correction of motor development of children, starting from the second month of life up to one year. Complexes "massage gymnastics " were carried out rates from 10 to 20 treatments in a row, 4-6 times per year, depending on the severity of motor disorders, 5 times a week. The duration of one complex depended on the individual characteristics of each child individually and ranged from 30 to 60 minutes. Comparative analysis was conducted based on observations of the external examination, plantography and tonic tests. Inspection was spent in the beginning, i.e. initial level of features of motor development was defined, further work was carried out in the control examinations, as in the first year of life, and before the end of preschool age. As an example, data on the survey of foot: in the initial testing, which took place between 1 to 5 months, and was dominated by an average hypotension (40%), control testing was conducted in the period before the 11- 15 months - prevails mild hypotension (50%), and an intensity of hypotension is reduced to zero. Consequently, by the results of testing we can conclude about an effective correction of muscle tone.

RESULTS: The proposed author's method authoring based on working of individual complexes of massage gymnastics, taking into account the distribution of a tonus of various muscular groups according of impellent development age features of of children of 1st year of a life, has allowed to raise substantially a tonus of hypotonic musculations in 55 % of cases, and in 5 % of cases to lower the raised tonus of muscles. A total of 60% was obtained in varying degrees expressed positive result.

CONCLUSION: Materials contained in this article are the result of years of testing the author's "massage gymnastic" in the practice of specialized kindergartens, which allows recommending it for widespread use when working with young children. Developed and approved by us «massage gymnastics» pursues the aim to teach parents to the basic receptions of massage and to enrich of driving experience of babies at independent differentiated use taking into account the data of physical development of the child.

Modern Trends in Physical Development of Children and Adolescents: Ethnogenetic and Ecological Aspects

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INTRODUCTION: 1565 children and adolescents from 7 to 17 years old (752 boys and 813 girls), students of Ulan-Bator secondary schools, have been examined by two teams of researchers – the Russian and the Mongolian ones.

METHODS AND METHODOLOGY: The standard research protocol contained 39 anthropometric measurements (18 skeletal traits, 10 circumferences, and 11 skin folds); body mass components were evaluated by bioimpedance analysis, fat layer of body segments and basal metabolic rates were also determined. Functional characteristics of cardiovascular system were measured (systolic and diastolic blood pressure, heart rate), as well as grip strength of both hands. Somatotypes, the level of sexual maturation and physical fitness were also evaluated.

The results of this investigation were entered into the electronic data base, created at the first stage of the project. Statistical analysis to estimate the level of somatic development has been performed. 147 samples of buccal smears for further molecular-genetic analysis were collected to reveal possible association between some genetic polymorphisms and morphofunctional characteristics.

The results were compared with data on Kalmykian children and adolescents measured by the Russian team in 2011 in Elista, Republic of Kalmykia, RF.

RESULTS: Analysis of morphofunctional characteristics in Kalmykian and Mongolian children and adolescents has shown significant differences in several traits.

- The means for height, weight, waist, hip and arm circumferences, shoulder and pelvic diameters are bigger in the Kalmyks, the differences being more expressed in boys. Mongolian children are characterized by more massive skeleton: they have relatively bigger body diameters (shoulder breadth) and absolutely and relatively bigger widths of bone epiphysis (wrist and ankle widths).
- The fat mass is lower in Mongolian children but for the both groups studied centripetal localization of fat layer is typical, particularly in the abdomen area. It can be concluded that the observed differences in the two groups similar in ethnogenetic components, are mainly influenced by socioeconomic factors.
- Preliminary analysis of morphofunctional characteristics in Kalmykian and Mongolian female students showed some differences in fat distribution: in Mongolian students skinfold thickness is greater on the extremities; while in Kalmykian young females it is greater on the trunk.
- All functional traits (blood pressure, heart rate) are lower in Mongolians, while handgrip strength in them is greater. This is an evidence of a better level of physical development and physical fitness in Mongolian students.

CONCLUSION: The intergroup statistical analysis has shown that morphofunctional traits are dependent on ethnogenetic factors and physical activity.

KEY WORDS: physical development; anthropometry; fat layer; handgrip strength; Kalmykians; Mongolians.

Peculiarities of Development of Physical Qualities of Schoolchildren of the Russian Far East

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INTRODUCTION: Many scientists proved influence of climatic conditions on the level of expression of physical qualities of schoolchildren. Far East has complex, extreme health – demographic, environmental, and social characteristics, of course, affects the health of the population, especially children and adolescents.

Khabarovsk Territory is an administrative unit of the Far Eastern Federal District, where our study took place represents a vast territory extended from north-east to south-west nearly 1800 km, including various climatic zones. South of Khabarovsk Territory is a typical monsoon climate regions: the east coast, washed by the waters of the Pacific Ocean, has a typical temperate maritime climate, the Western has continental influence and northern edges are exposed to the harsh Okhotsk Sea.

The purpose of research – the identification of indicators of development of physical qualities of schoolchildren living in different climatic conditions, of the Khabarovsk territory.

METHOD: analysis of literature, teacher testing, methods of mathematical statistics. To assess the physical abilities of schoolchildren the following test were used the long jump from the seats, running 1000 m; flexion and extension of hand-ups, keeping the body in hanging on the bar on bended arms, raising the body from a prone position on the back for 30 seconds, the slope of the trunk forward from a sitting position. With the help of a special computer program has been processed and analyzed the results of 14 195 schoolchildren of 7-17 years from 96 schools in the northern and southern regions of the territory.

Processing of the results was carried out in the following areas:

1. Comparative analysis of the age and sex changes in the values of physical characteristics of schoolchildren according to the Khabarovsk Krai living conditions.

2. Comparative analysis of the test results of schoolchildren of the Khabarovsk Territory with regulations of the «Presidential races»

RESULTS: Founded that the development of physical qualities in age-sex groups of schoolchildren of the Khabarovsk Territory is uneven and has heterochrony character. The lowest indicators of development of physical qualities observed in schoolchildren living in the north but in southern areas of the province they were observed at a higher level.

Low level of speed and power abilities, strength, flexibility and endurance were observed in both boys and girls of northern regions, their peers living in the southern areas recorded low stamina, strength and endurance. Analysis of the physical fitness of schoolchildren shows that 59,1% boys and 53,0% girls of northern region, and 16,7% of boys and 33,3% girls southern past not meet regulatory requirements of «Presidential races».

CONCLUSION: These results serve as a basis for differential treatment of physical education of schoolchildren living in different climatic conditions, and the purposeful application of tools and methods of physical improvement.

KEY WORDS: «Physical qualities», «schoolchildren», «Regional characteristics»



Social Factors Analysis of Teenagers' Physical Decline in China

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INTRODUCTION: Because of the importance of students physical condition, the seriousness and harmfulness of the decline, the urgency of turning it around, the limitation and fuzziness of our nation's announcing the result, and the research limitation of its decline, this article uses the method of documents, quantitative and qualitative analysis etc. to carry on research on the physical decline of primary and secondary school students and social factors, which is based on the background of our nation's development of politic' economy and education.

METHODS: Refer to relevant literature, Understand the history and status of teenagers' physical deterioration. Interview experts. To understand their view about reasons (including education social factors, management factors) of influence the student's physical deterioration. Using qualitative analysis, analysis of the influencing factors of students physical fitness and how to influence students physical, Grasp the causes that influence students' physical deterioration

RESULTS: The main factors which influence teenagers' continuous declination in our country, including education, society and management and so on. The education factor consists of 10 aspects, such as the system of exam-oriented education, respect accorded on sport by school leaders, concept of sport education, management of school sport, deployment of sport teachers, the development of PE lessons and after-class sports activities, the investment of school sport, the facility disposition of school sport, the executive condition of sport teaching program, the existence and handling of school sport risk and so on; The society factor consists of 5 aspects, such as the change of life style, students' nutrient status, concept of family education, one-child policy, the facility disposition of social sport and so on. The management factor consists of 4 aspects, such as the organization of school sport activities, the regulation and system construction of school sport, the execution of school sport policies, the formulation and implement of standard for students' physical training and so on.

DISCUSSION/CONCLUSION: According to the above effective factors in existence: made the following recommendations: 1. Asked the administrative leaders at all levels of education to take charge the department, and ask the main person at lower levels correctly perform their statutory duties under the jurisdiction of the Department and the scope of work, make internal supervision and investigate responsibility for these intentionally or negligently bungle administrative work and affect the administrative order and efficiency. 2. Create a trinity national fitness system of family, school and social. Strengthen the organization and management; Building more social fitness sites, contribute to public stadiums open free, vigorously develop community sports; To strengthen the advocacy means of family, school and social physical education. 3. Recommended the formulation of "the national young students physical criteria for intervention". Promote students to do targeted physical fitness exercise, make regularly testing, to carry out in the nation-wide as a mandatory national standards. 4. Build schools and ethical system, Strengthen the moral construction of the principals, physical teachers, To raise their awareness of the importance of physical education for students, Enhance their sense of responsibility and sense of mission. 5. Recommended the development of "safety regulations of sports activities on campus as soon as possible. To make explicit provisions on accident prevention, identification of responsibility for the accident, the means of accident processing, injury compensation and insurance system.

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Technology of E-Book Introduction into Educational Process on the School Course

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INTRODUCTION: There is a contradiction between the necessity of introduction of e-books into the educational process on Physical culture to provide students with theoretical and practical knowledge and skills, and the lack of scientific -methodological background for introduction of this process into the school system. The aim is scientific justification of e-book introduction into school course "Physical Education".

METHODS: Analysis of scientific- methodological references, surveys, control tests, testing, mathematical statistics, pedagogical experiment.

RESULTS: The analysis of the survey: 53.8% of respondents indicated that teachers of Physical Culture are not able to provide schoolchildren with theoretical and practical information simultaneously. 74.6% supported the necessity of e-books. The level of physical fitness is determined by running for 60 m, 2,000 m and a long jump. This indicators show no differences between students from control and experimental classes. 60 m run the result of control group boys corresponded to 9,7 sec., and in experimental group - 9,8 sec. they statistically don't differ from each other ($p > 0,05$). The boys from control and experimental groups answered to 58.8% and 60% of test questions of the section "Sprint"; " middle distance running " - 60.2% and 61.4%, " Long jump " - 54.2% and 53.0%, respectively. The level of low start shown by the boys from the control and experimental groups were 3.3 and 3.4 points, respectively; 2000m running - 3.0 and 3.1 points; long jump from a place - 3.5 and 3.6 points. E-book introduction into the learning process on the discipline "Physical Culture" is as following. Students have 3 hours of "Physical Education" a week; they work in the classroom with an electronic book for 25 minutes once a week. Students apply their theoretical knowledge into practice that is gradually turning their visual experience into physical skills during physical education in the gym. At the end of the experiments carried out on the basis of Aktobe School № 51, the results of the students from the experimental class were better than the results of the students from the control classes. 60 m run –the results of the boys from the experimental group rose by 0.9 seconds, and in the control group by 0.2 seconds ($p > 0,05$) According to grading estimation the initial level of students' theoretical knowledge from the control group was in the range from 3.4 to 3.9 points, while the results of the experimental group from 4.0 to 4.9 points. The level of technique of low start demonstrated by the boys of the control and experimental groups increased from 3.3 to 3.9 points and 3.4 to 4.9 points, respectively.

CONCLUSION: Introduction of e- books into educational process on "Physical Education" enables to enlarge students' theoretical knowledge on curriculum materials, visual experience for implementation of physical actions. References Bogdanov, V. M., Ponomareyv, V.S., Solovov, A.V. (2001). Information Technology in Teaching Physical Education. Theory and Practice of Physical Culture, 8, 55-59. Guriev, S.V. (2007). The Use of New Information Technologies in Physical Education of Preschool Children: Candidate of Pedagogical Sciences Thesis, 24. Yekaterinburg.



The Construction of Boys' Masculinity Through Physical Education: a International School Perspective

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INTRODUCTION: The last decade saw a broad theoretical critique has emerged depicting sport as a fundamental gender structured institution. This case study of a international school(middle school department), attempts to uncover the fundamental features of masculine construction within the lives of age12-14 adolescent males. The primary concern of this paper is to explore the social and psychological processes involved in the interplay between schooling, boys' physical education, and the construction of masculinity.

METHODOLOGY: The research utilized a previously well-established case-study framework, whereby an interview approach and fieldwork were employed, based upon participant observation and semi-structured interviews with students. The participants are from TH international school. The fieldwork was conducted during the summer of 2012, when author adopted the role of part-time PE teacher. The interviews were carried out in small groups of two or three. In response to an open invitation to take part in the research, a total of 12 boys were voluntarily interviewed; 8 from grade 6, and 4 from grade 7. The topic referred to the issues about peer groupings, family networks, and school experiences.

RESULTS: The recent discourses indicated a more dynamic perspective that sees schools as active makers of a range of masculinities and femininities. Through in-depth investigations, this paper found out: I There're 3 categories of individual masculine identities: The 'Hard Boys', The 'Conformists' and The 'Victims'. II Physical education lesson would appear to be a key site for the 'Hard Boys' manifestation of violent and aggressive behavior, in constituting a portion of the wider sporting sphere, activities within PE class might be regarded as conducive to the arousal of aggression and violence as a result of the competitiveness. Aside from it, violence like chasing and kicking maneuvers also occurred frequently in the 'free-time', like preparation of PE class or change rooms. III the sporting inadequacies of 'Victims' and 'Conformists' provided the 'Hard Boys' with opportunity to ridicule the inability to adhere to the masculine norms in play. 4 the 'Victims' or like-minded 'Conformists' attempted to claim their portion of peer group respect in and through their academic pursuits and mental agility instead, after experiencing relative failure within the violent and 'manual' domains of physical education.

CONCLUSION: Firstly, the interrelationship between masculinity and physical education with reference to violence and aggression is direct and natural. Secondly, the sexual politics of schooling within the enactment of sport was reinforced by the interrelationship amongst the three broad categories of individual masculine identities. Thirdly, a variety of masculine forms might develop in and through the material, social practices of schooling.

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The Effect of Visual Stimulus to Table Tennis Players' Decision-Making Abilities

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INTRODUCTION: Table Tennis is a sport that demonstrates diverse spins and speed, and it requires fast response and agility to take certain skills and tactics. However, response and decision-making training is a tough question, because it is more complicated to train skills and physical fitness than one's perception. It is significant to find a training method to develop not only skills and physical fitness but also perceptive abilities.

The aim of this paper was to firstly examine the accuracy of the research in classifying participants into the correct skill level groups via discriminant analysis. The second task was to use a repeated measure ANOVA to examine whether participants were able to improve their anticipatory skills over ten weeks of experimentation. Using these outcomes, in conjunction with the physiological and biomechanical variables of the participants, we assessed the authenticity and accuracy of the research and comment on overall effectiveness of the approach to training table tennis.

METHOD : Participants: novice players (N=15), intermediate players (N=15), expert players (N=15).

Measures: Using computer software to assess participants' response. Participants would watch different clips of TT rallies being played, then followed by a still frame for participants would be asked to select the type of shot that was about to take place as well as the location that shot would be played.

RESULT: Skill level served as classification variables, with dependent variables in the analysis being represented by three different groups of factors: anthropometric factors (height, weight, age, experience), motor fitness factors (ball-shifting, crossover), perceptive factors (shot type, court placement, response time).

Results indicated discriminant analysis was effective in classifying ability level when using the perceptive factors test, however slightly less accurate when using the motor fitness tests. The motor fitness test produced 73.2% (Wilks' Lambda=.36, $P<.001$) and perceptive factors test produced 87.8% (Wilks' Lambda=.19, $P<.001$) correct classifications, respectively.

Repeated measures ANOVA were conducted to examine the change in score over the ten weeks of experimentation. Assumption of normality, homogeneity of variance and sphericity were met for all analyses. Results showed that differences between conditions were unlikely to have arisen by sampling error for beginner ($F(9,81)=59.19$, $P<.001$), intermediate ($F(9,81)=79.2$, $P<.001$) and advanced ($F(9,81)=88.88$, $P<.001$) An overall effect size (Partial η^2) showed that 81%, 84% and 91% of the variation in score can be accounted for by improvement over time across three groups respectively.

CONCLUSION: Participants in higher skill level groups outperformed participants in lower groups. Using discriminant analysis, the results indicated that the program was successful in predicting group membership with an accuracy of 87.8%. These results will hopefully provide implications for coaches to utilize this method in conjunction with traditional methods in developing training program. The repeated measures results also suggest that the method was effective in improving the overall time and responses relating to table tennis scenarios.

The Formation of Groups for Beginners Training in Competitive Swimming

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INTRODUCTION: Raising of a healthier growing-up generation is one of the most important social tasks. Simultaneously, search for more gifted persons capable of high sports results is a long-term and effortful process. One of the main problems in theory and methods of sport development is a comprehensive selection and preparation of sports reserve. It is a sustained and versatile process of analyzing different morphofunctional and psychological features in young athletes, evaluation of different sides of their physical and athletic condition. The analysis is divided into several stages, which conditional bounds being the formation of a successive sports group, higher in its level of preparation. Those who prefer to select pre-school children should take into account the following: 1) early prediction of athletic abilities is linked to the decrease of its reliability; 2) intensity of modern swimmer's preparation quite often causes an untimely, preceding their optimal age for higher results, termination of training by those swimmers who started training at an early age; 3) training of pre-school children are justified only in case of its health-improving orientation. At the formation of groups of initial swim lessons with young school-age children the selection is not conducted. All the children with a sufficient level of physical development, not having serious health deviations, are allowed to initial swim lessons. At that the most essential thing is the requirement not to force the training and preparation of the swimmer, that is, not to use inappropriate training means and forms intended for elder kids.

METHODS: To solve the set tasks, we used the following methods: theoretical analysis and generalization of the data from scientific and methodological literature on the problem, questioning, analysis and generalization of coaches' practical experience; pedagogical experiment; anthropometrical estimation, functional tests, evaluation of the level of physical and swimming preparation. The research data were processed by methods of mathematical statistics. A group of children of 33 boys and 19 girls participated in the research. All the children had a medical examination.

RESULTS: The main issue of the initial selection is an evaluation of motor qualities and abilities, which, from one side, are characteristic for swimming, and, from the other side, are to a large degree genetically determined. The conducted study allowed us to determine the formation of swimming training groups of the children having successfully completed initial swim training.

The methods of sports selection at the stage of beginners training is determined by the main task for the first stage of selection – to help the kid to correctly choose a sports event for athletic improvement. Hence, at the formation of swimming training groups one should take into account: 1) absence of serious declinations in health condition and susceptibility to illnesses, which prevent children from doing sports; 2) functional capacities of the body's main systems; biological age; 3) body constitution, morphofunctional features (preference is given to proportioned children, who are comparatively high, have a small weight, light bones, big feet and hands, good flexibility in shoulder, ankle, knee joints) appropriate for swimming requirements; 4) body's resistance to hypoxia; 5) conformity between the level of motor abilities and swimming requirements (preference is given to the children having a good sense of water and water support, a high body position in the water, coordination and easiness of movements at competitive swimming, natural character of movements, a good streamlining and body balance in the water); 6) a low level of separate indices (exception – health level, motor gifts, personal qualities) is not a contraindication to being included in the group if these indicators can be compensated by high level of other qualities development; 7) the properties of the nervous

system and consideration of psychic indices for the predisposition to athletic activity; 8) attitude to swimming lessons; personal qualities of a young swimmer; motives for swimming enthusiasm, scope of interests; school results; 9) registration of the starting age and age features in the development of swimming skills; 10) keeping of a relatively constant composition of the training group; 11) a compulsory course of teaching children to swim, which should consist of 30-40 lessons.

CONCLUSION: Thus, at selection of children for competitive swimming it is necessary to pay attention to a range of factors, complex evaluation and approach to the determination of the expediency and prospects of their further long-term involvement in competitive swimming. In the course of beginners selection the easy pedagogical tests can be applied. These tests allow evaluating the level of the development of motor abilities in children and characterize their motor abilities. At the initial evaluation of children's prospects one should rely on the qualities and abilities which call forth the swimming success, since here sports results do not produce information on the prospects of the young athlete. It is particularly important that children acquire an essential skill.

The Research About Training the Future Athletes

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There are many urgent issues in the all stages of sport organization including pay attentions on adolescents to be trained the age of young, organizing the sport activities among the adolescents and training the future athletes in sphere of developing success and skill of Mongolian athletes and increasing the effectiveness of sport training. Some scientists such as R.E.Motilyanskaya (1972), . G.Lkhagvasuren (1980, 1992, and 1999), Ga. Tserendorj (1998) wrote about training the high quality athletes on the own works.

THE GOAL OF RESEARCH:

- 1.Studying how Mongolian children make up the interest in certain categories of sport.
- 2.Defining the ages of Mongolian children to take up the certain sport.
- 3.Studying form and organization to train about future athletes.

ORGANIZATION OF RESEARCH:

We involved 97 students of National Institute of Physical Education in order to study the work organization, method and form training about future athletes in physical training and sport organization activities in our country. Their degrees of sport are International Master of sport-6, master of sport-12, junior master of sport-10, athletes with sport degree-69.

RESULTS OF RESEARCH:

1.When we search the students' interests and its influence who trained the certain sport, for gymnastics athletes, influenced 25% in competition of sport, the famous athletes and friends' influence-18, 75%, parents and physical education teachers' influence-6,25%. For athletics, the famous athletes' influence- 28.2%, physical education teacher's influence-24.4%. For wrestling categories, parents' influence-23%, famous athletes' influence-26,9%. For sport game such as basketball and volleyball, competition's influence- 29,2%, famous athletes influence-24,3%.

2.When we study about the age of initial training of students, for gymnastics-12,3+2,5 and competitions 13,3+3,1, for athletics- 14,5+2.0 and competitions 15.0+3.0, for wrestling categories 14.8+2.2 and competition 16.1+1.2, for sport games such as basketball and volleyball 16.1+1.2.

3.When we notice where they train, they study in specialized course: gymnastics -50%, athletics-43%, wrestling 46%, sport games 60,9%, in local sport federation's course: gymnastics-31.25%, athletics-35,7%, sport games-22%, in sport club's course: gymnastics-18.75%, athletic-28.3%, wrestling-31%, sport games- 17%.

CONCLUSION:

1.Mongolian children are training at school course. There are not any sport schools in Mongolia in the research. It is an important to establish sport school for children immediately.

2.According to the research result, when we search how they train to compare Mongolian children with foreign children who trained certain sport, they are late to train for athletics-3-4 years

old, gymnastics 3-5 years old, wrestlers 1-2 years old, sport games athletes 2-3 years old and they are losing available age to study main technical element of sport to develop their body.

Type in Reaction Graduated Physical Exertion and Hypoxic Resistance

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INTRODUCTION: The problem of medico-pedagogical control while practicing physical culture and sports cause search only informative methods of body tolerance to physical activity. Most of the tests used for this purpose with dosed physical activity such as Martinet, Kotov-Deshyn, Lyetunov, Shalkova others. Performance tests to characterize the type of systemic hemodynamic response to exercise, among which are defined normotensive, hypertensive, hypotensive, and stage dystensive types of response. Each type shows characteristic features of the cardio-vascular system. Normotensive type of reaction most appropriate, is characterized by optimum inclusion of central and peripheral mechanisms regulating blood flow. Other types of responses are inadequate and evidence of those or other mechanisms to support systemic hemodynamics. To determine the hypoxic resistance and the most frequently used tests with breath holding, except that reserve capacity cardiorespiratory system, characterized as volitional specific person.

METHODOLOGY/METHODS: The study was to determine the relationship between the type of response dosaged exercise and hypoxic resistance. To achieve this comprehensive survey was conducted by 184 students which during the survey conducted tests Martinet, Ghencea and Shtange. The results of testing determined the type of response dosaged exercise and hypoxic resistance, which is determined according to time of breath holding at inspiration and expiration. To evaluate hypoxic resistance data have been used previously (tabl.). Table Criteria for evaluating the resistance of hypoxic Level Test Ghencea Test Shtange High > 45 s > 90 s Average 30 – 45 s 60 – 90 s Low < 30 s < 60 s

RESULTS: As a result of the test normotensive type of reaction to dosaged physical activity noted in 138 students, hypotensive - the 27 students, hypertensive - 19 students. As the figure at normotensive type of response is predominant low level of hypoxic resistance at a delay in inspiratory (48.6% of cases) and the average level of resistance to exhalation at the delay (42.8% of cases). In hypertensive type response is predominant average level of resistance to inhalation of hypoxic (52.6% of cases) and the average level of resistance to exhalation (52.6% of cases). What does a high level of resistance to hypoxic inspiratory meets rarest (5.3% of cases) among all types of reactions to dosaged exercise, and exhale - not met at all, It testifies to uneconomical oxygen maintenance of an organism at predilection to the raised arterial pressure. When you type hypotensive response often determines low stability under hypoxic breathing at inspiratory delay (51.9% of cases) and the average level of hypoxic resistance to exhalation (48.1% of cases). This is the type of hypotensive response to exercise dosaged often seen among high hypoxic resistance as at a delay of inspiratory breath (14.8% of cases) and in expiration (25.9% of cases).

CONCLUSION: That is, the results allow to state that data on hypoxic resistance at a delay of breath inhale and exhale while performing the tests Shtange and Ghencea, respectively, substantially complementary information on possible backup body when performing qualitative tests with dosed physical activity, It can widely be used for forecasting of possibility of maintenance of an organism by oxygen at performance of exercise stresses.



Poster



An Overview of Self-efficacy Applied in the Field of Sports

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As a core concept of social cognitive theory, self-efficacy was proposed and defined by Bandura as a judgement about people's ability to organize and conduct a series of activities reaching the specified achievement. It concerned not the personal ability, but to personal judgement of their skills.

Self-efficacy affected every area of human behavior. In the field of sports, exercise self-efficacy was one's belief in one's ability to succeed in specific situations. Bandura believed that exercise self-efficacy was a skill that could be learned, corresponded to the inborn ability which influenced motor skill, and was a psychological skill.

Influence of self-efficacy on athletes' behaviors was: (1) choice regarding behavior, (2) degree of effort and endurance period, (3) emotional reactions, (4) individual attribution, (5) goal setting.

Factors affecting the formation of self-efficacy in sports were: (1) experience, or enactive attainment; (2) modeling, or vicarious experience; (3) social persuasion; (4) physiological factors.

The primary function of exercise self-efficacy was to adjust the individual sports performance from a cognitive perspective, and then to increase the level of motor behavior. Self-efficacy can be developed through following two aspects: (1) external cultivation, including self-efficacy of coaches and creating a appropriate training atmosphere; (2) internal cultivation, including comprehensively improving the physical attribute of athletes, leading athletes to correctly attribute in sports training, appropriate goal-setting, pay attention to the role of vicarious experience, forming the ability of self-regulation, maintaining the proper emotion and physiological state, guiding athletes to observe, contemplate and learn successful cases.

One's sense of self-efficacy can play a major role in how one approaches goals, tasks, and challenges. According to Bandura's theory, people with high self-efficacy—that is, those who believe they can perform well—are more likely to view difficult tasks as something to be mastered rather than something to be avoided. Therefore, we should think highly of the development and application of self-efficacy in the field of sports.

Analysis of China's Line Dance Sport Development Present Situation

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PURPOSE: The actual investigation of the 2012 National Line Dance Contest Finals, aims to understand and grasp line dance sport development situation in our country, analyzes the existing problems in the process of conducting, and evaluate it comprehensively and objectively, for providing references for the relevant government departments to further promotion and popularization of line dancing.

METHODS: Literature, questionnaire, field observation, interview surveys, mathematical Statistics.

RESULTS: According to the research, The female players far more than men; Since 2008, showed an increasing trend in the proportion of line dancing practice; Main ways to understand the dance is through school or teacher, 52% of the athletes a better understanding of it; the main dance training place is the school, followed by the community or fitness place, 2/3 of the athletes on the practice venues and facilities for satisfaction; Over 4/5 of the coaches is a school teacher; on the coach teaching, more than 1/10 of the athletes are not satisfied; More than 90% of the family support athletes to participate in the practice and competition; The main reasons for athletes to participate in is like, physical fitness, recreational; The biggest confusion of athletes in line dance exercises and games is lack of time, inadequate venues; The opportunities to participate in it are fewer; The event news and propaganda efforts is not enough; Event organization and management are not standardized and too much randomness.

CONCLUSIONS AND RECOMMENDATIONS: In order to expand the scope of line dance, the sports basics should be universal covered, and we should make full use of the various news media publicity and reported; In order to improve the professional level of the coaches, technical trainings of coacher should be organized regularly, the assessment criteria should be standardized; Organizing experts to compose music positively with China's country characteristics and suitable for different groups to expand the participation of the crowd; All over the competent authorities should recognize and support line dance campaign forward, to help improve the practice space and equipments; Different levels of events and performances should be organized more by the provincial, municipal and community, provide a stage of learning and exchange to practitioners; To strengthen normative event organization for the further development of line dance movement.

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Analysis of Health Teaching Adolescent Physique

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Toay's society entered the era of knowledge economy, the growing quantity of information, knowledge updates faster, as physical fitness, concept of lifelong physical culture, guiding the youth to strengthen the establishment of university sports teaching mode of physical exercise, must be set up the thought and theory in sports teaching guidance, no theoretical basis, will become the castles in the air, is untenable. This paper performs the data analysis for the capital of college students physical health status, combining with the teaching practice, through the experiment, and establish the health status of contemporary college students teaching mode, in order to be able to train qualified talents with all-round development of morality, intelligence, body, beauty, change the traditional teaching mode to contribute.



Analysis of Sunshine Sport on Current Situation and Corresponding Measures of Primary and Middle Schools in Yichang

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The sunshine sport is one of the mass sports which can make youngsters fully exercise and develop both physically and spiritually. Since the development of the sunshine sports in 2007, the education departments at all levels conscientiously put the sprit of "hundreds of millions of students across the country participate in the sunlight sports" into effect. Under the guidance of the "health first", various forms of sports activities are carried out, making the slogan of "exercise an hour every day and live a whole healthily life" be deep-rooted in the hearts of people.

But we also clearly see that since the sunshine sports are carried out, there are some deficiencies. According to the different level of economy, culture and education, three kinds of schools have been chosen as subjects: main primary and secondary schools in city, the common primary and secondary schools, primary and secondary schools in countryside. Altogether twelve schools have been chosen as the subjects, including the Eighth Middle School of Yichang City, the Experimental Middle School in Yiling area, Tumen Middle School, Experimental Primary School in Yiling area, Yanjiahe Primary School, etc. six middle schools and six primary school respectively. For each school, 30 questionnaires were handed out, so altogether 360 questionnaires were distributed and 340 questionnaires were collected.

1. Some primary and secondary schools in Yichang city do not offer sports and health course according to the requirement. The school that offers all physical courses to Grade one and Grade two accounts for 33.3%; the school that offers all physical courses to Grade three to Grade six accounts for 83.3%. As for Middle Schools, the school that offers all physical courses accounts for 16.7%.

2. Schools for setting three exercises are not so many. Three exercises are merely formalities for many schools and the morning exercises almost do not be carried out because there are so many students do not live in shools. The exercise between the classes is the best among three and the afternoon exercises are almost replaced by eye exercises.

3. The time that students participate in the sunlight sports every day is very short. Students that exercise for an hour or more than it only accounts for 40%; 15.2% of students spend no more than half an hour in participating in sunshine sports every day.

4. Most students are keen on participating in the sunlight sports, while only 6.3% of students say they don't like the sunshine sports.

5. The field and equipment condition of primary and secondary schools in Yichang is not optimistic. Among the twelve schools investigated, two schools can meet the demand of the students' sports, accounting for 16.7%; three schools can basically meet students' demands, accounting for 25.0%; seven schools can not meet students' demands, accounting for 58.3%.

Finally, the paper proposed some corresponding measures to solve the problem: change the concept of education; raise awareness; strengthen the propaganda of "sunshine sports"; set up the P. E classes strictly in accordance with the standard of PE and health education; increase the investment of physical education; ensure the physical education funds be used for their specific purposes; enrich the form of sports. It was hoped that this paper will have a positive influence on the sunlight sports development of primary schools and middle schools in Yichang.

Analysis on Current Status of the Quetelet Indexes of the China Women Competitive Volleyball Backup Talents

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PURPOSE: World women's volleyball team is becoming more comprehensive and diversified. Non-technical factors have a very important role in modern volleyball match. Quetelet index as a derived indicator of weight and height can reflect the proportion of the athlete's weight and height in sports training. Its value to some extent reflects the size of the human body muscle mass and muscle quality. Paper by collecting and comparing related data of women's volleyball athletes in youth group (14-20 years old) from the 7th National Intercity Games of the People's Republic of China in 2011, search for current status of China Women Competitive Volleyball backup talents' Quetelet index, and provide reference opinions for athletes selecting.

METHODS: Use the method of literature material and mathematical statistics. Collect related data, the use of Excel 2007 software summary statistics, using SPSS 16.0 software for statistical analysis.

RESULT: The total number of Chinese women Competitive Volleyball backup talents is 214. The average of the Quetelet index is 388.01, the maximum of the Quetelet index is 520.62, and the of the Quetelet index minimum is 297.75.

Research shows that the Quetelet index of excellent volleyball players is 394.1 ± 6.49 . The Quetelet index mean that Athletes of 17 and 20 years old group is 393.63 ± 39.33 and 398.56 ± 35.67 . It has reached excellent standard in China, but standard deviation is bigger than excellent volleyball players in China women's volleyball. It shows that the Quetelet index of China Women Competitive Volleyball backup talents development is uneven. The Quetelet index of 14-17 groups' athletes showed a trend of increasing. The Quetelet indexes of 18-19 groups' athletes have little down, and the Quetelet index of 20 years old athletes is the highest than others. Muscle development accelerated with age, the age from 8 to 12 growth speed will speeding up, and the fastest growing at the age from 15 to 18. It's show that the 18th and 19th age group athletes' bodily form is lean.

SUGGESTION: The low weight of competitive volleyball reserve talents in our country, athletes should be increase nutrition and muscle mass. Reasonable nutrition is the guarantees of human growth, development, maintain a healthy, necessary to maintain and achieve good sport ability. Especially competitive volleyball, sports load training and fierce competition, all the nutrition conditions put forward higher request, to meet the sports consumption, caused by recovery after exercise and exercise training to adapt to the increasing physical fitness needs, such as muscle protein synthesis, etc. Adolescent athletes need more nutrients, meet the needs of the movement and growth and development.

According to the characteristics of the volleyball movement energy expenditure, it has its special nutritional requirements, sugar is a key nutrients, accounting for 50% of the total heat energy intake every day - 50%, protein 12% - 15%, about 30% fat. To promote the sugar metabolism, still need a B vitamin supplements. In addition, also need the right amount of phosphorus, calcium, water, electrolytes, vitamins C and E, etc.

Building of Core Competitive Ability in Sports Dance

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RESEARCH BACKGROUND: Sports dance is more and more popular in China nowadays. In the 80's last century, which belongs to a group of difficulty and beauty skills as a new sports project. The requirement is higher on physical function, physical quality, physical attitude and artistic expressive. Therefore, the core competitive ability of sports dance has become the key to improve athletic performance. Through reviewing the materials we found on the core competitive ability of other projects now in China, and the core competitive ability of related research on sports dance has not. On sports dance research is not very optimistic in the world, to find the words "Sports Dance" and "ballroom dance" in some articles is very little. Therefore, it is very important to study on core competitive ability for sports dance.

STUDY OBJECTIVE: Due to the athletes' competitive ability structure for different sports has a specific effect, so the study on core competitive ability of the sports dance project has the extremely important value for improving athletic performance and training effect, as well as the sports dance project development all. The results of this study can provide an important theoretical basis for scientific training in sports dance-athletes.

RESEARCH METHODS: Literature data method, interview method, observation method

THE RESULTS: Sports dance competition ability mainly includes, skills, physical fitness, tactical ability, sports intelligence, ability to exercise heart, artistic expression. Studies show, the core competitive ability of sports dance mainly includes:

(1) skills : control of body posture and movement modeling technology, hip, waist twisting technology, mobile technology, center of gravity bomb technique, body movement, and foot rubbing technology technology.

(2): physical, vital capacity index of heart function, muscle control, dynamic strength, relative strength, aerobic and anaerobic mixed endurance, flexibility, coordination and balance ability.

(3) psychological categories: psychological control ability, psychological adjustment ability and self-confidence;

(4) sports intelligence: Dancing knowledge, humanities, dance creation and integration ability, sense of rhythm.

(5) art expressive force: music comprehension and expression ability, infectivity, facial expression, ability of sports dance appreciation level, physical ability.

(6) flexibility, coordination, balance ability.

CONCLUSION: 1 sports dance technology is the key, strengthen the basic technology and high technology training.

2 body posture in the Quetelet index, bust, waist, hip circumference, instep height should be in the selection of attention, at the same time to strengthen the training of.

3 through other auxiliary training means of strengthening vital capacity training.

4 improved muscle control, dynamic strength, aerobic and anaerobic mixed endurance, pliable and tough quality, coordination, balance ability training.

5 to improve the psychological control and adjustment ability and self-confidence;

6 attention to dance knowledge learning, improve dance creation and integration capability and the rhythm of the train.

7 to improve the understanding of music and the power of expression, facial expression and infectivity,



limb expression ability.

Causes and Countermeasures Analysis on the Deterioration of Physical Fitness of Chinese Senior High Student

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ABSTRACT: In recent years, the physical decline in senior high students has aroused widespread concern. According to the latest physical examination data, the obesity rate of teenagers has doubled; the rate of myopia has increased continuously, as 60% in junior high school, 76% in senior high school and 83% in university respectively. The statistics of 20,000 college entrance examination candidates in 2008 showed that 89% of the candidates faced limitation in college application due to their failure in physical examination. Therefore, improving high school students' fitness and maintaining their physical and mental health have become a main issue in China's social sports research areas. In this paper, the literature survey, expert interviews, mathematical statistics and comparative analysis were introduced to investigate the high school sophomores from a Beijing high school and reveal the fundamental reason of physical decline in senior high students. The possible improvements in outdoor exercise time, classroom efficiency and school sports facilities were suggested, and the effect of sports on senior high's physical and mental health was presented after a comparison in the average exercise time and fitness level with the senior high in the United States and Japan. This paper aimed at improving senior high student exercise efficiency, school sports management methods and physical fitness of senior high students, to enhance the degree of organization of senior high student sports and improve teenager physical fitness and health level to a maximum extend.

KEYWORDS: senior high student; sports; physical fitness; physical and mental health.

Characteristics and Enlightenment of Foreign Athletes Culture Education

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INTRODUCTION: Do the athlete culture and education work is the implementation of the "people-oriented" concept of scientific development, one of the construction of a harmonious society, and also an important guarantee for the sustained, healthy development of China's sports industry. It is the basis of players better implement the training program of the coaches and also is the "booster" for athletes smoothly choosing another career or obtain employment after retirement. Strengthen the young athletes in our culture education, raise the level of young athletes cultural education has important practical significance. Foreign culture education of young athletes has its own characteristics. it has a certain reference value for the young athletes in our cultural education reform.

METHODS: Consult domestic and foreign literatures related to adolescent athlete culture education. Analysis characteristics of foreign laws and regulations, ways of education, content of education, education time in respect of the athlete culture education. Combining the present situation of our teenagers athlete culture education, Compare and find out the deficiencies, and put forward some improvement Suggestions.

RESULTS: The characteristics of the foreign of adolescent athletes cultural education is mainly reflected in the following aspects: 1. the mandatory of age group of receiving education, The age of the children receive compulsory education abroad is generally in 6-16 years. 2. Mandatory of cultural education and training schedule. Abroad set the proportion between receiving cultural education and sports training time through the form of formulate related legal documents., Provide security of time for young athletes to receive cultural education. 3. The time flexibility of Cultural educational. Foreign under the circumstance of high lightening the total time of cultural education to keep certain, and also use variety education methods to ensure that athletes can flexibly arrange study. Also developed a related decree to give instructions and guidance to ensure that young athletes' study can implement. 4. Flexibility of the curriculum program. Combined hobbies of young athletes with social development needs, aim at athlete's athletic career and professional development planning, for the young athletes flexibly arranging curriculum has a strong practicability, This can help athletes prepare good life after retirement, and improve the competitiveness of their employment. 5. flexibility of cultural educational way. Flexibility in education for young athletes successfully provide a guarantee to receive an education, but also reflects the principle of individualized education. 6. Clarity of right and responsibility. And accountable organization and management will not only clear the main responsibilities and rights of every parts, but also improve the efficiency of the management. The high efficiency of the management can guarantee earnestly implement the management measures for young people, to properly deal with a series of problem comes from "learning and training contradictions".

DISCUSSION/CONCLUSION: Cultural education of young athletes abroad gives China the following Enlightenments. 1. Fully aware of the importance of cultural education of the young athletes. 2. To accelerate cultural education legalization of young athletes. 3. Focus on improving the cultural education efficiency of the young athletes.

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Children and Adolescents' Fitness Problem Appeal Family Leisure Sport Education

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INTRODUCTION: According to China's national physical fitness surveillance results and the survey report national physical fitness of Chinese and Japanese, the children and adolescents' fitness (7-19 years old) has steady declined in 20 years, such as more and more adolescents become Obesity, emaciation or shortsighted in China. Example for 90% The reasons of children and adolescents fitness continued to decline from the two aspects of direct and indirect, direct causes include poor diet, lack of sleep and the lack of exercise; influence from the government, the school and the family of the indirect cause. In China, the pressure of entering a higher school is associated with the development of society in many aspects, so teachers and parents may be pay more time and energy for children and adolescents' intellectual education, rather than sport or leisure education.

DISCUSSION: Because the national complex psychology, decline in children and adolescent physical touch people sensitive to strong mental power. In fact, children and adolescents is a member of the family at first. Because of the special age stage of the physiological and psychological, family of the influence is the most direct and profound. In China current society on the view of health, leisure and lifestyle concept is not strong, family leisure sports education can fill for children and adolescents in family.

While child's sports consciousness is in hazy period, the family is the earliest, most important places. So the family sports peculiar early, basic, continuity, plays an irreplaceable role in budding and the formation of children sports consciousness.

A lot of research display that parents can play an important role to help children to formate the habit of doing physical exercise (table 1), such as parents to encourage children to participate in fitness activities can improve degree; parents can children develop in the fitness activity habits to make model, or to provide verbal and material support. In Australia and Canada, sports put leisure development on a par with.

As the French educator Froebel said: "the national destiny is operating in power hands, rather than in the hands of his mother." If parents have healthy leisure concept, accreditation for "work for leisure", leisure as the important way of life, lifelong athleticism, if more families to respect the children will, then the children will have more time to participate in sports and to obtain energy and health. In other words, the adolescents' fitness problem is appealing the family leisure education, especially for sports.

Countermeasures on the Sports Assistance Activities to Promote the Development of Migrant Children in Beijing

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INTRODUCTION: The sports assistance is an unofficial behavior. It helped migrant children enhance their social adaptability, self-affirmation and get CCDS by taking a variety of sports activities. Through the efforts of NGO organizations over the years, sports assistance to carry out activities in Beijing has begun to take shape, and the effect previews. The purpose of this paper is to sum up the previous experience and launching of countermeasures about the sports assistance in Beijing, in order to facilitate its better to carry out in subsequent time..

METHODS: This paper employs many kinds of methods to focus on the research to present situation of the sports assistance activities in Beijing such as literature research, the expert interview and the logical analytic method.

RESULTS: In Beijing, the representative sports assistance activities held by “compassion for migrant children” and “Nike sports (china) co. ltd.” meanwhile, the activities called “right to play” and “let me play”. The organizer carried out different sports assistance activity directed at different ages of migrant children. In the process of activities, interpersonal and mental development and other content infiltrated into the game, promoted the children's psychological development into a lasting and far-reaching effects. But there have some problems during carrying sports assistance activities. Firstly, migrant children has specific features and felt free to do anything at anytime; secondly, shortage of professional training for the volunteers have difficulties to improve the efficiency of sports assistance activities; thirdly, the organizer hardly collaborate with government lead the goals of sports assistance activities not to totally reach.

DISCUSSION / CONCLUSION: No matter what activities forms it takes, the sports assistance should be combined with specific situation of migrant children, targeted in promote the mental health of children. Additionally, improve organizing ability of volunteers by specific channels can improve the quality of aid. Furthermore, increase social influence of sports assistance activities and get the support of government, will contribute to carry sports assistance activities normalize and in persistence, to benefit more and more migrant children.

Cultural Construction of Physical Education Curriculum Path

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RESEARCH OBJECTIVES: Physical education curriculum and culture as the underlying factors and important goal of the curriculum reform, is increasingly becoming one of the hotspots of the physical education curriculum. Adolescent physical problem is that the central government and the community expect expert in breakthrough research topics. Therefore, this research will take school sports curriculum culture as the theme, to explore the nature of the culture of the school sports curriculum, sports curriculum culture and other cultural relations and the future of PE courses cultural practice path, looking forward to provide for our youth sports reform policy basis from both theoretical and practical level.

METHODS: The research topic was discussed and analyzed in-depth by using the following research methods which are literature analysis, historical research, logical analysis, Case Study, etc.

RESEARCH RESULTS AND DISCUSSION: 1. Sports curriculum culture means that the curriculum concepts and curriculum activities morphology formed in the school sports curriculum implementation process, including not only the awareness of physical education curriculum, curriculum ideas, curriculum values etc. implicit ideology, but also the physical education curriculum facilities, curriculum system, curriculum policy and cultural patterns etc. curriculum external display behavior.

2. Sports is the main carrier of the physical education curriculum culture, the sports unique charm and value to determine the effect of the physical education curriculum cultural transmission.

3. Different sports have different effects on the physical and mental development of the primary and secondary schools, according to the age and physical development of the law of the primary and secondary school students, choose to carry out a combination of different sports, play sports portfolio value benefits to fundamentally transform the physical education curriculum and culture the spread of ideas and forms.

4. Concept of primary and secondary school administrators, physical education teachers, curriculum embodiment, the parents of sports consciousness and the concept of the decisions and the impact of the determinants of the effect of cultural transmission in the physical education curriculum.

5. In the future, Physical Education Curriculum Reform and Innovation fundamental path is to design Physical Education Curriculum content and embodiment from the spread of culture and education level, and it is also effective in the control of juvenile physical decline.

Dialectical Analysis of Declining Chinese Rural School Student Physique

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INTRODUCTION: Through analysis of traditional culture, lack of nutrition, said that poor lifestyle said, school problems, said the one-child said, sports ideology, social environmental variation that said seven views, and then through the image clarity to essence of the rural school students physique continued to decline, problems, and then put forward to solve the problem of high perspicacity.

METHODS: methods of literature, induction, comparative analysis, logical reasoning method

RESULTS: Long-term since, our country to the student physique health education is the implementation of the "school for the normalized body platform" mode of education, but in the rural schools, regardless of the role of education, or a role are different degrees of problems. The main problems in six aspects as follows: The teaching contents of daily physical education in rural schools lack the means and methods of heart and lung function development, such as the long distance endurance or strength endurance exercises, students' enthusiasm is not high; sports extracurricular group of rural school organization activities (including long-distance race activity, class ball competition) reduce, by the time can not be guaranteed, lack of teachers, lack of limited opportunities to engage in physical activity; the modern life is becoming less and less, the change of rural adolescent students in this area particularly large, and the development of students' physique and maintain mainly rely on physical exercise. Schools and teachers in the rural organization of PE teaching, extracurricular physical exercise, sports be full of worries, fear of injury accident, this is one of the leading causes of students participate in physical activity time, strength is not enough. The rural school teachers and one-sided understanding of new standards of sports and health curriculum spirit, one-sided emphasis on sports learning process (including the extracurricular activities) interest and happiness of weakening, studying technology of sports and forming good skills of repeated training, neglecting the students "hardy resistant tired" experience and training, to give up the strength, endurance the project in the course of time, exercise, endurance, strength decline caused students endurance quality. Separation of the Chinese sports and education departments for the public sports policies to benefit the rural, to benefit the rural school students, also, long-term since, cease to exist except in name practice grassroots sports, rural school students is forgotten group.

CONCLUSIONS: In seven kinds of views health school students of rural decline inevitable connection is not enough or not enough accurate, not comprehensive enough, appear wrong, behind the complex social background and deep-seated contradiction of sports practice, the root cause is a serious problem in rural school sports practice, the second is the practice and our country community sports the long-term deviation, mass sports and did not benefit the rural school students.

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Effects of Different Physical Activities on Children's Development of Gross Motor and Attention Ability

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INTRODUCTION: Motor is the important component of the individual development^[1]. 3-10 years old is a sensitive period of children's gross motor development. Evaluation of gross motor level during this critical period and targeted exercises will promote the children's physical and mental development^[2]. This study attempts to investigate the effects of different physical activities on the children's development of gross motor and attention ability, which can provide reference for exploring the effective promotion on children's physical and mental development.

METHOD: 120 children aged 6-7 years (average age 6.72 ± 0.28 years) were randomly divided into three groups: the normal physical activities group who received routine movements of physical education class, the Children WuQinXi group who received six mimic-animal exercises created according to the traditional WuQinXi and the developmental characteristics of children^[3] and the perceptual motor activities group who accomplished tasks using their brains and bodies together in a various learning environments^[4]. All activities were carried out in the PE class for 12 weeks, 3 times per week, 40 minutes each time. Test of Gross Motor Development^[5] and Number Cancellation Test were used to evaluate the effects before and after the 12 weeks' activities.

RESULTS: 1、 At the beginning of the semester, the total scores and two subtest (displacement and object-control) scores of the Test of Gross Motor Development among three groups' children were of no difference. After 12 weeks, the displacement subtest scores of Children WuQinXi group improved significantly than that of other groups ($P < 0.05$), while the total scores and two subtest scores of normal physical activities group and perceptual motor activities group had no changing ($P > 0.05$).

2、 After 12 weeks, three groups subjects' total scores and three subtest scores of Number Cancellation Test increased significantly than that of the beginning ($P < 0.05$). And the subtest 1 and subtest 2 scores of Children WuQinXi group were higher significantly than that of the normal physical activities group ($P < 0.05$).

CONCLUSION: Compared with the normal physical activities and perceptual motor activities, Children WuQinXi was accepted by the young children and can promote children's displacement development and improve their focusing and transfer attention abilities. It was worthy to introduce the Children WuQinXi into physical education of primary school. We should provide children more various objects-control activities to promote their comprehensive development of gross motor.

KEY WORDS: gross motor development; attention; physical activity; children

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Explore the Sports Effect on Adolescent Health and Learning

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ABSTRACT: The purpose of this study: To learn the Olympic spirit of faster, stronger and higher, explore the physical exercise to promote health of middle school students, at the same time, enhance the learning efficiency. In our country our education system was perfecting at present stage, but still couldn't avoid the phenomenon of increasing intellectually and decreasing physically. That led to many teenagers physical decrease, 60% of adolescent suffered from high myopia, juvenile diabetic patients accounted for 5% of all diabetes patients, and was still increasing at the rate of 10% per year, 6 years old to 18 years old of the incidence of hypertension was 9.36% in primary and middle school students. The disease had affected the students' learning life, and reflected by dizziness in class, inattention, memory declining, low of learning efficiency, etc. Health, learning, and physical training, the three complement each other. Regular physical exercise could not only keep the middle school students' physical health, also could eliminate students' psychological obstacles, and ease the mental pressure. Thus that ensured the advantages of learning. The word 'burden' was misunderstood by many middle school students and their parents, they thought 'burden' was to reduce the students' learning course and knowledge, actually, the word 'burden' real meaning was to let students in untie time to enhance the learning efficiency.

METHODS: the literature material law, expert interview method, investigation method, experimental method.

THE RESEARCH CONTENT: The 80 male middle school students were divided into group A and group B. Group A was not less than thirty minutes of exercise a day of 40 students, group B was not to take part in physical exercise every day with 40 students. After one semester, two groups participated separately in testing of push-ups, pull-ups, grip strength, sprint, high jump, long jump. Finding out A test scores were obviously higher than group B, and the group A 'academic record improved than before exercise. For group B was short of physical exercise, they studied difficultly.

CONCLUSION: 1) middle school students could participate in physical exercise, to improve the physical quality and volitional quality, then that enhanced learning efficiency. 2) Physical training improved students 'endurance, strength, speed, and made students have the advantage of the physical examination with 40points. 3) Physical exercise in the Olympic spirit so that students had a spiritual pursuit, and made students got all-round development.

Gender and Effect of Physical Activities: Base on Status Analysis about Junior High School Students' One Hour Physical Activities Every Day in Tianjin Prc

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INTERDICTION: One Hour Physical Activities Every Day is one of main measures of Sunshine Sports. Sunshine Sports was written into government document, CPC Central Committee and State Council on strengthening the youth sports to enhance youth health [2007] No. 7 (May 7, 2007). The purpose of the research is to evaluate and to reveal the correlation between gender and Sunshine Sports scores, and to promote people's understanding and awareness to gender, sport and health.

METHODOLOGY: Tianjin Junior High School Graduates' Sunshine Sports performance assessed results of the last three years 2009, 2010 and 2011 were analyzed in the research. The number of the normal candidates of Tianjin Junior High School Graduates is 80,890 in 2009 (males 40,658, 51.3%; females 40 232, 48.7%), 84,349 in 2010 (males 42,663, 50.6%; females 41 686, 49.4%), and 87,959 in 2011 (males 49838, 56.7%; females 38 121, 43.3%). statistical analysis on dates from a mathematical point of view, such as frequency, and description and so on.

FINDINGS: Sunshine Sports performance results are a part of Tianjin Junior High School Graduates PE Academic Evaluation Results. Sunshine Sports are putting into execution smoothly. "Health first" is a guiding ideology of PE in China and is a practice goal of Sunshine Sports. Following aspects defined the various guarantee measures: Full implementation of the National Students Physical Fitness Health Test Standards; Ensure that students do physical exercise an hour every day; Primary and secondary schools should conscientiously implement National Curriculum Standards (2 hours a week in high school.);The day no physical education curriculum, the school must organize students to do one hour collective physical activities in the afternoon after school; unified arrangement 25-30 minutes physical activities between classes each morning every day. Organize the students to do the broadcast gymnastics, to carry out physical activities; boarding schools should do daily morning physical exercises; According to local conditions, rural students should be organized to engage in physical exercise; Young people with disabilities should be guided and supported do physical activities.

Table 1 Gender and Sunshine sports result Descriptive Statistics in 2009、2010、2011

Gender	2009			2010			2011		
	Mean	Std. Deviation	N	Mean	Std. Deviation	N	Mean	Std. Deviation	
male	0658	.0370	42663	.496	.062	49838	.4902	.14040	
Female	0232	.0294	41686	.498	.045	38121	.4892	.15253	
Sample's T Test	T=-5.717 P=.000			T=-4.339 P=.000			T=1.009 P=.041		

Sunshine Sports performance scores results of Tianjin Junior High School Graduates is in the excellent level, Female students' mean score slightly higher than the male students' in 2009 and 2010, and the

difference is very significant. But Female students' mean score lower than the male students' in 2011, and it shows a significant difference in 2011.

● **CONCLUSION:** We can find from the research that Sunshine Sports performance results are in an excellent level from Tianjin Junior High School Graduates PE Academic Evaluation Results by statistical analysis in 2009, 2010 and 2011. Girls' score slightly higher than the results of boys' except 2011. It shows a mobilism change process. We think that the implementation of the Sunshine Sports will produce a positive influence and impact for youth to engage physical activities. It is in the new historical stage in which we should think the development characteristic for promoting female students to participate physical activities actively in further Sunshine Sports.

Influence of Programmed Aerobic Exercise to VO₂ Max Change in Order to Improve Performance for a Lecturer

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BACKGROUND: Nowadays, keeping a good health for body is must. Keeping our body stay health makes we more productive everyday. Exercise is very important for keeping and increasing health. Exercise is classified aerobic and anaerobic. One of aerobic example is programmed aerobic exercise. Aerobic will affect the cardiorespiratoric more than anaerobic one, because it will enhance the oxygen uptake. Men fitness can be measured by the VO₂ max values. VO₂ max is the maximum amount of oxygen in millilitres, one can use in one minute per kilogram of body weight. Those who are fit have higher VO₂ max values and can exercise more intensely than those who are not as well conditioned. Higher oxygen absorbed by the body showed better performance in working muscle that remains substances that cause fatigue in number will be less. VO₂max is measured in the number of oxygen in liters per minute (l / min) or the amount of oxygen in milliliters per kilogram body weight in per minute (ml / kg / min). Naturally, the higher VO₂ max values can be produce by body, also can make a good endurance and special stamina for our body. Lecturer is one of kind profession that need a good endurance and stamina. So, we can conclude that a lecturer also must have a good programmed aerobics exercise to improve their stamina, endurance and their performance in order to make a good performance while they're teaching in the for a heavy routines.

METHOD: The method of writing this paper is descriptive qualitative approach. Step-by-step writing of this paper find literature, literature of data collection, analyze data, and make conclusions. Based on literature collection data, This way is an experimental study using pre and post test control group design. Seventy students were divided in two groups, treatment and control. Measurement performed before, on 6th weeks and after the 12 weeks treatment period for determination of the VO₂ max, both control and group of treatment. In this treatment we will change student with a group of lecturer. Based on the elaboration, the use of programmed aerobic exercise as an alternative way to be innovative in order to improve endurance and stamina for lecturer.

RESULTS: There was significant

OBJECTIVES: To know that how programmed aerobic exercise influence the VO₂ in order to prove performance and endurance for lecturer

RESULT: Based on the literature collection data there was significant increases of VO₂ max in the treatment group after 12 weeks programmed aerobic exercise. There was not significant increases of VO₂ max in the control group after 12 weeks anaerobic exercise. There was significant difference of VO₂ max

values between treatment and control group at 12th week. We indicate it will be same happen for a lecturer.

CONCLUSION: Aerobic training for about 12 weeks could increase VO₂ max values.

KEY WORDS: aerobic exercise, VO₂ max, lecturer performance

Investigation and Correlation Analysis of Sports Attitude and Physical Health of College Students

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OBJECTIVE: To explore current situation of college students' sports attitude and the correlations between sports attitude and physical health of college students.

METHODS: Using the self-made "Questionnaire about College Students Sports Attitude", 465 college students selected randomly were investigated. At the same time, the students' physical health tests were developed on them in accordance with the "National Student Physical Health Standard". And investigations and test results were statistically analyzed.

RESULT: 1. The pass rate of the physical health of the college students investigated was 89.9%, but 45.6% of the students were only at a passing level. 2. Their sporting attitude overall rating score was 76.73 ± 14.60 , among which sports cognition, sports emotion and sports behavior intention scoring rate was 87.3%, 73.1% and 68.6% respectively. The correlation coefficient between the sports emotion and sports cognition as well as between the sports behavior intention and sports cognition were 0.375 ($p < 0.01$) and 0.302 ($p < 0.01$) respectively, while correlation coefficient between sports emotion and sports behavior intention was 0.687 ($p < 0.01$). 3. The relationship between the sport attitude overall rating and physical health general comments was moderate positive correlation, and the correlation coefficient was 0.485. The degree of correlation between the sports cognition and physical health status was in low correlation ($r < 0.20$), while the degrees of correlation between each physical health scores and sports emotion as well as sports behavior intention were in moderate correlation ($0.40 \leq r < 0.60$) or the high correlation ($0.60 \leq r < 0.80$).

CONCLUSIONS: On the whole the college students' attitude was positive, but their sports emotional experience, sports behavioral intentions and sports cognitive level were unbalanced and uncoordinated, which showed higher levels of sports cognition and lower levels of sports emotional experience and sports behavior intention. These college students have sufficient understanding and awareness of the meaning and value of participating in sports activities, but they seemed not to have profound positive emotional experience in sports activities in the past, and currently their behavioral intention to participate in physical activities was not too high. There was a positive correlation between the general level of physical health and the overall sports attitude. But those college students with higher sports cognitive level were not necessarily of higher physical health. Compared with the sports cognition, the sports emotion and the sports behavioral intentions have greater correlations with physical health. Thus, in addition to continuing to strengthen students' awareness of the value of sports activities in physical education, more attention should be paid to inspire students' active sports emotion and to improve level of sporting behavior intention, so that various factors of the sporting attitude can develop comprehensively. This allows students to insist on participating in sports activities positively and happily so as to boost the overall enhancement of their overall health level.

KEY WORDS: College Students; Sports Attitude; Physical Health; Correlations

Investigation on Beijing Haidian District Middle School Students' Physical Fitness

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INTRODUCTION: The social development is human-oriented and the development speed is determined by men's integrated quality. People's physical condition is an important element in comprehensive national power. And above all, the middle school students' physical condition plays a critical role in national physical fitness. Based on the fact that the six years' stay in middle school is the most important stage at which students grow fast and athletic sports has great impact on their growth, the paper sets to investigate middle school students' physical fitness. Besides, Beijing, a typical area with advanced technology, economy and culture, always does the best in physical fitness testing with the most complete reported data and the most testees. However, by far no one has systematically investigated the physical fitness of Beijing middle school students. Therefore, this paper attempts to make a longitudinal comparison on the physical condition between the junior students in the first year and the senior students in the third year, in the hope of providing references for the inspection of students' physical fitness in other provinces.

RESEARCH METHOD: This article uses the literature material, questionnaire survey and test method

SUBJECT INVESTIGATED: The test object of this paper is the 12 middle school in the city of Beijing in Haidian District the first to 2500 students of senior school in 2006

RESEARCH CONCLUSION: The index of students in Beijing Haidian District does not decrease rapidly. Compared with the result of nation-wide testing in 2005, this year's result is much better: First, Physique: In 2006, Beijing middle school students grow well in aspects of height and weight. Although some senior grade 1 male students are overweight, students in other grades weigh in the standard scope.

Second In 2006, heart and lung functions of middle school students in Beijing's Haidian

District are generally good. The evaluation of vital capacity and the step test results in all grades shows that their heart and lung functions are above average.

Third, Overall, the results of girls are better than those of boys. The senior grade 1 male students do best in grip test, Students in other grades can only pass the test. The standing long jump test results of the junior grade 3 and senior grade 1 male students are above average, and students in other grades also can only pass the test. Sit-up (for girls): The Sit-ups and standing long jump results of all the girls are good.

Finally, Evaluation on the total score of physical fitness: In grading the total score_ there is no failure, which shows that the healthy condition is improving among Beijing middleschool students. And among them, the schoolgirls' total score are graded fine. In addition, the junior 1 schoolboys' and the senior 3 schoolboys' score are also graded fine, while schoolboys in other grades are only regarded pass. Seeing from the testing result, the index of schoolgirls is Lower than that of schoolboys; however, according to Criterion, the standard for schoolboys is higher than that for schoolgirls.

KEY WORDS: Beijing; Middle school students; Physical Fitness; Investigation

Military and Applied Physical Readiness of Preinduction Age Youth

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The situation which has developed in the sphere of preparation of youth for the army service is characterized by a number of negative factors: decrease in indicators of a state of health, physical development and physical readiness of the most part of young people, insufficient development of military and applied and technical sports.

RESEARCH METHODS: theoretical analysis and synthesis of references; synthesis of the best practices; pedagogical control tests; methods of mathematical statistics, questioning.

RESULTS: The characteristic of military and applied physical readiness of boys and young men bears information on suitability for future military service. The problem can be solved effectively by step by step development of physical abilities, by gradual complication of exercises performance, by purposeful strengthening a military and applied orientation. Such work should be started with teenagers at the age of 10.

Motive activity, motivation to exercises, formation of physical culture and aiming at service in the Armed forces of Russia were studied according to questioning of pupils of general educational institutions of Volgograd (Russia). 238 pupils (age of 10-15 – 147 boys, 16-17 – 91 young men) were questioned.

Questioning showed that only 10.2% of boys and 6.6% of young men would like to become professional servicemen. They think the most attractive things about profession of serviceman are professional and career growth, a physical improvement orientation, endurance and self-control in extreme conditions. The most attractive trend in organization of physical exercises for boys of the age of 10-15 years are the sports trend (sports sections, physical culture school for children and young people, sports competitions) and the recreative trend (lessons of physical culture, occupation in groups of health and groups of general physical preparation, days of health).

The third position is taken by the recreational leisure trend (tourist walks of the day off, pedestrian, excursion, cycling and water campaigns). The entertaining trend (military and sports, sports holidays, the mass sports militarized actions) and the informative trend (military and sports competitions, quizzes) go next.

The Army Service reduction, increase of mental and physical activities at performance of battle tasks by the military personnel increase requirements of a level of special physical qualities development of a military and applied orientation at preinduction and draft youth considerably. For the successful solution of problems of their physical preparation for service in army it is necessary to expand the age brackets of pedagogical influences with physical exercises of a military and applied orientation on the one hand, to involve a large number of students into sports activities, including the sports integrated by RS FSA "Dynamo" and Central board "ROSTO", to participate in sporting events of a military and applied orientation, to form physical culture of the preservice age youth and positive relation to the army service since primary school on the other hand.

CONCLUSIONS: Stage-by-stage estimation of indicators of physical readiness of a military and applied orientation of preinduction and draft youth provides their effective preparation for service in army.

KEYWORDS: "indicators", "physical fitness", "draft youth", "military and applied readiness".

Peculiarities of Physical Training of Military Women in the Armed Forces of the Republic of Kazakhstan

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AIM OF THE RESEARCH: – summarizing the experience of physical training of military women in the Armed Forces of the Republic of Kazakhstan.

METHODS: analysis of the literature on physical training, medical and pedagogical observation.

DISCUSSION: Physical training of the military women in the Armed Forces of the Republic of Kazakhstan is carried out with regard to the nature of performance and the features of the female body and aims to improve general physical fitness, health. Physical training sessions are held according to the approved programs and are mostly integrated. The content of the class includes complexes of floor exercises (1 and 2), the complex strength exercises, running at 60, 100, 1000 meters, techniques of self security, military applied swimming, elements of hand-to-hand fighting (martial art), also sports and outdoor games. For the development and improvement of physical qualities of the military women such exercises can be held additionally - jumping rope, sit-ups, long jump.

During the lessons alternation of rational work and rest is kept, also stretching exercises and relaxation of sporting, artistic and rhythmic gymnastics are widely held. Physical activity with the military women must meet predominantly aerobic operating mode, which is increased from one activity to another by the amount of the exercises. Capacity is regulated according to the frequency of the pulse and determined according to their age and level of physical fitness.

During the training the preference should be given to the "not overloading» backbone exercises, performed in sitting and lying down. Female body is good at performing exercises to develop endurance. Therefore, methods of developing of strength endurance are widely used in the training of women: they are associated with small weights, quickly reduce fat body mass, help to solve problems of aesthetic correction of physique. To effective solving of such issues women and men have to pay special attention to the development of aerobic endurance, flexibility and coordination.

Currently, training exercises in shaping the form, functional and interval training are widespread. Military women do morning exercises by themselves.

During the duty and in the performance of sedentary work complex of physical exercises lasting 5-10 minutes are carried out. Time, location, frequency and order of performance are established by the commander (chief).

Since the conclusion of the doctor (obstetrician, gynecologist) about pregnancy woman is provided with the exemption from physical fitness till the prenatal period of maternity leave (30 weeks gestation).

The issue of physical preparation of military women during the menstrual cycle should be solved individually with the help of the chief of medical service.

CONCLUSIONS:

1. Selection of aerobic exercises, which influence positively on the nature of the woman's body.
2. Performing the "not overloading backbone" exercises
3. The special knowledge and considering the peculiarities of physical training of women will increase their general physical fitness.

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Physical Education Teaching's Effect on Middle School Students: Interpersonal Relations

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Interpersonal relations is very important to the learning and development of middle school students. Openness and interactivity between teachers and students are obvious characters of Physical sport, which emphasize students' active participation, interactivity between teachers and students. Because there are more contact, competition and teamwork in the physical education teaching, so physical education teaching could improve middle school students' interpersonal relations. Physical education teaching can cultivate the middle school students' cooperation and competition consciousness, Interpersonal skill and their concern for collectivity and society. HuoMan's Social Intercourse Theory, Barnard Systemic Organization Theory, Dewey's Learning by Doing Theory and transfer mechanism and endorphins released mechanism provide theory basis of sociology, management, pedagogy and physiology. Based on the characters of middle school students' interpersonal relations, physical education teaching should adhere to the classification implementation principle, its means is the teachers should start teaching based on the different teaching content or students.

Physical Exercise Factors for Adolescent Psychological Health and Development in 15 Year Old High School Students of Beijing

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INTRODUCTION: Most our country's adolescent health research focuses on the physical effects of exercise for students rather than the emotional effects and possible risk factors linked to lack of physical exercise in adolescents. This thesis uses statistics on psychological scales and exercise behavior as a way to study the correlation between the status of our country's adolescent psychological health and physical exercise in order to give our adolescent administration bureau some useful suggestions about how to prevent adolescent psychological illness and how to lead them to build a healthier lifestyle.

METHODS: Five hundreds 15 years old students from 10 high schools were investigated in Beijing as random samples (The gender rate is 50/50, the effective rate is 98.5%). We compared the physical exercise group and the non-physical exercise group.(Random grouping with each group's gender rate at 50/50). The physical exercise group exercised 1 hour at a time, 3 times a week for 4 weeks. The non- physical exercise group did no physical exercise during the 4 weeks. After 4 weeks, the 2 groups were evaluated using psychological surveys including the SAS(self-rating anxiety scale), SES(self-rating respect scale) and CES-D(center for epidemiological study depress scale).

RESULTS: The non-physical exercise group scored significantly higher on psychological stress scales (SAS 32.5 ± 4.3 、SES 11.4 ± 1.5 、CES-D 12.3 ± 2.3) than the physical exercise group(SAS 23.8 ± 4.1 、SES 9.01 ± 1.38 、CES-D 10.18 ± 1.93). The results of psychological scales show us that physical exercise has a positive effect on emotion, most likely due to the release of endorphins and serotonin. Physical exercise is helpful in building social networks and giving vent to negative emotion. The psychological scales show us the risk factors for lack of physical exercise for the adolescent's psychological health effect both pessimistic feeling of having a miserable life(OR=1.47), and non-cognitive social network loneliness (OR=2.77).

CONCLUSION: Physical exercise improve the emotional health of adolescents, especially for release of negative psychological illness such as the anxiety, depression and loneliness. Our country's adolescent administration bureau should reform to include a higher ratio of study hours to physical exercise, and include education for the health awareness of the need for physical exercise for emotional health.

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Physical Fitness and Leisure Sports of Chinese Youth

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INTRODUCTION: Chinese youth physical fitness consecutively decline for 25 years, which is worried by people. This paper focus on the life situation of Chinese adolescent and how to popularize the leisure sports in Chinese adolescents.

METHODOLOGY: Guided by systematic methodology in data analysis, this research extensively employs the use of documentation, empirical analysis, logical analysis and statistical analysis.

RESULTS:

1 The life situation of Chinese adolescent

1.1 Leisure time is limited

Adolescent have strong pressure in study. Lack of vigor and vitality, and even felt empty and boring in life.

1.2 No significative exercise in leisure time

Some Chinese young people indulge in network, game, unwilling to go outside, there is "don't know how to write" phenomenon.

2 The necessity of leisure sports in Chinese adolescents

Chinese youth full of disappointment and helplessness about pressure given by society and parents. They need to be healthy, all-round development. But they lack the love of sports; do not have the leisure sports skills.

3 Feasibility of the development of leisure sports in Chinese adolescents

3.1 Leisure sports function

Leisure sports is sports teaching in leisure way. It is a social phenomenon in sports.

3.2 Leisure sports have stronger entertainment.

Leisure sports such as skating attract young people to participate in sports for its entertainment.

3.3 Leisure sports is more free

The rule of leisure sports is easier; it is lower requirement about site and companion.

4 Strategy of the development of leisure sports in Chinese adolescents

4.1 Generalizing the concept of "health first"

Generalizing the concept of "health first" in the society and parents. Taking exercise in the open air can lay a solid foundation for the adolescent life.

4.2 Developing leisure sports education

Systematically develop leisure education in the school. With various, interesting, effective forms, leisure projects attract students to form long sports consciousness and behavior.

CONCLUSION: Developing leisure sports education on Chinese teenagers to promote teenagers doing exercise by themselves, it will be improved that adolescent attitude toward sports and young people's physique situation.



Research on American Adolescent Athletes' Cultural Study

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ABSTRACT: adolescent athletes is a treasure trove of a country's sustainable development in athletics talent. For the country, educational work is conducive to improve the athletes' cultural quality and comprehensive ability, it helps to establish a good social image for athlete groups, further promote stability continuation of youth sports participation and sports reserve talents cultivation. For individual athlete, getting strong cultural foundation and adequate knowledge is conducive to future educational pursuits and career development. It also plays a key role in the integration into the social life. Therefore, both countries and individuals are paying close attention to the issue. By means of such research methods as documents, expert interviews, field work and so on, this paper presents a research on current situation of American adolescent athletes' education. The results were as following: In the United States, both National Federation of State High School Associations(NFHS)and National Collegiate Athletic Association(NCAA)mainly conducted and administrated adolescent athletes' training, competition and education work. The system of cultivating adolescent athletes consisted of two parts in which school play a leading role and various social organizations play a supporting role. The social organizations included clubs and training camps, sports associations, specialized sports institute, etc. American young athletes had a variety of ways of participating and a lot of playing opportunities. The contest focused on fair competition and safeguard the rights of athletes. Arrangement of contest schedule aimed to minimize interference with student athletes' daily learning. In other to ease the contradiction of athletes' learning and training effectively, the U.S. federal government and sports governing bodies have taken a series of measures, such as carrying out Education Code to establish a academic standard for student athletes' eligibility; rationalizing further education channel; providing special instructor to help athletes solve academic problems and so on. It was because of these measures, which makes the young athletes cultural and educational issues be properly addressed within the educational system.

KEYWORD: adolescent athlete; cultural study; USA

Research on the Affection from Additional Sports Examination to High School to Cultivation of Exercise Habit of Adolescence

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INTRODUCTION: Focusing on "NO.1 IS HEALTH" and building students' lifelong exercise habits, in China, was the essential theme of the physical education on campus. According to the survey, most of the young people, especially after graduated from school, would have to give up participation in exercise. So building students' lifelong exercise habits will become one of most important focus during the physical education reform.

METHOD: By literature, questionnaire, survey, mathematical statistics and logical analysis and other methods, we will find some solutions and advices about the research on the exercise habits of 20 middle school students in 5 different cities of China.

RESULT: Firstly, the Additional Sports Examination to High School (ASEHS) played a catalytic role on physical education (described in Table 1), however, scientific and Integrity of test project settings remains to be further enhanced.

Table 1 Factors about the young people participated in exercise (n=458)

	Passing Test	Relieve Stress	Personal Hobby	Social Intercourse	Requirement of family	Requirement of School
Number	179	60	73	18	101	27
Ratio	39%	13%	16%	4%	22%	6%

Secondly, the Requirement of family became another important factor affecting the changing of exercise habit, however, some parents were lack of specific sport knowledge and practical experience but full of the utilitarianism.

Thirdly, it is not easier for students, during the spare time, to do the exercises of ASEHS that requires specific facility and equipment.

DISCUSSION/CONCLUSIONS

First of all, Flexible exercise is one of best test projects for the growth and development of adolescence. The Committee of ASEHS should pay more attention to this item.

Second, the movement design of ASEHS should be more simple and easier to be implemented at home.

Third, in the future we should urge to improve the effect of the family circle in which parents could help their children to do the exercises.

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Research the Effects of Badminton on Youngsters' Strength Quality

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1. The purpose of study: Adolescent body was in the stage of comprehensive development, and bones were in the process of ossification. The muscle strength, coordination, and agility were poor. Appropriate exercise could promote the growth and development of teenagers, and help to avoid muscle strain and joint strain. Badminton sport had the characteristics of antagonism, and it required whole body cooperation. The sports could stimulate the youth's passion of sports. At the same time, catching the ball, high clear, and chop could improve human upper limb muscle strength, footwork exercise could improve the body's muscle strength of lower limbs, and also as a whole that could improve the coordination of the upper and lower limbs.

2. The research object and methods: We chose 80 random junior high school students as the research participants. They were divided into group A with 40 students and group B with 40 students. Firstly, each group vertical jumped on the force platform Kistler to measure CMJ without swing arm and CMJ with swing arm. Then group B had badminton special training on physical education in three times a week. After a semester, again group B and group A that did not participate in the badminton training vertical jumped on the force platform Kistler to measure CMJ without swing arm and CMJ with swing arm. Group A was the control group.

3. The research content: The CMJ was a counter-movement jump. With or without swinging the arms, the vertical jump in addition to upper arm was different, lower limbs were all begin at upright, then quickly squatted down to a certain position, and jumped up immediately. Compared group A to group B of data. Among them with a swing arm before and after contrast, it was to see the badminton exercise influenced on upper limb muscle strength.

4. The results of the study: 1) After one semester, the control group A without swing arm and with swing arm measurements had poor performance than the semester before. 2) As growth of the age, the body's muscle strength quality declined gradually. 3) After a semester, the result of experimental group B without swing arm and with swing arm was better than the prior semester. 4) Badminton sport could improve the teenagers' strength quality.

School Health in Educational Institutions

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All the best society is to give the children. Today, they account for nearly a third of the population of land, and care about their future is one of the main tasks of the state [5,3].

At the present stage in the education system are actively occurring processes of modernization. Is paid considerable attention to students' health. Modern research shows the negative impact of the existing education system, including in educational institutions, the use of information and communication technologies, means of information on the health and development of the younger generation.

In their studies, modern scholars have argued that ignoring *zdrovesberegajushchego* principle in the organization of the educational process contributes to the formation of school risk factors that affect the growth, development and health of children [1, 3]. The monitoring data held by the Ministry of Education of the Republic of Tajikistan in 2009 showed that only 11.6% of students in educational institutions found to be healthy.

Among the school risk factors distinguished: the intensification of the educational process; discrepancy methods and technology training age and functionality of schoolchildren; irrational organization of learning activities with the use of means of information, lack of effective psychological and pedagogical support to prevent computer-based schools; low literacy teachers and parents in matters of and health promotion. The input is now the school innovation, based on the full use of the means of information, computer training programs, e-learning resources, educational resources online. However, their implementation is not calculable in terms of health saving students. The result - a sharp deterioration of the physical and mental health of the child, the need for psycho-pedagogical correction and medication. So obr'azom clearly highlighted the problem of the use of technology in health-educational institution.

Studies show that an individual assessment of the level of physical development based on anthropometric data, especially on long terms, raw body weight and chest circumference.

The latest results for the CIS are not encouraging, as from 82.8% to 79.8% among men and from 86.3% to 82.8% among women decreased the number of patients with normal relation height and weight. Reduced the number of adolescents who are overweight (from 10.2 to 6.6 among men and from 9.1 to 4.5% among women). At the same time, significantly increased the number of young men and women with low body weight (respectively from 7.0 to 13.6% and from 4.6% to 12.7%).

All this indicates that the tendency to the so-called asthenia teens ("easing"). Over the past few years dynamometry in boys decreased by 1C kg, the girls - to 7 kg [5,50-51].

Analysis of the medical examination indicates that the current number of healthy teenagers as young (10-14 years) and older (15-18 years) age is not pre-excess of 2 - 9%: it decreased year by year, and for the last decade, the trend has acquired adequately sustained. In many ways, this is due to the intensive growth of functional disorders and chronic diseases in adolescence.

You can not ignore the fact that in recent years, the country formed,

valas steady trend to an increase in the spread of harmful habits among adolescents with a risk to health.

Polls conducted in secondary schools number 94, 54 (district Sina), № 77,78 (district Ferdowsi), № 55, 15 (district Shohmansur), № 32,24 (district ISMOL TJS) the Republic of Tajikistan among adolescents indicate that they are now quite aware of the devastating negative impact on the health of some bad habits. However, to date, in adolescents is not marked stable negative attitude towards them. Almost 90% of those

surveyed more than 1,600 students also know what a healthy lifestyle. But it has little effect on the selection of the correct behavior. To a large extent, this situation can be explained by the fact that the value orientation of a healthy lifestyle are not the priority priority of any family, any health system, education, legal protection - you did not form the basis of education of adolescents as individuals.

Among the effects of alcohol and drugs teens emit enormous damage to health (35.9% in the first stage of the survey and 64.1% in the second stage, respectively). One in three teens believes that health depends on the people themselves, their way of life. Help children become aware of this responsibility - another area in teaching healthy twist, another potential which is still insufficiently understood.

According to the World Health Organization Health - is "a state of complete physical, mental and social well being and not merely the absence of disease or infirmity." Support for this state of a child - one of the tasks of the modern school. [2] According to VD School health Son'kin long zhny ensure conditions of educating a child in school (no stress, adequacy requirements, the adequacy of training and education), the rational organization of the educational process (in accordance with the age, sex, individual peculiarities and hygienic requirements), compliance training and physical activity age of the child; necessary, sufficient and efficiently organized motor mode (morning gymnastics, fizkultminutki, lesson physical culture, a big change, physical - fitness, and sports - mass work ta - competitions in individual sports, mugs section, the days of health and sports, PFP, "Sport hour" in the group of extended-day Olympic hour event during the school holidays, walking, trekking, hiking). They are one of the sports facilities and the formation of health-promoting school environment that combines socio pedagogical conditions, the physiological components that contribute to the implementation of adaptive abilities of schoolchildren, the factors that influence the health saving zdorovesozidanie all subjects of the educational process. [3, 4, 5]. ~ By \

1 ^ vvsYShehiolorianssh medium educational institution we understand sQ I systematically organized set of information, technical, uchebnometodicheskogo software, which is based on a common information - I educational space constructed with the help of computer - telecommunications technologies. interaction, including a virtual libraries, databases, educational facilities and advanced didactic apparatus. ^ TERM scientists offer different classifications of health-technology. One of these classifications proposed by NK Smirnov, T2]. Among the health-technology ^ this classification in a tso-to-Technical totots ^ ^ th and medium educational institution, in our opinion, can be used the following zdorovesberegayuschie Educational Technology (OST)

- Organizational and educational technology (OPT), determine the structure of the educational process in order to prevent the state of fatigue, inactivity and other states dezaptatsionnyh schoolchildren after use of information and communication technologies;

- Psycho-educational technologies (PPT), work-related teacher in the classroom, the impact on students when they are working with the information;

- Training and education technologies (>)

competent care about their health and the formation of with computers;

- Adapting socially and personally educational technology (CAJ)

secure the development and strengthening of mental health of students, increase individual coping resources (social and psychological training programs for social and family pedagogy);

- Health-improving technologies (JIOT) - independent medical pedagogical knowledge: the therapeutic pedagogy and therapeutic physical culture, the impact of which restores the physical health of school children after working with computers and other means of information as part of the educational process and extracurricular activities.

The educational process is carried out in accordance with the ideas of health-pedagogy, only when used in the implementation of the pedagogical system solves the problem of the health of students and teachers.

The main objective of zdorovesbereregajushchego and zdorovesozidayuschego educational institution is an organization of educational space, where quality training, development and education of pupils is not accompanied by damage to their health.

What distinguishes the school health team from the usual secondary school? Show it on the experience of the organization of the secondary school № 14 Kayrakku – ma.

In the structure of the school educational complex works closely with the medical, including a health - care, health, psychological, and social-sky blocks.

It creates the Department of School Health to bring together and harmonize activities pedkollektiva, parents and medical staff in the health of children. Job diagnostic system provides physicians, scientists, physicians, practice, psychologists and social workers.

Institutional arrangements:

Medical monitoring of the health of students is carried out in those chenni-school year (in September) it performed by the specialists: pediatrician, ophthalmologist, Chi – rurg-orthopedist, neurologist, psychiatrist, clinical psychologist, as well as the monitoring of health status with – teachers (annual Examination and constant monitoring by the rotation whose specialists);

introduction to the educational plan of the class teacher threads 1 to HLS

11th grade;

holding the sections "Your Health" in the 5-8 grades;

the creation of sports and recreation clubs: groups PFD and corrective gymnastics;

conducting health days (4 times a year), the organization of free food students (grades 1-4), holding inhalation (by a doctor) in an urban clinic, organization of summer camp with day care children at the school (for children grades 1-6) and a country retreat camp (for the students of class 7-10 cos –) in Kairakkum (camp "Thunderbird")

Working with parents of students:

collecting information on the health of children by questioning the parents; parents' meetings for medical and physical - health improvement –sional topic;

individual counseling parents on healthy lifestyle for children in the family.

A material change in the base. Additionally created: the offices of health and prophylaxis for the prevention of spinal curvature.

There are other objectives, among which we would call the creation of such a strength of general education institutions, which would become the center of a healthy ooraza life.

The results of the study of young families in Dushanbe indicate that only 25.6% of them are relatively healthy lifestyle: either adults or children bad habits were found. But in the remaining 84.4% of families attended not one, but several bad habits. Low physical activity was observed in 87.2% of households. Eye of the lo –98.2% of mothers and 65.9% of fathers do not engage in physical exercise.

Every person, every family has a free choice of a way of life. Everyone chooses what he thinks is right, useful, but it is a great pleasure.

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School health IN EDUCATIONAL ^CHREZHDENII

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Keywords: Health, Health-education technologies, health-promoting medium educational institution, inappropriate organization, learning activities, computer addiction, school innovations.



"Series of School Youth Exercise" on the Physical and Mental Health of Young Students in Beijing

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INTRODUCE: This study aims to understand and master the Ministry of Education initiated the "series campus Exercises" in Beijing to promote young students, and to focus on "Exercise Series campus youth" of the physical and mental health of young students to conduct a comprehensive, objective investigate, explain and evaluate the "family school youth aerobics" program of continuous improvement to provide a theoretical reference for the campus youth Exercise for students to provide important theoretical basis for healthy growth.

METHODS: 1. Documentary research. 2. Survey Research Methods: The main method used questionnaire designed questionnaire about participation of young students in Beijing "series of promotional activities on campus youth aerobics" in the status quo and its own influence. Reliability and Validity of the questionnaire by the results show the validity of 0.75; 400 questionnaires and 390 were returned, valid questionnaire is 386, the valid response rate was 96.5%. 3. Expert interviews. 4. Mathematical statistics.

RESULTS: The results show that: "series of promotional activities on campus youth aerobics" masses of young students has a positive effect, also found that there is need for improvement links. As follows: 1. 23.06% of the students thought that "Exercises" to improve motor skills are extremely important, 48.70 percent of the students thought that relatively large, 21.76% of the students that affect the general, 6.48% of the students that is not too large or not impact. Accordingly, we believe that "Exercises" Exercises and games for the promotion of youth skills acquisition and enhancement of the student movement has a positive effect. 2. There are nearly 80% of the students that "aerobics" physical training on the enhanced role of large, do not see any role for only 0.52%; has more than 60% of the students that "Exercises" Exercises to improve the prevention of disease greater role, no role for only 1.30%; more than 65% of the students thought that "Exercises" Exercises for the improvement of health status have a large role in promoting the role that not only 0.52%. Thus we think that "aerobics" on health has obviously promoted. 3. To the Table 1 analysis, the "aerobics" program to effectively guide and promote the psychological health of students, for the growing population of young people has very important practical significance. 4. "Aerobics" on the adaptability of the community survey: 65.29% of the students considered to improve the interpersonal skills and the contribution of the collective to do a very big impact, that does not affect only 1.04%. Social adaptability from the above survey results suggest a number of factors, "Exercise" on the student's social adaptability positive role in promoting enhanced.

Table 1 Series of campus youth body building exercise a positive impact on mental health degree

Effect	Impact Degree									
	Very large		larger		general		Not too		No effect	
	Number	%	Number	%	Number	%	Number	%	Number	%
1、Developing positive self-worth	113	29.27	169	43.78	78	20.21	24	6.22	2	0.52
	92	23.83	43	11.16	20	5.16	27	6.99	7	1.81
2、Emotional self-regulation	104	26.94	161	41.71	99	25.65	23	5.96	7	1.81
3、Foster good will and quality	80	20.73	41	10.61	25	6.45	26	6.74	12	3.11
4、The degree of adaptation to the environment by social			160	41.45	92	23.83				
	67	17.36	145	37.46	123	31.87	38	9.84	20	5.18

norms or appropriate way	37.56	
5、 With the positive impact of the opposite sex		138 35.75
	123	
	31.87	

CONCLUSIONS: "Series campus Calisthenics Exercises" exercises and games can help students in sports skills, physical and mental health, disease prevention, and social adaptability and so on have been varying degrees of improvement and promotion.

Study on Effect of Sport Participation on New Generation of Migrant Workers Integrating into Urban

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BACKGROUND: Second generation of migrant workers refer to younger generation who are born after 1980s, working from rural to city. There are about 100 million such migrant workers in CHINA. City integrating is key to china urbanization process and social stability.

OBJECTIONS This paper tries to analyze effect of sport participation on city integrating and put forward countermeasures.

METHODS: questionnaire investigation : obtained 99 effective questionnaires from place such as construction site、 catering service units 、 resident sub-district etc , where new generation migrant workers live and work. variance analysis: MANOVA by spss15.0 RESULTS Table1 effect of sport participation on city integrating Behavior integrating Affective integrating F df Partial observed power F df Partial observed power Participation frequency 3.427** 2 .072 .630 1.623 2 .036 .335 Participation time 0.556 2 .012 .139 .354 2 .008 .105 Participation frequency*participation time 2.362* 4 .097 .661 2.613** 4 .106 .711 *P<0.1;**P<0.05.

DISCUSSION: The results of variance analysis showed that (1) main effects of sport participation frequency on behavior integrating were significant, while main effect of sport participation time on behavior integrating were not significant. There are some reasons as follow: increasing sport participation frequency leads to more social communication opportunity and larger social communication network. However, participation time each time have little influence on social communication network. (2) Main effects of sport participation frequency and participation time on affect integrating were not significant. But interaction effect existed between sport participation frequency and sport participation time. Only when sport participation frequency and sport participation time increased at the same time, sport participation have significant effect on affect integrating. This shows that sport participation had smaller effect on affect integrating than behavior integrating.

CONCLUSION: Sports participation will help new generation migrant workers integrate smoothly into city and make city more stable and prosperous . From strategic view, the government should put new generation immigrant workers into sport public service system .

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Study on the Mechanism of Adolescent Physique Health Promotion

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BACKGROUND: In recent years, the development of indicators of China's students height, weight, chest circumference is sustained growth, but the vital capacity, flexibility, speed, strength and other physical quality index declining. Previous research is the macroscopic research, microcosmic study less, grasp the research breakthrough point less. Therefore, it is necessary to realize the development of adolescent physical construction, theoretical system construction and innovation, path and method proposed can provide guidance and reference for the practice of constitutional construction of young people, for scientific decision of government departments, provide the basis and reference to formulate relevant policies to promote the physical health of teenagers.

OBJECTIVE: Through to the physical health of young students cognition, affect the main factors of young students' physical health of young people to participate in physical exercise, restricting the subjective and objective factors, the investigation of and adolescent students in extra-curricular life mode, explore the physique health promotion mechanism, the youth sports health promotion strategies.

METHODS: literature investigation interview; historical logic analysis; logic analysis

RESULTS: Study of physical construction of adolescent value, status, the nature of the physical construction of young people, on the interpretation and analysis of difficulties, focus on the physical health of young people, to promote the decision-making, motivation, management, security, evaluation and supervision mechanism. The main conclusions: (1) the physical health of young people to promote is the realization of Hubei youth own comprehensive, harmonious, sustainable, and must be the cause of our country comprehensive, harmonious, sustainable development. Physical construction of youth is a large, complicated properties, related to a wide range of social system engineering. (2) focus on adolescent physical health promotion is the sports teaching and the improvement of the quality of the sunlight sports implementation; the difficulty is "coordinated operation of social systems engineering"; breakthrough is the senior high school entrance examination and college entrance examination system reform of sports. (3) the establishment of government leaders, youth physical construction organization system and operation mechanism of the school, family, social participation is key of adolescent physical health promotion, but also the physical health of young people and promote the difficulty. (4) adolescent health promotion mechanism needs five aspects from the decision, incentive, management, security, evaluation and supervision improved, the five aspects of the formation of a coherent, complementary organic whole.

CONCLUSIONS: Focus on youth fitness and health promotion school, difficulty is the physical construction of the "youth social system engineering", and launches the research on these problems. The physical health of young people is also affected by genetic factors, but acquired intervention is extremely important, explored by the intervention mode of government, family, school, community and other resources and power combination, studies the mechanism of incentives, from the decision-making, management, security, evaluation and supervision.

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Survey on the Status and Ongoing Problems of Registered Teenager Football Population in Beijing

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The registered football population is the number of people that participate in football activities twice or more times every week, join professional or amateur club, and are registered in the national or local football association. The registered football population directly reflect the city 's status of football backup talent cultivation

OBJECTIVE: With the launch of the campus football league in 2009, the number of competing schools increased from more than 90 originally to 220 in 2013. The decline trend of registered population for five consecutive years ceased in 2012, the number reached 1434 in that year. However, the Beijing native population has been declining, and the population at secondary school ages are in shortage. Both the two problems are serious. These problems are harmful to the long-term development of the Beijing teenager football industry .Therefore, it's urgent to solve the problems.

METHODS: Literature, mathematical statistics and inductive method are adopted in this research. Data are obtained through consulting the Beijing Football Association registration management system, and the conclusion is drawn through collecting and analyzing related data

RESULTS:

- (1) Population at secondary school ages in Beijing is seriously inadequate.
- (2) The local Beijing registered football population has been declining for consecutive five years
- (3) Participation of local household registered children in the Beijing teenagerfootball games is lacking .

1Different Registered Age Group

Birth Year	Age	Situation	Number of People
89—90	22—23	Professional Team	743
91—92	20—21	College	555
93—94	18—19	Senior High school or college	310
95—96	16—17	Senior High school	243
97—98	14—15	Junior High school	252
99—00	12—13	sixth-grade primary or Junior High school	390
01—02	10—11	fourth and fifth grade primary	1255+

2 Percent of locally registered population

Year	Total registered population	Beijing registered population	local percentage
2006	834	556	61%
2007	556	316	57%
2008	168	98	58%
2009	472	222	52%
2012	1434	403	28%

CONCLUSIONS :

- (1) In Beijing and even in China, if the football program can not be linked with future school studies,

the number of the football players in high schools will decrease dramatically. This will inevitably result in acute shortage of China's football reserve talents.

(2) Local people in Beijing, with high per capita income, do not need to engage in professional football activity to improve their living conditions. This is the fundamental reason that the local Beijing registered football population has been declining for consecutive five years. However, for people in the other provinces, especially rural teenagers, most people came to Beijing to join professional or amateur football clubs with a purpose of improving their poor living situation.

(3) The shortage of local household children's participation in football games is not conducive to the long - term talent cultivation and healthy development of football industry in Beijing.

REFERENCES: Beijing registered management system <http://www.cfa-ris.org.cn/>

SWOT Analysis on the Development of New Adolescents' Basketball Training Agency in Beijing

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INTRODUCTION: This paper conducts a SWOT analysis on the development of new adolescents' basketball training agency in Beijing. With the change of peoples' opinions about personal health and the growth of sports consumption, sports industry is becoming more and more flourishing Basketball training agency is growing up with a rapid speed in the area of sports industry. Four hundred and sixty million people, 36.25% of total population in China, are adolescents. And lots of them like playing basketball and want to learn more skills about it. Nevertheless, in our country, the research on new basketball training agency is just at the initial stage. The present paper attempts to give some suggestions and directions to the development of new basketball training agencies.

METHODS: Taking one of new adolescents' basketball agencies in Beijing as the research object, 19 foreign coaches, 27 assistant coaches, students' parents as well as managers of the company were interviewed. Literature method, observation, interviews and SWOT were mainly applied in the study.

RESULTS: This paper conducts a SWOT analysis on the development of new adolescents' basketball training agency in Beijing. It reckons that the strengths of these institutions are reflected in the idea, the age bracket of the students, the attraction of foreign coaches' great performance, the perfect combination of basketball and English learning learning the convenience of training schedule and stadiums. But there are also some weaknesses, such as high expense in employing foreign coaches, Patchy quality of the coaches (including assistant coaches), and the high training price. With the development of economy and society, the increased demand of life quality and the improvement of cultivation requirements have provided potential opportunities for new adolescent basketball training agency. The support from Chinese government, schools and parents' concern for adolescents' body condition, the pressure of high school entrance examination, the profound influence of NBA and CBA, vivid and effective publicities of the training institutions made by mass media, new energy from large numbers of excellent graduated students of physical education major, all these factors boost the new adolescents' basketball training industry. While, the competition from traditional basketball training agency and other sports projects' training agency like football, tennis, kickboxing are threats to new adolescents' basketball training agency.

DISCUSSION: First improve coaches' teaching skills. Second with the help of government's policies support, integrate resources and take the initiative to expand to other cities, and quickly capture the market share.

are. Make good use of government's support to adolescents' body exercises, expanding to other cities grabbing market share at first time. Third, make scientific training schedule, set up more kinds of classes according to different age bracket. Fourth, utilize mass media like Internet to improve Social awareness of the agencies and attract more adolescents to join the agency. Fifth, strengthen the assistant coach team by employing high quality students who possess professional basketball skills and good English.

KEYWORDS: adolescents' basketball training; SWOT analysis; superiority; inferiority; opportunity; threats

Tae Kwon Do Athletes for Club of Investigation for the Pre-match Psychological State Haidian District in Beijing

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A competition, not only is the competition of technology and tactics, but also psychological skills as for the athletes. The stand or fall of the pre-match psychological state for the upcoming competition relations is huge and especially for antagonistic project of taekwondo athletes. This article through the literature material law, questionnaire survey, data statistics of Beijing's haidian district taekwondo athletes club carries on the investigation and study that the pre-match psychological stress factors and training methods carry on discussed for athletes. The following conclusions and Suggestions.

research Results show that more than 80% of athletes have psychological tension phenomenon occurred and nervous reasons include parents expect too much for athletes and the competition environment facilities bring some influence factors for athletes and so forth. According to Taekwondo athletes Pre-match psychological tension performance and the proportion show that shaking hands and feet for 5.7% and the forehead sweat accounted for 7.1% and keep the ground toilet with 68.6% and Reduce anxiety for 18.6%. In the aspect of psychological training methods that such as image training and cognitive regulation to the pre-match psychological training are of great help. Pre-match psychological training for athletes bring a lot of benefits. Such as, increased confidence for 74.3%, relax the mood for 10%, control mood for 4.3% and reduce anxiety with 11.4%. The pre-competition Psychological Training necessity investigate show that think there is a big need of students accounted for 88.6%, a bit of a need to account for 7.1%, unnecessary accounted for 4.3%.

The coaches should effectively carry out the pre-competition mental training to athletes that aiming at the problem of the athletes and match often appear problem should adopt different psychological training methods. Before the match for coaches should avoid using too excessive language to stimulate athletes that especially for the poor psychological quality and organizers should try to provide a good match environment. The parents to minimize contact between athletes and so as not to affect the mood of athletes before the competition.

KEYWORDS: Beijing, Tae kwon do athletes, The psychological quality, Investigation and study

Technology of E-Book Introduction into Educational Process on the Schools Course “Physical Culture”

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KEYWORDS: Physical Education, E-book, physical, theoretical and technical training

The topicality of the research work. A teacher of Physical Education must provide students with theoretical and practical knowledge and skills. A lesson lasts for 45 minutes and a teacher spends most of his time on the practical part of the academic programme. V.M. Bogdanov, V.S.Ponomarev, A.V.Solovov (1), A.I.Fedorov (2) pay a lot of attention to this fact in their research work. They believe that this problem can be solved by e-books introduction. The problem of the research is in the contradiction between the necessity of introduction of e-books into the educational process on Physical culture to provide students with theoretical and practical knowledge and skills, and the lack of scientific and methodological justification for introduction of this process into the school system.

The aim of the research work is the scientific justification of e-book introduction technology on school course "Physical Education".

The Objectives of the research work.

1. To identify the scientific-theoretical background of information technology in the educational process on physical education.

2 To study the opinions of teachers of Physical Culture whether it is necessary to introduce e-books on a school course “Physical Culture”

3. To reveal the initial level of 8 grade pupils’ physical and theoretical training in Aktobe, if they possess techniques of movement actions according to the program for athletics (sprint)

4. To work out the technology of e-book on the academic programme "Physical Culture" in educational process and its experimental justification.

The methods and organization of the research work: analysis of scientific and methodological references, analysis of documentary materials, conduct surveys, control tests, testing, methods of mathematical statistics, pedagogical experiment.

The results of the research work.

Analysis of the scientific and methodological references has shown that the scientific and theoretical preconditions of information technology introduction into educational process on the programme Physical Education are as following.

The first precondition denotes the conceptual basis for the use of information computer technology in physical education of students. The research work of scholars such as A.I.Fedorov^[2], S.V.Gurev.^[3] can be distinguished in this area.

According to A. Fedorov, "... it is necessary to use information technology training in three interrelated ways: first, as an object of study, secondly, as a tool, a software used in the educational process, and third, as a new educational technology ..." [2, p.36]

As the second precondition, we have identified the features of e-book development on the discipline "Physical Culture." In this regard the scientific works of the following scientists can be noted, they are V.M.

Bogdanov, V.S.Ponomarev, A.V.Solovov, [1] V.V.Hramov^[4]

V.V.Hramov^[4] believes that the modern didactics does not explain how to use information technology in order to improve the effectiveness of physical skills and movement action skills.

The third precondition is the development of information and computer technologies that enables us to implement diagnostic indicators of students' physical perfectness (physical training, physical development, health).

S.S.Frolov's work is dedicated to the given aspect of the problem under consideration.^[5] He has developed an information and computer technology, which makes it possible to set the characteristics of physical fitness and individual indicators for each student according to physical fitness in terms of differentiating students of I-IV grades.

The fourth precondition is the management of students' physical education on the basis of information technology. O.A.Nemova^[6], L.A.Asmolova.^[7] devoted their research to this issue. As the result of L.A. Asmolova's research work, she was able to prove that "... the use of modeling method is efficient in considering the content of the educational information topics..."^[7, p.81].

The analysis of the survey carried out among teachers of Physical Culture in Aktobe, revealed the following common factors: 53.8% of respondents indicated that teachers of Physical Culture are not able to give schoolchildren theoretical and practical information simultaneously. Accordingly 74.6% of respondents believe that it is necessary to introduce interactive techniques into Physical education classes, in particular e-books. In order to improve the effectiveness of materials given as variation 53.8% of respondents think that we should motivate students to take an active part in Physical Education, 15.4% - to increase the level of students' physical fitness, 30.8% - to increase the load of physical activity, obtained by students in Physical Culture classes.

The level of physical fitness is determined by such indicators as running for 60 m, running for 2,000 m and a long jump. All these indicators do show any differences between students from control and experimental classes. So, though on 60 m run the result of control group boys corresponded to 9,7 sec., and in experimental group - 9,8 sec., but they statistically don't differ from each other ($p > 0,05$).

A similar situation was observed in all other indicators. On all parameters to be tested, the level of students' physical fitness in accordance with the regulatory requirements of the physical education program was evaluated as "satisfactory - 3".

Test questions had been compiled to identify the initial level of students' theoretical knowledge on three types of programme material. The boys from control and experimental groups answered to 58.8% and 60% of test questions of the section "Sprint"; in the section " middle distance running " - 60.2% and 61.4%, in the section " Long jumps " - 54.2% and 53.0%, respectively. The results of the girls from control and experimental groups were as following: "Sprint" - 59.3% and 55%; in " middle distance running " - 64.2 and 65.0%; in "Long jump" - 58.0% and 59,2%, respectively. As we can see from the initial level evaluation, students' theoretical knowledge was in the range of 3.0 to 3.4 points.

To determine students' initial level of mastering the physical capacity techniques, the following instructional methods were used. First, the technique was assessed with the help of conventional method proposed in the scientific and methodological literature, based on a 5-point scale. Secondly, pedagogical criteria of physical capacity evaluation were used (sports results, parameters of the standard methods). Third, three experts were involved for the relative leveling of subjectivity in the evaluation of students' techniques in fulfilling physical actions (leading teachers of Physical Education), who ranked the students according to their techniques of performing the given tasks. After that, we calculated the coefficient of concordance.

The analysis of the results showed the following. The level of low start usage shown by the boys from the control and experimental groups were 3.3 and 3.4 points, respectively; 2000m running - 3.0 and 3.1

points; long jump from a place - 3.5 and 3.6 points . The girls from control and experimental groups with low start - 3.1 and 3.2 points respectively, 2000m running - 3.1 and 3.0 points, long jump from a place - 3.3 and 3.4 points .

The coefficient of concordance (consistency of expert's opinions) corresponded to 0.82.

As can be seen from the above, the preliminary results of an experiment suggest that the level of theoretical and physical training and the way the students possess sprint techniques, middle distance races and long jump do not meet the requirement set.

We have developed an electronic book "Physical Education" It suggests the following forms of training activities: lectures, teaching and practical exercises, self-study, tests, as well as an analysis of technique and teaching methodology of the programmes such as athletics, volleyball, basketball, gymnastics and ski training under a training program at schools.

The technology of e-book introduction into the learning process on the discipline "Physical Culture" is as following. As students have 3 hours of "Physical Education" a week, they work in the classroom with an electronic book for 25 minutes once a week. Here they must form their theoretical knowledge on the programme, visual experience for the implementation of physical actions (reading about the method of exercises). Students will be able to apply their theoretical knowledge into practice that is gradually turning their visual experience into physical skills during physical education in the gym. One of the sections of the electronic book is a reflection of students' performance of physical actions. Figure 1 shows an example of reflection carrying out the command "Ready!" while studying the method of low start in short track. On the left side a picture and descriptive terms are represented showing the standard technique of this command. On the right side we can see the actual implementation of the exercise by a trainee, and describes his mistakes, which he identifies by comparing his movements with the components of the standard technique. This approach allows the sportsmen to feel the physical exercises they are doing and realize the mistakes they make, and to look for some definite ways to correct them.

The results of the experiments carried out on the basis of grammar school ¹51, Aktobe, showed the following (Table 2). At the end of the experiments the results of the students from the experimental class were better than the results of the students from the control classes. So, 60 m run –the results of the boys from the experimental group rose by 0.9 seconds, and in the control group by 0.2 seconds ($p > 0,05$) (Figure 2). According to theoretical training on "Sprint" the boys' answers to the questions from control and experimental groups have increased respectively by 13.2% and 31.2%, the section " middle distance running " - 11.2% and 31.4%; "Long Jump" - 8.6% and 41.8%. According to grading estimation the initial level of students' theoretical knowledge from the control group was in the range from 3.4 to 3.9 points, while the results of the experimental group from 4.0 to 4.9 points. The level of technique of low start demonstrated by the boys of the control and experimental groups increased from 3.3 to 3.9 points and 3.4 to 4.9 points, respectively.

CONCLUSIONS:

1 Introduction of electronic books in the educational process on the programme "Physical Education" gives an opportunity to enlarge students' theoretical knowledge on the materials stated on the curriculum, visual experience for the implementation of physical actions (while reading about the methods of physical exercises).

2 The results of the experiments carried out on the basis of grammar school ¹51 Aktobe, demonstrated the effectiveness of the given technology.

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The Current Situation and the Cause of School Sports Accidents in Heilongjiang Province's Primary Schools and Middle Schools

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RESEARCH OBJECTIVE: The school sports are important parts of school education, with the continuous improvement of economy and living standard, China's school sports activities develop rapidly and students' enthusiasm for participating in sports activities is going on high. However, it is not an uncommon phenomenon that students get accidental injuries for taking part in the sports activities. It not only affects the normal conduct of school sports work, but also brings great harm to the students and their parents. In order to get more reasonable and effective fitness and avoid student injury accidents, I made investigations on part of primary and middle schools in Heilongjiang Province and probed into the present situation and causes of safety accidents in schools' physical education.

RESEARCH OBJECT: Select Heilongjiang province Harbin, Qiqihar, Mudanjiang, Jiamusi, and Suihua city's elementary and middle school students' parents, students themselves, teachers and school leaders as respondents. Select 50 students from each grade, 25 boys and girls respectively. Primary school students' parents answer the questionnaire instead of their kids, and middle school students and their parents are both involved in the investigation.

RESEARCH METHODS: (1) The Investigation Method of the questionnaire survey: 4500 questionnaires in all, 4446 valid questionnaires were recovered, with an efficiency of 98.8%. (2) Documentation Method: Having a comprehensive understanding of the present situation of the research in this field and consulting a lot of documents about the safety accidents in schools' physical education according to the purpose and content of this research, classifying and neatening the retrieved documents. (3) Interview Method: Selecting part of PE responsible people, teachers and school doctors from Harbin, Suihua, Mudanjiang and other cities as in Heilongjiang Province as investigation interview objects, realizing the current situation of primary and secondary schools' physical education and extracurricular sports activities in some areas of Heilongjiang Province as well as the condition of sports safety accidents. (4) Mathematical Statistic Method: Using the statistics software Spss17.0, Excel and software EpiDate for statistical analysis of the data and graph processing.

CONCLUSIONS AND ADVICE: Through the analysis of the questionnaire on injury accidents in primary and middle schools in Heilongjiang Province, we can see that home and dormitories are the places where safety accidents mostly happen, with a number of 554; secondly is in sports classes, with a number of 197; thirdly is in extracurricular sports activities, for a number of 121; fourthly is in schools' sports meetings, with a number of 98; the fifth is in the out-of-schools' sports activities, 91 people; sixthly is during the process of team training in sports, 34 people.

From the analysis of the investigation, we can see that many phenomena account for safety accidents in schools' physical education. Firstly, the security system of school sports is not perfect, and it is difficult to form an effective protection for the schools and students; Secondly, the school sports facilities including the layout is not reasonable enough, and can not meet the needs of schools' physical education, plus the equality of the equipments needs to be improved. Thirdly, the students and the schools are lack of knowledge of clinical experience and related sports medicine, and the medical supervision system is not perfect as well. Fourthly, due to the lack of education about safety measures against sports emergencies, the students are unable to learn and master the safety skills well, which directly leads to the unawareness of self protection. Fifthly, the reduction of students' physical quality makes the students unable to reach the requirements of the



schools' sports.

The Current Status and Influencing Factors to the Sports of Chinese Adolescent

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ABSTRACT: According to the latest physical health monitoring data shows that today's teenagers endurance, strength, speed and other physical index continues to decline, myopia and obesity rates continue to rise, more than half of the teenagers learn timeout, lack of sleep. This article through the literature investigation method and expert interview method, to face the university entrance exam the student to carry on the investigation and study, research shows that: due to the effect of unilateral pursue graduation rates, society, schools and families generally have the tendency of intellectual education, sports, more and more students with academic burden and mental pressure extrusion, a serious shortage of rest and exercise time, physical and mental damage, the learning efficiency lower. Behavior and lifestyle factors associated with physical activity to reduce, is the direct cause of youth physical quality decline. According to the survey: the decrease of strength of PE; Gao SAN student extracurricular sports activity less time; Reduce the proportion of students adopts the positive way to school; Gao SAN student work time reduce; Students participate in extra-curricular physical exercise was down. Through research and analysis, improvement measures are put forward. School: to strengthen and improve school sports work; Development responsibility and function of school physical education; Play a role of main channel of school to improve students' physical quality; Help control weight. Parents: pay attention to the overall development of students; have an exercise habit which make good examples for children, or attend exercise; should cooperate with school, so that students establish healthy lifestyle, improving the level of physical activity. Adolescents: attach importance to allround development in particular physical quality enhancement, put aside for the future competitive advantage; establish "sports life" concept; participate in other activities to increase the amount of daily physical activity.

KEYWORDS: sports; physical fitness; countermeasure; adolescent

The Developing and Application of Cai Courseware in Volleyball Class of University

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INTRODUCTION: The aim of this paper was to apply CAI courseware in volleyball class, which will promote teaching quality, inspire learning interests and optimize teaching process.

METHOD: Literature study, CAI Developing, Experimentation, Statistical analysis were used in the study.

RESULTS: The ANOVA was applied in study group and control group. The results showed that the two groups have obvious difference. The study group outperformed the control group in dig, pass and spike in average score. The skills and its characteristics were demonstrated animatedly in conjunction with the tactics and time order, because the application of video camera and 3D animation technology in study group. Subsequently the correct image of skills will come to students mind and the cognitive concept will be mastered by students.

Teaching Quality Comparison of Two Groups in Service, Pass, Dig Spike

	Skill assessment		Scores	
	S	F	S	F
Experiment Group	7.23	2.08	5.91	4.30
Control Group	6.46	3.98	5.46	4.82
t stat	3.007165		1.450022362	
p(T<=t)ST	0.0015174		0.07438669	
t STC	1.6538133		1.653269024	
p(T<=t)DT	0.0030348		0.148773379	
t DTC	1.9739339		1.973084036	

CONCLUSION: The application of CAI courseware in volleyball class will speed up the formation of correct skill concept, tactical awareness. By utilizing multimedia technology, the cognitive ability of students was inspired, and the study interests were enhanced, so students will study actively, and creative thinking ability will be cultivated. Meanwhile, the knowledge test system will get feedback of the situation of learning, strengthening the learning content. Accordingly the teaching process and study quality can be promoted.

The effect of Motor Function Training in Middle and Primary School PE Classroom- A Study of a Case of Shijiazhuang in Hebei

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OBJECTIVE: This article attempts to make an analysis of the basic situation of Shijiazhuang sports teaching content, the teaching process and teaching methods to find the problems and put forward corresponding countermeasures through the research and analysis of physical education in primary and middle school in Shijiazhuang, Hebei province. Using the method of motor function training means can enrich the teaching contents, teaching process, teaching method and various means to improve the efficiency of the classroom and promote the development of physical and mental health of adolescents.

RESEARCH METHODS: This article uses the literature material, expert interview, field investigation, case studies and other methods to do analysis of some phenomena in the implementation of physical education class.

RESULTS: 1. Problems: Many schools are lack of facilities and sites. The quantity and quality cannot be guaranteed and the arrangement is not appropriate; The structure of curriculum implementation is too limited and the function of other parts are ignored; The preparation of activities is simple and boring without pertinence; The dogmatic teaching and freestyle teaching lead to lower the interests of students' learning and participation in physical exercise; Innovation ability of teachers is weak. 2. Motor function training is considered from the whole to improve physical function. It also focuses on the quality of movement and the stimulation of different levels of load and strength to complete body multi-joint, multi-faceted and develop body flexibility, stability, coordination and economy on the basis of emphasis on proprioception. It breaks the traditional concept of school and improves the specialization, individuation and interest of curriculum implementation means. It also pays great attention to the development of adolescents' deep and small muscles and the training of their speed, endurance, strength, flexibility and other aspects such as injury prevention to obtain the maximum benefit of adolescents' health and sustainable development.

CONCLUSIONS AND RECOMMENDATIONS: 1, The use of some motor function training means, such as the flexible ladder combination, a combination of hurdles, rubber band combinations, the Swiss ball and mat functional training, is to reflect the dynamic balance control, proprioception, and the training of core parts, which are important parts of the typical training methods. These are important components of motor function training. 2, It can stimulate young people's interest in learning, changing class attitude and enthusiasm to promote adolescents' health. 3 It can improve the PE teachers' innovation consciousness to change the traditional teaching concept; 4 It can optimizing the course content and improve the efficiency of the classroom 5, Motor function training means cannot replace the traditional way of teaching, it should be a useful supplement to the traditional teaching methods and an important part of an efficient class.



The Effects of Fitness Qigong on Adolescent Physical and Mental Health

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ABSTRACT: Introduction: Fitness Qigong is a very promising aerobic exercise. To analyze its mechanism and provide a scientific basis for the further promotion of Qigong, the papers that are relevant to the Fitness Qigong's effect on the health of the youngster in domestic were reviewed. Methods: Fitness Qigongs' literature of the relevant domestic on mechanism of physical and mental health in the youngsters were reviewed and analyzed. Results: Fitness Qigong could have an effectively increase of strength and heart in the youngster. There is a distinct sense of satisfaction to the youngster. It has a certain role to raise constitution and the heart and lung function in university students. Fitness Qigong could improve immunity and increased movement tired restored. Fitness Qigong have any obvious effect to improve status of the sub-healthy in the youngster. Fitness Qigong could enhance self-control ability and have a better the role on mental health. Conclusion: Fitness Qigong is a very secure, exercise results of significant events and be suitable for youth practicing. It have a positive role to enhance youth constitution and the heart and lung function and increase immune system and improve the sub-healthy and regulation healthy status of the physical and mental.

KEY WORDS: Fitness Qigong; the youngster; health of the physical and mental

The Origins of the Development of Traditional Kinds of Sakha Physical Activity

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INTRODUCTION: The selection of original physical exercises and methods of physical training for the people of Sakha is diverse. In particular we find information about physical training and temper of the warrior-hero in Yakut heroic epos-song Olonkho. There are stories in our Literature that tell us about the binding elements of national holiday Ysyakh. The competitions of booturs and today sports competitions on national kinds of sport are of the greatest interest during the holiday.

Yakut games and competitions were described in more detailed way by Khudyakov Ivan Alexandrovich Russian revolutionary, folklorist, ethnographer during his political exile in Verkhoyansk (1866-1874). Although he has not classified games and exercises, Professor V.P. Kochnev writes that on the basis of this work games can be divided into three large groups: the 1-St group-Mass games; the 2-nd group - Games and competitions in combat; the 3rd group-Board games.

ANALYSIS: The description of the 12 folk games and contests were collected for clarification of their rules in 1926 by the decision of the Yakut Council on physical culture, and it was applied in the system of physical education and the pedagogical work. The first Yakut games were held in 1932. Its program included Yakut sports and martial arts. Further the need for broad-based development of national kinds of sports and identification of the best athletes in the regional and Republican scale demanded the introduction of uniform rules of holding the competitions on national kinds of sports as each area has its own unwritten rules of games and sports. The first attempt in this direction are reflected in the rules of the Yakut national kinds of sports approved by the Republican Committee on Affairs of physical culture and sports of YASSR on February 14, 1945. It was made by E. Surovetsky, V. Desyatkin. According to these rules the national sports include: 1. Jumping: kylyy, ystanga, kuobakh. 2. The struggle: struggle with belt, khapsagai. 3. Tug-of-war: sticks, rope ring. 4. Rowing: on a branch with one paddler, on a branch with two Rovers.

CONCLUSION: Thus Sakha people from immemorial time brought up to the present day distinctive types of exercises, games which are undoubtedly part of Yakut culture. From the nineteenth century with the assistance of the Russian exiled revolutionaries the description of folk games and contests were held, further in the first half of the XX century some kinds of physical activity were claimed as sports, rules were clarified, the first competition was organized.

We have retained some of our traditional games and sports for the last years with the help of enthusiasts, but another part is lost or modified as a consequence of its development. That's why we offer to create a registry of traditional kinds of physical activity of the peoples of the world with a description of the rules of the games, competitions at the international level. The establishment of such a registry will help to preserve the cultural diversity of a globalizing world.

The progress of Kids Sports rights Protection in China: a Policy View

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INTRODUCTION: Kids sports right is a worldwide proposition of the current education and sports field. This study analyzed the status quo of the international children's sports rights, interpreted the development process and status of China's kids sports right. At last, the study made policy recommendations.

METHODS: literature review, Text interpretation of law, logical analysis

RESULTS: 3.1 Kids sports right is from the basic human rights

On the essence, sports right is the freedom and interests in the process of acceptance of physical education and participating sports. Civil sports rights obtain from the relevant national sports policy. The World Summit on the Physical Education in 1999 reach a basic consensus: All children, young people have three basic tasks that are growth, up growth and development. Physical is the base of sports. Regular physical activity is essential for the youths' growth and development. Skilled technical action, a good level of physical fitness is an important part of healthy, active lifestyle. Therefore, the acceptance of sports education is the right of all children. Sport is an essential part of children's growth and development and education.

3.2 Historical process of development of the kids sports rights of China

The civil rights have three stages, sports right is just like it. Sports right in the European and American countries has begun to enter in the right stage. However, in our country the research and practice is still relatively backward. Regulations and policies, as well as academic research for the right of children physical education are relatively fewer.

3.3 Problems and thinking of the right to kids physical development

At present, China's kids sports right situation is facing unprecedented challenges. On the one hand, it is the lack of kids sports right. Preschool physical discipline status has not been established, the time of kids Sports Game is difficult to guarantee, the budget of Preschool physical is shortage, the sports equipment and teacher are pinch, the important value of preschool physical and status are not understood by parents and kindergartens. On the other hand, it is the violation in early childhood sports. Children prematurely participate in sporting events such as tennis, figure skating. Their health, education, entertainment have been violated in the name of the sports.

DISCUSSION: 4.1 The times we live in is the era of "one into the right". Kids sports right is a worldwide proposition of the current education, sports field. Kids sports right is from the basic human rights. Kids sports right in China is facing the missing and violations.

4.2 We must discover the important value of the preschool physical. It can enhance the national quality, improve the Gross National Happiness and promote economic growth.

4.3 We should speed up the process of China's early childhood education legislation to carry out a comprehensive sports policy.

The Relation of Learning and Intelligence to the Creative Thinking of the Children

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The stage of childhood is the most important stage of raising the children up because they will interact with the age of technology in the near future. Therefore, the role of the educational institutions becomes greater in preparing people who have the ability to make creative solutions for the expected and untraditional problems. Because children have the ability to learn at this stage of life, therefore; it is important to provide them with the appropriate learning atmosphere in order to meet their needs of the creative thinking and at the same time helping them to act freely without controlling their opinions. The creative children are different than others because they have positive thinking and they trust their abilities. They are patient while they think of every new thing. Because there are only few studies about the properties of learning and intelligence and their relation to the creative thinking of the 4-5 years old children, this study comes as a humble attempt to solve this problem.

THE RESEARCH AIMS AT:

- Showing the relation between the learning properties and the creative thinking of the 4-5 years old children.
- Showing the relation between intelligence and the creative thinking of the 4-5 years old children.

The researcher used the descriptive curriculum (the connective relations method). The sample of the study included 60 children (30 males and 30 females) from Bala Private kindergarten in Erbil, Iraq. Rinzoli standard was used to evaluate the properties of the learner. This standard includes a number of parts that represent the behavioral properties of the excellent children. Also, Squin test was used to measure the intelligence of the children. Torrance standard of the creative thinking was also used through using the movements and acts as research tools. Suitable statistical treatments were used through the statistical case (Spss-version 12).

THE RESEARCHER MADE THE FOLLOWING CONCLUSIONS:

- There is a significant connective relation between learning and the creative thinking of the 4-5 years old children.
- There is a significant connective relation between intelligence and the creative thinking of the 4-5 years old children.



The School Sports Management Should Rebulid “Taylor System”

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INTRODUCTION: Adolescent physical decline for the consecutive twenty year, Physical education teaching guiding ideology of China's physical edcation curriculum reform has copied four times abroad, physical education teaching mode in China has not been formed, present situation of PE teachers team construction is relatively backward, the course content has not formed a system, advanced management concepts were used blindly when the scientific management were not supported among the people. So we must re-examine and evaluate the management of school physical education of the times. Blind pursuit will bring a series of serious consequences .

METHODS: 2.1 Researching documents and materials. Refer to information about Youth sports, school sports management, scientific management as well as other relative aspects.

2.2 The history analysis method. Analysis of Taylor's background as well as to the effect, impact on the management of School Physical Education

2.3 The case study method Observation and analysis to find the typical case, found the problems in the management of School Physical Education

RESULTS: 3.1 Taylor background of the times.

In the period of transformation of handicraft industry to industrialization, management can not follow mechanization production, Taylor practice and practice then create a set of scienfic management method and scientific theory.

3.2 A series of problems in the management of physical education

First, the guiding ideology of teaching four copies of foreign sports education thought during hundred of years ignored of the practice of Chinese. Second, teaching management departments pay more attention to teaching plan review, rather than teaching practice. Third, standard teaching management model has not formed. Fourth, teaching evaluation index is fuzzy, the humanized management and random management exist.

3.3 Enlightenment of Taily System to the management of school physical education is:

First, management goals combine with the school sports management practice. Second, pay attention to the details\ pay attention to the accurate and standardized management. Third, In view of the present phenomenon of "eating big-pot roce" must carry on the quantitative evaluation and according to the efficiency and effectiveness measures to pay the staff, eliminate the phenomenon of "social loafing".

DISCUSSION/CONCLUSION: Physical Education Management in China is still at the stage of "handcraft industry" rather than the period of industrialization, so it must be rebuilt Taily System of this lesson. Taily System also innovite with development of practice.

Only the institutionalized management can make people form specification, only the criterion can form habits, only the formation of the habit can simplify working procedures .It bring us hope to go to innovation and standard management to promote youth health .Otherwise, the students' physical health promotion is always a difficult problem.

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The Social Ecology of Children and Youth's Physical Activity Promotion

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INTRODUCTION: There is solid evidence to support that physical activity is a critical component of health and wellness in children youth. Potential benefits of physical activity include: chronic disease risk reduction, obesity risk reduction, enhanced cognitive function and academic performance, enhanced body image and self-esteem. There is a combination of multiple factors relate to the increasing lack of physical activity, and these factors can make up a social ecology for children and youth's physical behavior.

METHODS: Literature research. We have found 40 related materials or research papers through the Internet, Newspapers, Magazines and Journals. Logic analysis. Logic analysis is completed for analyze social ecology for children and youth's physical activity promotion.

RESULTS: Social ecology is about how individuals relate to those around them and to their broader environment. It can be thought of as a level of influence and also as a key point for prevention. The purpose of this article is to examine ecological factors in child and youth physical activity promotion.

1. Individual Factors. Young people's perceptions and attitudes, lack of skills needed to participate, sedentary behavior are major factors on individual level to physical activity. Thus we need to promote young people's lifestyle: balancing academic demands and physical activity; reducing screen-related sedentary behaviors.

2. Family and Home. Research shows that family and home environmental factors have modest associations with childhood physical activity. Parents are the best teachers, because children's behavior is often shaped by observation and adaptation. Thus parents are advised to support and encourage opportunities for their children's physical activity. To be specific, parents should identify the benefits of regular physical activity for children and adolescents and encourage them for participating in regular physical activity. If available they need to make physical activity part of the family's daily routine such as designating time for family walks or playing active games together.

3. School. PE lessons in school can help students develop good activity habits and master sports skills that will carry over into adulthood. And schools can help increase students' activity levels outside of physical education classes, such as through recess, classroom activity breaks, after-school programs, and joint-use agreements between schools and communities.

4. Media and Community. On one hand, media campaign to increase awareness of and change social attitude toward overweight and obesity. On the other hand, Public should be accessible of using school facilities during after-school hours, on weekends, and non-school days, young people can share recreation facilities include: gymnasiums, swimming pools, tennis courts, and athletic fields. Moreover, Sport Management and Education Department should share responsibility for facility maintenance and repair costs.

5. Legislation, regulatory or policy making. Policy making have the potentials to affect children and youth physical activity level. Policy makers and practitioners are required to make policies/rules in settings

such as schools physical activity facilities and spaces accessible and affordable.

CONCLUSION: Within the physical activity promotion social ecology, children and youth's physical activity behavior is viewed as being determined by factors at five levels: individual, family and home, school, media and community and policy. These can help youth be physically active and stay active.

The Value Research of Modern Cheerleading Sport into the Campus

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Modern cheerleading sport is a fashionable event with a history of more than 100 years. It is the combination of gymnastics, dance, aerobics, rhythmic gymnastics, skills, music, etc. It's very popular throughout the world and it's deeply admired by young students, especially in our nation. The cheerleading sport was introduced to China in 1998, the 2008 Olympic Games provide a significant opportunity for its further development, more and more people begin to know this sport and favor it. Along with the requirements of the education system reform and multi-functional teaching methods, the cheerleading sport, as the elective and required courses, gymnastics during classes or extracurricular sport activities, was introduced into the colleges, primary and secondary schools, and this constantly affects the educational development.

This paper adopts the literature method, logical analysis, inductive and summary methods to study the influence of modern cheerleading sport into campus and its value it may brings about. The results are as followings:

①Sport value. Modern cheerleading sport is a comprehensive display composed of different forms. The main part of it is the body movement, varied in movement and rich in content. The lifting, tumbling and jumping can improve the student's physical fitness if with long exercise. As the teaching content, the cheerleading sport can promote the teaching innovation and the all-round development of sport. Because of its flexibility, passionate, unrestrained, free and easy, conveying the desire of life and conforming to the characteristics of young students, so it can easily arouse the interests of students to find their suitable activities, develop their confidence and form perfect personality and character.

②Cultural value. The cheerleading sport is not just a form of exercise, but also a kind of culture, its every action, origin and development has its cultural background. It was originated in America and greatly influenced by American culture. The characteristically cheerleading sport in China was formed after it was introduced into our nation. Along with the development of the CUBA, as the performance during the match clearance, it has drawn school leaders' attention. It can not only foil the match atmosphere, but also an important way to show the school characteristics. The cheerleading sport can enrich the culture construction, not only because of its youth, enthusiasm, innervations, but the more important thing is it can enhance the communication between the players in training, assistance, cooperation, then developing the team cohesion, and the optimistic, perseverance, struggle and enterprising spirit can be formed. It is also a movement with individuality and freedom.

③Society value. The cheerleading sport has never been away from school from its origin to development, especially in America, it has a solid foundation from elementary school, middle school to university, and in our nation, and the campus has created a promising opportunity for its development. Since the association



introduced this event, the people who participate in different activities of this event is always the young students, especially the college students, they are more willingly to find a way to show them. Along with the expanding influence of the cheerleading sport and the sports meeting held, more and more schools or universities regard this sport as a course to promote the further implement of the sunlight sports project. The student's sense of lifelong sports can be formed. The plan of national fitness can be realized and the sports development can be promoted.

Above all, modern cheerleading sport plays a significant role in teenagers' growth and society development, injects new vigor and vitality into the development of sports, and it also has great practical significance on the development of school career.



Theme II : Fitness and Sport for All



Symposium

Analysis of Nunchaku Movement in the Role of the National Fitness and Promotion Path

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INTRODUCTION: National Fitness Plan was issued the State Council in June 1995, the national fitness is an important measure of national sports reform, Nunchaku originated in the ancient tools of the working people of our country-the flail. The nunchaku movement gets popularization in the world after Bruce Lee's performances on the TV screen. Nunchaku movement meets the spiritual and cultural needs of participants, covers sports for formal defects, and enriches sporting culture. Nunchaku campaigns in schools can effectively enhance students' interest in exercise, improving students' physical and mental health and students' comprehensive qualities. A healthy awareness and ideas of life can be cultivated. Nunchaku can better inherit and carry forward the traditional culture, enrich their cultural life on campus. So Nunchaku movement can not only achieve its economic benefits, but also realize its social benefits. Nunchaku movement has its own value of fitness, education, economy, entertainment,. In order to play the role of nunchaku movement in fitness, promote the establishment of nationwide fitness system with Chinese characteristics, better develop Nunchaku movement, This is the reason why I select this topic.

METHODS: This article uses the literature review; expert interviews; field survey; logical analysis method research.

RESULTS: By analyzing the effects of nunchaku sports in national fitness strategy, this paper draws that the nunchaku movement fitness value to meet the strategic needs of fitness, can expand sports population and improve the physical quality. The educational value of nunchaku movement, can promote the national fitness movement development and improve the quality of national fitness. Nunchaku movement of economic value is to reduce the state's investment in sports entertainment value; it also help to promote the establishment of national fitness system with Chinese characteristics; Through research and analysis, in order to accelerate the development of the sport, and to make the nunchaku movement better meet the needs of China's national fitness strategy, the paper put forwards the following development path: To strengthen the theoretical study of nunchaku movement theory and to make full use of nunchaku function and multiple media channels of publicity. Actively cultivating and developing the nunchaku market, guiding nunchaku consumption; To popularize the nunchaku in the PE in the educational system, promoting school nunchaku sports and lifelong sports practice. Strengthening the support and guidance of nunchaku group establishing League system, to improve the quality of nunchaku movement. Establishing cooperation with taekwondo and fitness clubs, expanding mass basis of the nunchaku movement. To combine nunchaku movement with market demands realizing its efficient operation.

CONCLUSION: Nunchaku movement has great potential for development, while it enriches in national fitness sports, it paves the way for its own development at the same time.

Construction and Excel Templates Design of Evaluation System for Teenagers Sports Service

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1.PURPOSE: Teenagers are the future of our motherland and bear the cause of the motherland in the future. Intellectual teenagers lead to a smart nation, firm teenagers lead to a powerful nation. From 1985, four surveys for national teenager's fitness and health display that those teenagers physique continued to decline in recent 20 years. Aiming at these phenomena, No. 7 document of the Central Committee stressed the primary and secondary school students must exercise one hour every day. At present, the exam-oriented education is still the leading actor on the stage of China's education. Thus, the real implementation of the central No.7 document spirit is still a long way to go. Most of the previous research results show that these literatures of sports service evaluation system can be counted on one's fingers and specifically the study of sports service evaluation for teenagers is very rare. In this context, for the healthy development of teenagers students, it is very necessary to construct a scientific and perfect sports service evaluation system for teenagers with the role of

supervision and easy to operate.

2.METHODS: literature methods, expert interviews, questionnaire survey method

3.RESULTS:

3.1. An evaluation system for teenagers sports service is established, which contains six firstly indicators, twenty-eight secondary indicators and forty-four thirdly indicators.

3.2. We also develop a single index percentile scoring criteria and a comprehensive level rating criteria for teenagers sports service.

3.3. An excel template of matching evaluation system is designed.

4.CONCLUSION:

4.1. The assessment for sports service level of teenagers through the proposed evaluation system is matched with the expert evaluation. The evaluation system has high validity and can serve as the assessment template for sports service level of teenagers.

4.2. The single index percentile scoring criteria have an intuitive comparability and a clear direct function. Horizontal comparison these score values obtained from look-up table, we can determine the differences of sports service level of teenagers for each society unit. Longitudinal comparison, we can judge the ranking of sports service level of teenagers for different society unit in groups.

4.3. The designed excel template has the advantages of high efficiency and convenient operation characteristics. While a person have a score of sports service level of teenagers for one society unit, the total score in list form automatically present in the template. Thus, we have twice the result with half the effort.

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Control of Individual's Physical Condition Within Fitness Centers

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INTRODUCTION: Health related fitness is gaining popularity at the same time placing new requirements to the organization and the content of medical-pedagogical control. However, the problem of physical condition control within fitness centers is still not resolved mainly due to the complexity of unification and objectification of tests and procedures used to assess physical condition.

METHODOLOGY: Methods used during the study include the analysis and generalization of specialized scientific literature data, pedagogical methods, physiological methods and methods of mathematical statistics.

RESULTS DISCUSSION: Physical condition of untrained people is most often associated with the level of their physical performance. Some authors define the normative value as the attainment of the high level of physical state, others – the level of physical performance (with values approaching or equal to 2.7-3.0 W/kg). According to many authors an integral indicator of the functional reserve of the body is the maximum oxygen consumption, however, the procedure of maximum oxygen consumption determination, on the one hand, might be dangerous for a physically untrained individuals' health, on the other hand, it is expensive and time consuming, it requires special equipment and trained personnel, not always available within the fitness center. In this regard, it is recommended to use widely available methods of express diagnostic methods for the determination of clients' physical condition within the fitness center. Diagnostic systems determining physical condition based on the nature of adaptation reactions to physical exercise stress have become widely used in recent years. Other methods of physical condition determination based on the adaptive reactions of the human organism on the basis of blood morphological composition changes and the determination of the hypoxia resistance have been developed. Using correlation analysis we were able to identify the inverse relationship between the informational content of diagnostic systems and isolated tests and the level of physical fitness. We also determined that validity of express testing systems varies depending on the age of tested individuals. This should be considered while choosing physical condition testing methods for population groups of various ages and levels of physical fitness.

CONCLUSION: To date, the question of development of the advanced functional studies algorithms in physical fitness is very relevant. With the use of functional diagnostic methods in practice it is possible to build a tactical diagnostic approach and solve a major problem which lies in determining the exercise process strategy without the risk to the health of those who exercise.

KEY WORDS: physical fitness, physical condition determination, medical-pedagogical control.

Investigation and Analysis of the Body Fat Ratio of Residents of Chaoyang District in Beijing City

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OBJECTIVE: Discuss Beijing chaoyang district residents of body fat rate and its change characteristics of different age stages of body fat rate. To investigate the body fat ratio of residents of Chaoyang District, Beijing city and the characteristics of their body fat ratio changes in different age stages.

METHODS: Using the brand of TANITA, Model TBF - 418 B, 5661 subjects underwent the measurement of the body fat ratio by bioelectrical impedance technology, in which included 2066 male and 3595 female with a age ranging from 20 to 59 years old.

RESULTS: 1. Body fat ratio of the residents: The underweight, normal-weight, overweight and obesity accounted for 11.9%, 25.4%, 6%, 56.7% of the total residents respectively. Among them, the ratio of obesity in male to female was 52.9% vs 58.9%, there were no significant differences between them ($p > 0.05$). 2. Comparison of body fat ratio of residents of different ages: the ratio of low weight to overweight and obesity in male and female aged 20~39 was 23.6% vs 13.8%, 15.7% vs. 8.7%, 48.5% vs. 68.5%, there were significant differences between them ($p < 0.01$), the ratio of obesity was higher in female than male; Aging from 40 to 49 years old, the ratio of overweight to obesity in male and female was 4.0% vs. 1.8%, 52.7% vs. 55.1%, no significant differences between them ($p > 0.05$); 50 ~ 59 years old, that was 7.5% vs 2.3%, 56.5% vs 52.6%, there were statistical differences between them ($p < 0.01$), higher obesity rate in male than female. 3. The characteristics of body fat ratio changes at different age stages.: the ratio of obesity in male aged 20 ~ 39, 40 ~ 49, 50 ~ 59 was 36.7%, 44.5%, 18.8%. And that in female was 36.3%, 49.5%, 14.2% respectively. The conclusion can be drawn that body fat ratio of the residents showed regular change in different ages, increased before it was reduced.

CONCLUSION: 1. There were around three fourths of the residents of Chaoyang District, Beijing city whose body fat ratio was not up to the standard. Underweight may be associated with a number of chronic diseases, which should be paid attention to and timely consult a physician. the reasons for overweight may be due to the existence of some undesirable phenomena among some residents, such as poor diet, lack of physical activity, irregular life, etc It should be noted to reduce the intake of high-fat, high-sugar diet and increase physical activity in the future. 2. The obesity ratio of people in different ages has the following features: between 20 ~ 39 years old, the reasons obesity ratio among female was higher than male is that there may exist the nature of work, psychological stress, poor diet, lack of physical exercise, etc. in female; Between the ages of 40 ~ 49, there were no significant differences between male and female; Between 50 ~ 59 years old, the reasons obesity ratio of the male was higher than the female is that elderly women was better in terms of taking part in physical exercise, sensible diet, self health behaviors than elderly men. 3. The characteristics of body fat ratio changes of residents in different age stages: the ratio of obesity of the residents showed a increasing trend as aging and reached its peak from 20 to 49 years old, but was decreasing in 50 ~ 59 years old.

KEY WORDS: Residents; Body fat rate;

Mobile Fitness—Provide Easy and Scientific Ways of Fitness for All

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AIM: Nowadays, more and more people start to search for ways that is more flexible and scientific than the traditional patterns in everyday fitness. As the growth of working pressure and lack of stationary spare time, the gym is no longer the best choice. However, taking exercises randomly is hard to evaluate the effects, that is, we can not tell whether the purpose of the body-building is achieved or not, or how to improve our training program. As the development of mobile technology as well as the prosperity sensor network, the problem can be solved by applying relative technologies. In this paper, we are going to discuss the application of new mobile technology in fitness, so that we can obtain a comprehensive definition of the concept of Mobile Fitness.

METHOD: literature and relative product survey, technical analysis

RESULT: Through the study of people's needs in everyday fitness, we obtain the basic characteristics of the fitness styles that can be classified in Mobile Fitness. First of all, it should be portable, that is to say, people can arrange their fitness schedule freely according to their own time. Secondly, the plan of fitness is carefully built according to a person's body status, which is more scientific and targeted. Thirdly, the effect of the fitness can be evaluated and the fitness plan should be modified according to the result of the exercises. According to our survey, there were a few effective applications that can be included in Mobile fitness, for example, as the prosperity of mobile equipment, such as smart phones, related mobile application grew incredibly. There are many mobile APPs designed for fitness, including video teaching, fitness plan making, step counting and other body state detecting, etc. Thanks to the built-in sensors, smart phone can detect the holder's motion and position information, so that the intensity, duration and pattern of the exercise can be detected. As the sensors with in smart phones are quite limit, we can turn to more professional solutions. Some of the solutions are built on the foundation of smart phone, such as Nike+, which gains motion data using wearable sensor in sports shoes and handled it on iPhone. Others are either a specific device for certain measure or management or a system built on Body Area Network. Sports watch is one of the most popular wearable fitness devices, among them, Polar is quite famous, which can detect the variation of the heart rate during the activities. In the future, more wearable sensors will be built to compose sensor network in order to detect body state during the exercise process.

CONCLUSION: Mobile Fitness (m-fitness) is a term used to describe the practice of fitness that applied mobile and sensor techniques. It is the fitness style supported by mobile devices as well as portable sensors. The existing applications have shown the superiority, and as the development of related technology, the future improvement and innovation will worth looking forward to.

Physical Education Asap Sports for Pre-School Children

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INTRODUCTION :Physical condition of children has declined globally for the last decade partly induced by lifestyle change. Furthermore, recent studies demonstrated that the decline of physical condition is accompanied with decline of cognition in the children. It has been illustrated that sports is benefit to both physical condition and cognition development. Previously, studies found that sports activity will improve the school score by increase their ability of learning and memory. However, whether the sports activity will enhance the cognition function in preschool children is still remain obscure. Thus, in the present study, we investigated how regular physical education courses effect on the physical condition and cognition in 3-5 years old preschool children.

METHODS :48 years old boys (20) and girls (20) were enrolled in this study and were randomly divided as control group and physical education (PE) group. 18 weeks physical education curriculum (PEC) was performed twice a week and 30 min for every time. To evaluate physical condition, height, weight, chest circumference, arm length, and skinfold thickness were recorded. To evaluate neural and cognitive function, reaction time, spatial memory, literary memory and language ability were tested. ANOVA and correlation analysis were used for statistic significance.

RESULTS :There is no significant difference between the control and PE group before PEC. After 18 weeks of PEC, the physical condition including height, weight, chest, arm length, skinfold thickness in PE group increased more significantly than it in control group. In addition, the neural and cognitive function including reaction time, spatial memory and literary memory in PE group enhanced more significantly than it in control group. Correlation analysis demonstrated that the physical condition increase is related with the cognitive function increase.

CONCLUSION: Our results suggest that PEC in 4 years old children has benefit to their physical condition and cognitive function development. Furthermore, the physical condition increase is related with cognitive function increase. Thus, PEC is important to better development of physical condition and cognitive function in 4 years old preschool children. The mechanisms underlying physical education improved cognitive function in pre-school children will be further investigated.

Reproductive Health and Peculiarities of Physical Education of Young Girls, Tatyana Kovalenko, Dmitry Ulyanov

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REPRODUCTIVE: health and peculiarities of physical education of young girls Tatyana Kovalenko Dmitry Ulyanov Volgograd State University Department of a physical education and health improving technologies Volgograd Russia Problems of supporting health of a society as a whole, its various socio-demographic groups and especially health of new generation have become very actual for Russia.

Reproductive health of young people is relevant not only for Russia. The United Nations Population Fund, the World Health Organization (WHO) has given to this much attention. The situation with the reproductive health of young people is alarm. Over the last decade, their overall incidence increased 3.5 times higher than in adults, the incidence of reproductive system diseases in adolescents increased 5-7 times.

RESEARCH METHODS: theoretical analyses and generalization of scientific literature data; dynamic, pedagogical and medical observation; pedagogical experiment; pedagogical testing; research of functional state's dynamics (rheographia).

RESULTS: Reproductive potential of modern Russian girls arouses great alarm. The level of girls' gynecological pathology prevalence is very high in many regions of Russia (V.K. Juriyeva, L.V. Tkachenko).

Analyzing the children gynecological disorders' list one can see that the part of inflammatory diseases of genitals varies in limits of 55-77% (in some regions – 85%), the menstrual functions violation - in the limits of 26-30% (B.G. Balasanjan).

The marked painful feelings bring to the formation of sedentary life which results in lowering muscle tone including muscles of abdomen and pelvis as well as stagnant affects in minor pelvis area which aggravate the course of inflammatory process.

Physical exercises take a significant place among methods of non-medicamental of female disorders' treatment and prevention.

Peculiarity of the proposed method are: - priority loads emphasis on the pelvic floor, abdominals, inner thighs, back - re-orientation of the loads on the same muscle groups with different combinations of the following exercises.

The developed, theoretically based and experimentally checked methods of physical exercises for female students with gynecological pathology contributed to gynecological pathology's prophylaxes, improvement of women's health, decreased gynecological diseases and increased the effectiveness of girl students' physical activity.

CONCLUSIONS. Physical exercises according to the developed methods positively influence the state of female health students who had shown (according to the medical control data) the significant improvement and the following positive progress of objective indexes - the increase of the blood filling rate and the improvement of regional hemodynamics in the minor pelvis organs.

KEYWORDS: "special physical exercise", "physical culture", "gynecological diseases", "young girls".

Study on The Factors Influencing Consumer Behaviors of Sport For All In China

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INTRODUCTION: The consumption of sport for all is not only the foundation of sports industry development in China, which determines the speed and scale of sports industry, but also the important factor of sports power construction. Compared with western developed countries, the consumption demand of sport for all in China is not strong and the overall consumption level is low, although the population base is large. The energy of sports consumption has not been released in full, so the study on consumer behaviors of sport for all is very necessary. There are many factors that influence the consumer behaviors, for which Chinese scholars have done a lot of research and get achievements. However, lacking system point of view, these researches are mainly to find out the specific factors which impact the sports consumption behaviors, but ignore the relationship and influence degree of those factors. Therefore, we will use the Interpretive Structural Modelling Method (ISM) to analysis various factors which influence the consumption behaviors of sport for all, and try to find out the relationship between factors, look for the direct reason and decisive reason to explain the consumption behaviors. Then put forward scientific advice in order to promote the sports consumption in China.

METHODS: Interpretive Structural Modelling Method; Literature Consultation

SUMMARY OF RESULTS: There are eleven main factors influencing consumer behavior of sport for all. According to the ISM, they can be divided into six levels (Figure 1).

The first level includes two factors as consumption way and product price. They are the most direct cause of mass sports consumption behavior, but the superficial reason. These two factors are influenced by other factors below.

The second level includes one factor as product quality. It is the light reason for sports consumption behaviors which only affects the price.

The third level includes three factors as consumer demand and preference, market, and information. They belong to a strongly connective relationship and highly interact with each other which are easy to form a closed system. They not only affect product quality and consumption way, but also impact themselves.

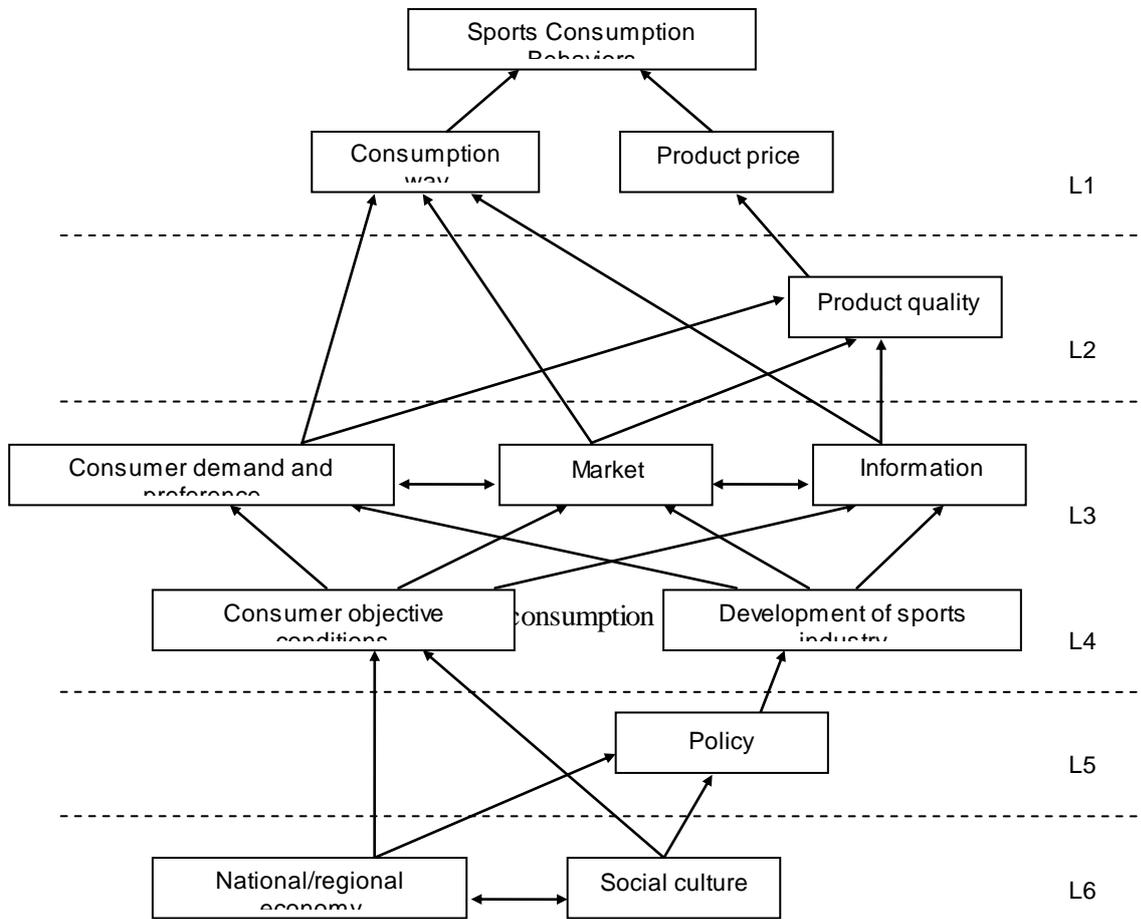
The fourth level includes two factors as consumer objective conditions and the development of sports industry. They are the middle reason for sports consumption behaviors.

The fifth level includes one factor as policy. National and local policy is the deep reason and its influence on the development of sports industry is particularly significant.

The sixth level includes two factors as economy and culture which strongly interconnect. The two factors can be said to the root and primary cause. If they are fixed, the consumption level and habits, the basic level of supply and demand of sports products are easy to be identified.

CONCLUSION: Use ISM to establish a model to provide a new idea for the visual analysis and effective evaluation of consumption behavior of sport for all. Study shows the eleven factors affecting sports consumption behaviors connect with each other. Among them, the consumption ways and the products price are the immediate cause, the national/regional economy and the social culture are the fundamental determinants.

In future research, through further surveying and deep analyzing the influence factors of consumption behavior in popular sports, the model will be more complete. In addition, by improving the ISM, we will try to quantify the extent of the impact on consumption behavior of sport for all.



The Construction of Physical Sports Standard System: the Oversea Tendency and China's Choice

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AIM: The Construction of Physical Sports Standard is an important basic work that promotes both the combination of Physical sports and modern technologies, and the development of Physical sports. At present, analysis of the characteristics and development trend of foreign sports standard will be conducive to promote the development of China's sports standard.

METHODS: Methods of literature, expert interview, logical deduction and induction.

RESULTS:

1. Oversea tendency of Physical Sports Standards' Development:

The studies of Physical Sports Standard development of European and American Countries always take the advance position. The forefront researches are concentrated in Germany, France and the USA and so on. Till the end of 2012, 4847 Physical sports standards have been searched by Perinorm data retrieval and they are scattered in 25 nations.

77.4% of all the physical sports standards are classified into the category of "ICS97.220-Sports equipment and facility", 22.5% of them belong to hybrid industries, which include industries such as light industry, textile industry, construction, weapons making, construction material manufacturing, vehicle making, ship making and etc. The standards of Sports equipment and athletic articles are of overwhelming majority, which occupies 60.5%, the standards of grounds and facilities, 32.7%, those of jargons, staff member, service, management and etc., not very high.

As for the contents of such standards, most of the standards are technical ones, including test methods, security requirements, product specification, technical indices and management expectancies. For professional branches, the standards of sports sites, equipment, test methods and other methods occupy more than half of all the standards.

2. Features of Oversea Physical Sports standards:

First, much importance has so far been attached to the standard of test methods, as well as the standards of sports sites, equipment and facility. Meanwhile, the oversea researches emphasize much on standards of Physical sports foundations and universally accepted symbol and sign. Secondly, the relevant oversea researches emphasizes much on the turnover rates, the general turnover frequency is about 3-5 years. Thirdly, the oversea sports standard designs are oriented to serve the whole process of the use of related facility and equipment, including the work of design, manufacture, installation, use and management. In that process, factors such as the life circle of the products, sequence structure of the standards are taken into consideration and sport items serve as the guideline of the standard making related activities. Fourth, the standards related to people's life and health, environmental protection, fraud prevention and etc. can be converted into state's mandatory rules of law and implemented very strictly.

3. China's Choice of physical sport standards making

First, we should lay much stress on the physical sport stands making, accelerate the standardization process. Second, we should integrate the standard design with standard promotion. Third, we should combine the market guidance and brand cultivation, highlighting the exemplary role of standardization. Fourth, we should be clearly aware of the security kernel, making efforts to achieve breakthrough. Last but not least, we should more frequently adopt international standards and promote the standardization process of China's Physical sports.

CONCLUSIONS:

Foreign sports standard pay more attention to health, safety, detection methods, indicators, with distinct characteristics in content, management, implementation, these experiences have the important enlightenment to the construction of china sports standard system.

The Development of Urban Community Sports' Public Service Satisfaction Scale

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PURPOSE:develop urban community sports' public service satisfaction scale scientifically.

METHODS:documentary,depth interview,half open survey,questionnaire survey and mathematical statistic methods,etc.

RESULT:(1)writing the "scale item set" that has 95 items by literature review,careful analysis and summing up the theoretical knowledge of the performance evaluation of community sports and practical methods,also combining with the depth interview of various specialists and opinions and data obtained from the half open research,and then identify the items one by one and modify each item one by one,finally form the "first draft scale" of 76-item.what's more,form the "initial scale" of 51 items by inviting different types of academic experts and change the Ss prediction.(2)through the project analysis,strives for CR,delete the 13item of their significant difference,which not reach,between high and low groups($p>0.05$),and then form the "first draft scale" of 39 items.(3)use the analysis of exploratory factors,gradually delete the extraction joint degree that is less than 0.2,item load that is less than 0.4,common factors,item number included,that is less than 3 item,item load that is greater than 0.4 but it has a twin load of 6 item,which does not meet the conditions.By repeating the analysis of the exploratory factors until the cumulative variance contribution rate turns to be stable,and fonally extract extracted eigenvalues that are greater than 1 and 5 common factors of uncertain factors to reflect the urban community sports' public service satisfaction.According to the main reflecting content of each factor,named respectively,that is"factor one (F1)" : "the community sports' facilities service satisfaction","factor two (F2)":the community sports' organization service satisfaction","factor three (F3)":the community sports' fitness guidance service satisfaction","factor four (F4)":the community sports' culture construction service satisfaction","factor five (F5)":community sports' service satisfaction of operation and management",basically form its assumptive structure model and the "second draft scale" that has 33 items.(4)we can find from confirmatory factors' analysis, the value of approach to 2,between 1~3; GFI、AGFI、CFI and NFI are all greater than 0.80, the PGFI is 0.790;the value of RMSEA is greater than 0.05,between 0.05~0.08;it shows that the constructive theoretical assumptive model and the sample data can be accepted,that means that it has a reasonable adaption;Prompt,scale has good structure validity.(5)the scale letter and validity inspection shows the scale has good internal reliability,the person correlations of Cronbach's α of volume scale and each scale are all close to 0.9,or are greater than 0.9;the scale owns good external reliability,the testretest reliability coefficient of each scale and volume scale are all greater than 0.700, $P<0.01$;the scores that the scale's content validity of expert investigation get is 8.86 points(a 10-point scale evaluation).

CONCLUSION:development of urban community sports' public service satisfaction scale consists of 5 dimensions and 33 items,it has good structure validity and content validity,and the internal consistency

reliability is higher, and the re-measured reliability is better.

The Origin and Development of Hulei Taijiquan

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INTRODUCTION :Practiced for combat, health care, and mental and spiritual development, Taijiquan is known to more and more people both in China and abroad. It has been praised as the most widely practiced of all sports, as the “Common Treasure of Human beings”, and as the most effective way for people to maintain good health. Among the many styles of Taijiquan, Hulei Taijiquan is remarkably unique. With its distinct style and scientific training methods, it still keeps its essence even now. However, for various reasons, Hulei Taijiquan has not been treated and developed as much as other styles and has not gained the same level of popularity. There are few published works about it and it is still not widely known. To protect this traditional form of Taijiquan and introduce people to its unique, effective fighting style, this paper presents the history and development of Hulei Taijiquan. The author hopes that future investigators will delve deeper into this area and help to further popularize Hulei Taijiquan.

METHODS :The methods included investigating documentary materials, Taijiquan Manuals, and Research on Hulei Taijiquan to understand its origin and development. The author also visited the home of Hulei Taijiquan - ChenXin Village in Wen County, Henan, and interviewed the descendants of the founder of Hulei Taijiquan, discussing matters of its founding, succession and its recent development to gain a thorough understanding.

RESULTS :Hulei Taijiquan was founded by Li Jingyan in the late Qing Dynasty and was inherited by his son Li Huoyan and students Zhang Guodong and Yang Shuwen. Hulei Taijiquan later gradually developed into two schools represented by Zhang Guodong and Yang Shuwen. Although Hulei Taijiquan is now known to some extent in several countries and regions, it has remained outside of mainstream Taijiquan and has far fewer practitioners and even fewer masters. There are still very few theoretical works on Hulei Taijiquan, only few ballads and chants about how to practise it which have not attracted much attention from Taiji scholars and researchers. This lack of written information has limited the spread and understanding of the Hulei style.

DISCUSSION/CONCLUSION :Hulei Taijiquan still holds to the original principles of Taijiquan, and it contains the benefits of health-keeping, improved physical performance and combat applications found in all styles of Taijiquan. This style is a unique treasure which has been developed by previous generations and we should not let it be lost in ours. We have the responsibility to Taijiquan in particular should commit to put more effort into research on the principles of Hulei Taijiquan and work together for its development rather than wasting time on disputes of its history and lineage. Research should be done into ways of promoting and developing Hulei Taijiquan. Various government departments should take measures to support the research into Hulei's fighting applications and education methods as well as spreading this excellent school of Wushu which is indeed a unique cultural treasure.

The Study of Homology and Heterogenicity on Kazakh Tribal Sports Culture

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The human society has developed in a chronological sequence as clan→ tribe→ tribe federation→ nation. but in some nomadic tribes of the ethnic groups in China, the form of tribe exists and be developing in variation. For living together, speaking the same language, having same habits and believes, and for rarely communications between tribes, clinging to the old customs and beliefs, the unique cultures of tribes of consanguinity came into being. In those various tribe cultures, sports culture displays differently because of the unique regional characteristics, history and religion.

Kazakhs is the descendent of ancient nomadic tribes. Following with the building of modern nations, the tribes have lost the authority and some functions, but not all of them. Kazakhs still agree with the traditional social system, especially on the sports life and entertainment life.

1. OBJECTIVES :This thesis studied the typical exercises, entertainment programs and religious sacrifice through the field survey on Keze Tribe、Kelie Tribe and Naiman Tribe to compare the the homogeneity and heterogeneity of three tribes.

2. METHODS :The qualitative and the quantitative methods have been applied in the process of whole research, including the summarizing documents method, expert interviews, data analysis method, and comparative analysis method.

3. RESULTS :After probing into the homogeneity and heterogeneity of three tribes, the author considers that the homogeneity of the Kazakh tribes' sports culture lies in the relationships among the producing of the tribe sports, herding and hunting, and religious sacrifice. The heterogeneity lies in different aspects: the difference of historical, religious and regional cultures.

4. CONCLUSIONS :From the aspect of macro-control and the theory, the further study reflects that because of many reasons of the historical condition, folk customs, economic growth, etc. Kazakhs' tribe sports developed slowing with many items remains on an original stage. Moreover, that many tribes' sports remains religious sacrifice is because the lack knowledge of sports nature and the conclusion of the regulations. But with the social progressing and the promoting of the social civilization, Kazakhs' culture, thoughts and deeds are changed. The sports activities of Kazakhs' has tended to the keeping fit and entertaining from the service or worship of a deity. Some traditional programs has been plused new concept. The tribe sports has become a comfort given to people, but not the religious meaning of preventing evil spirits.

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Poster

A Brief Analysis on Square Dancing'S Function in National Fitness Activities and Existing Problem

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RESEARCH PURPOSES: With the rapid development of our economy, people's living standard gradually improve, while the material life greatly satisfied, people began to seek abundance of the spiritual life. As a kind of leisure fitness dance, square dance is a strong participatory form of performing arts. With the cheerful of theme, small difficulty coefficient, low exercise intensity, square dance is not too high requirements to the sports venues, in addition it has a strong entertaining and plays a good exercise and cultivate role in both the body and psychology. So it widely enjoyed by people especially the middle aged and elderly people. But there are also some problems existing in the development of the square dance at present, which need to be resolved in a timely manner.

RESEARCH METHODS: the literature data method, interview method and logical analysis.

THE RESULTS AND ANALYSIS: Enhance people's physical and mental health and improve the quality of life are the important content of the national fitness, while one of the most active and the safest and most effective way is the exercise. square dance is favored by the majority of the people because it has a good fitness entertainment. The fitness entertainment functions of Square dance mainly reflect in the following respects. (1) enhancing physical fitness, anti-aging; (2) increasing the flexibility of the body and coordination; (3) shaping body's sense of beauty, improving people's aesthetic taste; (4) helping to regulate mood and relieve stress; (5) speeding up brain activity, improving memory (6) improving sleep quality, being energetic; (7) helping to establish harmonious interpersonal relationships;

To sum up, the square dance is of great significance to people, not only on physical exercise but also improving the psychological, it also satisfy people's physical and psychological in a large part.

But the development of the square dance also has some problems which need us to solve at present. (1) because of the lack of professional technical guidance, square dancing is a popular form of dance, most of the dancers had not been professional dance training. (2) the most of dancers are women, fewer male dancers. (3) lack of innovation in the dance form

In a word, if we want to make the development of square dance more healthy, more popular, more innovative, not only the state and the society but also individuals should pay real efforts, make its advantage to entertainment fitness in a greater degree.



A Survey on the Knee Joint injury of Middle-Aged and Elderly People Who Practice Taijiquan

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ABSTRACT: Taijiquan is one of traditional sports of China. It can keep health, relieve pressure, cultivate temperament and so on, which have been accepted all over the world and has made it mass-based. But recently some surveys show that practicing Taijiquan may hurt knees of the Middle-Aged and Elderly People, which affect not only the normal practice, but also the daily life and work, worsely, it may go against the Spread and development of Taijiquan.

RESEARCH OBJECTIVES: Investigatethe Knee joint injury of Middle-Aged and Elderly People who practice Taijiquan in Beijing. Analyze the affection of Taijiquan exercise on knee joint injury of middle-aged and elderly practicers. Then put forward prevention measures. Research methods: By Study on the literature of injuries of taijiquan exercise. Questionnaires were used to survey the Taijiquan practicers in Beijing. There are 800 copies of the questionnaire had been issued, and 696 valid copies from the 753 questionnaires collected. The effective rate was 92.4%, then analysis the datum of the survey.

RESULTS: The result showsthat: 339(48.7%) of respondents had pain in knees. 143 subjects had knees injury after practicing Taijiquan. and 76 subjects who had knees pain get better after practice, which proved that Taijiquan also can cure the knees injury. A large number of elderly (55.2%) had aching pain in knees in initial stage of practice, to the contrary, the subjects who had practised for a long time or the one who had higher levels had less knee joint injury. The injured subjects recovered by themselves instead of medical treat. And Inadequate preparation, non-standard skill of Taijiquan, poorer physical quality, lower center of gravity during practice, no relaxation and so on were the main reasons to knee joint injury of the middle-aged and elderly people practicing Taijiquan. Then put forward the prevention measures.

KEY WORDS: Taijiquan; Middle-Aged and Elderly People; Knee joint injury and prevention

An Analysis on the Inheritance Venation and Cultural Values of Tongbei Quan

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1 INTRODUCTION :The thesis traced back to the origin of Tongbei Quan, combed the process of development and inheritance venation , and made a conclusion on technique system, technique features and theoretical system, and dug deep into cultural values and unique fitness values as well,with a view to enhancing the impact and inheritance force of Tongbei Quan , and promoting a wide development and extensive spreading of it in our country.

2 METHODS :Methods of Literature review, interviews, observations and systematic analysis were applied in the thesis.

3 SUMMARY OF RESULTS

3.1 Tongbei Quan was practiced internally and externally, which was based on *danco*, *sanshou*, and striking and was supplemented by the routines.

3.2 As one of the group fitness item, Tongbei Quan possessed a long history and an extensive masses foundation which also had an unique effect on the physical and mental development .

3.3 Tongbei Quan is not just a simple art of striking and fighting, but a new school of martial arts with traditional and cultural values of enlightenment, inner cultivations, regimens and building peace of mind, being related and interacted with classic philosophy, culture and arts as well as social customs.

4 CONCLUSION

4.1 Since Tongbei Quan was spread, many schools of Tongbei Quan has been generated and differentiated.These schools were different in techniques and routines , but were basically similar in terms of theories and technical systems, which distributed throughout provinces of Liaoning and Hebei, and Beijing-Tianjin areas.

4.2 Tongbei Quan implied profound cultural values which was based on classic philosophy and was embodied in oneness of nature, human, *quan* and five elements, and in the disciplines held by martial moralities to practicers. Different views to Tongbei Quan were held in different areas and different times. Representatives with different techniques made a contribution to the development of Tongbei Quan.

An Empirical Study on the Post-Earthquake Reconstruction of Sports-culture in Rural Communities

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ABSTRACT: OBJECTIVE: the post-earthquake reconstructed rural communities of Sichuan is a newly and early developed one, on whose development of Sports-culture a study can provide a good reference for the construction of new rural and pastoral areas.

METHODS: By means of questionnaire, interviews and mathematical analysis, this paper investigates 11 rural communities in AopingTown, Pengzhou, Sichuan on their sports culture construction.

RESULTS AND CONCLUSIONS: 1. 70% residents in the community know the importance of physical exercises. 8.5% people can persist in physical training in spare time (twice a week or more); 12.5% people occasionally participate in physical exercise. 2. All the communities have recreational activity funds, but only about average 14.2% of which goes to sports culture constructions. 3. Communities have appointed persons responsible for recreational activities, organizing some exercises, but not much qualified on organization and professional guidance. 4. Communities have exercise equipments, but with a low utilization rate and without management. 65% residents do not know the names of displaying equipments and how to use them; 85% residents play these utilities occasionally, and 2.5% use them weekly. 5. During the slack season, square aerobics can be held 1 - 2 times per week, lasting 1.5---2.5 hours each time, but other projects can not be continued.

SUGGESTIONS: 1. Strengthen the sports propaganda in various forms to create an atmosphere of fitness, to enhance the residents' concept on health, and update the ideas of fitness. 2. Increase funding for the construction of sports culture. Hire sports experts to lecture on health knowledge, fitness and technical guidance regularly. Organize people to participate in various sports competitions actively. Maintain the sports facilities regularly. Have more well-trained persons in charge of the community sports. 3. persons in charge should strengthen their professional qualities and ability to organize, know more about the fitness needs of the residents at different ages to carry out various sports activities, Organize the residents to exchange their ideas about exercises and guide them to keep fit actively and scientifically, and implement the local sports organizations. 4 community residents should cherish health, stay far away from the gambling, keep learning the fitness knowledge and technologies adhere to the scientific training, and live in a positive and healthy lifestyle.

KEYWORDS: rural Community; sports cultural construction; Empirical Study

Analysis of the Current Situation of Staff Sports Development in Beijing

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OBJECTIVE: Analyzes and compares the current situation of the development of Beijing sports staff, learn from the successful experience, in order to promote the development of Chinese sports and mass sports

METHODS: This study used the method of literature, logical analysis, from the development of staff sports and mass sports popularize degree rise; improve the development of staff sports and sports facilities; the content and form of sports workers; workers health and physical fitness monitoring; analysis of current situation of staff sports development in Beijing in five aspects of staff sports, enterprise development and the sports market.

RESULTS: Beijing sports staff get very good development, carry out the organization form, the scale has been at the forefront of the country; the staff sports for workers to bring health, happy at the same time as the economic and social development of the positive energy.

CONCLUSION: the mass sports including sports staff, not only has the enhancement physique, improve the quality of life of the public, improve the basic function of worker ability and character, but also with various aspects of society, all-round comprehensive service function. The development and popularization of staff sports develops along with the popularization and development of mass sports in general, because of the development and social progress, economic mode and type of business structure changed, industrial workers increased greatly, the enterprise staff have been accounted for the majority of employed population. Therefore enterprises participation in mass fitness sport population occupies a large proportion of workers. At the same time, the number of employees participating in sport with the mass popularization of sports development. The development and popularization of sports, is restricted by the social economic level, and the social economy as a basis for the development of mass sport, social economic development and national health awareness and other factors, decided the development of mass sports.

Empirical Study on Demand Characteristics and Satisfaction Factors of Public Sport Facility—Case Study on Social Housing Communities

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OBJECTIVE: The rapid proliferation of social housing communities leads to a shortage of public sport facilities, causing the damage effects of the quality of life and social equity of the residents. This study aims to make an in-depth analysis of the demand characteristics of the public sport facility in the social housing communities. To make clear the demand and supply characteristics and satisfaction factors of public sport facility in social housing communities of Tiantongyuan.

METHODS: Questionnaire survey, depth interview and mathematical statistics methods are used in this study. The questionnaire includes: 1) the basic information of residents---gender, age, diploma, profession, family income and structure. 2) use behavior and preference of public sport facility of residents, including frequency and option. 3) the evaluation of satisfaction and influencing factor(Likert5). The survey covers whole 5 communities of Tiantongyuan. Totally 500 questionnaires were given out, 479 were received, and all were effective. The reliability test result by spss13.0 is $0.7925 > 0.7$.

RESULTS: 1. The analysis of behavior preference and facility demanding shows that: 1) More than 90% of residents need free exercise place outside, and about 70% of residents need free comprehensive stadium and community fitness center. 2) More than 90% of residents choose to have their bodying building nearby home, and the ideal distance is about 5~8 minutes. According to the investigation, 75% of residents go out to exercise on foot or ride. 3) The public sport facility can be classified to three types, the first one is intensely needing facility(>50%), including body exercise facility and body exercise plaza. The second one is moderate needing facility(10%<50%), including the facility of games and competitions and facilities for kids. The last one is lower needing facility(<10%), including charge stadium and fitness center. 2. The evaluation of satisfaction for public sport facility in social housing community shows that: 1) The overall degree of satisfaction is low (2.55), and both the types and the scales are not satisfied by residents. 2) There are four key factors which can influence the satisfaction level. The first common factor can be seen as the service quality of public sport facility. The second key factor is the cost, and it is accordance with the population and economic characteristics of social housing community. The third key factor is the convenient extent of traffic, which inquires the distribution of public sport facility to be uniform and the location to be nearby the residents. The last one is the environment of public sport facility, in order to enhance the safe and comfortable degree. The variance contribution rate of above can be seen in table 1.

TABLE 1: Results of factor analysis of satisfaction level over public sport facility in social housing communities

Factor	Factor loading	Variance ratio of common factor	Characteristic value	Variance contribution rate
Sport facility's quality			5.844	35.25
facility well-appointed	0.953	0.853		
service attitude	0.932	0.930		
reasonable scale & level	0.872	0.770		
Cost			4.103	28.36
reasonable price	0.920	0.895		

Traffic convenient level			3.369	23.12
time distance	0.911	0.865		
concentrate allocation	0.874	0.845		
on the way	0.854	0.822		
Environment			2.652	19.12
be quiet	0.789	0.752		
neat and clear	0.820	0.804		

CONCLUSION: Through the investigation and analysis, we found that: The relation of demand preference and demographic characteristics is correlative. The satisfaction level of residents to public sport facility in social housing community is lower. The key factor which can influence the satisfaction level of residents is Also the analysis shows that female care more about the facility's price than male. At the same time, different age group displays a significant difference at traffic convenient level.

Empirical Study On The Multi-Dimensional Promotion Strategy for Tai Chi Softball At Guangdong Province

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INTRODUCTION: Tai Chi Softball can be classified into multiple different categories, be practiced by different groups of players in various ways. Therefore, it is reasonable to promote Tai Chi Softball along with a multi-dimensional strategy. Promotion strategies and channels include: establishing a multi-level organization and management system to orientate the systematic development of Tai Chi Softball; popularizing Tai Chi Softball through various promotion channels at all places; facilitating the training of Tai Chi Softball coaches at different levels, while forming the backbone of promoting Tai Chi Softball; organizing performances and competitions to reinforce publicity of Tai Chi Softball.

METHODOLOGY: Empirical study method is adopted in this paper. The promotion and development of Tai Chi Softball at Guangdong Province are examined, including the results of performances and competitions, training of the coaches, the effect of promoting Tai Chi Softball at colleges and universities, etc.

RESULTS: The empirical study of the multi-dimensional promotion strategies for Tai Chi Softball at Guangdong Province showed that: Tai Chi Softball is of high adaptability: it could be played rather gently or dynamically, it could be an exercise for average people or professional athletes, it could be played for the purpose of performance or competition, and the intensity of exercise could be easily controlled. Therefore, it is suitable for players of different occupations, genders, and ages. In addition, Tai Chi Softball could be implemented either as mandatory physical education at schools or as extra-curriculum activities; it could also be an activity for social communities.

CONCLUSION: Tai Chi Softball is suitable for different groups at different places. Thus, a multi-dimensional strategy is necessary for its promotion and development in China.

Experimental Study of Student Learning Influence by Optimizing Aerobic Course Teaching Environment

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INTRODUCTION: Through optimizing college aerobic course teaching environment by various methods, this paper researches teaching environment's influence on aerobic course student learning, which provides practical information for continuously improving college PE teaching environment and improving students' interest in participating in physical exercise.

METHODS: Using literature, questionnaire, experiment, and mathematical statistics to investigate optimized teaching environment influence on 80 college aerobics students' learning in Hubei.

RESULTS: 1 The meaning of physical education environment. 2 Students' acknowledge on teaching environment: many students' acknowledge on physical education environment is primary. Through the experiment, students recognize that the teaching environment has oriented function, incentive function, health function, aesthetic function and so on. 3 Comparative analysis of skill learning: it shows significant differences by comparing experimental group action score (80.6 ± 4.6) with contrast group score (75.4 ± 4.2). Meanwhile, the experimental group's self-confidence, artistic expression, as a whole, is better than the contrast group students. 4 Comparative analysis of class teaching environmental factors. 4.1 The classroom atmosphere: controlling by the same teacher, the classroom atmosphere of contrast group tends to be neutral and the classroom atmosphere of experimental group tends to be supportive. Teachers play a dominant role in regulating the classroom atmosphere, and students play a main role in creating the classroom atmosphere. When students take no interested exercise, decreased motivation and depression will make a negative classroom atmosphere. When students' learning motivation enhances and mood upsurges, it will make a positive classroom atmosphere. 4.2 The relationship between teachers and students: Teachers in the contrast group only regard completing the teaching task as the main target, and little contact and communicate with students; Teachers in the experiment group try hard to build up an understanding, cooperating and interacting relationship between teachers and students. The experiment result shows that the interaction between students or teachers and students not only directly impacts the teaching effectiveness, but also imperceptibly influences the enrichment and development of the students' individual. 4.3 the teaching equipment and sports facilities: Students in the experiment group use multimedia optimized combination teaching methods and all kinds of auxiliary equipment to make the movement skills materialization and visualization, and create good conditions in students' perception, comprehending and memory. This novel teaching mode greatly enhance students' interest on mastering athletic skills, mobilize students' learning initiative, and make the whole classroom atmosphere more active and full of youthful spirit.

DISCUSSION: The factors for the teaching and learning environment of calisthenics is like the classroom atmosphere, the relationship between teachers and students, the teaching equipment, sports facilities and etc. And its optimal design has a positive impact on students. A good classroom teaching and learning environment will influence the teaching activities and the physical and mental development of students in different aspects, and finally demonstrate its importance in the teaching activities by improving the effectiveness of teaching activities and promoting the development of the individual. Actually, the classroom teaching and learning environment provides students with a special place about understanding and comprehending sports culture, brings students not only the body's effort, but also the spiritual pleasure, and more importantly wakes up the students thought about the meaning of life by physical training. Therefore,

the teaching environment, especially the classroom psychological, must be improved to get the satisfaction of both teachers and students in the teaching effectiveness.

Exploring and Analysis of Outdoor Leisure Sports Population

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OBJECTIVE: Sports development strategy in China begins to increase the emphasis on the value of mass leisure sports. And outdoor leisure sports are booming rapidly, but how to better define the outdoor leisure sports population and how to analyses their characteristics become very important and urgent issues.

METHODS: The literature, questionnaire, expert interviews and other methods are used in the paper. We build, explain and define innovatively the concept, study its characteristics in interdisciplinary fields, eventually discuss its standards to enrich theories of sports population and outdoor leisure

RESULTS: 1, Definition. Outdoor leisure sports population refers to the people whose goal are physical and ornamental healthy, leisure and entertainment, who pursuit to improve their sport abilities, participate in directly outdoor physical activity, care for outdoor recreational sports, and consume the outdoor leisure sports products, especially refer to social groups who directly participate in the outdoor leisure sports. 2, Hierarchical classification. The first class is the people who involve in outdoor recreational sports according to their physical conditions and their levels of technology and equipment. Second one is the one who concern about outdoor leisure sports, including the one who pay active attention on the events and outdoor info; The third category is the one who consume outdoor leisure sports goods. The last two kinds are called the potential population; the first class belongs to the dominant ones, which are interrelated. 3. Proposing the statistical standards and criteria. We have come to its statistical reference standard, according to frequency, time, intensity and the total amount of to participate in outdoor exercise. It can be called outdoor leisure sports population who attend 1 times outdoor recreational sports monthly at least, physical activity intensity more than 3 hours each time, Intensity of physical activity is low or medium, each consumption more 2000000 calories. The statistical criteria of the sports population combine with the exclusive features of outdoor recreational sports and researches on different outdoor recreational sports participants.

The characteristics of the population of outdoor leisure sports: 1, Natural structure, such as sex structure, age structure. Through interviews and surveys, we found no significant differences between gender and age. 2, The economic structure, such as occupation structure, income structure, consumption structure. The majority are high educated, who can have double cease day to ensure sufficient time to outdoor activities with a stable job, Statistics shows that whose income are more than 5000 users accounts for 80.64%, whose income above 8000 Yuan accounts for 42.74%. 3, The time and the season. The numbers and sports Items of outdoor recreational sports are subject to season significantly, especially in the north. 4, The location. The main features of outdoor leisure sports are corresponding with city life, people are fond of unfamiliar or different places. Over 80% of people love to the suburbs in the natural environment. 5, Items of outdoor leisure sports. Participants for leisure and fitness are nearly 70%, Outdoor sports item are mainly outward-Bound, outdoor hiking, outdoor climbing, camping, outdoor riding, cross-country skiing, self-driving travel and so on.

CONCLUSIONS: We summarize systematically concepts, standards, and classification related to sports population and the outdoor leisure sports, and point out the usual misunderstandings. Many features

have been studied and confirmed. On the basis of this research, further study should be done in multiple dimensions. We think the study would build a good foundation for the sustainable and healthy development of outdoor leisure sports.

Fitness Guozhuang Dance Experimental Study on Effects of Body Composition and Balance Ability in the Elderly Population of Tibet

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ABSTRACT

OBJECTIVE: This test researches on the effect that “Tibetan fitness dance guozhuang” has on the middle-aged and aged people’s body composition and balance ability indicator in Tibet region. It makes a comparative analysis on the changes of middle-aged and aged people’s body composition and balance ability indicator before and after intervention, in order to demonstrate the fitness value of “Tibetan fitness dance guozhuang”—traditional Tibetan dance guozhuang integrated with scientific fitness elements. It also provides scientific basis for traditional national culture’s heritage and theory basis for the creation and promotion of “Tibetan fitness dance guozhuang”.

METHODS: Choose healthy testers who have exercising habit and do not have metabolic disease, central nervous system problem and gonarthrosis of their own accord from Tibetan elderly university in Lhasa . Through PAR-Q questionnaire and the questionnaire on health fitness before exercise, 53 middle-aged and aged testers who are more than 45 years old (58.98 ± 8.24) are chosen. Based on the preliminary experiment of “Tibetan fitness dance guozhuang”, confirm the exercise intensity by both the testers’ heart rate and RPE and make a modification of initially created “Tibetan fitness dance guozhuang”. At last, the plan of “Tibetan fitness dance guozhuang” is formed. Every day from 9:00 to 10:30 (from Monday to Friday), the testers take 90 minutes’ “Tibetan fitness dance guozhuang”, this will last for 13 weeks. before and after the experiment in old Tibet university health fitness index test.

RESULTS: After the test, the indicators of body composition, weight, BMI, waistline and hipline decreased sharply ($p < 0.01$); WHR、F% decreased obviously ($p < 0.05$); lean body weight had no apparent change ($p > 0.05$). The indicators of balance ability, eye-opened strengthening Romberg test, eye-closed with one foot test and eye-closed stepping test increased sharply ($p < 0.01$); Indicator of eye-closed strengthening Romberg test increased obviously ($p < 0.05$).

CONCLUSION: 1. After taking 13 weeks’ fitness dance guozhuang, the testers’ body composition indicators of weight, body fat percentage and WHR decreased obviously. It can reduce the body fat weight and hip fat accumulation, it can also improve body composition. 2. After taking 13 weeks’ fitness dance guozhuang, the testers’ static equilibrium and dynamic equilibrium. It can relieve the balance ability problem of middle-aged and aged people.

KEY WORDS: fitness dance guozhuang; Tibet; middle-aged and aged people; body composition; balance ability

Fitness Guozhuang Dance Intervention in Elderly Cardiopulmonary Fitness and Scl-90 Scale Evaluation Analysis

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ABSTRACT

OBJECTIVE: This test researches on the effect that “Tibetan fitness dance guozhuang” has on Chengdu middle-aged and aged people's cardiorespiratory fitness and factors of Scl-90. It makes a comparative analysis on the changes of middle-aged and aged people's cardiorespiratory fitness and factors of Scl-90 before and after intervention, in order to demonstrate the fitness value of “Tibetan fitness dance guozhuang”—traditional Tibetan dance guozhuang integrated with scientific fitness elements. It also provides scientific basis for traditional national culture's heritage and theory basis for the creation and promotion of “Tibetan fitness dance guozhuang”.

METHODS: Choose healthy testers who have exercising habit and do not have metabolic disease, central nervous system problem and gonarthrosis of their own accord from community squares around Chengdu Sport University. Through PAR-Q questionnaire and the questionnaire on health fitness before exercise, 64 testers are chosen. During the preliminary experiment, “Tibetan fitness dance guozhuang” exercise plan is formed by information collection and modification of movement structure and exercise intensity for “Tibetan fitness dance guozhuang”. Divide 64 testers into two groups by random, exercise test group of 30 testers and comparison group of 34 testers. From Monday to Friday, the testers of exercise test group take 70 minutes’ “Tibetan fitness dance guozhuang” in gym hall of Chengdu Sport University every day, this will last for 12 weeks. The testers of comparison group do exercise as usual also for 12 weeks. In order to evaluate testers' mental health, all testers will take health fitness test and Scl-90 test in sports medicine institute of Chengdu Sport University before and after intervention.

RESULTS: In the test group, HRrest and blood pressure had no apparent change ($p > 0.05$). Step index, maximum oxygen uptake and cardiac function F.C. all increased obviously ($p < 0.01$). 9 factors of somatization, force, interpersonal relationship, depression, anxiety, hostility, horror, psychoticism and so on all had apparent changes ($p < 0.01$) while paranoid factor didn't ($p > 0.05$).

CONCLUSION: 1. After taking 12 weeks' fitness dance guozhuang, the testers' cardiorespiratory fitness has a great improvement. 2. Taking 12 weeks' fitness dance guozhuang make middle-aged and aged women's 9 factors of somatization, force, interpersonal relationship, depression, anxiety, hostility, horror, psychoticism and so on very different. This means fitness dance guozhuang is not only good for middle-aged and aged women's physical health, but also good for mental health.

KEY WORDS: fitness dance guozhuang, middle-aged and aged people, cardiorespiratory fitness, Scl-9

Gymnastics in the Quality Community- A Research on the Development of Domestic and International “Gymnastics for All”

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OBJECTIVE:

Gymnastics, as a Competitive Sport, is known as one of the four major pillars of Modern Olympic. Meanwhile, it is also one of the most favorite recreations among the public because there are millions of people around the world enjoying doing gymnastics in their daily life. However, few people know about “Gymnastics for All” (GfA) which is for improving the general public health, comparing to many well-known competitions for gymnastics sport elites from all over the world. By virtue of this specific phenomenon, this article will focus on studying the development of domestic as well as international GfA, so as to draw more public attentions on gymnastics as well as stimulate people’s motivations for healthy exercises. Methodology: Literature studies, case studies, and mathematical statistics etc are use in the paper. On the basis of GfA data from 1953 to 2012, We summarize and analyses the patterns and trends of the development of domestic and foreign GfA.

The above research leads to four viewpoints. 1, gymnastics is the earliest sport which encourages the public to do daily exercise. For example, introduced gymnastics from the school to the public by creating the very first individual gymnastics playground at Hasenheide in Berlin in 1811.2, since 1953, GfA which was created by FIA has been held 14 times, with a total of more than 200,000 gymnastics enthusiasts from 65 countries (regions) involved. There is a relatively steady upward trend in both the quantities of countries (regions) and participants. 3, The ages of participants are from 1 year old to 90 years old. 4, To carry out the gymnastics exercise in more countries and regions, the FIG draws up a project named "Plan for Gymnastics Age Group". Training camps were organized in many regions of the world including over 100 coaches from 51 counties totally.

From the perspective of the development of Chinese GfA, broadcast gymnastics may be a sport with the most participants in the history of China. , According to the incomplete statistics collected in 13 cities such as Beijing and Shanghai, there were 1,048,000 people participating in the first set of broadcast gymnastics which was issued in 1951. Since 2008, Chinese Gymnastics Sports Management Center has brought forward a plan - solid the advantage of competitive gymnastics; Practice proves a remarkable result, that is, thousands of people attend a gymnastics event because of the effective reform of the gymnastics activities. Moreover, the frequency of National Cheerleading Competition expands from holding once in 2008 to 13 times in 2012.

CONCLUSION:

1, GfA has become a part of the quality community. It influences both individuals and groups. 2, The trend of World Gymnastics development is on a constantly rise, which means GfA has already been accepted by most of people. 3, The result of Chinese Gymnastics development shows the initial success in the work of popularizing GfA to the public. To sum up, benefit people by promoting a gymnastic project; serve people by reforming a gymnastics event; and attract elites by building a platform to demonstrate gymnastics.

Harbin City Teacher Group Pwv / Abi Survey and Intervention Study

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OBJECTIVE: to understand the Harbin city teachers vascular functional condition, ensure the teacher community health. Analysis of PWV / ABI survey of teachers group in Harbin City, and puts forward the preventive interventions.

METHODS: using OMRON form BP-203RPE III diagnosis automatic arteriosclerosis detection instrument, Harbin City, 1866 children aged 20-69 years old teachers between pulse wave velocity and ankle brachial index, including 630 men, 1236 women.

RESULTS: the overall mean ba-PWV teachers in Harbin city is 1317 ± 230.2 cm/s on the right side, left side and 1324.7 ± 230.7 cm/s. The male is higher than female. With the increase of age, ba-PWV gradually increased, the older blood vessel elasticity worse, male 45, female 55 years old ba-PWV significant growth. The mean overall ABI teachers in Harbin city is on the right side of the 1.10 ± 0.05 , 1.10 ± 0.09 left.

According to the American Heart Association (AHA) the ABI evaluation criteria set in 1993. The overall ABI teachers in Harbin city accounted for 93.5% of the normal value. Suspected occlusion accounted for 5.3%, accounted for 1%, accounted for 0.2% of calcification. Male normal ABI accounted for 94.1%, women accounted for 93.2% of the ABI value of normal. Gender differences. From the viewpoint of age 40-49 years old, ABI abnormal rate of 0.9%, 60-69, ABI abnormal rate of 5.6%.

CONCLUSION: Harbin teachers vascular functional condition is not optimistic, should adopt scientific fitness, weight control, quit alcohol, reasonable diet, to ensure adequate sleep, method of producing a healthy lifestyle for prevention of vascular disease.

Influence of Physical Activity Level on Body Fat and Bone Mineral Density in Female College Students

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PURPOSE: The aim of this study was to assess PAL among female college students, and determine the relationships between accelerometer-determined PAL, total and regional BMD and body composition in female college students.

METHODS: The female college students (n=182, 20.48±1.31 years) were voluntarily recruited after comprehension of the nature and purpose of the study. Total and regional BMD and body composition were measured by dual energy x-ray absorptiometry. Physical activity was measured by an RT3 accelerometer over seven consecutive days, including a weekend. Anthropometrical parameters including age, weight, height, waistline and hips were obtained.

RESULTS: In our study, 72.2% of participants were in light active (LG PAL <1.7), and 27.8% were in moderately- vigorously active (MVG PAL ≥1.7). The left femoral neck, lumbar spine, arms, legs, trunk and whole body BMD of MVG (0.959 ±0.120; 1.186 ±0.135; 0.791 ±0.082; 1.223 ±0.117; 0.896 ±0.073; 1.121 ±0.085) were significantly higher than those of LG (0.959 ±0.120; 1.186 ±0.135; 0.758 ±0.063; 1.170 ±0.108; 0.857 ±0.068; 1.084 ±0.074, p<0.01). PAL showed a significant and negative correlation with the left femoral neck, lumbar spine, arms, legs, trunk and whole body BMD (r= 0.233, p<0.001; r= 0.174, p<0.01; r= 0.279, p<0.001; r= 0.254, p<0.01; r= 0.259, p<0.001; r= - 0.238, p<0.01). The whole body fat mass percent, BMI, waist-t-hip ratio of MVG (0.3152 ± 0.0686; 22.02 ± 4.41; 0.8077 ± 0.0474) significantly higher than that of LG (0.2867 ± 0.0543; 20.09 ± 2.45; 0.7861 ± 0.0431; p<0.001), and these parameters positively correlated with PAL. The lean mass percent of MVG was significantly lower than those of LG and it was negatively correlate with the lean mass percent.

CONCLUSIONS: We concluded that most of female college students were less active, and the female college students with low fat percent markedly tended to low physical activity level. Maintaining high physical activity level may be effective in increasing BMD.



On the Big-Time University Sports Social Services Based on the Habitat Selection Theory

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ABSTRACT: Many people prefer to live in the community nearby the big-time university for the reasons that they can share its cultural atmosphere and abundant sports resources. Influenced by the culture of the big-time university, nearby residents demonstrate their high expectations of education, advanced cultural tastes, high-income and high demand on life by degrees. As the significant method for big-time university to run its social service function, sport can exert positive impact on the sports consciousness, sports demand and sports behavior of the residents of surrounding communities. The social service of the big-time university sport and residents in the communities nearby construct an ecological chain together that can benefit each other: on the one hand, the big-time university will not only provide local residents with excellent fitness environment and the scientific health counseling guidance to promote fitness of the residents, but also promote the sustainable development of community sports through the research of sports science and the training of personnel with sports expertise. On the other hand, the surrounding residents' demand of physical exercise, needs for sports culture and active participation in sports will assist the big-time university to cultivate the talents. Therefore, it is recommended that big-time university should take full account of the ecological chain relationship with the surrounding communities, renew the idea of sports social service, to explore the new methods of sport's community service with innovative ideas and expand the range of sport's community service actively. When it comes to issue of the interaction with the community, the big-time university should attach importance to the sport's demand of university's neighboring residents and the government sports, take "school district sports" as a breakthrough, "sports social services" as a means to improve sports social services' safeguard mechanism, to enhance students' sense of social responsibility that can enable them to integrate into society successfully. Big-time university should actively implement the concept of the development of the university when it refers sports social services, effectively fulfill the university's social responsibility, and pay attention to the maintenance and accumulation of social capital to promote mutual development of the surrounding communities and universities.

KEY WORDS: habitat selection, big-time, university, sport, social service

On the Dilemma and Solution of the Peasant Fitness Project

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AIM: Through field investigation, this thesis analyzes the problem of peasant fitness project in the present stage of China. And we propose the effective way to carry out the peasant physical exercise project in order to lay a better foundation for rural physical development.

METHODS: literature review method, Field research method, interviewing method and logical analysis.

RESULTS:

1. The drain of social population and the main subject of sports fitness missing.
2. The lack of rural sports organizations and sports instructors are unable to meet the need of rural sports fitness.
3. The weakened awareness of rural fitness hampers the effective implementation of Peasants' Fitness Program.
4. Unbalanced regional development hampers the effective implementation of Peasants' Fitness Project.
5. Modern sports items could not be integrated into the development of the village sports.

CONCLUSION:

1. The effective implementation of Peasants' Fitness Program plays an important role in the cultivation of new farmers in new rural construction and the construction of a harmonious socialist society.
2. For the effective implementation of Peasants' Fitness Program need to do:
 - 2.1 Strengthen the role of town government in Peasants' Fitness Program.
 - 2.2 Adjusting measures to local conditions, building a suitable Peasants' Fitness Program to fit local village sports development
 - 2.3 Propaganda sports culture education in multi-channel and strengthen the sense of rural sports.
 - 2.4 Continuing to support Peasants' Fitness Program in underdeveloped regions and taking into account the balanced development of rural sports
 - 2.5 Considering rural practice, combine modern sports development with local traditional sport together.
 - 2.6 Strengthen the backbone of rural sports and social sports instructors' training

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- Fujian Social Science Planning Fund Program (2012C052)

Physical Effect of “Yi, Qi, Li” Practicing of Taijiquan on Human Body

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INTRODUCTION: Taijiquan differs from other sports by its full-round health-benefit functions. It combines inside and outside, Yin and Yang, softness and hardness, and emptiness and fullness, and attach importance to Yi (will), Qi (energy) and Li (power) and the combination and relationship of the three, thus there is the saying “Lead energy by will, push strength with energy”. Yi, Qi and Li in Taijiquan are three self-practicing forms which are performed on the basis of the nervous system, respiratory system and motor system of human body. Keeping on practicing Taijiquan improved the performance of the three systems.

The paper analyzes the related researching papers and documents, describes how Yi, Qi and Li work and what physical and health benefits they bring to the three systems, thus to offer scientific background for Taijiquan practicing while providing instruction on how to scientifically practice Taijiquan. The paper gives some advices on how to deal with the problems existed in the mentioned experiments and researches.

METHODS:(1) Documents Analyzation: searched with key words of “taijiquan” “respiratory system” “cardiovascular system” “physical mechanism” in cnki.com and “top postgraduate degree’s thesis papers database and got 423 related papers and reports; looked up some books and classic boxing textbooks.(2) Interviewing: interviewed Taijiquan researchers and folk practitioners to collect professional understanding of Yi, Qi and Li and their characteristics.(3) Logic Analyzation: Logically analyzed the researching methods, content and results of the collected documents and materials with references to Taijiquan theories, classic Taijiquan textbooks, famous practitioners’ opinions and modern physical science and sport researching methods.

RESULTS: (1) Practicing of Yi, Qi and Li in Taijiquan brings benefits to human nervous system, respiratory system and motor system. (2) More researches are on the physical effects of Y, Qi and Li practicing, and most of them focused on one of the three; researches on the comprehensive fighting and healthy-keeping effects of the three are quite few.(3) The physical effects of practicing Taijiquan were proved in experiments and analyzed with the help of modern scientific instruments and methods, which many help people understand Taijiquan more properly as well as lead Taijiquan to a more scientific and modern way to develop itself.(4) Taiji fighting and health-keeping practicing stresses the combination and coordination of Yi, Qi, and Li, and the physical mechanism is complicated. The existed researches are weak on this aspect and the experiments designed are not reasonable enough.(5) Most researches set the aged group and competitive Taijiquan performances as researching targets while few concentrate on folk practitioners who practice traditional Taijiquan forms. Therefore, the researches can only prove that Taijiquan practicing is a scientific way of health-keeping, but deeper understanding of how it works still remains unclear.(6) Researching papers on physical effects of Taijiquan training are plenty, but books with systematic researching or fundamental researching are few.

SUGGESTIONS:(1). While physical effects of practicing Taijiquan should be a concern, the fighting physical mechanism should also caused attention in researching, which may not only help get rid of the unreal images of Taijiquan practicing but also can lead people to properly understand, learn and master the real defending and fighting art of Taijiquan.(2). Properly making use of natural science theories and its

researching methods with modern experimental instruments can help make full-round and deeper research on Taijiquan.⁽³⁾ Select proper experimental subjects. Moves tested could be either a single move or a set of moves.⁽⁴⁾ Taijiquan teachers and masters should cooperate with experts from natural science field to make further and more comprehensive research on Taijiquan and write theoretic books on Taiji-related physiology, biomechanics and psychology to develop Taijiquan in more scientific ways and make it better serve people in the world.

Program features to improve physical activity of the population in Japan

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RESEARCH PURPOSE: study health improvement programmes of the Japanese population.

RESEARCH METHODS: analysis of scientific and methodical literature, questionnaire.

RESEARCH RESULTS: Improvement program of the Japanese population includes planned medical examination, increasing physical activity, healthy nutrition. First of all guidance for physical activity was examined by us in Japan. The guide contains a theoretical justification of offered recommendations, methodical recommendations about level's increase of physical activity and also the recommendation about weight fall.

To build the physical activity increasing program are encouraged to apply the units of physical activity. As unit for expression the intensity and amount of physical activity used units - MET (intensity of physical activity), EX (the amount of physical activity). MET (metabolic equivalent) – intensity's index of physical activity, defined as the power consumption during the execution of a specific physical activity. MET (metabolic equivalent) is an index of intensity of the physical activity, defined as power consumption during performance of a certain physical activity. EH – (Energy expenditure) - measure's units of the physical activity, which is calculated by multiplying the MET for the duration of activity (hour).

In order to identify the necessary level of physical activity follow the flowchart:

- 1) determining the initial level of physical activity;
- 2) installation of target amount of physical activity;
- 3) the type's choice of physical exercises.

At the first stage to determine the initial amount of physical activity of the individual. At the next stage, everyone can be tested endurance and strength. Then it is necessary to define target amount of physical activity. Recommend implementation of the programme to begin with 2 EX in a week, gradually increasing to 23 EX. As a result of the programme to increase physical activity amount of physical activity should be 23 EX, of them 4 EX – physical exercises. 23 EX – standard of physical activity in a week. EX unit of physical activity can be transformed to the number of steps. 23 EX equally in 8000-10000 steps a day. The amount of physical activity is distributed on 2 groups: physical exercises and usual (household) physical activity. In determining the source of physical activity includes all types of physical activity. The programme is recommended exercises to develop endurance and muscle strength. The main exercise recommended for development of endurance is fast walking. Also provides recommendations for strength training, in which as

the weights recommended to use their own weight.

Questioning of various age groups in Japan, pupils, students, teachers hold by us. As a result of questioning is revealed the following: the majority of respondents prefer walking, at opportunity instead of escalators and the elevator choose walking up the stairs, also on Sundays obligatory visit of parks, walks; 43% of respondents use the bicycle as a vehicle; full medical examination pass once a year.

DISCUSSION: One of the leading risk factors is low physical activity. Around the world about 31% of adults aged 15 and older were not physically active. Particularly insufficient physical activity is considered an essential contributing factor in development of diseases. Mortality's decrease in the various countries was observed with the growth of mass physical culture. In Japan intensive fitness training are engaged about 80% of the population.

Thus, the developed programme of Japanese improvement, presented in 2006 and added in 2011 contains necessary recommendations for use of persons with different level of physical activity. Recommendations are easy to use, contain detailed tables to determine the level of physical activity and testing endurance and muscle strength. One of the main tenets offered in the programme, sounds as follows: - "let's go at any time, in any place – 10000 steps a day, 70000 steps a week".

So, for the public health it is necessary to develop and conduct the comprehensive national programme aimed at the development of mass improving physical culture, population education, creation of conditions for physical exercises.

CONCLUSIONS: The problem of increase the level of public health is one of the most actual in any country of the world. The search for new methods of solving this problem is based primarily on the basis of a study of best practices of leading countries. Study the experience of improvement of the Japanese population will allow introducing recommendations for physical activity levels in our country.

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Readiness for Action and Features of Its Regulation in E-sports

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INTRODUCTION: Nowadays electronic sports has become increasingly popular with young people. According to A. Gorbachenko, the President of Russian e-Sports Federation, new games and competitions are fast progressing. The first steps towards e-sports recognition were made by International Olympic Committee. It is well known that computer games have a great influence on personal traits of gamers. In this case computer games are regarded as a method for developing positive or negative qualities in a person. But physiological features of e-sport is a problem into which too few scientists have researched. One of such important subjects is readiness for action.

PURPOSE: To find features of readiness for action and its regulation in gamers before competition.

METHODS: A total of 32 professional gamers were examined in e-competition TECHLABS CUP RU 2012 (Khimki). Some of heart rate variability (HRV) characteristics were used for assessment of regulation: stress index (SI) and three main power components (HF, LF, VLF). Following interpretation was used: HF, LF and VLF components are associated with parasympathetic, sympathetic and humoral influence respectively.

RESULTS AND DISCUSSION: SI was increased in 8 cases, 4 of these gamers had higher LF level. It shows sympathetic nervous system activation. 17 gamers had decreased SI, 6 of them also had higher LF level. It is typical for athletes in good shape: adequate training leads to activation of ergotropic mechanism of regulation. 6 gamers from this group had higher HF level: it shows activation of trophotropic mechanism of regulation.

2 gamers had low SI level and high LF level. It is important that they also had high VLF level. It usually means overstrain and insufficient sympathetic regulation, in which case neurohumoral mechanism of regulation is activated.

Thus half of gamers were in good shape before competition and ready for training. Compensated distress was found in a part of gamers. It leads to higher energy requirement. Two gamers were in bad shape, and their mechanism of regulation were stretched to the limit.

Research on Generating Path of Emergence Effect in process of the Service System for National Physical Fitness

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In the process of the service system for national physical fitness, the realization of its main and derivative function is based on the system operation's natural quality-- emergence effect and is not in accordance with the procedures completely people has designed in advance. Because the emergence effect is difficult to predict, understanding its generated path can help to grasp its operation mechanism, and adjust its structure so as to promote system growth steadily and orderly.

The study methods were adopted literature review, investigation, logical analysis, and come to the emergence have the properties of "novelty, "non additive "and "continuity".

Emergence theory of system hierarchy: the integrality characteristics of service system for national fitness were as follows, the realization of functions for supporting and guarantee the activity of national physical fitness is up to the interaction of its constituent elements, and this emergence effect is generated by the system operation.

Emergence theory of system evolution: the effect which is different with previous ones will be emerged when the living conditions of system changes, at least the system has a tendency to generate new effect. When subsystem structure change, the relationships between subsystems would be affected, and the new effects emerge in system operation.

Emerging theory of complex systems: service system for national fitness has obvious characteristics of complex system, the emergence effect produced in its running has the wholeness characteristics. In the process of the operation of the service system for national fitness, its subsystems are involved, but as for individual subsystems, no single subsystem will show the nature function the system has.

The process of people knows the world is from practice to theory, and then from theory to practice again, each process assumes a spiral development and produce qualitative leap. Especially the process of applying theory into practice has more directive significance for scientific research and technology production. On the one hand, it can reduce our blindness in practice and improve innovation ability effectively; On the other hand, it can be able to expand the practice scope better.

Research on Rurrent Situation of Sport for the Elderly in China and Its Developmental Strategies in the Future

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BACKGROUND: The aging has become a worldwide issue faced by the different counties, whose solutions at the international level have been showcased by “successful aging” and “healthy aging” successively and “active aging” currently. As far as China is concerned, the elderly aged 60 or over in China had reached the number of 185,000,000 by the end of 2011, and it is predicted that the number of the aged will overcome 400,000,000 in 2033.

AIM: Some strategies conducive to the future development of sport for the elderly in China will be put forward based on the current situation of the aging sport.

METHODS: Such methods as literature and logical analysis are employed in this study.

RESULTS: Firstly, it has been generally acknowledged that sport is regarded as a bridge to connect the aging and health, therefore the following vital functions sports can play for the elderly can be summarized as strengthening their bodies, reducing the diseases, ensuring their qualities of life, saving the medical cost for their families and the society, enlarging their life space and realizing their self-values. Secondly, the current situation of sport for the elderly is not optimistic, which is reflected by the facts of China’s entering the aging society under the context of undeveloped economy, lack of well preparation for the aged’ large demand for sport, lack of sport equipments and facilities and funds for the elderly, single fitness contents, and inefficient organizational management. Thirdly, the strategies to ensure the healthy development of sport for the elderly in China may be summarized by the following that governments should play a leading function in the development of sport for the elderly, increase the support of human resources, finance and materials, in particular, enhance the construction and disposition of sport equipments and facilities for the elderly in an attempt to lay the solid foundation for effective practice of sport for the elderly; that policies and laws for sport for the elderly should be worked out or be bettered so as to ensure their legal rights and interests, that effective organizational network should be established and perfected which is led by the governments at different levels, focused on associations of community sports, and based on single sport federations, morning –and-evening coaching spots and sport institutions of enterprises and non-profit institutions so as to improve the organization efficiency of sport for the elderly and organize the diverse fitness events for the elderly in a well-planned and periodical way.

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Research on the Characteristics and Sustainability of the Development of Mass Sports in Haidian District, Beijing

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INTRODUCTION: Mass sports is an important constituent which can not be ignored in our country's sports undertakings, it relates to the wealthy of the country and the power of the people, national revival and people's happiness. With the development of the science and the technology as well as the economy, continuously improving of the people's living standards and great change of the labor mode, the leisure time has significantly increased and people's demand for mass sports also changed accordingly. This paper, deeply analyzed the macro environment, development situation, operation conditions and other various aspects, summarized the current development characteristics of mass sports in this District and predicted the future development trend, explored its sustainable development and provides theoretical basis for the sustainable and healthy development of mass sports of our country.

RESEARCH METHOD: This paper used literature material method, survey method, mathematical statistics method to investigate the health consciousness, the fitness sites, the propaganda and report of the media, the social sports instructors, as well as the grasp situation of the basic sports knowledge of mass sports in Haidian District, and summarized the developmental characteristics and explored its sustainability.

RESEARCH RESULT:

(1) During the development process of mass sports in Haidian District, the citizens' fitness consciousness has been enhanced obviously.

(2) The propaganda of the media plays an important role in the development of mass sports in this District.

(3) Sports facilities have been reasonably developed and utilized.

(4) The pattern of mass sports activities appeared diversification and outdoor.

(5) Outdoor sports facilities cannot meet the demand of citizens.

(6) The proportion of young people in the sports population of Haidian District has significantly increased.

(7) Social sport instructors are lack of necessary expertise.

(8) Socialization, popularity, lifelong and entertainment will become the development trend of the mass sports in Haidian District.

DISCUSSION:

(1) To make the mass sports get timely, effective and scientific guidance, we should Cultivate and build a high-quality social sport instructor team.

(2) To achieve the healthy and orderly development, we should Improve the related policies and regulations of mass sports.

(3) To develop the community sports and constantly meet the increasing demand of citizens in the new period, we should Establish a mass sports volunteer service system.

(4) To create a good atmosphere and expand public influence of the mass fitness, we should Increase the diversity and effectiveness of the publicity.

(5) To ensure the mass sports sustainable developments, we should Improve the outdoor sport facilities construction.

KEY WORDS: Mass sports; Haidian District; Characteristics; Sustainability



Research on the Influential Factors of Junior Sports Clubs in China

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In order to create a good environment for further improving teenagers' physical health, Chinese General Administration of sports began to support the foundation of nearly 2000 youth sports clubs by offering a portion of sports lottery public welfare fund from the year of 2000. In recent years, youth sports clubs has contributed a lot to the development of after-class physical education and teenagers' physical and mental health. But the organization development of youth sports clubs are not sufficient and effective, supply of urban youth sports clubs is severely limited. This thesis aimed to discuss the main problems existed during the youth sports club development by analyzing supply factors of these clubs with youth sports clubs in our country as research object. The methods of literature, questionnaire survey, mathematical statistics, etc were employed to explore the retraining supply factors in urban youth sports clubs. This study found the supply factors were as follows: government administration, functional management, facilities and operation management. Government administration had positive effects on functional management, facilities and operation management, while functional management and operation management interacted as both cause and effect and facilities affected operation management positively. Therefore, we should promote the development of youth sports club from the above four aspects. To be more specific, policies and regulations related to youth sports clubs should be made from the government level to change the government focus from short-termed to normalization. Facility related costs should be shared by government, individual and society with government playing the leading role to ensure the sufficient of operating funds. Last but not the least, as for the functional management of government to these clubs, government should bear the primary responsibility and school the implementing responsibility to promote the development of youth sports clubs.



Research on the Path of Popular Development of Competitive Sports for A Example of City Marathon Sport

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ABSTRACT: For a long time, Development is the separation of competitive sports and sports for all. In china, One side is the plans for Olympic game, On the other side is the plans of national fitness. Both lack the necessary intersection. Most competitive sports projects and projects of sports for all run independently on the respective tracks. however, under the building context of sports power, how to coordinate the development of competitive sports and sports for all. which Is to ensure that the key to sustain development of the sports, and an important part of building a sports power. over the years, City marathon sport has a good momentum of development in mang cities, which is a typical point of integration of competitive sports and sports for all. Its development trajectory and mode can provide some inspiration and reference for the popularity development for other athletic events. This article investigates the development path of appropriate athletic events combined with the mass sports from the perspective of city marathon sport in the following aspects: Characteristics of the project, the competition system arrangement, rulemaking, Mass base, Geographical features etc

Struggle to Survive —the Funding of Youth Soccer Clubs in Bei Jing

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INTRODUCTION:

Youth sports is an important activity because of its value it renders to the young generation and society as a whole. Soccer is the world No. 1 sports and popular in China. This study identifies the key financing models for youth soccer clubs in Beijing; analyzes the impact of the culture, tradition, policy and legislative frameworks in place in Beijing on the level of funding available for youth soccer clubs.

METHOD:

Invested the youth soccer clubs in Beijing, especially some famous clubs like Guoao Yueyue (Cross Road) Soccer Club; interview managers, coaches, participants and their parents.

RESULTS AND CONCLUSIONS:

1. National and local sports funding is traditionally focus on elite (high-level) sport, the value of grassroots soccer is not recognized enough in public policies, and only limited funding youth soccer club can get from government.

2. In China, the sports facilities and revenues are not open freely to the grassroots sports clubs and youth soccer clubs need to pay money renting soccer field and club house for training. It is the mine expense of youth soccer clubs.

3. There is no voluntary work tradition in sports in China. Caches and managers are paid-workers in youth soccer clubs. The expenses of Human resources is another mine expense of youth soccer clubs.

4. Without public funding, clubs have to raise their membership fees, which lead to a limitation in participation rates.

5. Due to Chin's tradition and reality, parents prefer English and art classes more than sports clubs for their children's spare time. The household expenditures are limited to soccer clubs.

6. Few Sponsorship, patronage and donations goes to youth soccer clubs due to the poor marketing ability of grassroots clubs and lacking of encourage by policy and legislative.

7. There is insufficient solidarity between professional and youth soccer.

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Study on Development Mode of China Disabled Sports

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INTRODUCTION: It is estimated that there are over 80 million people in China who have a disability. And this number is on the increase with the rapid development of the society. Disabled sports is the direct reflect of social harmony. Developing disabled sports is the need of constructing the harmonious society. This paper aims to explore the development mode of Chinese disabled sports.

METHODS: Cnki were systematically searched for relevant articles. We specifically looked for studies describing the situation of disabled sports (including disabled competitive sports, disabled mass sports and special physical education) in China. Questionnaires were distributed to faculties of government organizations, special school teachers and social sport instructors.

RESULTS:

1 Disabled Competitive Sports Develop Rapidly And Orderly

The competitive sports national system is the sports organization administration system which extremely taking on Chinese characteristics, its essence is to fully focus on the limited human, material and financial resources to effectively allocate sports resources, ensure success in major international competitions. Government gives strong financial and legislative support for the disabled sports, including developing direction of disabled sports, athletes' selection, cultivation and training. Though disabled sports starts late in China, benefits from this system, develops fast. From 2004 Athens Paralympics Games, our team maintained the first in gold medals and medals. And the advantage projects expanded significantly: track and field, swimming, table tennis, weightlifting, judo, wheelchair fencing, shooting, archery, sitting volleyball, football for the blind ,they established foundation of disabled sports in China.

2 Disabled Mass Sports Develop Slow But Gradually Thriving

The popularity of disabled sports in China is far behind that of normal sports and regional development is not in balance. The investigation shows, urban disabled sports population is about 21.9% in China, rural and underdeveloped regions disabled sports population is 6.5%, far below the national sports population ratio of 31.4%. But disabled mass sports are becoming thriving in recent years. The fitness sites, facilities, equipments are not suitable and sufficient for people with disabilities.

3 The Basic Disabled Physical Education Is Weak

Special physical education is an important part of disabled mass sports. At present, there are many problems in special schools. Investigations in Liaoning, Shandong, Heilongjiang, Anhui, Jiangxi and other provinces special schools show that PE teacher in special schools is in shortage, PE teachers are general lack of special education background. Moreover, absence of education funding, busy job and pressure prevent teachers participating in studying and training. This make the teaching methods can not be implemented effectively. Besides, sports venues, equipments and facility construction lags far behind the normal schools, existing sports facilities are often inconsistent with the characteristics of disabled children. Many special education schools use the normal school PE teaching syllabus and teaching materials, teaching contents is far from special education practice. Thus, special physical education failed to assume development of disabled students, failed to promote the student physical and psychological rehabilitation.

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Funds from Funding Project for Academic Human Resources Development in Institutions of Higher Learning Under the Jurisdiction of Beijing Municipality.

Study on the Influence of Sports to the Cardiopulmonary Function of Employees

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OBJECTIVES: Due to the lack of physical activity for long time, many employees and workers in companies have been affected in cardiopulmonary function at different levels. The object of this research is to examine the ways to improve the cardiopulmonary function of employees and to improve their quality of life and work.

METHODS: In this study, 32 healthy male employees, who worked in some charity organizations in Chengdu, had been selected as research objects. In the meanwhile, all the research objects were divided into sports group and control group. And the comparison method has been used to study the influence of doing sports to the cardiopulmonary function of employees. People in the sports group have been kept doing sports for six months and three times a week, every time 30 minutes or more, which have made their heart rates achieve to more than 130. While the control group did no exercise. A Harvard step test and some relevant physiological measurement had also been taken before the test and after six months.

RESULTS : 1) At the beginning of the test, the heart rates of people in sports group were 71 ± 8 , while after six months the numbers changed to 67 ± 6 ; 2) At the beginning of the test, the result of blood pressure test was that systolic blood pressure: 115 ± 8 , and diastolic pressure: 76 ± 7 , while after six months the numbers changed to 109 ± 4 and 74 ± 6 separately; 3) The lung capacity of the people at the start of the test was 3713.53 ± 623.57 , while after six months it changed to 3934.42 ± 574.61 ; 4) The Harvard index, at the beginning of the trial, the number was 68 ± 7 , while after it changed to 67 ± 6.5 . 5) In control group, all the indicators above before or after six months have showed no obvious change.

CONCLUSION: Keeping exercise for a long term could make contribution to strengthen people's cardiopulmonary function.

SUGGESTIONS: Companies should organize sports activities regularly and encourage their employees to participate in the physical training, so as to improve their physical quality and mental outlook, as well as to improve the work efficiency.

Survey on the Status of the Elderly Male Population in Participating Physical Exercises in Beijing

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AIM: By the end of 2010, the total census registered population of Beijing is 12,578,000, among which the aging population aged 60 and over is 2.35 million and accounts for 18.7% of the total population and male aging population is 1,128,000, and accounts for 48.0%; female aging population is 1.222 million and accounts for 52.0% (data source in Beijing in 2010, the senior population information and report on the development of the cause of aging). Information released by the Beijing Public Health Information Center Web site, in Beijing in 2010 shows that the average expected life of men is 79.09 years and that of women is 82.60 years. The issues of the aging population, especially the male elderly population are notable areas of interest in sociological studies. This Research is the participation of physical exercises of male aging population in Beijing. Its purpose is to investigate the status quo, the time of physical education, the places of physical exercises, the motivations of the seniors, the frequent exercises, the organization forms and data of the aging population in Beijing.

METHODOLOGY: Totally 1200 questionnaires have been sent out, and 1025 integrated and precise questionnaires have been retrieved with the response rate of 86.4%.

FINDINGS:

1. Among 886 seniors, 657 participate in physical exercise and account for 74.2%; 229 never participate in physical exercise and account for 25.8%. 539 take exercises more than 30 minutes each time and they account for 84.3%; 530 take exercises over three times a week; 571 believe their exercises intensity is moderate or large and they account for 51.1%.

2. Among the people who participate in physical exercises, 453 meet the criteria of the sports population and account for 51.1%.

3. On the motivation of physical exercises, 561 think their motivation is to build up their strength and health. 224 think their motivation is for pleasure and entertainment.

4. About the places of physical exercises; 234 take exercises in parks and account for 42%; take exercises in community centers and account for 37.3%; only 16 go to charged stadiums and account for 2.5%.

CONCLUSION:

1. The proportion of male aging population in Beijing participating in physical exercise is relatively high and it meets the standard of sports population. It reveals that the male aging population has a stronger sense of physical education.

2. The motivation of the male aging population participating in physical education is mainly to build up their strength and health, followed by entertainment and fun. Very few choose charged stadiums. The reasons lie in the higher admission fees and the lower retirement income.

The Character of Breast Motion During the Walking, Running and Jumping Gait Cycles

Ren Jingping

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AIMS: The aims of this study were to investigate multi-planar breast displacement, velocity under braless, everyday bra and sports bra conditions during the walking, running and jumping gait cycles and to provide a theoretical basis and data support by comparing the characteristics of breast motion. A better understanding of breast motion will contribute to the development of women's sports bra, as well as to the future research on functional apparel.

METHODS: Two female college students were selected to participate in this study. The participants' breast size was measured by a trained bra fitter and their breast size were 80A and 80C respectively. Retro-reflective markers (5mm radius) were positioned on the right nipple, the suprasternal notch, left and right clavicle just above nipples, left and right toe and left and right heel. During the bra conditions, markers were repositioned on the bra, over the nipple. Following a 2-min familiarization period, marker coordinates were recorded during 20s treadmill gait cycles at 5kph walking speed and 10kph running speed and two-step jump respectively. Three-dimensional displacement of the markers was tracked using six 200-Hz calibrated infrared cameras (Motion, America) positioned around the treadmill. Markers were identified and three-dimensional data reconstructed in the Motion Analysis software. The laboratory coordinate system identified x as the line of anteroposterior, y as mediolateral, and z vertical.

RESULTS: 1. In comparison of A cup and C cup kinematic parameters under braless, everyday bra and sports bra conditions, the trajectories of breast displacement, velocity in all planes remained relatively similar. But breast displacement of breast size A was smaller than that of breast size C. 2. Vertical displacement was significantly greater than the other two directions during the walking, running and jumping gait cycles, and Vertical breast displacement in sports bra varied from 4.18cm to 11.50cm, and compared with braless, the amplitude of the displacement of the breasts in the vertical direction is reduced by 14.32% -21.98%, Wearing everyday bra compared with braless, the amplitude of the displacement of the breasts in the vertical direction is reduced by 7.83% -18.45%. 3. The absolute displacement and velocity of the breasts in running at 10km/h is significantly greater than that of running at 8km/h.

CONCLUSIONS AND RECOMMENDATIONS:

1. The findings show that larger breasts had much more breast displacement during activities. Therefore, larger breasts will need special attention in the future studies. 2. Bra has a better support to breasts and the magnitude of displacement and velocity reduced with increasing breast support, especially the decrease in vertical displacement is the most obvious. 3. Suggestions in the design of the bra, sports bra designs should be in a targeted manner to account for different exercise intensities, different form of exercise and different directions.

The Correlation of Healthcare Costs and Exercise Behavior of Older Adults

Li Wenchuan

OBJECTIVE: Study the correlation between exercise behavior and the healthcare costs (THC) of older persons.

METHOD: Selected 60-79 1006 of the elderly in Shanghai, including regular physical exercise 794 people, control group of 212 people, Medicare account combination method of data collection and survey, respondents exercise before and after comparison and analysis of medical expenditures.

RESULTS: (1) THC aggregate level of shanghai older adults was 1111.39 ± 1050.89 yuan. The costs of masculine older adults 60-64 year old were extremely remarkable higher than 55-59, 70-74, 75-79 year old ($P < 0.01$). THC was degression tendency along with the age increasing. THC of having exercise custom were significance higher than the non-exercise custom's before exercise in the homogeneity. Between the sexes has not seen the significance difference.

(2) THC had been reduced the scope average for 487.15 ± 589.46 the Yuan after exercise, in which masculine older adults was 473.50 ± 548.55 Yuan, the feminine older adults was 501.08 ± 628.86 Yuan.

(3) The important order of affecting the THC was each exercise time, exercise times each week, age, each month of retirement pension. The accumulation exercise time of each week might be take the important index to appraise the exercise effectiveness.

(4) Exercise 5 times each week, above 60 minutes each exercise, each week accumulation exercises above 180 minutes had the remarkable effect to reduce the THC.

KEY WORDS: Older adults; exercise; healthcare costs



The Development of Diabolo Exercise under the Background of Nationwide Fitness in China

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THE PURPOSE: It elevates people's attention to a historical height and also leaves huge precious relic to China that the 2008 Olympic Games was successfully held in Beijing. The State Council set the day August the eighth as The Body-Building Day in memory of the Beijing Olympic Games as well as the optimistic Olympic spirits. Diabolo, as one repertoire of Beijing Olympic Games, gets rapid development. This essay gives review to diabolo's development in China, revealing that diabolo gets rapid development owing to the fact that the entire people start body-building nationwide. It also points out the flaws of diabolo's development, setting the foundation for diabolo's better development, which also helps to boost the development of folk PE program in China.

METHODS: Literature analysis. Delphi technique.

AISCUSSION: Diabolo is a combination of body-building, entertainment, enjoying. And playing diabolo has a history of more than 600 years, and it is also the most potential culture relics. Therefore it meanwhile sees the development of Chinese history, and is the material supporting medium of folk culture. Li Lianyuan, successor of Beijing Diabolo—State immaterial culture relic, thinks that the sound of playing diabolo is the voice and the feeling of Beijing, and also a symbol of the whole Beijing. The Beijing Museum of Diabolo has been created With the support of government and State Council after the Beijing 2008 Olympic Games, it is the first but the only one in China, and it is a special museum of the first set of the national non-substance cultural heritage. The Beijing Museum of Diabolo can spread the folk customs and culture, it also can touch with our communities and the Features of the conservation of national non-substance cultural heritage. On the one hand, it can work at the protection of our Chinese national non-substance cultural heritage, on the other hand, it will sever the Community Culture Construction, and it is contributing its share to the spread of our national non-substance cultural heritage and the construction of harmony communities. In museum, Li Lian Yuan can teach people how to play diabolo. Since the advancing of nationwide fitness, many Diabolo Associations have swarmed out in Beijing, Nanjing and some other cities. The secretary-general Zhao Zhanli of Beijing Diabolo Associations said "the number of people who play diabolo has increased from several persons to thousands of people currently, and its lover has extent to most of Beijing streets, communities, public parks. In recent years, in order to respond to the call of nationwide fitness, some schools in Wenzhou and other places have integrated diabolo into school curricula. In our country, many large-scale games with diabolo theme have been host, especially many foreign people enthusiasts like to join in the games, so it can promote its development of the internationalization as well as its public awareness. Moreover, diabolo has also integrate this objective in our life, such as pendants, earring and so on. Diabolo has been placed on Beijing gifts by the Beijing Tourist Agency, and it can represent Beijing wards.

CONCLUSION: Diabolo exercise has got made rapid progress under the background of nationwide fitness in China, for instance, the creation of Beijing Museum of Diabolo, the creation of Diabolo Association all over our country and the conduction of all kind of diabolo competitions. But compared with other sports, there is certain limitation in its development, and little research has been conducted in its extension.

So, we should use the experience of other sports for reference, and widen its field of study, and make more progress to promote the development of the special folk diabolo exerc

The Effect of Exercise Intervention on Blood Pressure and Psychological State of Menopausal Women with Borderline Hypertension

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OBJECTIVE: It has been demonstrated that ovarian function in menopausal women gradually declines, as well as estrogen production. Data shows that the incidence of hypertension in postmenopausal women is significantly higher than that in premenopausal women. In this study, necessary exercise intervention and healthy psychological assessment was carried out in menopausal women with borderline hypertension, for the purpose of preventing and controlling the outcomes of borderline hypertension and improving the psychological health status in menopause.

METHODS: 50 postmenopausal women were selected as the observation object, who were diagnosed with borderline hypertension after a comprehensive physical examination in the community health service center. The age ranged from 47-59 years, with a mean age of 55.3 years. Results of blood pressure were in the range of borderline hypertension, and liver, kidney, endocrine system and other organic diseases were excluded. Fitness methods were mainly aerobic training, such as walking, jogging, Tai Chi, qigong and broadcast gymnastics as their favorite and appropriate sport mode. All the subjects exercised each 1 time for 30-60 minutes in the morning and evening for at least 5d weekly. Exercise intensity was kept at moderate intensity one could bear (40%-70% maximum oxygen consumption, equivalent to 50%-80% HRmax). The value of blood pressure was measured two times after 3 months and 6 months later. The levels of psychological status were measured by the Symptom Checklist-90 (SCL-90) before and after the application of the programme.

RESULTS: Compared with that before the intervention, systolic and diastolic blood pressure in 50 cases of menopausal women with borderline hypertension was significantly decreased after exercise. Blood pressure returned to normal in 11 cases (accounting for 22%) after exercise for 3 months, and 17 cases (accounting for 34%) after exercise for 6 months. 50 cases of menopausal female with borderline hypertension generally had psychological problems of different degrees, especially in the five items of somatization, obsessive-compulsive, depression, anxiety and paranoid ideation. Their factorial scores of SCL-90 were significantly higher than norm. After intervention of 3 months, the positive items were significantly decreased, especially in the five factorial scores of somatization, obsessive-compulsive, depression, anxiety and paranoid ideation ($P < 0.05$).

After intervention of 6 months, the positive scores were further reduced ($P < 0.01$).

TABLE 1. SCL-90 score results before and after intervention (score, Mean \pm SD) positive items before intervention 3 months later 6 months later somatization 1.58 \pm 0.27 1.40 \pm 0.32* 1.32 \pm 0.36** obsessive-compulsive 1.77 \pm 0.43 1.53 \pm 0.33* 1.41 \pm 0.40** depression 1.52 \pm 0.36 1.32 \pm 0.37* 1.22 \pm 0.32** anxiety 1.46 \pm 0.34 1.29 \pm 0.26* 1.17 \pm 0.34** paranoid ideation 1.37 \pm 0.31 1.20 \pm 0.33* 1.09 \pm 0.37** Note. *, **compared with positive scores before intervention. * $P < .05$. ** $P < .01$. Conclusion As an effective intervention measure, exercise can effectively control the outcome of borderline hypertension by adjusting the blood pressure of postmenopausal women, and effectively prevent the occurrence of menopause syndrome by improving menopausal psychological state. Its mechanism is probably related to the increase of menopausal endogenous estrogen level to a certain extent and the improvement of vascular endothelial dysfunction in menopausal women by physical exercise.



The Effects of Jiamusi Aerobic Dance of Happiness on the Middle-Aged and Elderly from Harbin Hongbo Fitness Team

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OBJECTIVE: This paper aims to suggest Jiamusi Aerobic Dance of Happiness can improve the constitution of the middle-aged and elderly and thus is worth popularizing through analyzing the data collected by monitoring the constitution of 84 Harbin Hongbo Fitness Team members taking part in Jiamusi Aerobic Dance of Happiness.

METHODOLOGY: The study employs the methods of tests and questionnaires. The subjects are the 84 members aged from 40 to 69 randomly selected from Harbin Hongbo Fitness Team, all of whom have taken part in Aerobic Dance of Happiness for more than six months. The paper adopts the national physique monitors allocated by the national government to test and evaluate the constitution of the subjects from Harbin Hongbo Fitness Team.

RESULTS: The results of monitoring the constitution of the middle-aged and elderly from Harbin Hongbo Fitness Center suggest that the excellence rate is 24.4%, merit rate 37.2, pass rate 34.9%, and failure rate 3.5. The pass rate of the middle-aged subjects is 7.8% higher than that in the national survey on the residents' physical conditions conducted in 2010, and 2.6% higher than that in the survey conducted by the Harbin government in 2010. As for the elderly, the pass rate is 13.6% higher than the national rate in 2010, and 10.6% higher than that in the survey in Harbin. The research on the form indexes, function indexes and exercise capacity of the subjects discovers that most of the middle-aged and elderly can eliminate excess fat, and improve the lung capacity and heart recovery power through exercise. Moreover, poor balance causes most of the people with normal strength, good flexibility and quick response to fail the test of standing on one foot with eyes closed.

CONCLUSION: The indexes of the middle-aged and elderly joining in Jiamusi Aerobic Dance of Happiness from Hongbo Fitness Team are obviously better than the averaged ones of the whole nation and Harbin City. Thus, it is concluded that regularly taking part in Jiamusi Aerobic Dance of Happiness has a great effect on improving the fitness of the middle-aged and elderly. It is also proved that Jiamusi Aerobic Dance of Happiness is a great method to develop the comprehensive constitution of the middle-aged and elderly.



The Feasibility Study on Popularization of Mass Gymnastics under National Fitness Program

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RESEARCH PURPOSES: fitness is a need of social progress, is a necessary way to strengthen the national physique. In recent years, with the implementation of the outline of the nationwide body-building plan and the improvement of people's living standard, the mass sports activities in our country become more and more popular, emerge in an endless stream all kinds of sports, especially those that can stimulate the interest of people of diverse forms of happy sports has been popular with favored by the majority of fans. The mass gymnastics as a branch of superiority project Gymnastics in China, is relatively competitive gymnastics is a non - competitive gymnastics, its fitness, entertainment, leisure for the purpose, content and means variety, is the mass sports activities for the music to the collective performance way. The popularization of mass gymnastics can not only enhance the people's physique, also contribute to the construction of harmonious society, more important is to expand the popularity of mass gymnastics, but also for the sustainable development of China's gymnastics project to create a good atmosphere for the development and reserve excellent everfount the reserve talented person. In summary, the popularization of mass gymnastics is of great significance, this paper makes a thorough analysis of the feasibility of popularization of Gymnastics in fitness perspective, to provide a strong theoretical basis for the realization of the popularization of mass gymnastics.

RESEARCH METHODS: literature method, logical analysis method and interview method.

RESULTS: the analysis of the concept, development advantages of mass gymnastics development, project characteristics, the value of exercise and the mass Gymnastics in fitness, showing a mass gymnastics is not affected by age, gender, body condition, economic condition and equipment limitations, can promote people's physical and mental development, advantages of adaptability wide, that mass gymnastics is a mass and strong universality of mass sports activities, has the good feasibility conditions. Vigorously promote the mass Gymnastics in line with China's national conditions, the development of Gymnastics in China lag slightly, is a need to strengthen the mass sports activities. With the rapid development of China's economic construction and social undertakings, put forward new expectation and requirements of people on their overall quality, how to more effectively spread the mass Gymnastics in the national scope, the paper finally puts forward the following suggestions: according to the conditions of our country, combining the "outline of the nationwide body-building plan" to take effective measures the call of the public participation, the popularization of gymnastics; from all levels of government, the basic unit to start the activities of mass gymnastics, publicity, enhance group China participated in various activities of social consciousness, inject new vitality into the development of mass sports, lifelong sports, athletics sports; and the international community, frequent international exchange and cooperation of mass flow gymnastics, and through the news media, multi-level, multi-angle and popularize advanced experience, dissemination of the latest information, further promote the popularization and promotion of mass gymnastics, and so has the Chinese characteristic the mass gymnastics world.



The Guidance of Taoist Philosophic Regimen for Modern Fitness

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Both theoretically and technically, Chinese Taoist view of life is a significant part in the traditional culture of health preservation. Despite its superstitious content of getting immortal that should be forsaken, it is still worth recommendation for its essence which can effectively promote human health and prolong life. In order to promote the national keep-fit program, carry forward Chinese traditional culture and help build up a harmonious society, this article discusses the profound effect of it on the idea and measures of modern exercise and health preservation from the following philosophical aspects: harmonious relationship between man and nature, such as origin of leisure sports--view of life of harmony. people can be saints by abiding by “the fabulous laws of nature”, by “keeping a peaceful mind, following things’ natural course of development”; basis of Life cultivation--harmonizing heaven, earth and man. It guides people in modern society in their promotion of life’s value via sports, in their rising awareness of protecting our home planet, loving people around them, to better adapt to social reality for man’s overall development under modern ethics; “Man imitates earth, earth imitates heaven, and heaven imitates Tao, and Tao imitate nature”, health preservation in the light of natural laws and preservation of both form and spirit. Such as pursuit of modern health preservation: imitation of nature, integral idea about harmonious yin and yang, health preservation idea of refraining desires, integrity idea of cultivating both form and spirit, health cultivation combining motions and stillness, health preservation taking both inner and outer elements into consideration, guiding Art of Qi touring meeting the need of modern times. guiding the Qi touring is a sport of low intensity and small scale suitable for white-collars, middle-aged and aged people in their keeping-fit; refraining from eating is suitable for obese people especially those suffering civil diseases, helping them to reduce fat and alleviate body burden; feeding on the Qi is to breathe in fresh air rich in oxygen ion in nature to improve the functions of the respiratory system. Therefore of great significance of modern science of health preservation. Keywords: Taoism; view of life; health preservation thoughts; preservation of both form and spirit

The Influence Among exercise of Sports Dance on Psychological Health Effects of Overweight and Obese Middle-and-old Aged Females

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With the progress of society, the thought of lifelong physical education was accepted by the large crowd, Keep the body be healthy to become the whole mankind's goal gradually. People pay more and more attention to physical exercise , the exercise can not only enhance physical fitness, but also obtain spiritual satisfaction. Now, increasingly people of obese and overweight are coming, obesity harm to people is not only physically but also mentally, most obese due to fat accumulation body is poorer, clumsy and being laughed at or discrimination, directly leads to low self-esteem, depression, appear easily appear even nerve dysfunction. Obesity in middle- old and aged women as high-risk groups , physical and mental health problems worthy of attention among the public.

OBJECTIVE: To research the influence among exercise of sports dance on psychological health effects of overweight and obese middle-and-old aged females.

METHODS: 60 middle-and-old aged female volunteers with obesity in Haidian district were divided into the experimental group and blank group with each of 15s. Blank group without any intervention; The experimental group 4 times a week of dance sports with 1H. Passing adopt the use of literature, questionnaire survey, experiment, mathematical statistics and other research methods, carry on the subjects for a period of 16 weeks of sports dance. The experimental result was evaluated with SCL-90 by the contrast before and after the 8 indicators of psychological experiment of somatization , obsessive-compulsive, interpersonal sensitivity changes, depression, anxiety, hostility, paranoid, psychotic terrorist .

RESULTS:

Table 1 Changes in psychological indicators before and after the experiment

indicators	experimental group		blank group	
	Pre-experiment	Post-experiment	Pre-experiment	Post-experiment
somatization	21.40±4.45	15.68±3.45**	20.27±5.32	19.59±2.36
obsessive-compulsive	20.89±3.97	16.02±4.17**	21.28±4.07	22.31±5.06
interpersonal sensitivity	23.73±2.07	16.53±2.02**	23.89±2.56	24.36±2.47
depression	21.10±4.02	15.58±4.30**	21.54±3.45	20.09±3.04
anxiety	25.32±4.42	17.29±5.01**	25.45±4.53	24.96±4.21
hostility	18.53±3.72	14.31±4.70**	18.56±3.07	19.08±3.47
paranoid	20.43±1.73	12.12±2.27**	19.97±2.59	21.37±3.57
psychotic terrorist	18.15±2.26	10.51±1.69**	18.36±3.06	20.34±4.09
psychosis	12.37±3.16	12.79±2.81	12.75±3.56	13.01±3.22
others	13.20±1.53	12.40±3.31	13.97±4.43	12.56±3.59

From the table we can see: (1) when compared with itself, after 16 weeks of sports dance training, the experimental group' s subjects of mental health has been improved greatly ($P < 0.01$) except psychotic terrorist. (2) when compared with the blank group after the experiment the experimental group are better than that the blank group in psychological health physical eight factors, and there was significant difference($p < 0.01$). (3) the psychosis and other factors have no significant change all of the two groups.

CONCLUSION : Sports dance heart health effect is remarkable, is a good exercise for the elderly, so promotion and popularization it in the elderly has important significance.

The Integration Model Construction and Serial Tests of Physical Activity in Urban Resident

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OBJECTIVE: The purpose of government advocated national fitness activities, also called public participated mass activities, and is to encourage people's physical and mental health. With the vigorous development of national fitness activities, there are great changes in people's notions of life. In some large and middle-sized cities, consumption on health maintenance is becoming a trend to improve the quality of life nowadays. However, there are few people building a habit of doing exercises routinely. And more and more researches are realizing that it is very important to explore the possibilities of combining several theories and construct the new integrated model. Therefore, this study aimed at to establish and validate a new model of Health Belief Model combined with Theory of Planned Behavior on urban resident.

METHODS: Used the Method of questionnaire survey, mathematic statistic and structural equation model, establish the integration model based on the data at baseline (intervention group 290, control group 243), and validate this new integration model by use of the follow-up (intervention group 287, control group 224) surveys data on Urban Resident. The variables in the model included perceived benefits; perceived barriers, perceived susceptibility, perceived severity, exercise behavior cues, attitude to behavior, external control belief, subjective norm, behavioral intention and physical behavior.

RESULTS: In the integration model, external control belief、behavior intention was most important factors influencing behavior, perceived benefits to behavior had strong effect on perceived barriers, mostly in a direct way, and on behavior in a director indirect way. The details as shown in table 1.

CONCLUSION: This integration model explained physical activity better, and the intervention method could provide based on the explanatory of the integration model. We should publicize and promote the concept of the benefits of physical behavior and the threat of sub-health, and then, provide proper exercise guidance to enhance external control belief and promote the physical behavior. Besides, cues to action, such as advice from doctor, disease experience from family and friends, were important conditions for individuals to participate physical activity.

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The Long-Term Link between National Fitness and Network Operation Mechanism

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ABSTRACT: Study on the development of fitness has been involved in many social fields and levels. Improving the network of mass sports organization is very important. The national fitness activity requires attention from the administrative network, social network, community sports association network, grass-roots sports organization network and information technology, media network in the fitness function of social management. The "network" of the national fitness project plays a decisive role of position.

PURPOSE: The purpose of this paper is to hope that more scientific, fitness activities to organize the implementation of the rational, intelligent, to raise the national fitness and network operating mechanism combined management concept.

METHOD: In order to build a public service system of national keep-fit and operation as the object of study, By using the methods of literature, investigation method, case study, system analysis, data statistics method, Seek some advice from Special experts in this field, The feasibility analysis of "effective link" construction and implementation, and put forward some concrete and feasible measures.

RESULT: The results shows that: With 18th national congress held in china, The Chinese government to further promote the development of the national fitness cause fast urgent need to adopt new management mode, To promote long-term link national fitness and network operation mechanism is desirable, and also conform to the trend of the times. We need better operation mechanism based on before further improve and strengthen, Combined with the new network concrete operating mechanism, to better promote China's national fitness cause leap development.

The Prevalence and Characteristics of The Female Athlete Triad in Female University Students

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OBJECTIVE: This study aims to investigate the prevalence of female triad in students in Beijing, understand triad characteristics, and explore relationship of BMD, menstruation and ED.

METHODS: Two hundreds volunteers come from 6 universities by random sampling in Beijing (20.46 ± 1.24 Ys). Eating status questionnaires analysis was adopted (EDI3). Diagnosis of MI and determination of basal E_2 was done in the 2nd day of subjects' menses (RIA). 7-day energy expenditure (EE) and physical activity (PA) were recorded to calculate TEE, PAEE, PA-time and PAL (RT3 accelerometer, USA). Body composition and BMD were measured by DXA (GE, USA).

RESULTS:

1. 187 valid questionnaires were retrieved, effective percentage 93.5%. In line with ED, MI, and LBM, 117, 29, and one girls separately met the single, two, and all the three signs of triad, the total number of 62.57%, 15.51%, and 0.5% individually.

2. EDRC (Eating Disorder Risk Composite) score of 32 subjects was $T > 45$, accounted for 17.1% of the total. 5 were with two signs of ED and LBM, and 15 with ED and MI, accounted for 2.71% and 8% respectively. Although appeared lowering trend, BW, PBF, and PBM of ED sufferer didn't showed markedly different with that of non-ED.

3. 48 students suffer from MI, accounted for 25.7%. 37 females showed LBM ($Z \leq -1$), accounted for 19.79%. 9 students had two signs of MI and LBM, accounted for 4.8%. The basal serum E_2 reduced markedly in LBM than normals ($P < 0.01$).

4. PAEE of all subjects constituted 22.18% of the TEE. PA and PAL mainly showed low intensity ($MET \leq 3$) and sedentary behavior (1.27 ± 0.14). PA-time was less in LBM than that in normals.

5. Basal E_2 and PBM were positive correlation with BMD. EDRC score was negative correlation with BMD, PBF and BW, but positive correlation with BMI. TEE was positive correlation with PBM and negative correlation with BW and PBF.

CONCLUSION: There was higher prevalence of female triad in this study, which mainly showed the single and two signs of female triad. Each sign of triad showed marked correlation and was interacting with each other.

The Relationship of Physical Activity Lifestyle and Hrqol of Older Adults

Liu Chunmei

OBJECT: Since had entered the aging society, the older population of China had been the most in the world. In 2011, the older people proportion had achieved 24.5% in Shanghai. This level closed developed country' level. The social development ultimate objective was to improve all people's quality of life. How improved the senior citizen quality of life to become the realization positive aging the core question. Physical inactivity had become the global scope death the fourth primary dangerous factor (6%), was only inferior to hypertension (13%), the tobacco uses (9%) and the hyperglycemia (accounts for 6%) (WHO, 2010). HRQOL reflected the physical activity, psychology and society. The SF-36 meter was the present senior citizen health promotion domain in applies one of more widespread meters. This article analyzed the metropolis senior citizen physical activity lifestyle and the HRQOL relevance, and provided the development suggestions for the realization positive aging.

METHOD: Adopts the stratified sampling the method, selects Shanghai 9 area county 55-79 year old senior citizen 1436, in which masculine senior citizen 642, feminine senior citizen 794. The questionnaire used "Metropolis Senior citizen Sports Life style Questionnaire", the Zhejiang University medical school sociological medicine faculty working office had translated the Chinese version SF-36 meter. The questionnaires surveyed through trains the investigator to implement the face-to-face investigation.

RESULTS:

(1) Alpha Coefficient examined SF-36 through internal uniform reliability Cronbach' the s in the Shanghai senior citizen's reliability was 0.513-0.890, the questionnaire overall reliability was 0.767, except the life vigor (0.485), the social function (0.513), the psychologically healthy outside (0.535), other dimension Cronbach' the alpha coefficient surpassed 0.70. Retests the reliability to surpass 0.70. The validity examines $P < 0.01$.

(2) The Shanghai senior citizen HRQOL score was higher than our country other areas obviously, 7 items were lower than US Chang Mu (3a, 7, 8, 1, 11a, 9b, 9c). Has the sports life style Shanghai senior citizen surpasses in the quality of life 8 dimensions and the total score did not have the sports life style senior citizen.

(3) HRQOL and the sports behavior experience regression equation was: x_2 (each time exercises time), x_3 (exercise duration), x_1 (each week physical training number of times).

The Research on Popularization of the 9th Version of Broadcasting Gymnastics in Beijing

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PURPOSE: The 9th set of broadcasting gymnastics of the People's Republic of China (hereinafter referred to as the 9th set broadcasting gymnastics) formally promulgated on August 8, 2011. This paper selects the State Organs in Beijing for the survey because of its initially promotion, to understand and master the promotion of the 9th set of broadcast gymnastics in Beijing, analyze the existing problems in the promotion process and proposed the corresponding countermeasures to provide a reference for relevant government departments on the further promotion.

METHODS: document analysis, questionnaire, expert interview, mathematical statistics, logical analysis.

RESULTS: According to the research, 63% of the participants joined in the 9th set broadcasting gymnastics by the unified training organization, 13% through the network video learning, 9% taught by colleagues, 8% trainees followed practitioners learning, 5% are learning by wall charts, 2% choose other; Among learners, 95% insist that 9th set of broadcasting gymnastics help them stay healthy, 77.7% state that this new version is innovative, well-designed, and learner-friendly, 61.7% consider the music and pace is appropriate and easily mastered, 41.3% agree with the exercise intensity, and 60% are able to complete the exercise perfectly. Over 90% of State Organs hold the exercises in building halls or outdoor playgrounds. Besides, teaching equipments can meet the needs of the teachers in class, and 68% learners are satisfied with teachers' performances. Existing problems: Low student attendance rate and the enthusiasm is not high. Teaching methods are somehow tedium, teaching level is relatively weak. Lack of training teachers affect the teaching progress. Administrative leaders are loosely connected with learners and teachers. Imperfect strategies prevent further promotion. Strategies: Minds have to be refreshed in order to pay more attention to the 9th set of broadcasting gymnastics. Strengthen the faculty to improve teaching standards. More comfortable environment is supposed to be provided. More contests and activities should be organized.

CONCLUSION: The 9th version of broadcasting gymnastics is successfully launched among State Organs in Beijing through various ways. Learners attach more significance to this new version. Most of them stick to practicing it, regarding it as an effective method to stay healthy.

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The Research on the Relationship between Taijiquan Culture and the Goal of Building a Harmonious Society

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ABSTRACT

OBJECTIVE:In 2004, our country puts forward the great strategic task of constructing harmonious society for socialist. And Taijiquan culture is rooted from Chinese civilized history of five thousand years, which absorbs a lot of culture's nourishment and delegates the basic spirit and the dominant tendency of Chinese traditional excellent culture. Taijiquan culture should play its special functions for the development of our country and the welfare of people. Based on this, the paper collected all of the relevant important records at home and abroad, and summarized the Common Feature of the Taijiquan culture and the building of a harmonious society, hope to explore the relationship of them, and the significant value of Taijiquan.

METHODS:Documentation method, logic analysis method and comparative analysis are mainly used in this paper.

RESULTS:1. The relationship between Taijiquan culture and humans' physical and mental harmony: Harmony, as the core of the Taijiquan culture, is the main motive power of Taijiquan. Taijiquan slowly, but progressively, exposes its practitioners to increasingly difficult postures that simulate situations that may also provoke fear of falling. 2. The relationship between Taijiquan culture and interpersonal harmony: many writer holds that it can also realize personal harmony from the aspect of martial virtue, and realize the harmony of the people and nature from the philosophical ideas implied in Taijiquan culture. 3. The relationship between Taijiquan culture and the harmony between human and nature: Taijiquan culture has important theoretical and practical meanings not only in realizing the harmonious unity of people's body and soul, but also the human and nature.

CONCLUSION:The research of Taijiquan culture meets the needs of "constructing a harmonious society". What's more, it makes the people have deeper understanding about Taijiquan, develops the Taijiquan culture's function of cultivation, and provides a strong cultural base and beneficial theoretical foundation for the establishment of a harmonious society.

KEYWORDS: Taijiquan culture; harmonious society; value;

The Scheme of Building Capital Martial Arts Cultural Experiencing Museum

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1 INTRODUCTION

Nowadays, the trend of globalization has been intensified and various countries are actively protecting and promoting their own national culture. In order to play cultural soft power of martial arts, we should dig cultural connotation of the martial arts and disseminate it on the basis of martial arts itself. In this way, we can present the traditional cultural characteristics of the martial arts to the world.

Because of that, we present a design which is in our capital Beijing, building a "Capital Martial Arts Cultural Experiencing Museum" in the form of archaistic architecture. People can obtain cultural experience of kung fu in that museum. This "Experience Museum" would focus on providing experience for all human senses instead of only displaying objects like other traditional museums.

It develops a fixed rhythm according to stimuli emanated from humans; the designation of the experience lies not only in the originating bases of touch, vision and smell, but encourages the entire bodily stimuli system to participate. The process combines the abstract concepts of national image, national spirit and martial arts culture to fit the connecting elements of a logical mind in the effort to designate the contents of the overall experience.

2 METHODS

2.1 Fieldwork: Obtain valuable information through the field trips of China Sports Museum and Shanghai University of Sport Martial Arts Museum.

2.2 Expert interviews: The famous experts and scholars of Beijing Sports University and the Martial Arts Research Institute of National Sports General Administration put forward valuable opinions and suggestion of this paper.

3 RESULTS

3.1 Capital martial arts culture experiencing museum can meet the needs of deep understanding of Chinese martial arts and culture. It will make people love Chinese culture better.

3.2 To respond to a nation of "walk out of Chinese culture, cultural power" strategy, improve the international influence of the Chinese culture, charisma, competitiveness and cohesion, which can contribute to the ascension of Chinese cultural soft power.

3.3 Construction capital, the martial arts culture experience pavilion superior mechanism can promote the formation of internationalization and popularization of the martial arts, and benefit to the effective protection of intangible cultural heritage in China.

3.4 The design of Capital Martial Arts Culture Experiencing Hall should reflect the traditional Chinese architectural features. The intrinsic construction should include martial arts practice facility equipment and martial arts decorations. The experience should exhibit the martial arts paper books, martial arts pictures, videos and other multimedia materials. There should be high-tech way for the experience of Chinese martial, like skill exercises, routines exercises, equipment exercises, martial art effects and clothing effects etc.

4 DISCUSSION/CONCLUSION

Innovation is the soul of tending to be the perfect. When we proposed the idea to build "the capital of martial arts cultural experiencing museum", we not only consider the necessity and feasibility, as well as



specific internal structure, planning programs, but also the martial arts cultural experience museum building will be a huge leap in China's martial arts Culture in globalizing .

KEYWORDS: soft power; martial arts culture; experiencing museum

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The Use of Chinese Medical Theories in Sports

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INTRODUCTION:Through carding ancient Chinese literature, explore the relationship between medicine and sports. Better memory for traditional national sport, and rich knowledge of sports medicine fields,so as to provide a reliable theoretical basis.

METHODS :By Documentation

RESULTS:The theory and sports medicine are closely related. The traditional medical theories for the development of the traditional Chinese sport has played a positive role in promoting, and to the wider use of modern sport.

CONCLUSION:The medicine records of the use of guided for fitness. 《Lüshichunqiu • jinshu chapter》 said: "water does not rot, door axis is not bited by insect, the same as health. Human body of less sport as much as fixed-flow water, it must be to cause qiyu." Book places great emphasis on sports, which' view the same as to modern people's advocacy of "life is movement" My earliest Medical Books existing "Huang Di Nei Jing" put forward "guided anqiao" and other methods for health and disease prevention. 《suwen.yifafangyilun》 records Methods of daoyin角度 for the treatment of diseases. Modern medical research prove that Hua-tuo' s Five-animal sport can improve heart and lung function,trong kidney functions[1]. Taijiquan uses of Yin-yang theory ,thus the cerebral cortex excitement and inhibition balance function can be improved ,so as to Achieve the purpose of improving health[2].Chinese medical theory hold that Exercise-induced Fatigue belong to laojuan, which has a close relationship with liver, spleen, kidney, and other organs. Spleen is responsible for limbs, muscle movement, liver is responsible for shuxie, and kidney is the physical driving force.If three Organs have normal function, You can maintain a positive and excited state in the process of training.Chinese medical theories hold that "If Zhengqi exist in body,Xieqi doesn't invade your body".The body was lowered immunity,infections, often caused by less Zhengqi,so does as movement immunosuppressive. In sum, widely used in Chinese medicine theory in the sport, continue to tap the medical theories in the field of sports science, regardless of the national sports heritage, or rich knowledge in the field of sports medicine, is a useful attempt.

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Theme III: Physical Education in Universities



Symposium

A Comparative Study of College Physical Education and Sport between USA and China

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INTRODUCTION: As a regulated and specialized activity for both participants and spectators, physical education (PE) and sport have become central to modern society. College PE and sport have caught attention of government, educational institutions and business both in America and China, the most influential countries in today's world. Although there has been a growing body of serious research on either sport or physical education or both in USA and China, very few quality comparative studies of PE and sport between the two countries.

METHODOLOGY: Based on literature reviews, questionnaire, observation and interview, this paper examines the similarities and differences in following five aspects: the nature of colleges and universities, the number and type of both undergraduate and graduate programs, college intramural sports, varsity sport and research development between USA and China.

RESULTS: 1. College PE and sport in USA and China has evolved over time. Traditionally these specialized institutions in both countries were aimed at training PE teachers and gradually expanded their area to a broader one integrating health, fitness and sports management and practice. New objectives stressing sport participation, personality-building, skills-learning, healthcare and fitness are replacing the previous skill-centered physical education. However, there is a gap between USA and China with China behind USA for about 15-20 years. 2. Physical education is not a compulsory subject in most US universities, in sharp contrast to the Chinese case where undergraduate students have to take in P.E. classes once a week for 2 or 3 years. 3. In USA over 285 universities offer PE and sport-related master degree programs and over 80 universities offer such programs for Ph.D. students. In China, some 122 higher education and research institutes offer Master's programs and over 20 universities have sport-related Ph.D. programs. 4. Most US schools offer a lot of college intramural sports, more than most Chinese universities though sports associations and clubs organized by students themselves have become popular in most universities in China since 1990s. 5. Varsity sport is as important as academics in the United States. According to the size of the university and the number of sponsored sports universities are divided into four different divisions In the US College Leagues. Though inter-collegiate competitions in China have become more robust and visible since the 1990s the number of inter-collegiate competitions and the percentage of students involved are much lower than that in USA. 6. There have emerged various sports labs and research centers in many universities in USA in the last three decades and 20 years later the similar trend emerged in China.

CONCLUSION: A number of universities in both countries offer PE and sport-related programs for Bachelor, Master and Ph.D. students. Both set up the majors of physical education, kinesiology, sports management and sports science. While China emphasizes the balance of natural and social sciences, and the practice and teaching of motor skills, American universities pay more attention to theory programs and natural science programs. In spite of some differences between China and USA in terms of management and operational systems of physical education and sport, college PE and sport has become institutionalized. Evidently it is changing from practice-oriented physical activity to a comprehensive institution integrating play, competition with education and research.

A Study on the Physical Education of the Jinling Women's University

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OBJECT: review the Physical Education of the Jinling Women's University. The Physical Education model at this University provides certain enlightenment for Chinese modern education reform.

METHOD: literature review and logical analyses

RESULT:

Founded by churches in early times, Female schools provided spaces and times for women to take part in sports. Female education conducted by western people was definitely based on the standard of western values and cultural foundation, and asserted the equal, overall harmonious development between male and female. As an important link of western values, physical education was valued much in Jinling Women's University and was listed one of the compulsory courses. The university stipulated that if students failed in P.E. class, they could not graduate. Students had four P.E. lessons per week in the first and second year, and two P.E. lessons per week in both the third and fourth year. Hence, physical education became a strong point of Jinling Women's University compared with other universities esp. women's universities in the same era. P.E. teachers not only taught sports techniques, but also paid close attention to students' postures in terms of standing, walking and sitting. And inappropriate postures of students, such as hollow chest, convex belly and hunch back etc. needed to be rectified.[1]

In modern Chinese sports history, Jinling Women's University offer the physical education, a major which was famous in China. In 1925, the university set up the department of physical education at the very beginning of establishment of departments and setting of majors. In the same year, Jinling Women's University enlarging the development of the physical education by the merging of Shanghai Female Normal School of Sports, which was mainly established for adapting to the addition of P.E. lessons and supplementing the demands for female P.E. teachers. It required students the two-year study duration, and its courses could be divided into specialized courses and academic courses which meant skill courses and theory courses. After ten years of trial and discussion, Shanghai Female Normal School of Sports obtained abundant experience in teaching PE as a major when it merged into Jinling Women's University. Thus, after the amalgamation in September, 1925, Jinling Women's University became the female university with the strongest P.E. major teaching in China at that time.

DISCUSS:

In addition, Zhang Huilan, the chairman of Sports Department, titled five "first" in China: first female doctorate in Sports science, first female basketball referee, first female dean of sports University, first female teacher who won the "National Sports Medal" as well as the first man who awarded "UNESCO Honourable Medal"[2]. What's more, Chen Yingmei was the first P.E. teacher of China. The female physical education is the foundation for education for all. One can explore some valuable experience from the boosting significance that church female schools brought to China's contemporary and modern female education, such as paying close attention to physical education lessons and so forth.

ACKNOWLEDGEMENTS:

This work is supported by 2012 innovation team of Chengdu Sports University: on the historical change of modern Chinese and foreign Sports Activity (Grant No.:CXTD201202).

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Formation of Lawful Application Skill of Self-defense Techniques

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PURPOSE: develop and examine efficiency of formation of lawful application skill of self-defense techniques in a variety of conditions of performing law-enforcement functions and a civil duty.

METHODS: analysis of scientific and methodical literature, laws and notes to them, study of a case file of an incident and crime investigation under the issue, expert judgment of self-defense techniques, questionnaire, testing, teacher's observations, educational experiment, and mathematical statistics' methods.

SURVEY RESULTS:

In the course of sparring and competitions, sportspeople that do single combats form application skills of sport techniques (blows, throws, etc.) but with some restrictions provided by competition rules. In our surveys based on the study of laws we have developed formation and registration techniques for lawful action and lawful application of self-defense techniques in varied conflict situations. The survey proves efficiency of the applied techniques in forming both a reliable self-defense technique and their lawful application in simulated conditions of quick selection and psychic tension. Reinforcement ratio of learning on relevant lawful application of self-defense techniques was improved (by 9.1% at $P < 0.01$); increase in the number of lawful actions was observed (by 11.7% at $P < 0.01$) in various conditions.

DISCUSSION OF SURVEY RESULTS AND RESUME:

In the earlier conducted studies, efficiency of different techniques of physical training, combat skills training of military personnel and police with application of combat sports (karate, judo, sambo, etc.), self-defense techniques and hand-to-hand fighting is considered (S.E. Tabakov, 1997; V.N. Nosulya, 1998, etc.).

In our studies, we have prove suitability of combat sports for legal behavior. Moulding of sport character and cultivation of moral values among youth starts from the simplest rules of conduct of sportspeople in sparring and competitions, when communicating with their colleagues and in everyday life.

Later on, more sophisticated forms of educational impact, formation of moralities and endurance-and-stamina and competitive training allows achieving single-mindedness, diligence and psychological stability in elite high performance sport.

Whereas our survey results have no direct relationship to sports, they may be considered as an example of successful application of sporting methods of education for legal behavior formation and relevant lawful application of self-defense techniques and single combat and self-defense skills in extreme conflict and dangerous conditions.

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Influence of Transfer Guidance Strategy on Achieving Diversity Goals of Learning Skill

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"Transference" is a kind of common learning phenomenon, and using it reasonably is an effective guidance strategy of achieving skill learning goals. To explore positive impact of transference on skill learning in process of using can help learners and instructors understand and grasp the intrinsic nature of migration from theoretical angle, so as to provide guidance for full playing its practical application value. Motor skill learning is an important guarantee of enhancing learner's physical fitness, cheering body and mind, getting high quality life. For learners of motor skills, skill acquisition is not only goal of skill learning, the objective of skill learning should be diversified, and mastering knowledge and improving learners' basic sport ability as well as the goals of skill learning which are equally important with skill acquisition. This paper adopts literature method, logical analysis method to analyze the objectives diversity of skill learning, and used experimental method to explore positive role of transference guide strategy on achieving diverse goals of skill learning. The objectives of motor skill learning mainly include skill acquisition, sports ability improvement and knowledge mastery. In the process of motor skills learning, application of transference guidance strategy is in favor of skills acquisition, mastering knowledge and sports ability improvement. Transference is included bilateral transfer and transfer from language to skill. Bilateral transfer is the ways of both limbs exercise in turns, this way can prompt the effect transference of practice from non-dominant limb to the other, and improves the efficiency of dominant limb learning. At the same time, when learners perform some skills in daily life, they used to employ their dominant limb, and it can lead the strength, flexibility and stability of the dominant limb is better than non-dominant one. By application of the bilateral transfer, this asymmetric development degree of two sides limbs can be decreased effectively, develop the basic sports ability. In addition, the transference from language to skill was used to emphasize declarative knowledge learning for learners, improve their cognitive ability, and help them master the procedural knowledge or skill.

Investigation on the Personality Characteristics of PE Teachers in College Students' Mind

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Capital University of Physical Education and Sports

ABSTRACT

OBJECTIVE: To explore image, personality characteristics and ingredients of personality of PE teachers in college students' mind by surveying of 600 college students in Business College of Shanxi University in order to continuously improve personality charisma of them and give full play to its role in the education and teaching process.

METHODS: The research was conducted with the combination of the method of literature review, questionnaire investigation, the mathematical statistic.

RESULTS: 1. Image of PE teachers in college students' mind: the 12 indicators of image proposed, of the physical education teachers prioritized according to importance was good at communication, humor and wit, smiling teaching, respecting for students, understanding the needs, paying attention to methods, clean and decent, a model of virtue for others, rich in content, given space, passion for work and professional. In 12 indicators, good communicating with students in the first, accounting for 84.8%, is the most important factors of the image of PE teachers' in college students' eyes 2. Physical education teachers should have personality traits: the proposed nine indicators are ranked as, enthusiasm for doing things with people, considerate confident, honest, flexible action, feeling rich, mature, decisive, not worldly-wise. 3. PE teachers' personality: of 29 indicators proposed, such as teachers' professional knowledge, rich teaching content, organization and management of classroom, action standards, regular password and so on, was analyzed through the KMO statistics and Bartlett's spherical test. Eliminating the indicators of the load less than 0.45 to get 19 component factors in the factor loading matrix analysis, sports teacher's personality can be summarized as four important factors, professional factor, attitude factor, emotional factor and dedicated factor, respectively: By the method of principal component analysis, personality ranks in role expectations of college students for sport teachers, is major factor, attitude factor, emotional factor, and dedicated factor, in sequence. it can be concluded that professional factor of personality is the most important for physical education teachers.

CONCLUSION: 1. Good communication with students is the most important factor for the image of physical education teachers in students' eyes. Therefore, in the physical education teaching process, teachers should try to communicate with students more, pay attention to the emotional communication with them. 2. According to the sequence in personality characteristics that physical education teachers should possess in the mind of college students, The conclusion can be drawn that college students prefer to actively open-minded optimistic upward the teachers. And the teachers' personality cultivation should be more improved in future, 3. Sports teacher's personality is composed of four important factors: the major factor, attitude factor, emotional factor and professional factor respectively. Among them, the major factor is one of the most important factors and a requirement of the students for sports teacher's personality. Therefore, in the process of sports teaching, teachers should constantly improve the level of their professional knowledge.

KEY WORDS: college students; PE teacher; image of PE teachers' personality

On the Culture Management of University Sports Association under the View of Civil Society

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University days is a key step in formation of civil consciousness to the students, and the university sports associations plays an important role in the process of the construction of civil society. Many leaders of the university sports community are focus on the basic function to improve health, so that they are pay more attention to the students' physical fitness and skill's education. At the same times, most of the leaders are lack of conscious to cultivate the students' social responsibility and civic awareness. On the other hand, under the influence of market economy and the bureaucracy thought, many students distortion the values of university sports associations in training talents. Then, it is seriously deviated from the goals that the university cultivates of the students' of social responsibility and civic consciousness. In order to attach even more importance to the role of university sports association's in talent cultivation, this paper studies the culture management of the university sports associations refer to the theory of civil society and the perspective of civil society to the talent. Finally, this paper put forwards the following conclusions.

Firstly, the administrator of university sports community should raise awareness on the basis of all-round development of talent people. They should consider the demand of the progress of social civilization and the great rejuvenation of the Chinese nation, and then orient the development of university sports associations and deep submarine the university sports Association function, and strengthen training the consciousness of social responsibility in cultivation of sports associations;

Secondly, the administrator of university sports associations should continue to weaken the negative effect of the market economy on cultural of university sports associations, highlighting the non-utilitarian and public interest, the university sports associations really become home and maintain students mental emotional bond with school;

Moreover, in the organization and management of university sports associations, should pay attention to cultivating students' sense of responsibility and sense of historical mission, to improve the students' ability of organization and management, development of students' comprehensive quality service to the community;

Finally, the administrator should continue to optimize the supervision and evaluation mechanism of university sports associations, pay attention to cultivate and accumulate culture of university sports associations, to achieve quality cultivation of university sports associations of human cultural consciousness.

KEYWORDS: civil society; university; sports associations; cultural management

Research on School Physical Education and Youngster Sports

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PURPOSE OF RESEARCH:

The thesis is a research on the current situation of the standards and context of martial arts courses after the revolution of compulsory education, aiming at having a comprehensive knowledge at the standards and context of martial arts courses after the revolution of compulsory education, finding out the shortcomings and problems and putting forward the proper strategies in order to promote students' habits of keeping healthy, protecting themselves, cultivating the mind and even enhancing their national spirit and patriotism, inheriting and propagating the traditional culture of martial arts. Finally, it can serve a theory support and practical basis for the standardization, normalization and benign development of the school physical education after the revolution of the compulsory education.

RESEARCH METHODS:

Methods of interviewing, questionnaire, figure statistics and teaching experiment have been used in the thesis.

RESULTS OF RESEARCH:

Martial art is one of the traditional sports in China. During its development, it has absorbed the essence of Chinese traditional culture and achieved a collection of athletics, performing, fitness, profound culture and preservation. When it comes to the education, schooling is one of the ways of martial arts teaching, cultivation of the virtue, intelligence, physical education and aesthetics. Martial art is going to teach the culture, knowledge and conscience and formation of the habits of practicing so that it can promote the students' physical condition.

CONCLUSIONS:

Standardized by the compulsory education, martial art courses should be divided according to the mental features of different grades. Martial art gym takes the first place and following are the abanico, shadow boxing and sword, which can be added with the instruments without sharp tops or sides and so on. In the lessons, moral education is the primary part with the proper difficulties which can enhance the inheriting and developing the traditional ethic spirit, realizing the conscience of the life-long education, improving the health conditions, strengthening the willing. We have to attach more importance to inheriting, developing, popularizing and promoting to keep martial art education evolving steadily and sustainably.

KEYWORDS: School physical education; compulsory education; youngsters

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Research on the Development Process and the Management Mode of High-level Tennis Teams in Universities of China

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INTRODUCTION:

The construction of high-level sports teams is an integral part of higher education. It is also a crucial factor of establishing high-level universities as well as a significant way to sustainably develop the competitive sports. After 20 years of exploration, China now possesses as many as 272 universities that are qualified to recruit high-level athletes. Among those universities, 31 universities are eligible to recruit high-level tennis athletes. Even though the development of high-level tennis teams lags behind other sports teams, nowadays there is a flourishing atmosphere of tennis in universities. Many universities have founded their tennis teams and the overall progression of high-level tennis teams is smooth.

Therefore, this paper studies the development of high-level teams, analyzes the management mode of high-level tennis teams based on the study of some high-level tennis teams which will contribute to better development of high-level tennis teams.

METHODS:

This study analyses the development process and the management mode of high-level tennis teams based on such method as literatures, questionnaire survey, experts' interview, and field survey. For instance, during the 17th National University Tennis match 60 questionnaires were given out and returned, thus the recovery rate is 100%.

RESULTS:

During more than 20 years, the number of high-level tennis teams has increasingly expanded whether on quantity or quality. The first 23 universities that can recruit high-level tennis athletes were identified in 2006, and the Ministry of Education of China has approved 31 universities at the end of 2012.

The development process can be roughly divided into five phases: the exploration phase (late1980s-1992), the construction phase (1993-1996), the popularization phase (1997-2004), the revolution phase (2005-2009) and the innovation phase (2010-present). Moreover, across the country universities are founding tennis teams to participate in competitions for enrollment eligibility, and there is good momentum of developing tennis teams.

The survey indicates that high-level tennis teams make up for the deficiency in cultivating the competitive sports talents by cooperating with local sports bureaus, industrial sports associations, enterprises, and other social organizations. There are several management modes such as university self-run mode, university-government cooperation mode, cooperation mode between university and sports association, university-enterprise cooperation mode, and the cooperation mode among university, sports association and enterprise. The current management modes of high-level tennis teams are self-run mode and joint-teaming mode which combines sports and education to cultivate sports talents. However, a few universities are able to cooperate with university, sports association and enterprise.

CONCLUSION:

China's high-level tennis team has experienced the exploration phase, the construction phase, the popularization phase, and the revolution phase. At present, it has entered the innovation phase and maintains good momentum of development.

With the reform of economy and the development of tennis, universities gradually break self-run mode and attempt to adopt joint-teaming according to local conditions. Nowadays, the high-level tennis teams present diverse modes which will have a better future.

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Research on the Ways of Optimizing Psychological Environment in PE Teaching

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BACKGROUND: PE teaching environment is an important factor to affect the teaching of in universities, but psychological environment as a kind of invisible soft environment of PE teaching operation, and closely related to the effect of physical education teaching. PE teaching from generation to each period of development, are influenced by the psychological environment applied as one of the social environment, psychological environment of sports teaching, not only need bold reform in the teaching content and teaching method, more research needs to be conducted from the angle of management psychology. People have been fully aware of the psychological environment influence on physical education teaching, the expectation to improve the PE teaching level by optimizing psychological environment.

OBJECTIVE: Through the optimization of the sports teaching psychological environment, improve teaching level.

Hope that through improving or optimizing the physical education environment, better service, sports teaching this, in view of the existing research on environmental education in our country, to study in colleges or universities PE teaching environment from the angle of psychology.

METHODS: literature analysis; logical analysis, case analysis, expert interview

RESULTS: (1) PE teaching psychology environment is a kind of soft environment intangible, is a kind of special social environment, including the class and school spirit, the school sports tradition and atmosphere, the sports classroom routine, the sports classroom atmosphere, sports teaching interpersonal relationship. In the sports teaching, if the teacher can understand the law of psychological activities of students, fully mobilize the enthusiasm of students to learn, so that not only can let students enjoy the fun of sports in the sports teaching, can effectively realize the goal of Physical Education.(2) The school as a kind of special social environment, physical education is that people learn the most effective way, to obtain the sports knowledge and skills, the environment will have a fundamental impact on education. The PE teaching environment is an important guarantee of teaching activities, psychological environment of physical education teaching activities in a certain extent effect.(3) In the physical education teaching process, the starting point for students to carry out physical exercise is more of a hobby, not just health considerations. School psychological environment will directly affect the students on physical education and exercise value orientation. PE teachers should have democratic, equal, harmonious education idea, the teaching process of college physical education should also be a two-way communication process of harmonious interaction between teachers and students and equal dialogue.(4) The students are natural, social, the autonomy of the sound development of the people, University PE teachers should be students as "partners", respect for partners. To optimize sports teaching to improve the teachers' psychological quality, construction of student ability evaluation system, establish an equal and harmonious interpersonal relationships, psychological

environment.

CONCLUSIONS: PE teaching environment is an important factor to affect the teaching of PE in Colleges and universities, any physical education teaching activities are conducted in a certain sports teaching environment. Teaching environment and the teaching effect is closely related, fine teaching environment to cultivate students' sports consciousness, ability and habit, has influence character by environment effect. In the teaching process of physical education of colleges and universities, to optimize sports teaching from teachers' psychological quality, construction of student ability evaluation system, establish an equal and harmonious interpersonal relationships, psychological environment.

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Specific Educational Methods Used in Teaching Students Swimming in Credit System of Education

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INTRODUCTION: Currently Kazakhstan has implemented the multi-level educational system, which fits modern world standards [1]. The transition to the credit system to run courses on "Physical Culture and Sport" requires improvement of the educational process with the revision of curriculum planning training through institutional reform, renewal methods, and learning technology.

PURPOSE: To optimize the process of teaching swimming to students of various sport specializations under conditions of credit system of education based on the use of educational technologies, considering the influence of the previously developed specific motor coordination in the process of long-term trainings in different sports;

METHODS: analysis of published data, educational, statistical methods of the research.

RESULTS: In order to optimize the process of teaching swimming to students of different sport specializations, we have conducted a survey among the students of KazAST to determine the level of preparedness to swim and sports qualification. Then a peer review by the experts from the number of professors was conducted before and after the experiment to determine such indicators as buoyancy and balance of the body in water, streamlining, the ability to swim a distance, the elements of art methods of navigation: front crawl, on the chest, on the back and breaststroke and identifying common mistakes inherent to sports. These data made it possible to identify the features of the influence of motor qualities and skills inherent in kinds of sports at the time of formation of swimming skills and to identify major common mistakes made by students of various specializations. Students were assigned according to sports to 4 groups: sports games, cyclic sports, sports with complex coordination of movements, martial arts. Within a group of students of the 4 groups by independent simple random sampling, were divided into control and experimental groups to ensure equivalence of groups. The program of exercises and practical training, based on identified specific features implementation of movements while developing ways to swim, had been

developed for the experimental groups. The effectiveness of their performances was determined by experts' assessment. Thus, the final grades for the quality of swimming of distance, showed that students in cyclic sports in the control group (CG), the average score was 3.91 points, and in the experimental (EG) 4.83 points. Differences between groups were made - 23% ($P < 0.05$). Students of second group were rated accordingly in the CG and EG - 4.0 - 4.83 points, with the difference between them to 21%. In groups of students engaged in arts difference between the results of the control and experimental group was lower and amounted to 17% ($P < 0.05$) and the average score in the Group amounted to KG - 4.06 and EG - 4.75 points. Students specializing in games, the difference in the estimates for the swimming of the distance between CG and EG was - 17,7% ($P < 0.05$). If compared the estimates with the original data, it may be noted that in the control group, the improvement of the results of students from cyclic sports, was - 37%, and in the EG - 71%, in sports games - respectively - 47.3% and 79.3%, in the martial arts - 52.6% and 76.6%. In kinds of sports with complex coordination of traffic improvements in the CG was - 49.8% in the EG - 91.7%. All figures were significant differences ($P < 0.05$).

Comparative analysis of all the studied parameters showed that the EGs the data rate is higher than in the control group.

CONCLUSIONS:

Considering the previously developed features of sports motion skills, long-term trainings of different types of sports will optimize the timing of swimming training students and get positive developments in the assessment of the swimming ability.

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The Attitude of Youth to the Health

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INTRODUCTION: The social and economic transformations which have occurred last 15-20 years in our country, and also insufficient efficiency of domestic system of public health services cause system deterioration of a state of health, growth of disease and death rate of the population of Russia and Kazakhstan, including children, teenagers and learning youth. In conditions of market attitudes when on the foreground the purposes of development of manufacture and reception of the profit leave, inevitably further deterioration of a state of health of the population. It is necessary to note, that, first, to anyone public – political, economic, social – to crisis (that is typical now of our countries) the long condition desadaptation of the person. Second, in connection with low starting opportunities of occurrence in market attitudes of the majority of the population of our country there is an operation of the most accessible, and sometimes and the only thing (for example, at teenagers and learning youth) a resource – health [1, 2].

In connection with above stated the problem of studying of social and pedagogical factors of health, the attitude of learning youth to the health is actual.

THE PURPOSE OF RESEARCH – to analyse the various parameters describing students to the health.

METHODS: Research was carried out within the framework of the research project “Health of Students” in 2009-2011. Students of the first-fourth rates of the Ural State University of Physical Education, the Southern-Ural State University (Chelyabinsk, Russia), and also students of Kostanay State Pedagogical Institute (Kostanay, Republic Kazakhstan). In total in research have taken part 800 person.

RESULTS: At studying behavioural factors of health of learning youth, it is very important to take into account, that students are specific object of research; it causes occurrence of some complexities. As such complexities allocate, first, complexity of a choice of significant parameters of health of students; second, complexity of finding-out of the importance for students of problems of health in connection with existing risk factors.

So original “*counteraction*” of two tendencies, in particular, is revealed. On the one hand, higher level of social support renders positive influence on health of students (the more friends, the better for health). However, on the other hand, is established, that, the more evenings young people carry out with friends, the above probability of their familiarizing to using of tobacco, to the use of alcoholic drinks and corresponding deterioration of health. In this case, the competing factor – aspiration to independence – appears more significant for young people, than the factor of social support [2].

As most significant factors which define a state of health, by students are marked “*the natural environment*” (35,6% –young men and 39,3% – girls), “*efforts of the person*” (28,8% – young men and 23,0% – girls), “*conditions of a life*” (11,9% – young men and 18,0% – girls) and “*hereditary factors*” (13,6% – young men and 8,2% – girls). It is necessary to note, that among significant factors for health factors “*harmful habits*” and “*health services*” are not marked. On the one hand, it testifies to insufficient understanding learning youth of negative influence of harmful habits on health of the person. On the other hand, the modern youth understands that only due to health services it is impossible to provide a high level of health of the person.

As major factors which influence care of the health, by students are marked: “*desire to be strong*” – 41,7% (47,5% –young men and 36,1% – girls); “*education*” – 20,0% (23,7% – young men and 16,4% – girls); “*deterioration of health*” – 15,0% (6,8% – young men and 23,0% –girls); “*an example of associates*” –10,8% (11,9% – young men and 9,8% – girls). That is, for young men the care of the health is characteristic to be strong and courageous (an example for others), and girls care of the health to be strong and efficient.

DISCUSSION / CONCLUSION: Complexity of studying of a phenomenon “*the attitude of students to the health*” consists also that in a basis of behaviour of young people in sphere of health, lay various, sometimes mutually exclusive motives. Frequently behavioural acts which are important on a degree of influence on health of students, are caused by motives not connected directly with health [1].

In summary, it is necessary to note, that the behaviour of students concerning health is substantially defined by social and cultural circumstances (environment in which there are young people), but not always influence of external influences is unequivocal and strictly certain.

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The Research of the Awareness of Self-protection in the Sports of the College Students

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RESEARCH OBJECTIVES:

Physical education and training of physical and healthy knowledge to university students have a great influence to their later sports activities. Frequently the occurrence of sports injury, seriously affected the enthusiasm of students to participate in physical exercise. Studies show that improving the awareness of Self-preservation can prevent and reduce sports injury. According to the survey, this thesis aims to know students' awareness of self-preservation when joining the sports activities, to find the weak spot of self-preservation, to make the suggestions, to promote their healthy growth and to develop a good habit of lifelong sports.

RESEARCH METHOD:

The methods include document research, expert interviewing and questionnaires.

I did the questionnaire on the basis of the document reserach and expert interviewing

I give 300 questionnaires to the students in Capital University of Physical Education and Sports and students around that school. Finally I get 280 valid questionnaires back.

RESEARCH RESULTS:

First, I explain the conception of self-preservation in sports activities. Then I analyze the awareness of self-preservation from five aspects. According to the results, more than 70 percent university students have a strong awareness of self-preservation in reasonable exercise time, exercise workload and body state. However, they have less awareness of self-preservation in doing warming up before sports and cool down after sports, pay attention to the weather and safety of the places, knowledge about self-preservation, only 20 percent, 30 percent 45 percent have the awareness about it.

CONCLUSIONS:

University students have a weak awareness of self-preservation, because of this, many numbers of sports injuries happened, which have a bad influence in the enthusiasm of taking part in sports. In addition, the main reason that caused the weak awareness of self-preservation and little knowledge of self-preservation is lacking of the education and training about self-preservation in university physical education .

SUGGESTIONS:

By centering on class and adopting multi-channel cooperation to enhance the knowledge of self-preservation. In the meanwhile, emphasizing the importance of preparation activities and increasing their awareness of warming up can make students form the good habit of sports and public health.

Strengthen education and publicity, so that students attach great importance to safety and self-protection awareness in thought.

Strengthen the moral education, set up the correct sports morality, good sportsmanship, eliminate the non-sport moral behavior rough.



Poster

An Exploration on the Influence of Ideomotion Training on Long Jump Technical Training

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PURPOSE: As we all know, image training can be used as teaching and training methods, which means psychological suggestion, to learn technique action. According to the research papers, there are few usages of image training for sports colleges' and universities' students to learn long jump techniques. Using image training in training students in sports education major from sports colleges and universities, in order to make a faster mastery of long jump techniques and improvements in levels.

METHODS: On the basis of consulting documents, forty male students in 2008 sports major are selected as tested subjects. They are divided into the experiment group and the control group to test the effects of image training on long jump technical training. For the experiment group, students are trained in image training method for 12 periods, 3 periods a week, more than 30 minutes one period. For the control group, students are trained in traditional method. The results are tested before the experiment and also after 12 periods image training.

RESULTS:

1. The average long jump result in experimental group is 5.28 meters before, 5.68 meters after
2. The average long jump result in control group is 5.24 meters before, 5.30 meters after.
3. The mastery of long jump techniques: for the experiment group, it's 80% of the students who can master; for the control group, it's 50%.

CONCLUSION: Image training has a bearing importance to improve sports major students' mastery of long jump techniques and also the long jump levels from sports colleges and universities.

ADVISES: The image training should be added to long jump teaching and training in sports colleges and universities to improve the mastery level of students in order to strengthen the teaching and training effects.



Analysis and Countermeasure Study of Prominent Problems in Spare-Time Sports of College Students

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INTRODUCTION: Spare-time sports refers to a kind of physical activities which college students take beyond physical education classes in order to build up bodies, entertain themselves and develop sports technique, usually in the form of physical exercise. Spare-time sports has been a key way for a university or college to achieve its goal of physical education. With the enhancement of fitness awareness of college students, spare-time sports has been an inseparable part of campus culture, more and more students participating in spare-time sports.

Due to the amateurism and spontaneity, and the fact that only very few students get scientific guidance from professional teachers or coaches, it has become quite frequent that students exercise blindly and get injured with an unsatisfactory effect. Therefore, it is anticipated to significantly improve the safety and effects of college students' spare-time sports that we summarize and analyze the unscientific factors and raise corresponding countermeasures.

METHODOLOGY: literature and documentation method, questionnaire method, mathematical statistics and analytical method.

RESULTS: (1) There seems a gender difference in choosing sports in college students. Male students prefer the strongly resisted/antagonistic, fast-paced sports even with more or less danger while female students tend to participate in low-paced, less resisted sports with low intensity. (2) College students lack scientific guidance in their spare-time sports. (3) The guide ideology of spare-time sports deviates the concept of life-long sports. It is their interests rather than the goal of keeping healthy that makes for their participation. (4) Students often forget to do warm-ups and relaxation before and after spare-time sports. (5) Students, in most cases, have no exercise plans and don't control exercise load. (6) A lack of safeguard procedures adds to the risks of getting injured during spare-time sports.

DISCUSSION: (1) Enhance college students' scientific understandings of spare-time sports. (2) Perfecting the rules and regulations for spare-time sports in accordance with the existing conditions of the college or university.

Analysis and Research of Guangdong Polytechnic Student Physical Health Standard

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OBJECTIVE: Investigation by Guangdong Province vocational college students on the current status of physical health test, analysis of Guangdong Polytechnic student's level of physical development and physical exercise situation, identify problems and make recommendations accordingly and improvement strategies for promoting PE teaching reform of vocational colleges provide a theoretical basis.

METHODS: Literature data; expert interviews; Mathematical Statistics Act

CONCLUSION:

1, 2012 sampling shows the number of Guangdong Polytechnic student body shape within the normal range accounted for only 29.1% of the total number of samples, much lower than the proportion of 70% set by the state, also lower than the 35.5% of the national survey. The state of "low birth weight" accounted for 53.9% of the students. Higher than the proportion of 13% set by the state.

2, Guangdong Province, the physical health of college students than there is a certain gap, excellent rate (0.03%) is much lower than the national (17.45%), the failure rate (42.6%) (3.44%) was significantly higher than the national.

3, the variance of the test results indicate the lowest score of the speed the dexterous class project, the highest degree of dispersion. Followed spirometry weight fraction, students are not balanced condition exists on the two physical fitness. The survey shows boys and girls, men and women was significantly different ($P < 0.05$) in the endurance quality, flexibility, strength, quality and sensitive quality, speed quality and flexibility of the sensitivity of the boys strength quality was significantly higher than that of girls, and endurance quality is lower than girls.

4. 2010-2012 freshman independent samples T-test: 2012 with other two-year physical fitness qualities results show that differences exist in varying degrees, speed quality presents a clear upward trend from 2010-2012, flexible force quality and endurance qualities, the 2010 and 2011 better than the 2012 level, while there is no significant difference between 2010 and 2011.

5, 2009 student tracking survey showed: FVC scores and Endurance score in the highest junior year minimum sophomore. Flexible force quality and dexterity speed quality from the first to third, showed a downward trend.

6, it is recommended that: the creation of the theory of sports nutrition and health programs to improve health awareness; cable quality exercises to strengthen the body while learning special skills and tactics to promote the balanced development of the students' health; improve the resource utilization of the existing venues rate.

Analysis of Domestic and Foreign University Physical Education Comparison

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OBJECTIVE: Through comparing the domestic and foreign present situation of college students in physical education and analyzes the existing university sports teaching in China and the problems in the teaching reform, put forward corresponding countermeasures. In order to establish "people-oriented, health first", expand the connotation of physical education, improve the quality of physical education, promote students' physical and mental health and to better promote the reform of physical education of our country. Research methods: document research

RESULTS: the university physical education as an important part of college education, should be geared to the needs of society, focus on the future, cultivate all-round development of morality, intelligence and beauty have talent for the motherland. According to the 1995~2010 National Student Physique investigation data shows, four groups of college students physical quality decreased posture. At present, China's sports education just pay attention to technology teaching, but ignore physical method and sport basic theory knowledge. Some colleges master students' standard through master a fixed skill for PE achievement test , sports theory class accounted for total physical education class number 6%-8% ;The teaching content lack of new projects, complex repeat and some part of physical education simply perfunctory. Because of PE teachers' low quality , some schools can't take full advantage of college physical education teaching equipment. In the American, The perfect amalgamation of sports and education is American university physical education's characteristics. Founded in 1906, NCAA (National Committee Association America) success is the best example. It is a organization in charge of the fusion of university sports affairs. In the United States, the United States Constitution sports pointed Pyramid athletes, mostly from the United States college students, more than half of the Olympic champion, world champion for college students, the United States Olympic delegation of more than 80% athletes from the direct selection of Sports University, UK university teaching form to teachers in the teaching and classroom discussion combined, whether academic or technical class, like video, slide projector, multimedia and other modern teaching methods are frequently used.

CONCLUSION: University Physical education in China should pay attention to the propaganda of sports culture, to change people's ideas of despise sports education; Secondly, physical education in China should pay attention to the guiding reform and innovation the theory in order to keep pace with the times; Next, physical education in China should change measures to local conditions on the curriculum plan and never stop to development of local characteristics; Then physical education in China should pay attention to the all-round development of students. After that, physical education in China should pay attention to the teacher's occupation morality and strengthen the construction of teachers' team. Afterwards, physical education in China should pay attention to the construction of campus sports culture in order to promote the reform of university physical education. Last, physical education in China should firmly establish the thought of "people-oriented", fully excavate the educational function of physical characteristic.

Application of Music in Sports Dance Training

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1 RESEARCH OBJECTIVE:

Through the investigation of the personality and characteristics of students and teaching practice, the music and dance combination of teaching methods, to mobilize the enthusiasm of the training of the students' exercise, to improve the teaching quality of college sports dance, promote the development of sports dance in the basic training phase better.

2 RESEARCH METHOD:

Literature data method, experimental method, expert interview method

3 RESEARCH CONCLUSION:

3.1 Influence of sports dance music in teaching

Sports dance music beauty reflected the help of artistic conception, the expressive force of the dancer and the audience reach resonance in thought. Music can stimulate people's emotions, the use of music in the teaching and training students, helps to control the completion of an action, the action with the students. In addition, music style characteristic decides sports dance, through the music teaching, improve students' perception of musical ability, make music students reflect their own personality, a good way of emotional expression, promote the development of physical and mental health.

3.2 The importance of music in sports dance

The role of music in sports dance in: the organizational dance movements, with the help of dance to express emotions, in the whole process of character, foil atmosphere. The dance needs to stimulate and strengthen the music. Dance and dance with the rhythm of the music guide is produced change, so the key music is also successfully guided the whole teaching activity.

4 OPEN QUESTION:

4.1 The dancer did not perform well in the sports dance learning process, the rhythm of the music is not allowed

4.2 The dancer can not reflect the characteristics and style of sports dance music in the music

5 SUGGESTION:

5.1 Training students should strengthen the music, dance, understanding and appreciation ability

5.2 Uses the multimedia teaching method in teaching teachers class, to learn to watch the dance teaching

5.3 Organized and participated in international sports dance competition, active campus cultural life

5.4 Students should improve scientific comprehensive music sense of rhythm and dance

A Study on the Physical Education in the University of Beijing, Xi'an And Kunming

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1. THE PURPOSE:

Beijing is the most developed city ,there are 81 universities; Xian is the more developed city in the northwest of China, there are 69 universities;Kunming is the less developed city ,there are 30 universities. These Universities of Physical Education development for reflecting the status of college sports has a certain representation..

2. THE METHOD:

In this paper, one-third of the proportion of all , which refers to 27 colleges from Beijing, 23 from Xian,10 from kunming. Through datum survey of these universities in 2010, we study the shortage and experience of sports development in these Universities.

We put out the " Sports University School Questionnaire" of 60 to the universities, Recycling 60, 60 valid questionnaires, recovery of 100%. We design the questionnaires on" College Students Taking time to survey"of 2400, each college has 40 questionnaires, valid questionnaires recycling 2231, recovery of 92.9%.

3. THE RESULTS AND ANALYSIS:

Table Sports University School survey indicator

indicators		beijing	xian
kunming			
Student per capita funding for sports activities/year	100.7¥	60.4¥	54.5¥
Students per capita area of sports venues/year	6.1m ²	4.8m ²	4.3m ²
Full-time PE teacher-student ratio/year	1:289	1:292	1:412
Full-time physical education teacher ratio of compliance/year	56.7%	54.1%	49.2%
Students passing rate standard of health/year	98.0%	96.7%	95.2%
Student do Physical Exercise exercise 1hour one day	22.0%	22.2%	22.8%
The number of Student Sports Clubs/year	13	10.6	5.8
The number of school sports teams/year	7	6.1	5.4
The number of sports competition in school/year	8	5.3	4.2
The number of times above the level of Municipal sports competition/year	6.9	4.6	3.2

From the above table, it can see, Beijing university's funding in sport is relatively high. Because of the Olympic Games, Stadium Area of Beijing University are increasing rapidly. But there are still insufficient stadiums in Xian and Kunming. The work pressure from teachers is still relatively large, and student-teacher ratio is still high, which reflects the number of teachers is not enough. The pass rate of National Physical Health has increased, but lacking of enough date about excellent rate and better rate, fully reflect the level of physical health level of college students. The number of student sports associations, school sports teams, school sports competitions and the number of contest is in the ladder form of the case, in Beijing's university is the best; the better in Xian, and less in Kunming. There are not enough physical activity time after class for students, roughly 4/5 of students don't reach the requirements(one hour a day extra-curricular physical activity). Furthermore, I suggest that more extracurricular physical activity should provide for students.

4. THE CONCLUSION:

Above all, Beijing university of Physical Education is the best, it has a great significance to lead the whole country for the promotion and development of other universities.

Basketball Education in Sino-U.S Colleges under the Background of Culture Construction

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AIM: Through discussing the main features and construction ideas of Sino-U.S college basketball culture at the nonmaterial culture level in order to find the shortcomings of Chinese college basketball culture construction and finally provide reference to promote the college basketball in China grow healthily.

METHODS: Literature, expert interviews, logical and contrast analysis, ect.

FINDINGS: The paper comparison the main differences between the national characteristics and their impact on respective basketball culture and comes up with the ideas below:

1. Basketball slowly becomes a event which depends on the cultural ideas, IQ, understanding and execution, and there is nothing than college to give such things a good birth.

2. Chinese college basketball today completely fall into the mistake spot of "Chinese Body and Western Usage" and to be in a fix.

3. "Collectivism" and "individualism" is respectively the core of Chinese and American culture, and through analysis, basketball culture in America prefer intense physical confrontation, great creative ability and enthusiastic individual performance. This kind of "individualism" is closer to the reality of basketball spirit and should be the main role.

4. The educational function of basketball in America is the primary and main function, but is not the true original intension in China.

5. The two college basketball cultures differ in the talent training system , athlete's and coach's teams, multilaterally building of campus basketball culture, cultural radiation to the community and the cooperation with the sports media.

CONCLUSION: Understanding the advanced ideas of America is the spirit which is the most important thing needed by China. Relevant education and sports departments should institutional focus on developing the school sports, the establishing the status and function of the college basketball culture. The civil sports media should stress the development of the related business of school sports, and assume an active posture in leading the direction of public opinion and attracting the social concern.

KEY WORDS: Sino-U.S; nonmaterial culture; college basketball education; culture construction

Brief Thoughts On the Reform of Undergraduate Sports Major in Chinese Universities

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The undergraduate sports major is refers to the education of cultivating P.E., social sports and sports management ,etc. It's the the main source of professional for the occupations such as physical education teachers, coaches, social sports instructors, trainers in China.

The existing problems in China's sports Major are as follows:

- 1)The teachers did not cultivate students to accept the concept of “the big view of sports ” and failed on sublimation from P.E. education to the shaping of personality;
- 2)The direction of cultivating students come to the partial way,it cannot meet the needs of society;
- 3)Teaching material update no fast enough: the contents such as Yoga, pole dance, street dance are lack of numbers, and the teachers’ knowledge of those fields are in the same situation ;
- 4)The abilities of students’ operation decreased significantly,meanwhile students take the irrational proportion of theory class and practice class;
- 5)The test methods are not reasonable,only confined to the theory and practical examination test,thereby failed to evaluate deep understanding for each project of the students.

Solutions are as follows:

- 1) To expand the teachers and the students’ knowledge area ,Make both teachers and students to accept the concept of "the big view of sports" and "lifetime sports ";
- 2)To design characteristic educational system of social sports, physical education, traditional sports and sports management to meet the different needs of different projects;
- 3)To make up for the inadequacy of teachers ,we need hire part-time teachers of Yoga, pole dance, street dance and X-sports from other sources;
- 4) Increase the ratio of practice class and the extracurricular practice time in the club at the same time ,then Improve the operating abilities of students;
- 5) Reform of the examination way and emphasize the inspection of ordinary times ,especilly focusing on the abilities of analysis .

Chinese Physical Education for Sustainable Development in the Context of “Holistic Education”

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ABSTRACT: Purpose Investigating the core of “holistic education” and putting forward the sustainable development stage of Chinese physical education under the “holistic education” to provide a reference for the development of Physical Education reform. Method Referring to some relevant regulatory documents about education and sports policy and references about “holistic education” and Chinese physical education reform. Result “Holistic Education” is a very important education concept in the history of mankind. Although it originated in west, it also contains the essence of traditional china’s education. Thus it is the core of education. The modern meaning of “holistic education” is an educational view that integrate “community base” and “people-oriented” two education perspectives and form a new education concept that attach importance to both social values and human values with the purpose of cultivating people’s moral, intelligent, physical health, comprehensive and balanced development. But the situation of physical education in reality is “game lesson” in primary, “activity lesson” in middle school, and “obligatory course” in university. Though every student continuously accepts physical education more than ten years, students’ health decline and they are lack of sports knowledge and awareness of health and poor athletic ability. However, this situation result from students’ fuzzy concept of education and the long time seriously separation of compulsory education stage and higher education. I have to say that is a regret of Chinese physical education. In addition, if the school of physical education is completely skill or project-oriented to cultivate student’s physical knowledge and skills, that is a complete misinterpretation of the true meaning of the physical education. Conclusion The essence of “holistic education” is firmly persistence of the unified harmony of both human’s body and spirit, individual and society. If physical education want to realize its true purpose, we must further clarify the concept of “holistic education” and consider sustainable development. That is to follow the law of development and changes in demand. During the process of education, we don’t lay particular stress on any special area but strive to be comprehensive, balanced development. What’s more, it’s also important to unify physical health and mental health, moral health and social interaction health, physical fitness and athletic abilities, exercise levels and cultural qualities, sports life and health. The concept of “holistic education” not only rich Chinese physical education but also make the physical education return to the humanistic essence to humongous sustainable development.

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Correction by Means of Physical Training and Sports of Aggressive Behaviour of Medical Students

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INTRODUCTION: According to Zavgorodnyaya V.K., Tymchenko S. L. (2011) for the last years aggression level among students grew by 1,5 times. Implication of aggression is promoted by the disadvantages of education which are carried out at various institutes of socialization, including not only a family, school, but also mass media.

Physical culture and sport can serve as a peculiar mechanism of control of diffusion of violence and aggression (Rayevsky R.T., 2001).

RESEARCH METHODS: For definition of degree of aggression and level of physical readiness of students of the basic educational branch which has arrived on 1 course WKSMU named after Marat Ospanov in 2012 by us the theoretical analysis of references, questioning (A.Bass's - A.Darki questionnaire adapted in Pochebut), testing of physical readiness. In total 368 girls of faculties have taken part in testing: «General medicine», «Public health care», «Preventive medicine», "Stomatology", "Pharmacy" and «Nurse business».

DISCUSSION OF RESULTS: The majority of students had average values of the general level of aggression: the general medicine – 73,6%, an odontology – 78,6%, public health care – 78,3%, preventive medicine– 86,9%, a pharmaceutics and nurse business on 100%. The highest total of predilection to implication of aggressive behavior was taped at representatives of preventive medicine faculty – 10,8%. Students of this faculty were in the lead also on indicators of subject aggression – 36,9%, emotional aggression – 15,2% and self-aggressions – 41,3%. On physical aggression they had the second result (28,3%) after students of faculty of nurse business (33%) at whom also verbal aggression made – 55%.

It is remarkable that at representatives of the village the general level of aggression (10,2%) is higher, than at city girls (5,8%). If to analyze in more detail, high rates verbal, emotional and self-aggressions at inhabitants of rural areas are observed more often than at townswomen.

Indicators of physical readiness are as follows: on were "well" ready – 4,04% of students, on "well" - 18,86%, on "poorly" - the vast majority (56,3%) and on "badly" - 20,75%. Average values of all group of examinees (n=368) according to tests are estimated as follows: 100 m – are unsatisfactory, 1000 m – are unsatisfactory, a broad jump from a place – trunk lifting-lowering– poorly is satisfactory also.

CONCLUSION: 1. It is taped that at the majority of medical students level of aggression is in borders of conditional norm, but nevertheless the nurse business and preventive medicine faculty becomes perceptible raised verbal, physical and self-aggression at students of faculties. It is worth reflecting on carrying out by higher education institution of adaptic actions among first-year students, especially for those who arrived for the first time to the city and faced unusual living conditions. 2. On a practical training on physical training it is necessary to use agents and methods which would promote depression of level of aggression, or referring excessive activity to the useful course.

Cultural Mission of the College Sports in the 21st Century

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PURPOSE:

The development of human sports take physical activity as the core element and fundament, which to some extent reflects the social relationships, social activities and cultural backgrounds of the human beings at that time. The development of China's college sports is faced with unprecedented opportunities in the 21st century, which should be re-examined and re-defined on a new strategic height. To achieve the goal that China's college sports can lead the trend of the times, the historical responsibilities and missions of the China's college sports should be profoundly understood on the basis of its cultural self-confidence and cultural awareness.

METHODS:

In order to explore the cultural missions of the Chinese University sports in the 21st century, this paper employs the method of literature review and historical analysis.

RESULTS:

1. Sports' communication is an effective way for a country to find a connection with other countries, which also can exert impact on other countries with its advanced sports culture. College sports culture that has a universal value which is admired and used for reference by other countries can contribute to the prosperity of our country, so it can play a more important role in improving the soft power of Chinese culture.

2. College is an important place where sports culture are produced and disseminated. In the context that Western ideologies are surging overly and sports thoughts are over-westernized, China's college sports should also shoulder the significant task to protect and flourish the traditional culture while development path of the sports culture with Chinese features are explored.

3. One of the goals of sports is to cultivate the healthy lifestyle and rational philosophy of life. The college should take on more social responsibilities on its own initiative in order to enhance the social spillover effect on college sports culture, rather than only focus on campus.

4. College sports is the most active cultural elements on the university campus, represents the development direction of advanced culture, and is the most direct manifestation of the university's educational philosophy and spirit. Therefore, the construction of sports culture should become one of the university's core missions.

5. The talents are required to have more specifications in the 21st century, which is also a challenge for the colleges. They have to take the way that how to cultivate the elites that can meet the requirements of the times into consideration. Sport is a kind of general education, which plays a decisive role in the sustainable development of the talents. It's a significant stage for the students to get into the habit of taking exercises and strengthen their sports idea when they are at college. Advanced sports culture has a special contribution to the cultivation of the outstanding talents.

6. The cultivation of outstanding talents can not only help college students to achieve their personal values, but also enhance the school's reputation in return. They will also play a huge role in the community

services, disseminate the national culture and construct a more thriving and prosperous country.

CONCLUSION:

In sum, the function of the college sports in 21st century should not be neglected or underestimated. It matters on the issues of the country's development strategy, the traditional national culture heritage, social services, enrichment and improvement of the educational mission of the university, and the achievement of the cultivation of talents. New era gives college sports culture new missions, that are worthy of attention and reflection.

KEYWORDS: university; sports; culture; mission

Cultural Self-consciousness and Heritage and Development of University Physical Culture

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RESEARCH PURPOSES: Since the 16th National Congress of the CPC, culture has been being developed rapidly, the culture's construction of the new situation is created, and people's self-consciousness of culture is further strengthened. University Physical Culture as an important part of school education plays a very important role for the heritage and development of Physical Culture. As rapid development of China's sports, there is a lot of crisis in university physical education. It is that the physical quality of the teachers and students in universities is declining. Therefore, we must face up to the current status of Chinese university sports and clear the development process, development laws and development trend of university sports. And we must set up the correct orientation of University Physical Culture and realize cultural self-consciousness of university sports.

RESEARCH METHODS: This article takes Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory and the important thought of Three Represents as guidance, and take the historical materialism and dialectical materialism as world view and methodology. This article uses methodology of literature, interviews and so on to analysis comprehensively heritage and development of university physical culture with views of movement, connection and development. With the perspective of cultural self-consciousness, this paper will discuss the developing direction of University Physical Culture, and put forward suggestions to promote the development and heritage of University Physical Culture.

RESEARCH RESULTS: This paper uses the definition of "cultural self-consciousness" of Fei Xiaotong, a famous sociologist. In combination with fitness function, direction function, educational function, social function of University Physical Culture, the paper will discourse relationship between "cultural self-consciousness" and heritage and development of University Physical Culture that surrounding the identity consciousness, Introspection consciousness, compare consciousness, creation consciousness, and practice consciousness. Culture self-consciousness is theory and practical spirit of heritage and development of universities physical culture, and it is also concept and methods.

CONCLUSIONS: The aim of heritage and development of the University Physical Culture is setting up the correct orientation, self-renewal and self-improvement of University Physical Culture. It realizes cultural self-consciousness of University Sports, cultivates the students' physical spirit, physical consciousness and physical skills, and improves the physical culture accomplishment, promotes physical and mental health of teachers and the students. Specific Suggestion: to construct University Physical Culture environment, to strengthen the physical consciousness of teachers and the students; to establish and perfect

the physical laws, to improve management conception and management method, to increase investment, and to strengthen material culture construction of university sports, to improve the resource utilization rate of stadiums and facilities, to make more stadiums open, to extend the opening hours, to achieve efficient allocation of resources of venues, and to make full use of modern network technology to establish the campus physical web sites.

Culture of Interethnic Communication, Criterion of Interpersonal Relations in Sports

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RELEVANCE OF THE RESEARCH PROBLEM: The quality of education is an indicator of competitiveness of any higher education institution. At the present time the society is interested in such high schools, which are capable to give not only professional knowledge, but also the ability navigate in huge flow of information and independently "extract" the necessary information, but also the students who own civil position, as responsible for their own fate and the fate of his homeland. Kazakhstan- a multinational state, the strength and power of which is directly dependent on representative of every nationality and people.

The purpose of the study - to identify priority areas of building a culture of international relations in the educational work with a Bachelor of Physical Culture.

Methods of research. To address this goal and objectives of the study following methods were used: analysis of the scientific and methodological literature on the problems of formation of culture of international relations and international communication and reasons that make it difficult to implement; observation of the development of culture of international relations and international communication culture of students involved in sports in multicultural education during sports, analysis of the implementation of the different mechanisms of intercultural education of students and approaches to building a culture of international communication, conversations, interviewing of teachers and student-athletes; compilation of best teaching experience in the educational process in the sport, conversations with students to determine the culture formedness of interethnic communication among bachelors, engaged in physical training and sports.

RESULTS OF THE STUDY: The problem of national mutual relations on theoretical and practical issues require systematic thinking and research, as arbitrary political activity brings great harm if neglects national factors, particularly the nations and peoples. The history shows that the national question is raised periodically in the political arena of public life, reflecting the most "weak links" of society to address this problem.

Studies by Russian scientists show that students of high schools for about 25% of students have a low level of development of culture of international relations and only 2.1% of students are at a high level.

Our studies according to influence of sports activity on friendly attitude to rival of another nationality showed that 78.5% of students responded positively, 21.5% negative, which indicates a lack of the formation of the culture of international relations in a small proportion of athletes that could be a flaw in the educational work of some coaches and high school teachers.

CONCLUSIONS: 1. The reasons for the negative manifestations in the culture of international relations can be eliminated in the educational process by using as backbone factor employment by physical training and sports, and to promote education of friendly relations between athletes of different nationalities, the internationalization family and marriage relations, the development of processes of multilingualism,

learning the state language and the language of international communication, increasing migration processes, academic mobility. 2 The multinational composition of national teams of Kazakhstan on sports, regular participation in the competitions for the honor of the country, long training process of athletes of different nationalities under coach generates tolerance to different people and culture of international relations, as the pride of the country and for members of the team

Developing a Physical Education Teaching Efficacy Scale

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PURPOSE:

Self-efficacy beliefs reflect one's capabilities to exercise control over events and estimations of competence to execute given tasks. Scholars have studied efficacy beliefs of teachers and reported relationships between a teacher's sense of efficacy and a multitude of desirable outcomes. As a result, relationships have been found between teacher efficacy and many teaching and learning variables, but few researchers have examined teaching efficacy in the setting of physical education. Hence, the purpose of this study was to develop a broader, multidimensional teaching efficacy instrument specific to personal teaching efficacy for PE.

METHODS: Students attending 11 institutions who are majoring in regular and alternate physical education teacher education (N=592) completed the initial survey. Exploratory, followed by confirmatory, factor analysis resulted in a 35-item, 7-factor scale, of which internal consistency of each factor's values ranged from .77 to .94 using the Cronbach's alpha, and final fit statistics were all adequate as follows: $\chi^2(df=539, N=297) = 1,579.57, p < .001, \chi^2/df = 2.93, CFI = .86, RMSEA = .08, Standardized Root Mean Residual (SRMR) = .06, and 90\%$ confidence interval = .076–.085. Factors were Content Knowledge; Applying Scientific Knowledge in Teaching; Accommodating Skill Differences; Teaching Students with Special Needs; Instruction; Using Technology; Assessment.

RESULTS: Factor descriptions: 1) Efficacy about PE content knowledge. Factor composed of five cohesive items focusing on confidence in one's level of knowledge to teach certain kinds of PE content effectively; 2) Factor 2: Efficacy for applying scientific knowledge in teaching PE. The four items loading on Factor 2 pertain to the understanding and application of concepts from the exercise science disciplines; 3) Efficacy about accommodating skill level differences. Five items relating to skill level differences among students in PE classes loaded onto Factor 3. These items reflect beliefs about one's abilities to recognize skill level differences via observation, plan a variety of tasks to accommodate for skill level differences in a class, and modify activities to make them developmentally appropriate; 4) Efficacy for teaching students with special needs. The fourth factor reflects respondents' efficacy beliefs for effectively working with students with special needs in a regular PE class; 5) Efficacy about instruction. Six items represent this factor that reflects efficacy beliefs for what many would consider the act of teaching; 6) Efficacy for using assessment. Five items, addressing multiple aspects of assessment, loaded onto Factor 6. Items include statements pertaining to understanding and using measurement concepts in teaching, creating rubrics, using assessments for modifying ongoing lessons and planning future ones, and using assessment in grading; 7) Efficacy for using technology. Five items loaded onto the seventh and final factor, all pertaining to the use of technology in planning, teaching, and professional communication. Higher scores on this factor reflect increased levels of efficacy for using technology in planning and teaching and an awareness of available software and hardware that may be used in teaching PE.

DISCUSSION: These preliminary results suggest that the PETES is an appropriate instrument for measuring

uring PE teaching efficacy, and it is offered as a tool for studying the development of efficacy and its impact on teacher behavior and student outcomes. However, instrument development and the establishment of validity and reliability is an ongoing process. Hence, researchers are encouraged to continue to evaluate the psychometric properties of the PETES. important areas of study include changes in efficacy beliefs over the teacher preparation program and across the career, factors that affect PE teaching efficacy beliefs, and comparisons of efficacy beliefs to actual teaching performance.

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Effects of Olympic Games on China's Sports Education

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OBJECTIVE: To analyze the impact of the Olympic Movement Physical Education inChina, in order to further a combination of both, to achieve the further development of physical training.

METHODS: literature, logical reasoning, observation.

CONCLUSION: (1)It can help to Promote the development of students body and mind and acheive the goals of physical education teaching. The Olympic Movement primary goal is to improve people's physical, through the Olympic Games, imperceptibly enhance the awareness of physical exercise of students, also improve the aesthetic standard and be able to adapt the social, optimistic attitude to face life. Spread the Olympic culture in school, so that the Olympic culture into the lives of the majority of young people, continue to forge ahead to the Olympic culture, beyond the self, the great spirit and work hard to achieve their dreams, to promote the formation good character of young people. (2)It is conducive to the expansion of China's institute of physical education content. Our traditional national sports and world elite sports culture is not only reflected the times reflect the Chinese characteristics, or one of the China's institute of physical education content, which not only had a profound impact on the the Olympic educational value and education, also enrich the educational knowledge of the Olympic Movement (3) It is conducive to promote the reform of China's teaching methods of physical education . combined sports culture and art in physical education process, through the combination of both, by playing embodies the characteristics of the project such as music and watching DVDs, introduced music and fine arts to the teaching of physical education to stimulate the enthusiasm of the students

Efficiency of Use of National Games of Yakut People in Studies of Physical Training in Higher Education Institution

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INTRODUCTION: Today studies on physical training in higher education institutions where the emphasis on physical preparation prevails and orientation to implementation of test standards can be only a part of all system of physical training, and after all the physical training in a complex solves problems of intellectual, moral, esthetic and labor education.

Today, according to a number of authors, decrease in interest or its full absence to studies on physical training, reduction of motion of students, deterioration of a state of health is observed at students of high schools, it became the precondition to carrying out of the present research. The great value was given to national games, especially to games which were close to labor activity by character and to the maintenance. In Yakutia it was paid much attention to search of means and methods for education of young generation. In many games motives of national customs were used.

Work is performed according to a plan of research work of the institute of physical training and sports of FSAEI HPE «North-Eastern federal university named after M.K. Ammosov», Yakutsk.

Research aim is to prove positive influence of national games of Yakut people on formation of the basic physical qualities at students of high school experimentally by means of the analysis of references and carrying out of pedagogical experiment.

METHODS AND THE RESEARCH ORGANIZATION: 30 students of the 1st course who have been divided into 2 groups - experimental and control, have taken part in research. Studies with students of both groups on physical training were spent according to the educational working program for the given course and faculty (102 hours on 1 semester). National games of Yakut people have been included in studies on physical training with students of the experimental group with subjects and without subjects:

- A jump forward with capture of socks of a foot by fingers of hands. Develops movement coordination, grouping;
- Jumpings up in an emphasis lying promote development of dexterity, force, speed and endurance;
- "Lifting of a lean cow" helps to develop force of feet, coordination and balance level;
- "Watering place" develops movement coordination, mobility of joints in lumbar, knee joints and promotes dexterity development;
- "Revolving object" develops flexibility, movement coordination, force, and also develops force of the successful fellow.

- Struggle for "myhə", develops force of hands;

- Pulling by means of a strong round tape develops power endurance, will power and coordination;

RESULTS AND THEIR DISCUSSION: For definition of level of physical development of students of the 1st course following control exercises have been used: run on 60 m, second; shuttle run 4x10, second; run on 3000 m, second; bending and extension of hands in an emphasis lying on a floor for 10 seconds, quantity of times; raising of trunk for 10 seconds, quantity of times; trunk inclinations forward from position sitting. All materials received during the experiment have been processed by methods of mathematical statistics.

CONCLUSION: Games compensate deficiency of motion, promote improvement of a psychological

condition, form aspiration to systematic exercises of physical training, are healthy lifestyle promotion. Certainly, introduction of national games of Yakut people in studies on physical training at university will promote increase of the general physical readiness and a state of health as a whole.

Today the further researches connected with development of the program on physical training of students in higher education institutions taking into account interests are actual. Undoubtedly, studying of problems of education of requirements and motives to studies of physical exercises is also important. All specified questions are subjects of our further researches.

Existing Mainly Problems and Countermeasures about China Host National Games

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The aim is analyzing the reasons about mainly problems of Chinahost National Games and finding out the countermeasures to solve problems. For supplying theory basis on host National Games and other mega Sport in the future of China.

METHODS: Literature study, investigate & interview, comparatively, induction and deductive method etc.

RESULTS: Mainly problems about Chinahost National Games: 1. Enlarge active social impact of National Games, include political, economic and culture etc. 2. National Games has greatly scale. 2009 National Games inShandong,Chinahave 10991 athletes, 33 sports and 360 events. Beijing 2008 Olympic Games have 10942 athletes, 28 sports and 302 events. London 2012 Olympic Games just have 26 sports. The scale of National Games is bigger than Olympic Games. 3. Marketing income is low and Chinagovernment had to input large money. 4. Around host city of National Games, some other city taking on some competitions and increase these cities burden. For example,Shandonghas 17 cities or districts joining 2009 National Games. 5. National Games results tally not accord with to international routines. 6. Form prepare to host National Games, security, volunteer and traffic etc have high standard and impacting usually life of citizen in host city. 7. It is hardly utilize the legacy that increasing economic burden of organizer and host city. Existing problems reasons analyze: 1. For making National Games better and enlarging impact of host city, organizer construct actively aura to effect of society. 2. One of the aims of National Games is inspecting of Chinastrength of sport. Therefore it had to setup many sports and events. 3. Competitions in-country hardly attract audiences make marketing incomes are low from TV right, sponsor, tickets and advertisement etc. 4. National Games have great scale that it had to need many cities or districts host competitions. 5. Gold medals of Olympic Games are important to Chinathat gold medal in Olympic Games is gold medal in National Games. 6. Ensure to high quality of National Games, it had to have setup high standard of security, volunteer and track etc. for safety and kilter. 7. National Games have many sport and events and use many venues that it is hardly obtain hosting another Games chance after short time. The countermeasures solve problems: 1. Impersonality evaluate the impact of National Games to society of host city. The primary is sport itself. 2. Decreasing to sports and events of National Games. Let the sports and events of National Games assort with other mega sport and controlling to the scale of National Games. 3. Increase incomes from marketing and decrease expenditures of government. 4. According to rule of sport, the results of

National Games is decided by itself. 5. Using built venues plenty, via host mega sport foster sport consume colony etc. Enhancing utilize of venues after mega sport.

CONCLUSION: (1) Impersonality evaluate the social impact of National Games, (2) active expansion marketing and decrease input of government, (3) Controlling the scale of National Games and the results are decided by itself, (4) Using built venues and foster sport consume colony and ensure to sustainable development of National Games.

Increasing of Effectiveness of Cadet's Physical Preparation of Higher Educational Establishments of MIA (Russia) on the Pedagogical Monitoring Base

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INTRODUCTION: At present in the field of Education of the importance placed on the pedagogical monitoring, which is defined as a system of collection, storage, processing and dissemination of the educational system, providing continuous monitoring of her condition and forecast of its development (DS Seaman, D. M. Poley, N. N. Melnikov, 2001). However, the analysis of the scientific and methodological literature has shown that the system of educational institutions the Russia Interior Ministry is not enough scientific research to justify the use of pedagogical monitoring students during their academic studies.

The purpose of the study - rationale, design and analysis of some of the results of the monitoring technology of teaching students at an educational institution Russia Interior Ministry.

RESEARCH OBJECTIVES:

1. Develop a computer program to calculate the individual, group and mass of physical fitness of cadets of educational institutions Russia Interior Ministry.
2. Form in the educational institution on the basis of computer technology information database of individual and group physical condition of cadets.
3. Identify deviations in the development of physical qualities and capabilities of cadets and to correct cadets with the help of special personal directed programmes of physical preparation.
4. Determine the suitability of sports cadets and orient them to the sports sections.
5. Workout a health diary and physical fitness of cadets of educational institutions of Russia Interior Ministry.

METHODS: the theoretical analysis, teacher observations, the survey (questionnaire), anthropometric and functional methods, testing, physical fitness, modeling, methods of mathematical statistics. Research was carried out in the Far East Institute of Russian Interior Ministry of Law (FELI MIA of Russia) from 2009 to 2012. The study involved 1873 boys and 1234 girls.

RESULTS: a model of pedagogical monitoring technology, which includes two parts: the information (computer processing of test results) and activity (development of recommendations to improve the process of physical training). A positive dynamics of indicators of physical fitness, physical and functional development of the cadets to 3 cycles followed by stabilization of the 4 and 5 courses. In the courses of the experiments the students have been defined a consistent motivation for fitness and sports activities.

CONCLUSION: the results of the pedagogical monitoring allows us to conclude that to improve the quality of the organization of physical training in educational institutions of the Russia Interior Ministry to a

focused work, based on which, above all, should be diagnostic of the physical condition of the students and the audience followed the adoption of pedagogical measures correction of training classes.

KEY WORDS: «Physical fitness», «cadets», «pedagogical monitoring».

Individual Training of Football Players at the University Team

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THE PURPOSE OF THE RESEARCH: Developing technology of individualization in the training process of players and increasing the efficiency of collective action at the competitions of university team.

THE METHODS OF RESEARCH: theoretical basis, surveys of athletes, experiment, observations, statistic analysis.

THE RESULTS OF THE RESEARCH: In the context of university training players who graduated the training, leave university and weaken the team. Students must combine the study with the training process. Herein lies difficulty of preparing football team. Therefore it is necessary to engage annually selection of students for including into the team, to replace retired ones. Substantiated selection can be made on the basis of a survey of students who want to play football. In this case it is desirable to individualize the training process that allows to eliminate the backlog in separate sections of preparedness, ensuring the balance of qualities and skills of each player and the team as a whole.

The effectiveness of this technology has tested at Zhetysu State University named after I.Zhansugurov for five years (2007-2012). At the beginning of each academic year, was conducted a survey of athletes, receiving the information about their health, technical, tactical and physical training, the mental health of players.

On the basis of these data have been developed individual training plans with specific tasks, the fulfillment is regularly monitored. Much attention is given for the improvement of interaction of players in the organization of defense and in the transition of offensive actions, and the ability to adjust their mental state in extreme situations. Each player is treated with respect, conflict prevented through education of psychological interaction. Regularly monitored the success of the training and performance of tasks to eliminate backward sections of preparedness.

Participation in competitions confirmed the effectiveness of this technology. University team has successfully played at the city and national competitions. On Kazakhstan Universidad in 2009 she won the 3rd place, and in 2011, the 1st place.

First of all the successful play of the team is caused, with an individual approach to each player, and also the orientation to balance preparation and close interaction of players in defense and attack, as well as in the extreme conditions of competitive activity.

There are elements of social and personal control in the behavior of people which will be

coordinated with I – concept. Social management is manifested in those cases where the individual behaves in the requirements of the situation, and personal control is observed when the behavior attached to their motives or values. These two aspects of management contains the theoretical interpretation and the influence of society on man and vice versa. Central place in this analysis take concepts and identity[S. Stryker, 1997].

CONCLUSION: Effectiveness of training university football team is determined by the combination of successful studies, and also individualization of the training process, the ability of a trainer and athletes adequately to react to conflict situations respond to the conflict situations, having rallied collective for achievement of a goal.

Modern Physical Education Ideology of China Enlightening Physical Education in Colleges and Universities Today

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Physical education ideology is rational knowledge of all sports phenomena and sports problems through sports practice. China's modern physical education ideology(1840-1949) was characterized by militarism, naturalism, as well as nationalism whose main contents included the "sports namely education", "Sports that is life", "comprehensive sports", "national sports," and so on. These thought of physical education not only played a tremendous role in promoting political, economic and cultural development at that time, but also has an important reference value on physical education in colleges and universities today. First of all, in the aspect of concept of physical education in colleges and universities, physical education in colleges and universities shall cultivate of undergraduates' training and exercise ability to adapt to social environment in the future, and help them in developing good habit and interest of physical exercise, and earnestly play the function of educating undergraduates that physical education should have in order to promote them a comprehensive, freedom, and harmonious development. Secondly, in the aspect of purpose of physical education in colleges and universities, no one can expand limitlessly the function of physical education, and nor can take simply the role of physical education as health promotion. Destination of physical education in colleges and universities is not only confined to physical strength, but also includes physiological, psychological, and educational aspects. Finally, in the aspects of course content of physical education in colleges and universities, use of the sports activities met the need of undergraduates is advocated; it is also important to play the role of Chinese national traditional sports.

Moral Education – the Value of Chinese Martial Morality for College Students

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1 INTRODUCTION:

College students are the future and hope of a nation. During the process of fostering a college student, Moral education is especially important. With the development of society, moral education for college students must be strengthened. Strengthening the moral education of college students will foster high quality personnel and help to build a harmonious society.

Chinese Martial Culture is the achievement that people preserved from transforming the objective and subjective world on Chinese martial theory and practice, its relative philosophy, law, viewpoints, creed, awareness and spirituality. Chinese Martial Science, namely Martiology, is a systematic, logical Chinese martial culture. A Martial Arts practitioner's view on morality is known as Martial Morality. We call what Chinese Martial activity culture and spirit culture claims on morality as *Martial Morality*. This does not only have value and requirements on people who practice Chinese Martial Arts, but also should include behavior, morality and spiritual pursuit of all humankind. Morality and spiritual pursuit, not only refer to the active requirements of people, but also includes expectations on morality, life values, spiritual pursuit and other internal characteristics of people.

This article will discuss the special value of *Martial Morality* among college students today.

2 METHODS:

2.1 Researching documents and materials. Refer to information about the ideological and political education, martial arts culture, Martial Morality education as well as other relative aspects.

2.2 Interviewing. We interview college student instructors and Martial Arts teachers of universities such as Peking University, Capital University of Physical Education and Sports, Anhui Normal University, Suzhou University, etc.

2.3 Experience of working as a university martial arts teacher.

3 RESULTS:

3.1 Martial Morality Education promotes college students to study hard and struggle for life.

3.2 Martial Morality Education promotes college students to foster the spirit of patriotism.

3.3 Martial Morality Education promotes college students to strengthen the cultivation of interpersonal relationships.

3.4 Martial Morality Education promotes college students to be honest.

3.5 Martial Morality Education promotes college students to cultivate team spirit and mutual awareness.

DISCUSSION/CONCLUSION:

Martial Morality Education has a considerable value in promoting college students to study hard, struggle for life, foster the spirit of patriotism, strengthen the cultivation of interpersonal relationships, enhance ethical values, cultivate team spirit, and promote mutual awareness and respect for teachers.

Methods of promoting Chinese culture and value hidden in Martial culture are to set up martial arts classes and implement Martial Morality Education within the classes. Martial Arts Teachers should be putting Martial Morality Education into practice so that college students can realize its value.

KEYWORDS: martial culture; martial science; martial morality; college students; morality education.



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On the Reform of College Sports Events in China

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RESEARCH METHOD:

Literature, questionnaire and interview.

PURPOSE:

To set up goals on the scientific management of college sports events. Contemporary college sports events should strive to display the level of college sports competitions, guide amateur training, select student athletes, and create social values.

RESULT:

College sports events in China mainly consist of three kinds of large competitive events: university sports games and individual sports events in all provinces and cities, individual sports events held by Federation University Sports of China, and national college sports games. Problems lie in the poor diversity of sports events, few competition opportunities and huge gap between different training units. Meanwhile, sports events in the education system have not been fully integrated into the events system administered by the sports authorities. Thus, athletes and coaches in colleges find it hard to improve their athletic levels since they have few opportunities to participate in sports competitions.

DISCUSS:

1. Reform strategies of college sports events

1.1 To set up goals on the scientific management of college sports events

Contemporary college sports events should strive to display the level of college sports competitions, guide amateur training, select student athletes, and create social values.

1.2 To reform the mechanism of events organization and management

The current situation that college sports events are mainly organized by colleges or relevant education authorities should be changed. More power should be given to the local sports associations and member colleges, so that colleges can have more chances to organize sports events. In a word, college sports events should be led by the government, participated by relevant parties, and driven by the market.

1.3 To coordinate the planning of sports events

Education and sports authorities should coordinate all kinds of college sports competitions, whether national or local, within or beyond the sports system, so that the college sports work can serve the Olympic Games, the National Games, and the national University Games. To improve the quality and level of events,

authorities may also integrate different events at the same level or within the same area, and bring the college sports teams to those events of the same level held by the sports authorizes.

2.4 To strengthen the management and supervision of events

Efforts should be made to standardize the organization of college sports events, regulate the competition disciplines, and severely punish the prohibited behaviors, so as to create a fair and square competition environment. The training of amateur athletes should be promoted. All parties involved should be mobilized to participate in the sports events. Meanwhile, the database of college sports talents should be set up and improved and the registration of college athletes should be regulated, so that an information platform for talent selection and fair competition can be constructed and immoral behaviors can be eradicated.

2.5 To broaden the market for sports competitions

For those high-level college sports events, markets means should be used to raise fund from enterprises and persons. Sports associations can also cooperate with professional sports media companies to plan, promote and run the college sports events.

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Optimization of Physical Training of the Physical Culture and Sport Faculty's Students of Y.A. BUKETOV Karaganda State University

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SIGNIFICANCE: The interest of researchers to the problem of physical training of students due to a number of circumstances and, above all, has a tendency to deterioration of their health, physical development and physical training (S.I. Izaak, 2005). The importance of the raised problem for the category of students, who study at the Faculty of Physical Education and Sport, is the high demands for their level of physical education in training of sports teacher (V.I. Skaliush, 2012). In this context, the relevance of monitoring studies of physical training of students is out of doubt.

THE PURPOSE OF THE RESEARCH: is determination of the level and dynamics of the first year students' physical training of the Physical Education and Sports Faculty with the aim of improving their physical development.

METHODS AND ORGANIZATION OF RESEARCH: 81 students of the first course of Y.A.Buketov Karaganda state university took part at the research. There were 37 boys and 12 girls, who studied at the specialty physical training and sport, 26 boys and 6 girls of the specialty elementary military training. Physical readiness were defined with the help of the test complex: 100 meters race; pull-up; turning up for girls; 3000 meters race for boys, 1000 meters race for girls; standing long-jump; test for defining the sleight and flexibility. The results were assessed on a 5-level scale: "very high", "high", "medium", "low", "very low" with the calculation of the integral index of physical readiness subjects, and determining their level of physical readiness (low, medium and high). The survey was conducted of students early in the school year - in order to identify the source of their level of physical readiness and at the end of the school year - to determine the effectiveness of differentiated methods of physical training aimed at improving lagging physical qualities.

RESULTS AND DISCUSSION: The results of research showed that young men clearly dominated by low level of physical readiness - 61.9%. Number of boys with average and high levels of physical readiness was 23.8% and 14.3%. Half of the women surveyed (50.0%) has a low level of physical readiness, 44.4% - a high level, and only one woman (5.6%) - average. Analysis of test results of physical qualities allows students to draw conclusions about the level of their development, and to develop recommendations for its correction. Thus, the "very low" and "low" level results showed 55.6% of boys in tests of endurance and agility, 33.4% - in tests of speed and speed-strength abilities. The girls are "very low" and "low" level of results found in the test of agility (61.1%) and in the test of speed quality (38.9%). On the basis of a differentiated approach to the program of physical readiness of students included the means to exert additional pressure on the under-developed physical abilities of students. The results of the experiments in which was tested differentiated program of physical training of students, showed a steady increase in indicators of physical readiness of students. Low level of physical readiness of boys and girls was decreased. Low levels of physical readiness was found in 14.3% of boys and 5.5% of girls. At the same time, significantly increased the number of students with average and high levels of physical readiness. The ratio of students with medium and high level of physical readiness in young men, was 25.4% and 60.3% of girls - 16.7% and 77.8%. Significantly decreased the number of students with "very low" and "low" level of performance in the tests. Thus, the "very low" and "low" level results showed 36.5% of boys in tests of



endurance, 25.4% - in tests for agility and speed-strength qualities, 23.8% - in tests on high-speed capability. The girls are "very low" and "low" level on tests of speed capacity was 33.3% and in the test of dexterity - 27.8%.

CONCLUSIONS: 1. The analyses showed that the level of physical preparedness of first-year students enrolled at the Faculty of Physical Education and Sports of EA Buketov Karaganda state university does not meet the requirements. How are boys and girls, clearly dominates the low level of physical readiness, which amounted to 61.9% and 50.0%.

2. The differentiated methods of physical training of students aiming for proportionate development of the physical qualities of students, contributed to a significant increase in the number of students with high and medium levels of physical readiness and reduce the number of students who has low level.

Planning and Measures of Public Curriculum of Physical Education in University

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ABSTRACT: Thinking to public physical education curriculum implementation and the development in our country college at present stage, discover public physical education curriculum evaluation means, lack of standards in our country college, through to analysis the university sports teaching goal, put forward construction and reform train of thought which public physical education curriculum in our country college, in grasping the law of education on the basis of current physical education planning layout, put forward construction and monitoring measures.

KEY WORD: public curriculum of P.E; planning; measures; university

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Problems and Prospects of the Decision the Issue of Specialists Preparation on Adaptive Physical Culture in Kazakhstan

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ACTUALITY OF THE PROBLEM: The analysis of the state of the physical rehabilitation and social adaptation of the persons with limited possibilities in Kazakhstan showed, that the educational work that are providing by state organizations do not solve the problems of professional personnel preparation specialized on adaptive physical culture (APC) in an appropriate measure. The basic unresolved issues of physical culture and sport developing among disabled people, we connect with the insufficiently solving of the problems: preparation of the pedagogical and coach personnel, workings out of the scientific and methodical literature, working out of the specialized sport facilities, equipments; allocation of the special financing, awareness and motivation of persons with limited possibilities in physical perfection[1].

The aim of research to generalize the professional training experience on physical culture and sport specialty in the conditions and to bring out the reasons of insufficiency of preparation of specialized personnel on adaptive physical culture.

RESEARCH METHODS: the analysis of the literature, activity of the supreme bodies of education, private training experience on adaptive physical culture in Kazakh Academy of Sport and Tourism.

The analysis of the issue of qualified professional personnel preparation state in the system of education and sciences has allowed us to allocate the following priority directions in adaptive physical culture in Republic of Kazakhstan:

- to begin centrally the preparation of personnel in secondary and in higher education «Adaptive physical culture and sports» for persons with limited possibilities, with this aim to work out the State standard of the general education on specialty Adaptive physical culture and allocation of grants on studying of this specialty;

- scientifically to prove, approve and introduce diagnostic computer technologies, programs on adaptive physical culture for preschool children, pupils and students of special medical groups of educational institutions for pupils of the correctional schools, special boarding schools, professional technical schools - boarding schools for invalids, sports clubs, in which organized the lessons with invalids and children with deviations, that have the physical or intellectual restrictions, using the training electronic manuals textbooks for students that are developed by us;

- to include into system of educational institutions the additional specialty «Physical culture and sports», improvements of professional skill and retraining of specialists on physical rehabilitation of invalids by means of adaptive physical culture;

THE CONCLUSION: In Republic it is necessary to carry out the state order: to the preparation of specialists in adaptive physical culture (as within the frame of pedagogical and medical specialties), on carrying out the scientific researches on problem of adaptive physical culture, on databank creation of information-methodical professional education maintenance.

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Rational Thinking of The Public Physical Education in University from the Perspective of Non – Cognitive

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ABSTRACT: When learners with the same intellectual level study the basic knowledge, non- cognitive factors have greater decisive influence than cognitive factors on their academic performance (effect) .The level of non-cognitive factors plays a vital role in the formation of students' sports participation, sports scores, and other health and obvious sports behavior in university sports teaching based on a variety of simple physical exercises.

This paper made some research on the current situation of Public Physical education in colleges and universities with the methods of literature research, questionnaire survey, mathematical statistics and comparative research , etc, we draw a conclusion that with a high level of non-cognitive, students' sports participation , sports scores , physical condition are significantly better than those with non-cognitive level low. Thereby, it is quite necessary to improve non-cognitive level in the public physical education and form healthy and recessive sports behavior .We should fully motivate students ' interest in learning and emotion , correct motivation to learn , develop a strong will and good characters to be conducive to carry out physical teaching education teaching and realize teaching goals .Therefore it will help college students form healthy and active sporting behavior and become true sports population to lay a solid foundation for the implementation of the National Fitness Program .

KEYWORDS: Non-cognitive factors; College; Physical education teaching; Sports behavior

Reformation and Innovation of Organization Management of Beijing Middle School Sports Event

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The purpose of this study is to analyze the foreign in school sports organization and management features, and Analysis on Present Situation of Beijing middle school sports, the analysis of the Beijing school sports organization and management process, policies and measures to put forward the reform and innovation of Beijing middle school sports.

In this study, the survey was in the School Games in Beijing, which is defined as the 647 secondary schools in Beijing organized by the university-level Games; core concept of this study is the organization and management of middle school sports and its content, including the guiding ideology of the middle school sports, the project set organization and specific implementation.

This study, we use the method of literature overview, expert interviews, questionnaire, Beijing, the status of school sports and the presence of the main problems, constraints have an intensive analysis; Secondly, can be based on mathematical statistics and Beijing in the school conducted a reasonable sample survey; Third, the combined knowledge of project management, project task decomposition method, the decomposition of the actual tasks of the Games, innovation and valuable reform, to provide reference for the reform and innovation of the Beijing School Games; in specific combination in typical cases, the research and empirical research. The study found that the School Games in Beijing there are important issues of the following points: 1, most of the direct participants of the Beijing School Games that school athletic needs reform, the need to reform the two main reason is that “the project is too monotonous, lack of interesting” “too single organizational form”; 2, the guiding ideology of the Beijing School Games has not been thoroughly implement; 3, Beijing school sports project settings should be reformed; should Preparatory Committee longitudinal reporting mechanisms and incentives both Beijing middle school sports on the operation mechanism reform; 5, should pay attention to the awards ceremony in the school athletic; 6, the Beijing school sports still mainly traditional track and field sports.

To this end, we propose the following five recommendations: 1, the proposed reform from the project settings and organizational forms, recommended set of interesting projects and collective project taking into account the competitive nature of the interesting and innovative past immutable organizational forms; 2 National Fitness and hundreds of millions of students nationwide Sunshine Sports two major guiding ideology depth implementation; 3, to train students interested in physical exercise, to promote students' physical health reform School Games in Beijing and three purpose to create a harmonious campus culture; 4 perfect Beijing in school sports longitudinal reporting mechanism to mobilize the attention of school leadership School Games. Perfect the Beijing School Games incentives, attention to the awards ceremony; 5, to promote the Beijing School Games open students run game mode and Sports Festival run game mode. And to strengthen the market development of school sports, to increase the diversification of the sources of funding of the schools run game.



Research on the Application of Modern Teaching Techniques in College Physical Education

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PURPOSE OF RESEARCH:

The thesis is a combination of the domestic and overseas current situation of application of modern teaching techniques in college physical education. It has made a full use of the modern teaching means which take the 360° mirror teaching system as experiment to have a try of the revolution of physical education in order to optimize the physical education model and serve a reference for enhancing the quality of education.

RESEARCH METHODS:

Documentary Methods, Interviewing Methods, and Teaching Demonstration and so on.

RESEARCH RESULTS:

With the instruction of the modern education concepts, the thesis considering the features of the college physical education and starting with the education of traditional health preservation has achieved a proper combination of the modern information techniques and the mirror imitation to invent this 360° mirror teaching system. In teaching, 360° full view has set the sally port whose techniques can show out a interactive and unreal three-dimensional space scene to teach through the mirror which reflects the teaching video. Exaggeration, animation and stunt have been used to help students observe the essence of skills which is invisible to us under the common condition. In practice, it can be achieved to display the images from different angles derived from the simultaneous real-time shooting. Especially the complex skilled-movements, students can see the whole course of action and the essence of every link.

CONCLUSIONS:

With the help of the 360° mirror teaching system, it has reduced the awkward situations caused by the complexity in the traditional health preservation lessons, increased the teaching efficiency and promoted the cultivation of creation, interests and personality. During the teaching, goals have been achieved through the use of observation, discuss and teachers instructing. Meanwhile, the teaching concepts have changed in to the modern teaching techniques in which students comes the first so that to improve the students' ability of observing, imitating, analyzing, presenting and communicating.

KEYWORDS: Modern Education; Mirror Teaching; Physical Education; Application

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Research on the Delivery Condition of Basketball Talents from CUBA to Professional Team

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OBJECT: Basketball, as an important part of sports, it's development level is very great degree reflecting of sports power of our country. At present, basketball takes a relatively rapid development , especially with some NBA star absorbed into the league that domestic CBA league is going to a higher level and has attracted worldwide attention, the China's basketball career has demonstrated unprecedented influences and marketability.

The CUBA league is held for the purpose of cultivating of backup talents which is crucial for China's basketball development in the future, therefore, to do a good job in college basketball league and to dredge college basketball talents conveying mechanism is particularly important .

This paper researches based on factual situation , according to adequate theories and facts and compared and analysis from multiple perspectives . It aims to draw meaningful and enhanced conclusion for the development and cultivation of students basketball talents in our country through analyzing on some main aspects such as organization system differences, sports and education combination condition in college , CUBA sport team management and delivery shortages .

METHODS: Using the literature material method , questionnaire investigation method , expert interview method, mathematical analysis research methods and based on theories of relevant literature at home and abroad, widely interviewing , focusing on the survey data and then this paper gathers all the results into the conclusion through logical analysis .

CONCLUSION: 1. The results for college player delivered to the professional basketball league turned out poor in our country. In the professional league talent delivery, TiGongdui system conveying scale occupied the main part, the university only takes a small proportion. Until now, the university contributes the CBA 11 players, to the WCBA 8, to the NBL 14. Take CUBA grassroots participants as 9000 (the actual is greater than the number) calculated, delivery number share less than 1% of the total number, transfer effect is not significant, in a certain degree of layer can think, this delivery progress cannot be owned to the university .

2. There is a big merge between the CUBA & NCAA. Through analyzing the selection and building of the team it easily found that in china we have no advantages, which also is for all the players , on select system . And for such reason we cannot select the best ones among the all, so we cannot ensure the team without best player or with temporary players will lead a good outcome.

3. It is Low yield of the talented person from universities, and also the way to professional league increased difficulties. CUBA league limited by their own level , The cultivation of the reserve talents of title competitive level it is difficult to transcend their own league, to meet increasingly strong professional league, the requirements for talents in professional league is hard to link up with, talent delivery facing many difficulties.

KEYWORDS: basketball; CUBA ; talents delivery ; condition

Research on the Effects of Image Training on Long Jump Technical Training

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PURPOSE: As we all know, image training can be used as teaching and training methods, which means psychological suggestion, to learn technique action. According to the research papers, there are few usages of image training for sports colleges' and universities' students to learn long jump techniques. Using image training in training students in sports education major from sports colleges and universities, in order to make a faster mastery of long jump techniques and improvements in levels.

METHODS: On the basis of consulting documents, forty male students in 2008 sports major are selected as tested subjects. They are divided into the experiment group and the control group to test the effects of image training on long jump technical training. For the experiment group, students are trained in image training method for 12 periods, 3 periods a week, more than 30 minutes one period. For the control group, students are trained in traditional method. The results are tested before the experiment and also after 12 periods image training.

RESULTS:

1. The average long jump result in experimental group is 5.28 meters before, 5.68 meters after
2. The average long jump result in control group is 5.24 meters before, 5.30 meters after.
3. The mastery of long jump techniques: for the experiment group, it's 80% of the students who can master ; for the control group, it's 50%.

CONCLUSION: Image training has a bearing importance to improve sports major students' mastery of long jump techniques and also the long jump levels from sports colleges and universities.

ADVISES: The image training should be added to long jump teaching and training in sports colleges and universities to improve the mastery level of students in order to strengthen the teaching and training effects.

Research on the Present Competitive Situation and the Reasons of Players in CBA Recruiting From CUBA

Wang Liguo
WIPE

Research on the present competitive situation and the reasons of Players in CBA recruiting from CUBA Wang Liguo WIPE ,College of Postgraduated,Wuhan China Research objective: To study the present competitive situation and reasons of players entered the CBA from CUBA. Research methods: literature, including the network electronic resources.

Conclusion: The deadline of December 2012, the CUBA have held 14 times, but only 10 players was recruited by the CBA[1](see table 1). Compared with near 80% of the players in the NBA come from NCAA , CUBA was not competent to be the role as reservoir of talents for Chinese basketball. Study about the statistics of the 10 CBA players used be a excellent CUBA players ,as to the performance and statistics after entering the CBA[1], it showed that only 1 or 2 players showered good adaptability,like Han dejun ,Zeng linxu. the rest of the 10 CUBA players had not adapt to the needs of the CBA well, in a marginalized position (see table1). Table 1 2011-12 season statistics Player CUBA Team CBA Team

Oncourt/	Line up	BLK	AST	TRB	Tov	Foul	STL	PTS	Han Dejun	WHUT	Hengye Liaoning
32/21		1.2	0.6	7.5	1.9	3.0	0.7	12.9	Liu Jiulong	WHUT	Shandong
23/17		0	1.5	2.6	1.3	2.5	0.7	5.0	Wang jing	WHUT	Xinshiji Dongguan
0	0	0	0	0	0	0	0	0	Wei Mingliang	TYUT	Zhongyu Shanxi
0	0	0	0	0	0	0	0	0	Li jin	QDU	Guanghui Xinjiang
0	0	0	0	0	0	0	0	0	Yin Zhiyong	HUST	Honghe Yunnan
0	0	0	0	0	0	0	0	0	Zeng Llingxu	TSINGHUA	Foshan Guangdong
29/26		0.3	2.4	3.2	2.7	2.0	1.1	7.0	Zhao Nan	TSINGHUA	SHANXI
4/0		0	0	0.3	0	0.5	0	0	Liu Ziqiu	TSINGHUA	Majisi Shanghai
28/14		0	1.8	2.6	1.5	1.3	1.1	5.0	ZhangZhennan	HENU	ShuangxingQingdao
0	0	0	0	0	0	0	0	0			

The reasons for the above situation that most players in CBA from CUBA had not show good competitive performance,Firstly ,the choice of space for CUBA is relative small,for the players ,go to school or enter the professional leagues is the choice of the completely different poles and cannot take two into account[2].Secondly ,the difference of training quality and the amount of game per year are obvious, for example, a team in NCAA ,there are about 60 ~ 70 games per year[3], while as to the CUBA team ,there are only about 10 ~ 20 times every year games, we all kown that the games are very beneficial for the improvement of players,so the CUBA players are not similar to the NCAA player, can adapt to the professional league quickly, and showed fairly competitive performance.

Setting-up Necessity and Feasibility of Seated Tai Chi in PE Health-care Curriculum in University (PEHCU)

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ABSTRACT: With the unsatisfactory setting-up rate of PE Health-care Curriculum in University (PEHCU), the Seated Tai Chi is receiving a good opportunity to get into PEHCU since the activities shown at present cannot reach the requirement of the students who take part in PEHCU because of different reasons. Seated Tai Chi is a novel exercise; the setting-up of it in PEHCU has broader applicability and has importance in promoting the physical and mental health for the students from PEHCU and in inheriting the Chinese Traditional Culture. Furthermore, it has great feasibility to set up the Seated Tai Chi in PEHCU with its characteristics of simple and easy to learn, less demanding for the practicing time and space, abundant theoretical connotation of Tai Chi as well as the existing Tai Chi teacher in University. Ultimately, in order to better set up and popularize the Seated Tai Chi in PEHCU, it should be strengthened the developing of textbook system, training for teacher, scientific research, and focused on the teaching of “Ideas Running” in the future.

KEY WORDS: Tai Chi; Seated Tai Chi; Wheelchair Tai Chi; Health-care Curriculum; Disabled Person

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Teaching Problems and Countermeasures of College Sports Course in Reformation

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RESEARCH PURPOSE: Since the 21st century, the summary of national ordinary university sports curriculum teaching instruction " was enacted by the state, which guided health first、 quality-oriented education, the concept of lifetime sports. Therefore, it upsurges a big reform. At present, teaching reform of college sports has got some achievements, but with the rapid development of economy, some problems emerged. This article analyzes the present situation of college physical education curriculum teaching and the existing problems, and puts forward solutions to solve these problems, in order to promote the reform of university physical education in China.

METHODS: To provide theoretical basis and scientific protection through literature method and expert interview method

RESULTS:

1. The main problems of current college physical education curriculum teaching

1.1 The quality of teaching is poor;

1.2The evaluation standard of physical education is too high;

1.3 Exercise prescription is not enough;

1.4 The development of students and education is not comprehensive;

1.5Sports teaching methods have safe problems;

1.6 Teaching resources is not enough;

1.7Teaching quality of physical education teachers is too low.

2. The basic countermeasures of college sports curriculum reformation

2.1Try to improve the quality of teaching;

2.2Desalination athletics and pay more attention to fitness;

2.3 Increase the teaching hours;

2.4 To promote the development of students in different aspects;

2.5 To improve the security of sports teaching;

2.6To use teaching resources reasonably;

2.7 Pay more attention to the improvement of the all levels of physical teachers.

DISCUSSION:

1. In the teaching process to set up scientific and reasonable PE course, improve teachers' teaching ability and teaching quality.

2. Current curriculum reform outline should be treated as a guide, not only reform the teaching content, but also pay attention to the evaluation of teaching results, no longer focus on competitive standards, but treat differently. Physical education teachers should not only teach movement technology in class, but also pay attention to impart the psychological knowledge and ability, promote students' all-round development.

The Analysis of Winning Factor of Competitive Taekwondo under the New Rules

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INTRODUCTION: This paper overall analyzes the winning factor of competitive taekwondo under the new rules on the basis of the sports results and decisive elements of competitive ability and from the relationship between the sports results, competitive ability and winning factor, thus leading to the influence on the specific performance and winning factor.

METHODOLOGY: The literature material law, Delphi method (interviews with experts), mathematical statistics method, video analysis method.

SUMMARY OF RESULTS: By means of the winning factor of elite athletes of competitive taekwondo under the new rules, in order to provide the right guidance for the competitive taekwondo and game.

CONCLUSIONS: 1. The competitive taekwondo and the use of electronic equipment show the diverse of technical and tactical characteristics, the strong desire to gain more scores, the distinct increase in the times of offensive, the striking acceleration of the rhythm of offensive. The relative fairness of kickboxing competition, and increases the violence, appreciation, contingency of kickboxing competition, and raises higher request for the technical level of athletes at the same time. 2. Through the competitive taekwondo performance, competitive ability and the winning factors between relationship discussion, the paper further influence competitive taekwondo excellent athletes winning factors characteristics of each factor. By using Delphi method design and extend effective questionnaire, affecting competitive taekwondo excellent athletes performance and competitive ability the weight of each factor size. 3. Competitive taekwondo should be equipped with comprehensive technical, outstanding characteristic, superior physical ability, strong style and excellent ability of psychology and so on in the process of training and competition. The winning factors of the specific performance show as follows: (1) To give full play to the competitive ability factors-fresh, fast, initiative, the psychological quality standing up to the most rigorous test; (2) To improve the technology of comprehensive; (3) To bring into play special technology.

SUGGESTIONS: We should make full use of new rules and electronic equipment, and follow the winning factor of competitive taekwondo at the same time, and constantly excavate winning factors of kickboxing competition of different classes according to different sex, athletes' individual differences of different levels. As a result, we can train scientifically and specifically, and gradually improve the competitive ability of athletes, and finally obtain the ideal sports results.

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The Crisis and Prospects Confronted by Our Nation's College Sports During the Post-massification Stage

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RESEARCH PURPOSE: Since the expand enrollment in 1999, our nation's higher education has experienced the high-speed development for more than 10 years. The scale of higher education has increased from 7.86 million in 1998 to 31.05 million in 2010. The gross enrollment ratio reached 26.3%. 2010 had issued a document "the educational reform and development program during the national medium-and-long term(2010-2020)", which said the gross enrollment ratio would have reached 40% in 2020. All the time, the purpose of higher educational post-massification development is the elevation of the gross enrollment ratio; however, taking quantity seriously rather than quality as well as ten years of amplification can result in some crisis that confronted by college sports during the post-massification stage, such as: students' poor health, frequent occurrence of sudden death, prolonged neglect of college sports teaching. These crisis warn us that we should attach the great importance to the problems of college sports education, shadowed under the students' poor physical condition, and find the methods to deal with.

METHODS: data method, logic reasoning, interviewing method

DISCUSSION: The crisis that has hidden in the following of students' poor physical condition during the post-massification stage. 1. Put college sports into an inappropriate position in the college education; 2. "constitution theory" and "technology theory" are still the guide of college sports education; 3. College sports curriculum has some problems, like: out-dated contents, stiff teaching form, dull teaching methods and unreasonable class hour; 4. Teaching evaluation weigh findings over processes; 5. The degree structure of gym teachers unbalance; 6. Lack of playgrounds and equipments owing to expand enrollment; 7. It is hard to carry out extracurricular activities.

CONCLUSION: The outline of our nation's college sports education during the post-massification stage: 1. Setting a goal of "mental and physical harmony"; 2. Paying more attention to the integrated planning of subject establishment; 3. The reformation of college sports courses should emphasize diversification of curriculum contents and flexibility of curriculum organization; 4. The gymnasium and equipments need to be complete; 5. College sports teachers should emphasize the principle of "high baseline, high degree, various professions"; 6. Holding high-speed competitive sports in an appropriate time; 7. Conducting students to establish sports association to promote the expansive of extracurricular activities; 8. Putting the students' physical conditions into teaching programme evaluation system.

The Moral Demands of College Sports: Value and Strategy

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INTRODUCTION: Moral training is an important part of education, whose mission is to promote the formation and development of moral character. Character development indicates the overall improvement related to emotion, understanding, behavior and other factors. Therefore moral training must integrate all the factors into one unity. College is the main place for student's character development where they communicate with peers and teachers on the campus. Physical education is the indispensable part of the whole college education process. During the physical study, students must learn how to correctly handle the relationship between themselves and others. College teachers not only enhance students' physical fitness, but also develop their good moral characters, making them form the self-discipline and turning the external disciplinary demands into their own internal needs. Integrity of both intelligence and character training is the moral demand of college sports. With college sports as a carrier, full moral enlightenment must consider such characteristics as content and form of college sports for interjection and innovation between the sports and moral enlightenment.

METHODOLOGY: Literature study: we read a lot of literature in philosophy and education etc. to study the historical evolution about the relationship between physical education and morality. We focus on the great philosopher's ideas and theories to make our arguments reasonable.

Expert interviews: In order to open our minds, we visit experts for the searching of the characteristics of moral education through college sports. Expert's advice on this study played an important role.

Situation Analysis: Through the questionnaire survey, we collect data about the present situation in practice. After comparative analysis, we provide improved operational approach for application in reality.

RESULTS: Moral enlightenment through college sports is both the theoretical needs for the construction of moral education system and the reality requirement to strengthen the practical moral education. Although physical and moral education courses take emphases on different aspects, they can and must be integrated with penetration. College sport is an important carrier of moral education, containing a lot of rich moral education resources. Moral education happens in every aspect or even every moment of the sport teaching practice. Based on the teaching content and combined with the college student's psychological characteristics, college sports course improve not only the teaching effect but also students self-discipline and moral standards. We need to sort out the content for moral enlightenment, analyze the causes and explore ideas and strategies to promote moral education work. The simultaneous education of sports and morality can achieve the educational objectives of the comprehensive training.

DISCUSSION/CONCLUSION: Over the years, college sport teachers have made one-sided efforts to develop physical fitness of students, emphasizing the sport skills and techniques to improve the competition level and overlooking the role of moral education. They fail to meet the comprehensive development for training cross-century talents. Therefore, this study can help to make some change. It is a useful exploration for innovation to put moral education close to students. The moral education through physical education courses makes moral enlightenment close to students' life. It can enhance the appeal and attractiveness of moral education and improve the enlightenment effectiveness. Returning moral enlightenment to life can be done from different point of view. This study is just a rough research and needs some further and deeper study. I will continue the related research in the future.

The Process of Physical Education in Schools is not a Sports Profile Olympic Education Funds

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In modern conditions, the health of citizens of Tajikistan became a major nationwide problem, as a state of physical, spiritual and moral potential of young people in Tajikistan reached the limits beyond which is clearly visible threat to the national security of the state and its future.

However, in preparation for the 12 Olympic Winter Games in 2014 and the implementation of the program of the Organizing Committee of the Olympic education "Sochi-2014", in secondary schools and higher education throughout the country emerging trends towards restructuring and humane system of physical education on the basis of the Olympic ideology, to the revival of spirituality and physical health of young people.

The Chairman of the Committee on Youth, Sports and Tourism of the Republic of Tajikistan Nematov M. noted that "Olympic education should be implemented at all levels of training and education of children, adolescents and young people as a real chance to increase the use of which humanistic potential of Olympism and raise the level of the spiritual, moral and physical training of Tajik youth, and thus distract her from drug addiction, substance abuse, smoking, alcoholism, violence and terrorism, and in educational institutions use it as a conduit for the Olympic values." Therefore, the implementation of Olympic education as the need to optimize the educational activities in order to promote the ideas of Olympism becomes apparent.

However, a review of literature and the study of the results of sociological research conducted by specialists of the National Committee of The Olympic Tajikistan in 2009-2010. and Olympic -Between the need for enhanced implementation of Olympic education in schools is not a sports profile and its lack of application in the physical education of students:

Between the need to consider the characteristics of different forms and their means of Olympic education, and interdisciplinary connections in its implementation, and the stereotype organization of physical education in most institutions of higher education:

Between the need for young professionals in the practical knowledge of Olympism and the limited possibilities of not only their development, but at the time of the occupation.

These contradictions have allowed us to formulate the goal and following: a theoretical study and experimental testing of the effectiveness of pedagogical conditions of Olympic education, embedded in the process of physical education students in universities are not a sports profile.

The study was determined that the current paradigm of physical education is focused only on the development of motor skills and is not confined dyeing key problems: the formation of the activity of students' attitudes toward physical education. For this purpose it is necessary to attach the youth to national moral values through the philosophy of Olympism, "a philosophy of life, exalting and combining balance the whole the qualities of body, will and mind" on the idea of the Olympic Charter.

We believe that the pedagogical model of physical education based on knowledge of Olympism context of these realities of higher education, may give the cultural and value-spiritual-moral sense of the objective content of the students, to help young people realize their own destiny and is limited to integrate into society.

Designed not harmful to the Tajik State peduniveristet "them. S.Ayni (TSPU) integrated model of e Olympic education consists of three components: personal, educational and practical. (1:2:3).

The personal component in the daily lives of students and in the process of physical education classes includes: awareness of the need of initiation to a healthy lifestyle (HLS), compliance with the principles of the Olympic Movement and the Olympic values, educational attainment and moral goals of the Olympic movement.

The educational component in the system of higher education of physical education in the curriculum directs students to participate in breakout sessions and fizkultativnoy work and involves the acquisition of knowledge in the following areas;

And social role of philosophy of Olympism, the Olympic Movement and the Olympic Games: Tajikistan in the Olympic movement: voluntary movement and its function: the movement of Fair Play and its importance: health and healthy lifestyles.

The practical component includes organizational and pedagogical conditions of systems of physical education in the Chair for the theoretical, practical and extracurricular activities of student conduct workshops and seminars, conferences and symposia:

Stimulation of the training process, teaching and research work of students participating in sports competitions, festivals, and art contests: participation in sports and public events: cooperation with the regional training center for volunteers: an independent study of Internet sites of the Olympic movement:

Organize special events in distinguishing regions: theoretical and practical study of the principles of a healthy lifestyle and its application in practice in order to continue functioning.

In order to implement the Olympic education course in physical education students conducted a survey of five major departments (INR, education, psychology, history, geography). The questionnaires developed by the Olympic Academy in Tajikistan. Polls students included 4 blocks:

Socio-demographic characteristics of the respondents: the ratio of the Olympic movement: information on matters of interest in the Olympic education: the degree of readiness to assist the Olympic movement of their professional or volunteer work (3).

During the survey polled only 300 students of five faculties TSPU

Questionnaire survey conducted at 1 stage showed that the higher standard for the Olympic movement are showing students of history (40.1%), the average criterion was found among students at the Faculty of Pedagogy (32.9%), this may be due to the professional interest and the possibility of self-realization Infrastructure 12 Olympic Winter Games 6 and Paralympic Winter Games of 2014 in Sochi

Low test showed students of faculties of geography (14.1%) and psychology (12.9%). The analysis of students' knowledge bases of Olympism showed that the Olympic movement they see in the physical education class attendance and participation in sporting events. Theory of Olympic education does not interest them, they give preference to entertainment.

Students of the Faculty of INR (mostly female knowledge of Olympic education was not shown. They refrained from answering, but noted that physical education classes should be carried out and tell details of physical exercise on sport, mobile, and the Olympics, the strength, speed agility, endurance.

Based on these results, students of History and the Faculty of Education, have been identified as pilot

Based on the model of the Olympic education education and modern methods of physical training. Physical training in the control groups were in the normal mode.

After completion of the study in the experimental groups showed a significant increase in the quality of knowledge on the issue of the Olympic movement and a healthy lifestyle by 55.6% 2 phase of the study (44.4% at stage 1) which has resulted in the formation of positive attitudes towards a healthy lifestyle, physical fitness and physical development. In the control groups gain was insignificant and amounted to only 21.7% on the 2nd floor (1st floor 35.4%). Based on the results of testing of motor-goal qualities (strength, speed, endurance) showed positive changes in the level of physical fitness in the experimental groups

compared to controls.

From the study, the following

CONCLUSIONS;

1. Pedagogical conditions for the implementation of Olympic education in the process of physical education students of institutions of higher education are at the present stage;

The organization of the educational process on the basis of the leading Olympic values - knowledge, goodness, faith, intelligence, hope, language, friendship, love, tolerance, mutual respect, self-improvement, mutual aid;

Modeling of situations in which students are involved in a collective activity requires knowledge praktiktrenirovki displays, workshops, competitions, sports massive entry, preparation and participation in the Small Olympics.

2. The results of the experimental model showed its effectiveness for improving the physical education students through adequate pedagogical principles based on the Olympic values.

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PROCESS OF PHYSICAL EDUCATION IN UNIVERSITIES NEFIZKULTURNOGO PROFILE MEANS OF OLYMPIC EDUCATION

Safarov Sh, Gubanova LA

Pedagogical model of physical education on the basis of knowledge

Olympism in the context of these realities of higher education, can give value-cultural, spiritual and moral sense of the subject Russian content of the students, to help young people realize their own destiny and organically integrate into society.

KEYWORDS: Olympism, Olympic education, humanization Russian tion, physical education, physical fitness, healthy lifestyle.

The Research of Full-time Graduate of Sports Activities in Hebei Normal University

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ABSTRACTS:

Graduate education is the highest level of higher education in our country, the cradle of the training of highly qualified personnel. Following the graduate enrollment, graduate education quality problems are increasingly apparent. Most colleges and universities ignore Graduate Physical Education and Sports few universities offer postgraduate courses, most graduate physical decline. The status of graduate students in the physical education curriculum, the necessity and importance of theoretical research and the creation of practical activities, physical education project proposed to make graduate physical education institutionalization, standardization, creation of physical education at all grade levels and included in the credits, PE diversification of physical Health Standard for graduate students to develop and test a year to promote the postgraduate formation of physical exercise habits, comprehensive and healthy development.

METHODS:

1. Literature data: to view the documents, papers, books, literature on which to focus research, combined with the actual situation of a solution to the problem through the existing research.
2. Questionnaires, interviews, logical thinking method: master the actual survey results based on the understanding of their true inner thoughts, embracing summarize, compare the knowledge and methods of use of logic, analysis and synthesis.

RESULTS:

Through my graduate students to participate in physical activity motivation survey, we found that most of the students have chosen to improve health and to improve their physique, visible to the students to improve health on an important position to participate in sports activities.

Overall, a graduate student in the choice of exercise program has the following characteristics: 1, selected projects, mostly former sports teaching content, good mass base, wider popularity, such as table tennis, badminton. 2, in line with the graduate's age, physiological and psychological characteristics. Boys like intensity, body confrontational, the strong irritant sports, such as basketball, football; girls like a small amount of exercise, low intensity exercise program, like those easy, graceful, soothing, interesting sports, such as swimming, aerobics, dance. 3 rich exercise program combining static and dynamic, competitive, entertaining, and health together.

CONCLUSION:

1 about college leadership to change their ideas, the emphasis on graduate physical education, physical education graduate students, improve the quality of graduate physical education teaching, organization, funding, teaching programs, reflects the importance of Postgraduate Physical promote graduate sports teaching development of sports courses in the graduate school institutionalized and standardized.

2 Improving graduate health quality is a universal reality. Graduate is not enough to rely on a grade physical education should be set up for each grade graduate physical education and are included in the credits, so that graduate students to develop the habit of self-fitness.

3 More graduate physical education projects, with particular attention to create some emerging projects and recreational project, to adapt to the needs of graduate higher level.

4 To develop the postgraduate sports and health eligibility criteria at different ages, and included in the training program, year of graduate Physical Fitness Test once, so that schools understand the graduate physical condition, which developed the work plan of Physical Education, graduate can keep abreast of their own the physical condition, with the purpose of physical exercise science.

The Scientific Research of Curriculum Provision of Social Sports Major in China's Ethnic Universities

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PURPOSE: Social sport, as an emerging major in ethnic universities, the science of its curriculum provision concerns not only the realization of its training targets, but also the improvements of its professional and educational quality on one hand, and the its job enlargement on the other hand.

Methods: On the basis of consulting documents, this research uses the methods of case analysis and comparative analysis to analysis and research the curriculum provision of social sports major in eight China's ethnic universities.

RESULTS: Of these eight universities, the curriculum provisions of social sports major and sports education are similar. In terms of the curriculum system, it lacks the characteristics of social sports major; as for the curriculum provision, which showing no specialty of ethnic university, showing no prominent of its major professional class and characteristic course, it lacks the creativity; what's more, its curriculum provision does not meet the needs of society, and the objectives in talent cultivation differs from the specialty of social sport major.

CONCLUSION: According to the problems of social sport major in ethnic universities, this research suggests that the curriculum of social sport major in ethnic universities should highlight the characteristics of national specialty, improve the curriculum provision system to meeting the demands of students' lateral growth and also vertical growth. Furthermore, the ethnic universities should make dynamic adjustments of curriculum provision to meet the demands of students' internal needs for employment and society's reality needs for talents.

Training of the Specialists in Physical Fitness and Sports in Russia

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Physical Fitness and sport (PFS) is a complicated social phenomenon. In any kind of sports there are such elements as: competitive, medical (adaptive, health-improving), pedagogical (educational, tutorial, motivating), social (entertaining, cultural). These elements determine the importance of PFS as a complex phenomenon. We consider that today a specialist in this sphere must be trained in different kinds of social activity. This alone can raise the efficiency of this sphere.

In present paper we do not try to give an all-round analysis of the problem, however the question which was not answered by law must be highlighted. The problem today is staffing the reorganization which is held in Russia, because the efficiency of the PFS management system largely depends on the staffing in the branch.

Since September 1, 2011 two-level system of specialist training has been introduced: “Bachelor” and “Magistrate”. There are also specialties which are close to the field (health service, construction, etc). However, a trainer, teacher, doctor, lawyer, manager, journalist are different professions which have specific requirements:

So, there are several areas where the PFS specialist training is possible:

1) PFS instructor 2) trainer with advanced pedagogical training 3) sports trainer.

It should be mentioned that the training of the specialists in sport administration, construction, health service, social work and journalism should be based on the background knowledge in the sphere of PFS. Only after that it is updated with specialized training (up to 1 year on the second profile in Bachelor’s programme): 1) specialist with advanced economic training (sport management or marketing); 2) specialist with advanced legal training (sport law); 3) specialist with advanced social training (sport events organization, PR); 4) specialist with advanced engineering-construction training (sport facilities construction) and so on.

Otherwise, a Bachelor (doctor, lawyer, etc) can continue their education in sport magistrate and become a highly-qualified doctor in sports medicine, sports lawyer, marketing specialist.

On the other hand, the area of “Physical fitness and sport” stands out of the other “Humanities” and can form a group of specialties. We mentioned some base professions where the sports education can be held. So, for them the focus should be changed from the pedagogy to sports methods and other. This means great changes, in other words creating of the new schools of science.

IN CONCLUSION:

- 1) it is necessary to unify training according to the basic education curriculum for bachelor and magistrate, developing three basic specializations (4 years) and several variative ones with advanced training (5 years). It will not only help to solve the problem of students transfer from different specializations within one area, but also predetermine further extra-mural tuition;
- 2) interacademic cooperation need to be taken into account when teaching students in magistrate with advanced PFS training e.g. economic, legal, marketing, management, medical and engineering training;
- 3) “Physical fitness and sport” should be singled out from “Humanities” into a group of specialties to train highly-qualified PFS specialists in related fields (health service, law, management, marketing, construction, etc).



Theme IV: Development of Olympic Sport and Olympic Education



Symposium

Analysis of the Problems in the Preparation of Athletes 4-Year Olympic Cycle the Final Stage of Sports Perfection

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INTRODUCTION:Preparation of high-class athletes to the Olympic Games, based on the priority development of the theory of intensification of the training process includes limits training and competitive pressures, a high degree of exploitation of adaptive capacity of an athlete in all phases of long-term preparation. Today, however, professionalization and commercialization of elite sport contributes to a significant lengthening of the athletic career, which provides reusable part in the Olympics. In this regard, there is a need to develop new scientific and methodological approaches to the preparation of athletes for their participation in reusable Olympics.

METHODS:Analysis of literature and scientific materials, theoretical generalization, analysis of the experience of domestic and foreign practice, planning documents, the poll of coaches and athletes, analysis of protocols of competitions through the INTERNET, questioning.

RESULTS:Studies indicate that, for athletes, leading to the preparation of the second and following the Games in his sports career, a large number of competitive launches can be recommended as an effective means of training and the main stage at the conservation achievements. The solution of problems related to integrated training, carried out most effectively with the overall decline in training load without harming the effectiveness of basic training.

It should be noted that at present the theory and methodology of sports training experiences a shortage of developed theoretical and practical provisions optimize training of athletes in the Olympic qualifications cycles during the conservation of higher sports skill.

- 1 Studies indicate that, for athletes, leading to the preparation of the second and following the Games in his sports career, a great number. No clear objective pattern of involitional changes in the structure of the process of sports fitness, which provides optimal preservation of the level and patterns of loss of performance of athletes.
- 2 There is no clarity in the description of the content of the preparation and characteristics of the calculation of an individual plan for the athletes, there is no such preparation technologies that ensure the health, competitiveness and reliability of their performance in competitions and, of course, desirable record of achievements
- 3 It is also not adequately addressed, and issues related to the causes and criteria of the onset phase of the conservation of higher sports skill.

Improving the system of preparing high-class swimmers, in particular, requires the following factors:

- A. increasing individual
- B. more effective implementation and out-training factors, a more professional approach to training athletes
- C. increasing commercialization of sport have identified a significant increase in the last quarter of the twentieth century, the duration of the high skill athletes. Particularly striking examples of this was given the last 2-3 games Olympics, where among the winners were outstanding athletes, who first went to the Olympic podium in the late 80s, when some of the winners in Athens were not born yet.

This requires a more detailed examination of the structure and content of the final phase of long-term training of skilled athletes, as well as analysis of the factors that influence the duration of the high skill athletes.

DISCUSSION AND CONCLUSIONS: Theoretical analysis of the special scientific and methodological literature has shown that in the present system of long-term issue of improving the sports professional sports in the four-year Olympic cycle requires further development. Planning and implementation of four-year Olympic cycle is largely carried out formally through the target complex programs (NBI), the preparation of athletes for the Olympic Games without the need to integrate advanced scientific and methodological aspects of the training process (Dryukov V.A.).

This situation was largely motivated by the desire to constantly rejuvenate, attract new and promising athletes in the Olympic teams of teams, where the main goal is to achieve a maximum level of sportsmanship in the Olympics. This approach removed the need for long-term training in the structure of independent business units - four-year Olympic cycle training (V.N. Platonov, 1997, 2011; K.P. Sakhnovsky, V.A. Dryukov, 2001).

However, analysis of the practice of modern professional sports has shown that age and duration of the sporting career is considerably increased. Many Olympic champions and medalists, who have won medals at the Olympics Games, continues to demonstrate a high level of sportsmanship (K.P. Sakhnovsky, 2001). In addition, it should be noted that at present more and more athletic, social, political and commercial interest is the success of athletes who are already known and achieved outstanding results first (V.N. Platonov, 1997, 2004, 2011, L.A. Dragunov, 2000, K.P. Sakhnovsky, 2001). This situation makes it necessary to highlight in the long-term improvement of sporting four-year Olympic cycle, as the main stages of preparation for the Olympic Games (V.N. Platonov, 1997, 2004, V.A. Dryukov, 2001).

According to leading experts in the field of theory and methods of training athletes in Olympic sports (V. Petrovsky, 1992; V.N. Platonov, 1992, 2001, 2011; M. Bulatova, 1996; K.P. Sakhnovski, 1997, 2001), is an important difference not only in the training of athletes in various stages of long-term improvement of sports, but also differences in the training of athletes in the Olympic individual cycles.

For example, if the content of the Olympic training cycle at the stage of maximum realization of individual capacities aimed at creating conditions to achieve high results with the use of tools and techniques that could cause future course of adaptation processes projected total value of the volume and intensity of training work reach the limit values, with sharply competitive practices, the amount of special psychological, tactical and integrated training, the content of the Olympic cycle stage is characterized by the preservation of the achievements of a purely individual approach.

Inevitable reduction in the functional capacity of the organism and its adaptive capacity is largely due to high levels of stress in the previous step, which is often not only allows to increase the load, but also complicates the ability to hold them to the previously achieved level. This requires seeking out the individual sportsmanship reserves growth, improving the quality characteristics of the process of preparation, the use of non-specific means of stimulating the capacity and efficiency of execution of motor actions, and more (V.N. Platonov, 1997; K.P. Sakhnovski, 2001)

In addition, the main feature of the construction of the Olympic training cycle is that the structure and the qualitative value of the parameters of training and competitive pressures, their relationship, the changing nature of funds, methods of preparation are significant differences not only in the Olympic cycle training as a separate structural holistic education, but and for individual years of a four-year training (V.N. Platonov, 2001, 2004, 2011; D.A. Polishchuk, 1997; L.A. Dragunov, 2000; K.P. Sahnovsky, 2001; V.A. Dryukov, 2001). The nature of these differences is largely determined on the basis of knowledge of the individual characteristics of athletes, as well as the degree of exhaustion of adaptive resources and the reserve capacity.

The above determines the relevance of research aimed at improving the management of the preparation of highly skilled athletes in the Olympic cycle, based on the optimal construction of the structure and content from year to year, taking into account individual characteristics and the reserve capacity of athletes.

Condition and Prospects of Scientific Researches on Stories of Physical Training and Sports in Ukraine

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PROBLEM STATEMENT: Research activity is the integral attribute of a modern science. The physical training history is not an exception in this regard, so as modern Olympic sports also. Considering that physical culture for centuries accompanied by a person, and its sources go deep in the antiquity, its historical aspects always were the focus of attention experts.

THE PURPOSE OF THE RESEARCH: – to analyse features of a condition and to identify the perspectives of research on of physical training and the sports stories in Ukraine.

THE METHODS OF THE RESEARCH: the analysis of the scientifically-methodical literature, historical-logic and descriptive methods.

RESULTS OF RESEARCH AND DISCUSSION: In this field in Ukraine it is possible to judge a condition of research on the following signs: the presence of chairs of history of physical training in profile higher educational institutions; history teaching physical education in high schools as an subject matter; the number of defended dissertations on the history of physical culture (physical training) and sports [1, 2] etc.

Undoubtedly, scientific interest in consideration of this topic quantity is the number of defended dissertations on the history of physical training and the sports in Ukraine (68 – 1991-2012). The largest number of defended dissertations (38) falls on the 2000 - 2008, on the period of becoming and the formation of independent of the ideological pressure historians. The pressure was inherent in the Soviet era experts. Add to that the fact that the first steps to rethink the history of physical culture and sports and the Olympic heritage of predecessors have been made till 1991 to 1999. As a result, it was a smaller number of defended dissertations (9).

It is necessary to mention an actual problem of teaching of history of physical training in HIGH SCHOOLS of Ukraine as subject matter. Besides the fact that this subject matter is absent in majority of the educational institutions, an issue of methodological research of a subject of history of physical training and the Olympic sports in Ukraine remains intractable for a long time and sharply. Other issue is its relevance to modern conditions of social and cultural development of the state.

CONCLUSIONS: The prospects of development of the research on the history of physical culture and sports in Ukraine can clearly be seen in direct correlation with the geopolitical transformations of the state. An opened access to closed archives collections up to that time allows you to access the new overestimate the past.

The particular attention should be turned on to the creation of optimal conditions for the formation of knowledge systems on the field of history of physical training and the Olympic sports, such as training of qualified personnel, creation of chairs specializing in historical- physical education and historical-Olympic research, publication of new basic scientific and methodological work on the history of physical culture and sports etc.

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Monitoring of Achievements Swimmers-Prize Winners at I-xxx Olympic Games (1896-2012)

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INTRODUCTION: The currently existing practice of calculation of winners and prize-winners at the Olympic Games in under making a Pivot Tables, is based only on the quality of the awards, where in the first place are evaluated gold medal winners, then the only silver medal winners and bronze medal winners objectively, now the practice needs to be corrected, since it does not reflect the quantitative development of swimming in our country and abroad.

PURPOSE AND OBJECTIVES :The Purpose is to identify the level and degree of sports teams of swimmers on the final hits according to the results of I-XXX Olympic Games during 1896-2012 , is considered to be a powerful informative criterion for identifying an objective of development trend of the Olympic competitive swimming in the world.

RESULTS AND DISCUSSION: This article describes the results of the participation of the strongest swimmers at Wakefield's I-XXX Olympic Games of teams national teams from 1896 to 2012.

As one of the top ten most successful swimming countries receiving more Prize-winning Olympic awards were: United States-523 medals, Australia-178, GDR-92, Japan-73, Germany73, Great Britain-68, Hungary-66, USSR-59, Netherlands-57, Canada-43. Inthe second ten of the less successful teams of swimmers who received the prize awards the past Olympic Games, became representatives of: France-40, China-37, of Sweden-35, Germany-22, Russia-19, Italy-18, South Africa-15, Brazil-13, Austria-12, Denmark-12 medals. In the third ten less-successful teams of swimmers appeared at one time to the following countries: CIS-10, Romania-9, Australasia-8, Ukraine-7, Zimbabwe-7, n.Zeland,Greece6, Poland-6, Spain-6, Ireland-6 medals. The fourth top ten less-successful teams of swimmers were from the following countries: South Korea-4, Belgium-4, Costa Rica-4, Finland-4, Tunisia-3, Argentina-3, Bulgaria-3, Yugoslavia-2, Suriname-2, Mexico-2. Inthe fifth top ten less-successful teams of swimmers were: Belarus-2 medals, Slovakia-2, Norway-2,Cuba2, Philippines-2, Lithuania-1, Slovenia-1, Serbia-1, Croatia-1 medal, and complete synthesis of the rating table commands-swimmers: Venezuela-1 medal, Trinidad and Tobago-1, Switzerland-1 medal. Meanwhile, the undisputed leaders among men swimmers in the top ten were representatives from: United States-300 medals, Australia-101, Japan-55, Hungary-44, USSR-41, Great Britan-36, Germany-36, Sweden-28, Franciii-27, Canada-26 medals. Among female swimmers the most successful leaders become representative: United States-223, Australia-77, East Germany-74, Netherlands-47, Germany-37, China-32, Great Britan-32, Hungary-22, Japan-18, 18 medals of USSR.

Conclusion. Professional interest is the evaluation of the results of swimmers who were awarded with gold, silver and bronze medals, while providing the evaluation according to the current FINA points table. The criterion of difference on the quality of the received medals for 1896-2012 Olympics for men are: 768, 749, 737 points respectively, representing an average-751 points, and among women, these parameters are: 806, 786, 772 points, which on average is-788 points. Therefore, in practice, the evaluation of objective achievements swimmers should be primarily the quantitative indicators, which will be supplemented with quality of the results depending on the cases when gold, silver and bronze awards received, using the basis of identification criteria of different developments, taking into account the current FINA table.

Literature: 1. <http://www.sports-reference.com/olympics/sports/SWI/>

Olympic Education in the Activities of the Coa and the Rsupesy&t

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INTRODUCTION:A growing role of youth in the Olympic movement was emphasized in the resolution of the XIII Olympic congress in Copenhagen. According to the resolution the Olympic movement should pay more attention to the work with youth, using sports as the catalyst for its education and development.

METHODS:- Theoretical analysis and generalization;

- Analysis of literature and periodic press;

- Comparison and confrontation.

RESULTS:The Olympic Education Programs motivate young people to study various subjects and encourage the active involvement in sporting activities. The Russian Olympic Committee, the Central Olympic Academy (COA), the Regional Olympic Academies and the specialized Universities persistently distribute basic principles of Olympism and hold different events contributing to dissemination of information and knowledge on Olympic movement among the population of our country.

We would like to concentrate on two main items:

1. Central Olympic Academy activities on the Olympic education development in Russia

2. Olympic Education in the Russian State University of Physical Education, Sport, Youth and Tourism

(RSUPESY&T).

The idea to create only one Olympic academy in such a big republic as Russia would not meet the demands of the time. And finally absolutely different idea was suggested and accepted. The total number of the Regional Olympic Academies in Russia is 13 including the Central Olympic Academy.

Regional Academies fulfill the functions such as explanation and promotion of values, aims, tasks and principles of Olympism, promotion of Olympic Education in the regions, coordination of scientific work in the field of Olympic Movement, participation in the process of coordination of sports in the region. A Council of Presidents of the Regional Olympic Academies was established and attached to the Russian Olympic Committee. One of the main parts of this coordination plan includes the regional events devoted to Olympic education.

The state system of Olympic education in Russia was founded by the initiative of the Russian Olympic Committee. Olympic education of schoolchildren was included into the state school curricula.

CONCLUSION:The main trends of educational activities of the Central Olympic Academy of Russia are: to organize and implement the regional programs of Olympic education; to organize scientific conferences on Olympic Education and Olympism, to publish teaching aids and scientific books; to hold seminars and training courses for heads of schools and schoolteachers together with the local administration bodies of sports and education; to develop and include special studies on Olympism into the curricula of the physical education institutions.

The Russian State University of Physical Education, Sport, Youth and Tourism has developed study programs on Olympic Education directed at:

Giving fundamental knowledge on the Olympic Games, the Olympic Movement, their history, values, aims etc. Teaching students to motivate the young generation to be engaged in sport activities, to interest them in the Olympic Games and the Olympic Movement. Propagating the principles of Fair Play among students.

The analysis of the results of the “Olympic Education” course in the RSUPESY&T shows that the students have definitely improved their knowledge on Olympic Games and Olympism.

Olympic education within the system of bringing up younger generation

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RELEVANCE: In modern conditions, the special attention is paid to development of new educational and training technologies for the formation in a young individual the spiritual qualities as the dominant ones which are critical for enhancement of a human values' system. Nowadays Olympic education can play an important role, becoming one of the leading variables in formation of a harmonious development of the active members of society.

METHODS: theoretical analysis and generalization, the analysis of special literature and documentary sources.

RESULTS AND DISCUSSION: The concept of Olympism and Olympic education fosters ideas, which serves as a backbone Olympism factor, and Olympic education - as a way of educating young people in a spirit of peace and cooperation. Since 1991, Ukraine began to develop a system of Olympic education. Its implementation is carried out in two relatively independent areas – special education and general education.

The purpose of general education is to spread knowledge about the history of the Olympic Games, the Olympic movement. This direction is focused primarily on children and young students and is in pre-school, general educational institutions, educational institutions of supplementary education.

In Ukraine it has become a tradition annually to stage in schools the Olympic lessons, Olympic weeks, Olympic days the program of which includes sports, cultural and educational programs.

The quiz "Connoisseurs of Olympic sport" is of great interest and annually involves about 500 000 participants, literature contest "Ode to Olympians" (over 200 000 participants) and children's art contest "Olympic Movement: Past and Present" (300 000 participants).

Among the new forms of work it is noteworthy to mention a cultural and sports festival "Olympic Aistenok (chick stork)" for children of 10-12 and online lessons "Olympic virtual bridges", allowing schoolchildren from different regions of the country to discuss the problems of the Olympic movement.

The Olympic Academy of Ukraine developed manuals which help to prepare young athletes to participate in the cultural and educational programs in the framework of the Youth Olympic Games.

Handbook "Your Olympic Guidebook" was praised by the European Olympic Committees, and became a main textbook of educational programs of the European Youth Olympic Festival.

That book replenished a series of Olympic Literature for Children and Youth: "Your first Olympic Guidebook", "The Games of the XXIX Olympiad. Beijing 2008 », «The XXI Olympic Winter Games. Vancouver 2010», «The I Youth Olympic Games. Singapore 2010", "The XXX Olympic Games. London 2012 », «The I Winter Youth Olympic Games. Innsbruck 2012," "The Games that conquered the world, "The



Ukrainian-Russian-English dictionary "Olympians speak English", "Olympic Diaries".

The Olympic literature are distributed free to libraries of all 20 000 secondary schools during an annual campaign "Olympic book" held in Ukraine.

Created in 2008 a network of pilot schools of Olympic education (over 150 schools) successfully continues its activities, where the learning process is based on the use of modern teaching materials developed by leading scholars in the field of sports science and education.

The experience of implementation of Olympic education in the upbringing and education of children and students was highly appraised by the International Olympic Committee and the International Olympic Academy.

CONCLUSIONS:The activities of the Olympic Academy of Ukraine jointly with the NOC of Ukraine, the Ministry of Education and Science, National University of Ukraine on Physical Education and Sport, Centres for Olympic Studies and Education, in cooperation with international organizations made it possible to create in Ukraine a system of Olympic education, to form a methodology, and to develop efficient ways of its implementation .

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Olympic Single Combats - non-Olympic Single Combats Ratio

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PURPOSE: to define the ratio of single combats that are not included into the Olympic Program, but widely spread in the world alongside with the Olympic single combats.

METHODS: Literature review, electronic information sources review (TV, Media, Internet), competition analysis, pedagogical observations, statistic data analysis.

SURVEY RESULTS: Types of wrestling: Greco-Roman wrestling, freestyle wrestling and judo, which are included into the Olympic Program, make minor percentage of all types of wrestling cultivated in the world.

Type of striking single combats: boxing and taekwondo, which are included into the Olympic Program, make minor percentage of all striking single combats cultivated in the world as well.

Among a great number of single combats involving armament, fencing is the only one included into the Olympic Program.

The Olympic Program does not comprise any type of mixed single combats, however, in ancient Greece, for instance, the Olympic Games included Pankration and “pentathlon” included wrestling.

Discussion of the survey results and conclusions:

Despite the fact that most of single combats are beyond the scope of national championships and are effectively developing in the world, it is still completely impossible for them to get into the Olympic Program at all or at least in the nearest future.

Taking into account the popularity of single combats and some other sports that are not in the Olympic Program, it is worth developing Single Combat Olympiad alongside modern Olympic Games, which would comprise the most popular single combats and other sports not represented in the Olympic Program, but quite popular in the world.

Precedents of the World Martial Arts Games in Beijing (China, 2010), St. Petersburg (Russia, 2013) and Martial Arts Contest in Kiev (Ukraine, 2013) included mostly single combats (boxing, judo, jiu-jitsu, karate, kendo, kickboxing, Thai boxing, sambo, sumo, taekwondo, wrestling, wushu, etc.).

Single Combat Olympiad will greatly promote the development of popular single combats and mixed single combats in terms of holding safe sporting contests (outfit, rules, techniques, secure armament, hits and defeats registration, etc.) or assessment by a panel of judges of demonstration moves and martial moves techniques in various genres: martial gymnastics, demonstration of techniques with or without armament or a nominal opponent, etc.

As an incentive for holding such Olympiad and developing of national (public) sports as an alternative to modern Olympic Games, we suggest that the country holding the Olympiad would add up to 10 sports, cultivated in the internal championship or in other countries, to the approved Single Combat Olympiad Program.

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Reflections on the Innovations of Market Regulation in Beijing Olympic Games

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INTRODUCTION: The development of the Olympic movement has formed a unique market, containing political, economic, cultural, scientific and technological factors. No matter whether each Olympic Games market operation is successful or not, it has left us rich heritage and experiences. After successfully hosted Beijing Olympic Games, reflections about its innovative applications of market rules will produce more profound understanding.

METHOD: Based on the researching needs, the study uses theoretical and empirical methods. Having read various theoretical papers about Olympic sponsorship, the author tries to discover the lessons from the past experiences and explore the Olympic market regulation system. As for the individual enterprise in the empirical research, the author makes good use of statistical data to analyze their application of the market rules to participate Olympic market and evaluates the role of the Olympic market regulations for the reference of other similar enterprises.

RESULT: The limitation of sponsorship amount was broken. In the previous experience, the TOP level enterprise took the highest grade in all market development plans with the most expensive entrance fee. But in Beijing Olympic market, low-level partners provided higher sponsorship amount than the TOP sponsor. The fierce market competition broke the previous low level of sponsorship amount limit.

Among the list of Beijing Olympic sponsor enterprises, Budweiser, Tsingtao Brewery and Yanjing Beer appeared in the same beer category, which was against the Olympic exclusivity principle. Beijing Olympics has expanded the market in a creative way.

DISCUSSIONS: The Olympic Games market enjoys unique advantages and owns strong attraction. Many enterprises focus on the huge benefits and ignore the hidden risk. Some enterprises do not prepare well and blindly enter the Olympic market, finally ending up with serious consequences. Before making the Olympic market intervention decision, it is necessary to consider the following problems such as product categories and properties, the stability of enterprise development and the Olympic concept, financial strength, management capacity, market development experience, the possible gained market size, increased market share rate, brand image promotion, the incentive for employees to participate in the Olympic Games. At the same time, the enterprise should undertake feasibility analysis, considering the capital insecurity, the excessive cost and so on. Once the enterprise has involved in the Olympic market, it also needs to constantly evaluate the Olympic sponsorship for development. If it is no longer suitable to keep the sponsorship, the company should timely adjust the strategy or exit the Olympic market. In every Olympics, some enterprises enter or exit the Olympic market. As for the Beijing Olympic Games, Legend Company got involved as a partner and quickly exited. But it has obtained the worldwide attention as the first Chinese made TOP sponsor enterprise. Similarly Kodak Company participated in the first TOP plan. Due to its product market restriction, their own business model and market target change, the company stopped further contract after Beijing Olympics. These typical cases indicate that any enterprise should analyze their own situation to decide whether to exit the market.

CONCLUSION: Beijing Olympic market development made good use of the established market rules and created innovation. Sponsorship amount was broken. Common exclusive right, cross sponsor, broadcast network and other innovation were developed, which bettered Olympic market rules. Based on the

application of market rules, the author puts forward to enhancing the sponsor's consciousness of the market rules and the Olympic market intervention feasibility analysis, which is helpful for the other enterprise to effectively participate in the international marketing. With the Chinese deepening participation in international competition, international organization will adjust some original rules and arrangements. On the other hand the Chinese will be more confident in the frequent participation. The Olympic market rule is neither a heavy hand nor an invisible hand. It is a gentle pushing hand. If enterprises correctly understand the Olympic market rules, they can develop more flexible and innovative international marketing.

Review Century International Gymnastics Tournaments

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OBJECTIVE: International gymnastics competitions have gone through 117 years history since gymnastics competition was set up at the first Olympic Games in 1896. Unfortunately, the systematic and complete study about the history of international gymnastics competitions has not yet arisen. The essay tries to make up for it.

METHODS: Mathematical statistics and comparative analysis etc. methods are used in the paper on the basis of relevant literature. We have a depth retrospective and analysis of participating scale and the medals distribution of Artistic Gymnastics, Rhythmic Gymnastics, and their world Gymnastics Championships.

RESULTS : 1, Since 1896, the international gymnastics events have varied from the initial single Olympic gymnastics competition to the Youth Olympic Games, World Games, the FIG World Championships, the gymnastics World Universidad, the gymnastics World Cup competition, as well as continents Games. 2, The contest project settings have been developed to gymnastics, rhythmic gymnastics, trampoline, aerobics and Acrobatic Gymnastics and so on, it contains about five sub-items and dozens of small items. 3, Actual Olympics Gymnastics Competition was held totally 27 sessions (1896-2012), artistic gymnastics competitions 8 sessions (1984-2012) and Trampoline Competition 4 sessions (2000-2012); The FIG World Championships: ART is 38 sessions (1903-2011), RG is 31 sessions (1963-2011), TRA is 28 sessions (1964-2011) AER is 12 sessions (1995-2012), as well as ACRO is 23rd (1974-2012). 4, The quantities of countries and regions participating in international gymnastics competitions changes from 4 to over 80. 5, Gymnasts from 49 countries and regions share over 3200 medals. From the perspective of total MEDALS ranking, Russian gymnast (including the former Soviet Union and the CIS) ranked the first place; U.S.gymnast ranked the second place; Chinese gymnasts ranked third place. Ranking by the total number of gold medals, Russian gymnast (including the former Soviet Union and the Commonwealth of Independent States) is still the first place, the Chinese gymnasts ranks the second, the American gymnast ranks the third place on the medals table. 6, Depth comparative analysis show that the dominant events have distinct Characteristics of stage and Inheritance.

CONCLUSIONS: 1, International gymnastics tournament has gone through 117 years, and has become a platform for gymnastics enthusiasts of different ages, gender, races, religions, culture, capacities or social identities to mutual understanding, to strengthen exchanges, to enhance friendship. 2, Promoting the value and diversity of Gymnastics. 3, Changes like competition categories expansion, events endless appearance, participating scale booming steadily and so on.

Study on Tactical Selection of Chinese Women Curling Team Versus Different Asian Rivals

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OBJECTIVE: Delivering the first or second stone in every end has an important influence on the tactics selection and results in curling match. The paper studies on HE%, FE%, and SE% of Chinese women curling team (CHN) in Pacific Asia Curling Championships 2012, statistics the number of big end, and discusses the influence on the tactics selection and results in first end with or without hammer, explore the tactics selection of Chinese women curling team versus different Asian rivals.

METHOD: With the use of Delphi method, the WCF experts give the HE%, FE%, and SE% of CHN in Pacific Asia Curling Championships 2012. The data collected by the tournament statistics empire group, national statistics empire review with video. With the use of observation, based on the CURLIT rules, we used software CURS Statistics to description the big end, and analyzed on last stone in the first end with or without hammer.

RESULTS: Team statistics results including play-off show that the HE% of CHN which is the highest in all teams is 0.513. The FE% of CHN is 0.474 in second place. The SE% of CHN is 0.333 which rivals are 0.051. The two indexes are the highest in all teams. The big end of CHN is six times, Korea is four times, each of the New Zealand and Japan is two times. The last stone in the first end with hammer of CHN is 6-1, without hammer is 5-0. The winning percentage (WP) of Japan and Korea delivering the second stone in every end is higher than first stone and WP in delivery the first stone is relative lower. The WP of Australia, New Zealand, and Kazakhstan delivering the first stone in every end is higher than second stone.

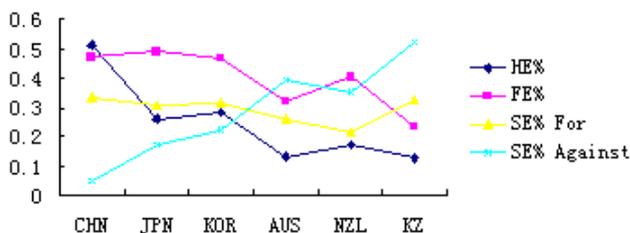


Table 1 Different ability of delivery

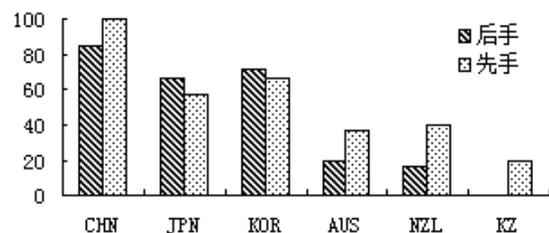


Table 2 WP with or without hammer

CONCLUSION: The HE% is the key to win, the FE% is also very important, two data of curling is relative correction with winning. The HE%, FE%, and SE% are stronger guarantees for higher winning percentage versus the Asian rivals. In addition, the big end ability of CHN is right, indicating that the ability of grasping opponents' mistake is better. With the development of curling, each team not only pays attention to the score when delivering the second stone in every end, but also increasingly concerned about delivering the first stone in every end with regulation situation and select tactical. In accordance with the WP statistics, CHN should be choose with hammer in first end tactics versus Japan and Korea, choose without hammer in first end tactics versus Australia, New Zealand and Kazakhstan.

FUND: Scientific research projects for the Olympic Games of General Administration of Sport of China (2012A014)



The Beijing 2008 Olympics as a Platform for Promoting Physical Education in China

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BACKGROUND: The International Olympic Committee requests that the Olympic host city and host country should carry out educational programs, which are labeled “Olympic education” (Beijing Olympic Education Standing Office 2006). The Olympic education program for the Beijing 2008 Olympics began with a grassroots initiative started after the success of Beijing’s bid in 2001, led by the author. A large component of the effort was an attempt to use ideas borrowed from the philosophy of “Olympism” to correct the overemphasis on written testing that has led to the low status of physical education in Chinese schools.

AIM: It attempts to portray the mode of Beijing Olympic Education, to analyze its unique values, to summarize its universal contents for the successive Games, and to discuss the issues how to inherit it.

METHODS: literatures and interviews. This study documented and collated the related literature and the research on the Beijing Olympic Education. To this end, the narrative-descriptive methods was used.

RESULTS: 1. Chinese culture is characterized by a high respect for education. Diligence is highly valued, especially among intellectuals. Currently in China, A college education is a goal that very many parents have for their children. College entrance is determined almost totally by the score on a national examination. The emphasis on the Chinese national entrance examination has led to an excessive study load on secondary school students.

2. The integration of the values of Olympic education into the Chinese educational system could be a way to enrich current educational ideas, which are stiff and rigid, over-disciplined, and to make China’s school education more diverse and colorful. The author especially felt that in Olympic education it was important to emphasize emotional and aesthetic concepts as a corrective to academic knowledge. In particular, Olympic education has the ability to teach a sense of the sacred or the spiritual and appreciation of beauty, dignity, respect, friendship, romanticism, excellence, peace, and cooperation.

3. The idea of Olympic education really embodied a new culture for Chinese people (Brownell, 2009). From the exploration of Olympic education practice to the idea of enjoying Olympic education. It has examined what Olympic education contributed to the current Chinese educational system.

DISCUSSION: what role it will play in Beijing’s education system after the Games. Actually, it is still too early to tell if Olympic education was only a government-orchestrated show, whether it will persist in its current form, or what its final impact will be.

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The Empirical Analysis on the Influence Factors of Competition in Traditional Olympic Countries & the Later-Developing Strategies for China

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INTRODUCTION: From a historical and international perspective, inspecting the development circumstance and historical situation of summer Olympic Games ,that's the representative of competitive sport. Finding their developing experience to guide Chinese competitive sport in a health and sustainable development way, especially providing some historical advices for formulating a reasonable Chinese Olympic strategy.

METHODOLOGY/METHODS: The thesis colligate the historical research ideas and statistical methods, discussing in the certain angle of sport character as far as possible. Research methods are: ①Using Pearson correlation analyze the related factors of competitive ability, then establish a correlation matrix. Selecting the affected factors of the TBB (Tree Big Ball include basketball, football, volleyball) and TBE (the Basic Events include athletic and swimming) medals. ②Using multiple regression analysis to analyze the relationship between quantity and variation explanation for the factors of affecting TBB and TBE. ③Using K-means cluster to classify the Countries in different level of competitive ability , TBB, TBE, and then analyzing the later-developing strategies of China Olympic Games as well as competitive sport according the order.

RESULTS: (1)Factors significant influenced the competitive ability are GDP, medals of TBB and TBE, the times of hosting Olympic Games, the items of winning Olympic medals ,population. More details in table 1.

Table 1 9 Variables's Correlation matrix of Traditional Countries in Summer Olympic Games

	C1	C2	C3	C4	C5	C6	C7	C8	C9
C1	1								
C2	-0.023	1							
C3	-.491**	.578**	1						
C4	-.393*	-.297	0.217	1					
C5	-.473*	.430*	.768**	0.295	1				
C6	-.456*	.184	.637**	.779**	.647**	1			
C7	.129	.721**	.421*	-.525**	.313	.095	1		
C8	-.489**	.168	.615**	.458*	.357	.677**	.095	1	
C9	-.722**	.424*	.661**	0.073	.698**	.412*	.279	.496**	1

Explanation: C1= competitive ability , C2 =the times of winning Olympic medals, C3= the items of winning Olympic medals、 C4= the times of hosting Olympic Games、 C5=TBB、 C6=TBE、 C7=population、 C8= GDP per capital、 C9=GDP、 C10=political background

(2)Regression equation of the medals of TBB is (More details in table 2):

Medals of TBB=0.38* the items of winning Olympic medals+0.133*GDP+0.395* medals of TBE-0.153*score of the completeive ability+0.045*ln_population

Table 2 Result of Multiple Regression Analysis for TBB

Factor	β	T	P
the items of winning Olympic medals	0.38	2.756	0.007
GDP	0.133	1.38	0.171

Medals of TBE	0.395	3.802	0.000
Competitive ability	-0.153	1.269	0.208
ln_population	0.045	0.463	0.644
n	93		
F	14.505		
R2 Adj(%)	0.523		
DW	0.80442		

Regression equation of the medals of TBE is (More details in table 3):

\ln_medals of TBE = $0.024 * \ln_the\ times\ of\ winning\ Olympic\ medals - 0.158 * \ln_the\ items\ of\ winning\ Olympic\ medals + 0.055 * \ln_GDP + 0.086 * \ln_the\ times\ of\ hosting\ Olympic\ Games - 0.76 * \ln_score\ of\ the\ complete\ ability + 0.123 * \ln_medals\ of\ TBB$

Table 3 Result of Multiple Regression Analysis for TBE

Factor	β	T	P
ln_the items of winning Olympic medals	-.158	-1.365	.176
ln_the times of winning Olympic medals	.024	.344	.732
ln_GDP	.055	.752	.454
ln_the times of hosting Olympic Games	.086	.971	.334
ln_score of the complete ability	-.760	-6.243	.000
ln_medals of TBB	.123	1.471	.145
n	93		
F	21.597		
R2 Adj(%)	0.579		
DW	0.70683		

(3) Using K-means cluster to classify the Countries' competitive ability into 5 kinds, TBB and TBE into 3 kinds and 4 kinds.

DISCUSSION /CONCLUSION: The competitive ability in the Olympic Games influenced by the following factors of a Country: GDP, population, the items of winning Olympic medals, the times of hosting Olympic Games, level of TBB, TBE. The competitive ability in Olympic Games reflects the a Country's comprehensive power and the developing modal of genius. After Examining the history and the domestic situation, the Chinese later-developing strategy can choose the tendency either decline or stay in the top union with USA and Russia, it is better to choose the later. Take a further demonstration for TBB and TBE, they are still the core role in the development of Chinese competitive sport. The factors affect TBB are the items of winning Olympic medal, GDP, TBE, competitive ability, population. The factors affect TBE are the times of wining Olympic medals, the items of winning Olympic medals, GDP, the times of hosting Olympic Games, competitive ability, TBB. The diversity of items is more important in China for developing TBB and there are two steps to following the other countries, the quantity and quality of taking part in Olympic Games is more important in China for developing TBE and there are three steps to following the other countries.



The Research and Thinking of Olympic Education in the University

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PURPOSE: The Olympic education as a kind of life philosophy sends out the endless charm of competitive sports. Based on sports activities, it conducts physical, mental and moral education to teenagers and spread world excellent culture through the social effects of the sports. Further, the Olympic education educates people to learn, to understand, to support and to develop the Olympic Games. In addition, ones should make sports into daily and social life in different ways. College students are energetic, vibrant and willing to make a commitment to sports activities. They are the mainstays in the country, because they understand the Olympic culture while they also can inherit the Olympic spirit, including mutual understanding, friendship, unity and fair competition. College students' special status and role show that the Olympic education in the University is important to spread the Olympic spirit and to promote human harmonious development and social progress.

METHODS: In the paper documentation method, questionnaire inventory and expert interview method are used to analyze the understanding degree of the Olympic in the University in Beijing and to research the necessity to conduct the Olympic education.

RESULTS: Analysis results reveal it is very necessary and urgent to strength the Olympic education in the college, because college students are enthusiastic about the Olympic, but they are lack of the knowledge structure and cultural background. In addition, the paper analyses practical significance of the Olympic spirit to college students. It is conducive to developing their physical quality, setting up comprehensive values, enhancing the level of mental health and establishing the idea of collectivism, meanwhile it also can help them cultivate enterprise and the spirit of fair competition. Finally, approaches and methods of Olympic education are proposed. In order to realize the goal of the Olympic education, it is better to combine the Olympic spirit and Chinese university education, to deliver talents to participate in the service of the Olympic Games, to offer Olympic course, and to create Olympic atmosphere in the campus. Concurrently, the campus culture media should be made full use to carry out Olympic education.

CONCLUSIONS: Colleges as the focus of the Olympic education, should establish sports education organization, work out teaching plan and carry out various kinds of Olympic education based on sports activities, to make them to become high level athlete's training base. College students should strengthen the struggle and enterprising spirit, develop the pursuit of the true, the good and the beautiful, form the concept of "faster, higher, further" to make themselves form a unique personality.

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Poster

A Comparative Study on Cultural Characteristics in Modern Olympic Event Icons

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²Harbin Engineering University

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1.RESEARCH PURPOSE :This study compares cultural characteristics embedded in successive Olympic event icons through questionnaire survey, finds those impressive icons and then proposes questions existing in design performance of them and reasonable suggestions.

2.RESEARCH METHODS :This study respectively applies literature, interview, questionnaire survey and mathematical statistics methods.

3.RESEARCH RESULTS :To begin with, the results show that five Olympic event icons of 1992, 1996, 2000, 2004 and 2008 possessed cultural characteristics. In the second place, the above-mentioned five icons have their own cultural characteristics. In the end, by the comparison of cultural characteristics shared among the five icons, it can draw a conclusion: as for vitality, Barcelona possesses the most while Sydney the least; for creativity, Beijing has the most while Atlanta the least; for cultural ambience, Beijing is equipped with the most while Barcelona the least; for theme distinctiveness, Beijing is provided with the most while Atlanta the least; for understandability, Barcelona gets the most while Beijing the least.

4.DISCUSSIONS

4.1 Gradual loss of consistency and continuity in design and development; deviation from era features of globalization in manifestation thus resulting in limitations; Gradual loss in the important function of information delivery.

4.2 Suggestions

Ensure the inheritance of consistency in successive Olympic event icons; design in the perspective of globalization; make designs containing culture on the premise of conveying information.

A Study on the Chinese Olympic Publicity (abstract)

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1 OBJECT: The paper analyzes the undertaking of Olympic publicity in China in detail, what are mainly discussed here is the relevant key priorities of the propaganda organs of government sports departments and mass media. The conclusion is that China's Olympic education and the Olympic publicity have achieved initial results. Such education and publicity have enabled the Olympic spirit to spread in China, the Olympic movement and the Olympic culture to become popular and develop in China.

2 METHOD: By means of literature, mathematical analysis and other methods.

3 RESULT: The conclusion is that China's Olympic education and the Olympic publicity have achieved initial results. Such education and publicity have enabled the Olympic spirit to spread in China, the Olympic movement and the Olympic culture to become popular and develop in China.

4 DISCUSS: With the extensive development of Olympic movement, it is increasingly important to carry out systematic and complete Olympic publicity. It is provided in The Olympic Charter that the first task of NOC (the national Olympic Committee) is to “publicize the basic principle of olympism within the scope of national sports activities and to promote the spreading of olympism in the sports teaching plan in schools and universities.” [1]. The Chinese Olympic Committee responded positively to the IOC’s call by combining the actual situation in our country and regarded it as important work and part of the Chinese Olympic cause to promote the Olympic spirit and ideal and to popularize the Olympic movement. The Chinese Olympic Committee mainly relied on government sports propaganda organs and mass media to implement Olympic publicity and spreading work. In China, the Propaganda Department of the State General Administration of Sports is the national professional department in charge of the implementation and management of sports and the Olympic publicity. China’s mass media, including carriers of medium of communications such as radio, television, newspapers, books and network play an inestimably active role in the publicity, spreading and popularization of Olympics. [2]

5 ACKNOWLEDGEMENTS: This work is supported by 2012 innovation team of Chengdu Sports University: on the historical change of modern Chinese and foreign Sports Activity (Grant No.:CXTD201202) .

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About the Olympics Ambush Marketing Behavior Analysis

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OBJECTIVE: Since using commercial mode of operation, the Olympics has become the world's largest coverage area, the most effective marketing platform. However, the harsh Olympics sponsor Terms shut out the vast majority of companies, resulting in scarcity of resources in the Olympic sponsorship. In this case, the ambush marketing behavior became many over-the-counter company's marketing strategy.

The purpose of this research is ambush marketing behavior of the Olympic Games in the dialysis, the manifestation of such market behavior related hazards and preventive measures were analyzed to study.

METHOD: In this study, the literature review method, described in the narrative method, comparative analysis and historical research method.

RESULT: Hidden in the modern Olympic Games marketing behavior is mainly reflected in:

- (1) Olympic sponsorship advertising (broadcast).
- (2) Funded in the individual competition of the Olympic Games, teams or sports stars.
- (3) Buy the games near periods and replay ad time.
- (4) Held a number of non- promotional sponsorship activities close to the target consumer group.
- (5) Ambush strategy: using recognizable locations or markers as an advertising background;

distribution is allowed souvenirs or free travel sponsored by implication with the events; officially sponsored athletes and teams as competitors bear congratulatory advertisements.

The ambush marketing behavior Olympics sponsor stakeholders bring harm: First of all, to the sponsor's investment caused immeasurable loss. Secondly, the implicit market behavior sponsorship will reduce damage to the interests of the IOC and the host city, a threat to the Olympic brand and property safety. In addition, contrary to the competitive spirit of the ambush market behavior Olympic fair competition and fair and square.

SUGGESTION:

- (1) Improve the relevant laws and regulations.
- (2) Establish a "clean" area in the Olympics, the stadium and the surrounding.
- (3) Strengthen the propaganda of Olympic intellectual property laws.
- (4) The establishment of the event sponsorship risk protection mechanisms.

KEYWORDS: Olympics; Ambush Marketing; Precautions



An Analysis on The Demarcation of Responsibilities between the Government at All Levels and the Organizing Committee for Sydney Olympic Games during the Whole Preparatory Period and Its Revelatio

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This paper mainly aims to analyze how to demarcate responsibilities and establish the cooperative mechanism between the Australian government at all levels and the organizing committee for Sydney Olympic Games, during the whole preparatory course by the methods of empirical analysis and normative analysis and literature analysis. This paper argues that the general character of Sydney Olympic Games is based on the state government, which actively cooperates with the organizing committee on the preparatory work. The organizing committee for Sydney Olympic Games communicates and coordinates with the federal government and the Sydney government through the state government. There exist such problems in the early preparatory period as the demarcation of responsibilities between the government and the organizing committee being not very clear and binding together slowly between the Government and the organizing committee and the retardation on the establishment of the only authoritative body and the appointment of authority figure. Accordingly, this study reaches the following revelation: the government at all levels being indispensable, Responsibilities of governments at all levels and the organizing committee of the division of responsibilities being clearly defined as soon as possible, Cooperation between the Government and the Organizing Committee mechanism being established as soon as possible, giving full play to the role of government and the market, the relevant departments of the organizing committee working together, the command and control of sport events being highly concentrated.

Analysis on Age Characteristics of World Topnotch Sprinters in Optimal Athletic Phase

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OBJECTIVE: To successfully train up topnotch athletes of world standard, different sports event has special requirements for the age of beginning to practice, entering into specialized training, holding on to optimal athletic level and athletic ability beginning to decline. Thereinto, the core problem is the age of reaching optimal athletic level.

METHOD: Study the age characteristics of 635 male and 281 female world topnotch sprinters who reached personal optimal athletic state from 1964 to 2012 through document literature and mathematical statistics. The common characteristic of them is that their best achievements in career were recognized by IAAF and were recorded in the best history annals.

RESULT:

1. The influence of age on athletes' optimal athletic state
2. The influence of time development on athletes' optimal athletic state
3. The influence of nation on aged athletes' peak state

CONCLUSION:

1. The age of world's topnotch male and female sprinters when they reach optimal athletic state is 23.6 and 24.8 respectively. The age difference is clear between male and female ($t=-5.202$, $P<0.05$).

2. The number of male and female athletes reaching optimal athletic state presents the inverted U-shaped model, all the peak age of male's three sport events is 22 while female's is 22, 23, 24, three successive plateau phenomenon.

3. With the development of time, on one hand, athletes' achievements in optimal athletic state are better, on the other hand, the number of athletes reaching optimal athletic state increases year by year. During the Olympic year and years around, the difference of this number is not clear ($t=-1.412$, $P>0.05$).

4. A nation's advantage in sprint dose not only lie in medal number, but also in maintaining and lasting the sport life of sprinters by national training system.

Analysis on the Badminton “Ecological Imbalance” in Olympics

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INTRODUCTION: With the development of Chinese badminton competitive level, China has achieved better results step by step, especially a clean sweep of all 5 titles in London Olympics. Meanwhile world badminton faces the crisis of “ecological imbalance” in Olympics which will be explored in this proposed research.

METHODS: Three methods of investigation are followed: Literature Study, Logical Analysis and interdisciplinary study

ANALYSIS: This research finds that badminton in Olympics has an ecological niche displacement, imbalance of ecological areas development (Figure 1), functionally competitive level imbalance (Figure 2) and the problem of lagging behind the social and economic development. Far exceeding the self-regulating capacity, the badminton ecosystem shows an “ecological imbalance”.

It is suggested that the influence of “ecological imbalance” on the sustainable development of badminton is:

1. Result in lower badminton competition intensity and ornamental value, badminton in Olympics at risk;
2. Lead to the appearance of Chinese “overseas legion”, and the Chinese niche in the world badminton ecosystem changes.

Summarizing the reasons of badminton “ecological imbalance” in Olympics, especially the limiting factors such as less advanced commercialization and professionalization of world badminton, lacking of market by World Badminton Federation, feature of the sports, the restriction of local economy and China grasping the winning pattern scientifically, the research suggests that we need to study the influence of badminton “ecological imbalance” in Olympics more comprehensively and dynamically; we need to explore the opportunities in the crisis to seize the turning point of revolution, change ideas and the way of developing, adjust accordingly by using the dissipative structure, change the Chinese niche in the ecosystem, shoulder the responsibility of promoting the global badminton culture, accelerate the commercialization and professionalization of world badminton and advance the new order of badminton ecosystem in Olympics.

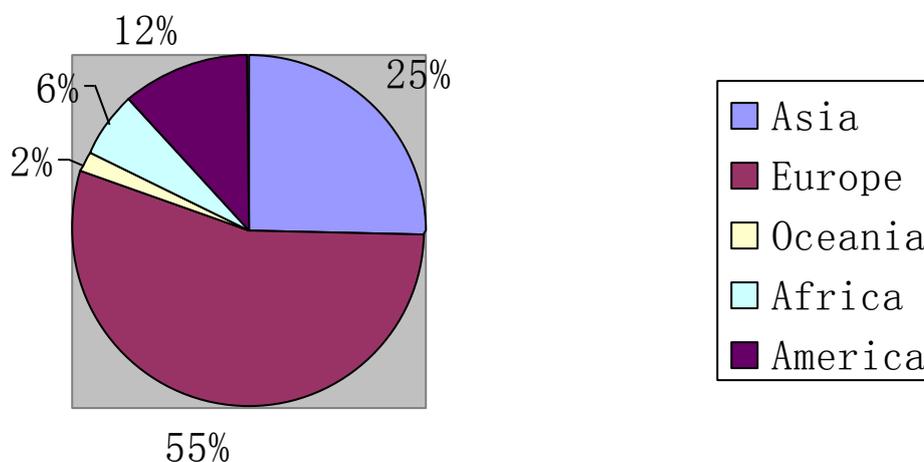


Figure 1 National Federations which took part in the London Olympics

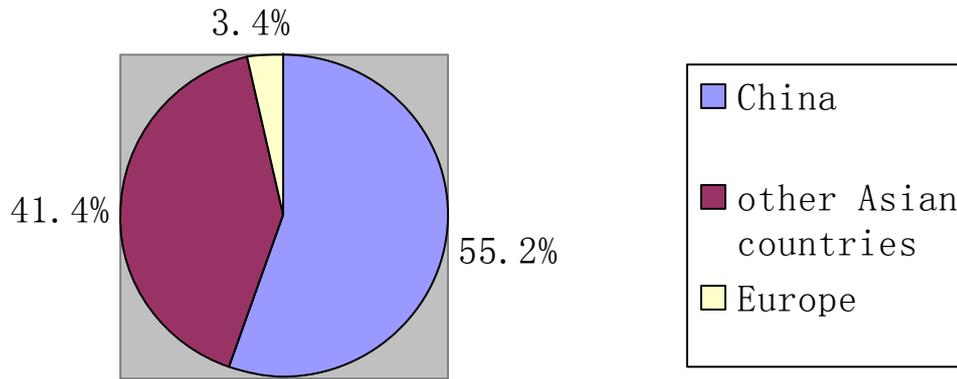


Figure 2 Gold medals in Olympic Games (1992-2012)

Note from the official website of World Badminton Federation, Copyright 2013 by the World Badminton Federation

Analysis on the crisis badminton faces in Olympics

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INTRODUCTION: This proposed research will explore the crisis of badminton in Olympics. It is a major issue whether badminton stays in the Olympic or not with the scandal that saw eight women's doubles players disqualified for trying to lose matches at London Olympics.

METHODS: Three methods of investigation are followed: Literature Study, Statistical Review and Logical Analysis

ANALYSIS: The IOC executive board was set to vote in Lausanne to have a sport removed from the 2020 Summer Games in February, 2013. Though badminton---one of those thought to be most at risk is not going anywhere till 2020, the danger still exists.

Badminton comes low in the ranking of the IOC evaluation. The IOC evaluated 26 core sports in Olympic Games in terms of general value, governance, history and tradition, universality, popularity, athletes, development and finance 8 themes and 39 criteria. The target of badminton is getting lower during two Olympic periods of 2000-2008. (Table 1)

This research suggests four factors leading to the crisis:

1. Competitive level imbalance of the world badminton;
2. Imbalance of ecological areas development;
3. Less advanced commercialization and professionalization, lagging behind the social and economic development;
4. Lacking of market by World Badminton Federation

CONCLUSION: World badminton faces the crisis of dropping from the Olympics because of the imbalance of badminton development, the lower universality, less advanced commercialization and professionalization of world badminton and the market pending further development and expansion. It has become a world major issue of survival and development of the sport.

Analysis on the Intensifying Weekly Training of Chinese Boxing Team Preparing for the London Olympic Games

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1. INTRODUCTION:

Through tracking the training of the Olympic gold medalist of Zou Shiming before London Olympic Games, the article analyzed the intensifying training process about Chinese Boxing Team of preparing for the London Olympic Games. The article revealed the structural characteristics, the content features and the load characteristic of Chinese Boxing Team in the aim of summarizing the successful experience of the Chinese Boxing Team and revealing the training tips about Chinese Boxing Team.

2. METHODS:

Mainly use the methods of training observation, video analysis, mathematical statistics and literature.

3. RESULTS AND ANALYSIS:

3.1 The unit structure of the intensifying weekly training

The intensifying weekly training structure of Chinese Boxing Team in preparing for London Olympic Games was as same as routine week training, in which there are 9 training courses of 90 minutes each and 5 half day rests. The weekly training consists of four units. The 1st unit includes 2 training and 1 rest. The 2nd unit includes 3 training and 1 rest. The 3rd includes 3 training and 1 rest. The 4th unit includes 1 time training and 2 rests. This unit structure model of weekly training considering the body physiology function changing and requirements under the load stimulus.

3.2 The course characteristic of the intensifying weekly training

The courses of intensifying weekly training had three kinds, which were regular courses, intensifying courses and adjust courses. In the first week each kind of course accounted for 33.3 percent. And in the second week the intensifying courses increased significantly to 55.6 percent, the regular training decreased to 11.1 percent, and the adjust course still maintained at 33.3 percent. This courses assignment not only ensured the intensifying stimulation, and also ensured body recovery through adjust course and rest.

3.3 The content features of the intensifying weekly training

The special training contents not including the warm-up and adjust exercise in the first week were 12, had a total training time of 148.5 minutes, accounting for 18.33 percent of the total weekly training time. The special training contents in the second week were also 12, had a total training time of 175 minutes, accounting for 21.60 percent of the total weekly training time, and increased by 3.27 percent compared with the first week.

3.4 The load controlling of the intensifying weekly training

Comparing the special training intensity and time of two weeks, we can find that the intensity of the second first week was higher than the first week, but the net special training time of each course is less than the first week (Fig. 1). And the weekly training appeared three peaks of intensity. If the special training intensity was high, the training time is low. In contrast, if the special training intensity was low, the training time is high.

4. CONCLUSIONS:

The intensifying weekly training structure of Chinese Boxing Team consisted of four units. The courses of weekly training included three kinds, which were regular courses, intensifying courses and adjust courses. The special training time of second week was lower by 3.27 percent compared with the first week. And the weekly training appeared three peaks of intensity.

Analysis on the Niche of Chinese Badminton in Olympics

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³Zhengzhou Customs Analysis on the Niche of Chinese Badminton in Olympics

INTRODUCTION: Since badminton has become a full competition sport at the Olympic Games in 1992, the level of Chinese badminton is continuously improving. We even made a clean sweep of all 5 titles in London Olympics. However, without a well-balanced development, badminton faces the crisis of dropping from Olympics. It is something to ponder that how Chinese badminton adjusts its ecological niche in Olympics.

METHODS: Three methods of investigation are followed: Literature Study, Statistical Review and interdisciplinary study.

ANALYSIS: Although the national federations pay more attention on the sport when badminton made its full Olympic debut at Barcelona Olympics, there is an imbalance on both competitive level and development area of badminton: Asian countries especially China dominate the sport and very few federations from Africa, Oceania, and America attend the competition in Olympics.

According to the evolutionary theory of the ecological niche, there are three strategies Chinese badminton could adapt:

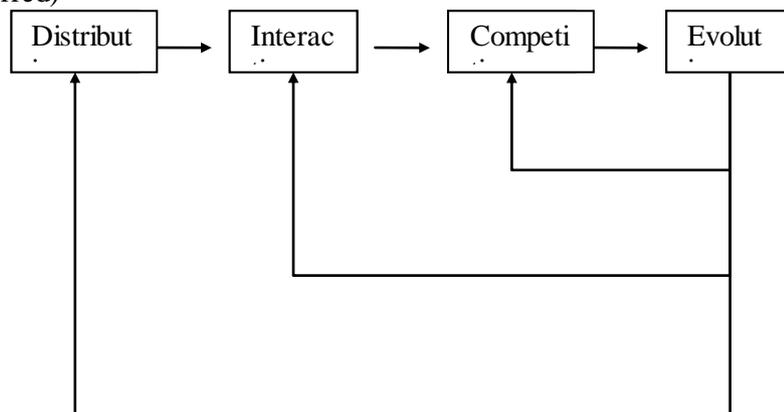
1. Niche compression: restrict and reduce the living space (It does not change the ecological resource);
2. Niche expansion: reduce the competition and enhance the cooperation, in order to possess a broader market share.
3. Niche co-evolution: interact with other competitor to generate the co-evolution system

Making its debut in Olympics, Chinese badminton achieves the advantage in the competition and obtains larger share of resources in the ecosystem. Then it evolves for its own survival and development, the direction of which should be the third strategy, co-evolution. (Figure 1)

CONCLUSION: Continuing to thrive, Chinese badminton should face squarely the niche change and co-evolve with other countries to exploit the ecological resource of badminton instead of staying at the competition stage to fight for the exist source. The role of Chinese badminton should change from gold chaser to global badminton culture promoter.

NOTES: 1. Tilman D. Niche tradeoffs, neutrality, and community structure: A stochastic theory of resource competition, invasion, and community assembly [J]. Proceedings of the National Academy of Sciences, 2004, 101:10854-10861.

(Poster preferred)



Breeding the Olympic Reserve by the Informational Technologies

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The problem statement of this work a number of colleagues can cause confusion. And there is a line of sight basis. Passion for orphans sports and working at a computer for many often presents a dilemma. And recommendations made to strengthen child health were to be to redirect teens that really carried away with information technology classes at the sports sections. And in some cases it was quite reasonable. In one of the children's homes, for example, boys - avid players - suddenly burst ball. This happened at the beginning of the weekend, when no one could help them solve the problem. Gallant team decided it yourself: the boys sat at the computer, and started to play virtual football. Occupation admit, also exciting. And mind and wit develops just as good this football. But, of course, does not strengthen the muscles and growing more so boyish and light brings only harm. In earlier studies, talking about preventing the negative impact of computer technology on children's health, we are also called training real sport if not simply reorient the direction of interest of pupils, then, at least, pay attention to the compensatory function of sports sections in cases where children are both passionate and sports, and information technology. Paying tribute to our wonderful coaches, Chief, and now we decided to go further into this matter. We proceed from the fact that not only the children in sports activities can give pupils the opportunity to keep health while continuing to master the subtleties of ever-improving information technologies. But reciprocity, developing a variety of network services, computer applications and rapidly developing hardware in combination can contribute to pupils increasingly successful in sports. The Russian people have enthusiastically accepted the decision of the International Olympic Committee to make the capital of domestic resorts, famous throughout the city of Sochi, also the capital of the Winter Olympic Games in 2014. It is quite natural that it has become a source of pride for our children's homes and boarding schools. All the more so for the older of them will soon come a time when they will be able to play sports for adults. Of course, not only in Olympic sports - each pupil, so - and graduate individual sports preferences and personal ambitions. Considering this and keeping them within reasonable limits, the children's home may appeal to the sporting interests of the child including those with him during the career guidance. Direct professional guidance will rightly be called one of the first uses of information technology in the formation of stable interest pupil in sports. Do so, for example, the staff of the orphanage of Azov the orphanage "Altair" Labinsk Krasnodar region and other Internet resources include biographies of prominent athletes and their methodical calculations for those who want to follow in the way idols, other notable in this regard web material.

Change of the Olympic Program on the Games of the XXX Olympiad in London

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INTRODUCTION: The international Olympic movement and Olympic Games became an integral part of world culture. Therefore the issues, connected with the Olympic program, are a subject of discussions at various levels.

RESEARCH OBJECTIVE: to consider changes of the Olympic program on the Games of the XXX Olympiad in London in 2012.

RESEARCH METHODS: work methods with references and statistical data (studying, systematization, etc.); analytical methods (inductive, deductive).

RESULTS OF RESEARCH: On Games of the XXX Olympiad taken place in London from July 27 to August 12, 2012, sports facilities were located in three zones: the Olympic, river and central.

At the 117th Session the IOC in Singapore in July, 2005, the IOC made the decision to exclude baseball and softball from the Games-2012 program; also golf, karate were offered to inclusion, to rugby-7, roller sports and the squash however any of these sports didn't receive necessary quantity votes.

But nevertheless in the program of the Games there were some changes. In August, 2009, the executive committee of the IOC allowed women to take part in boxing competitions. Thus, women acquired for the first time the right to act in all summer Olympic sports.

In rowing on kayaks and a canoe on smooth water of competition of canoe pairs on 500 meters among men were replaced with female competitions of loner kayaks with 200 meters. Other man's competitions on a distance of 500 meters (a loner kayak, a kayak two, a canoe single) are truncated to 200 meters.

In tennis, for the first time since 1924, passed competitions among the mixed couples. In competition sailing in a class of the Tornado were excluded, and the class of Ingling is replaced with Elliott. In cycling for the first time are entered omnium at men and women, team pursuit, team sprint at women, and were cancelled individual pursuit, race on points and Madison.

Changes happened and in handball: tournament for 5-8 places among the teams which have lost in a quarterfinal was cancelled. In modern pentathlon the format of competitions changed: run and sports firing are united in one competition.

CONCLUSION: The Games of the XXX Olympiad became history not only due to the bright victories, new records, but also because of innovations in the Olympic program.

About 150 million messages of users of the largest social network Twitter from the whole world, were devoted to the Olympic Games in London. According to the British mass media, the Games – 2012 steels the most visited in the history of the modern Olympic movement.

The closing ceremony took place on August 12 at the Olympic stadium, and by tradition the Olympic flag was given to the mayor of Buenos Aires - future capital of the Games of the XXXI Olympiad.

Contribution of the 2008 Beijing Olympic Games to Multiculturalism in the Olympic Movement: from Perspective of Visual Images and Ceremonies

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INTRODUCTION: It has been generally acknowledged that multiculturalism is the wealth and pursuit of the Olympic movement. In the reality, however, the majority of the history and symbolism of the modern Olympic Games is linked to Western civilization, which is reflected by the fact that there are only two sports of clearly non-Western origin on the Olympic program--- judo (Japan) and taekwondo (south Korea). (Susan Brownell, 2009) "It is above all through the ceremonies that the Olympiad must distinguish itself from a mere series of world championship."(Coubertin, 1910: 41). Olympic ceremonies can be considered as a setting for intercultural exchange (John MacAloon, 2009).

RESEARCH METHOD: Such methods as literature, history review and logical analysis have mainly been employed in this research.

RESULTS: The following conclusions have been drawn based on the research methods mentioned above. Firstly, the 2008 Olympic Games themselves may promote the multiculturalism in the Olympic movement in an unprecedented way since it is only the third time for the Olympic Summer Games to be held outside the West and in a nation with the typical characteristics of eastern culture. Secondly, a series of visual images created in the Beijing Olympic Games are embodied unique elements of traditional Chinese culture ranging from emblem of "Chinese Seal Dancing Beijing" to five mascots of "Fuwa", from the medal mounted with traditional Chinese jade to the torch full of Chinese elements shaped with paper roll, colored with Chinese red and patterned with "Lucky cloud". Thirdly, Chinese elements particularly are made to be shown in the symbolic and unique ceremonies of the Olympic Games from the torch relay named "harmonious journey" themed "hehe 和合", essences of traditional Chinese culture, to the opening and closing ceremonies abundant in Chinese elements, all of which are proven to be perfect platforms to showcase and diffuse the Chinese culture.

CONCLUSION: According to what have been explored, it can be safely concluded that the 2008 Beijing Olympic Games have left valuable legacies to the Olympic movement, and more significantly, made a great contribution to the multiculturalism in the Olympic movement lacked in its reality.

Key words: promotion; the 2008 Beijing Olympic Games ; multiculturalism, the Olympic movement

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Development Path of Olympic Education for Chinese Teenagers-Based on the International Inspiration Program during 2012 London Olympic Games

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OBJECTIVE: The paper tries to put forward a development path for Olympic education among Chinese teenagers enlightened by the International Inspiration Program launched during 2012 London Olympic Games. It is also proved that the meaning of Olympic education in accelerating teenagers' all-round harmonious development.

METHODOLOGY: After reviewing the development theories of Olympic Education, reliable statistics on status quo of teenage physical condition, and the related researches on the positive effects of physical activities and education on teenagers, this paper elaborates the principles and necessities of Olympic education and how to implement effectively and widely Olympic education for contemporary teenage students domestically.

BACKGROUND: 1. To educate the youths via sports and enable them to develop both physically and mentally by spreading Olympic idea is the key value advocated by Pierre de Coubertin and the origin of Olympism. Though he did not give an exact definition to the principles of Olympic education, the later German Professors Ommo Grupe and Norbert Muller concluded it into 6 points: the balanced development in physical, mental, and intelligent respects, pursuit of perfect development, respect of amateurism, ethic rules of fair play; promoting peace and human liberation. 2. Under the deep influence of the Confucious thought and historical reasons China has more than 280 million teenage students, which is regarded as a special context to implement Olympic education.

ABSTRACT: International Inspiration (II) Program launched during 2012 London Olympic Games aimed to enrich the lives of 12 million children and young people of all abilities in 20 countries across the world, through the power of high-quality and inclusive physical education, sport and play. However, due to the overstressing National College Admission Examination, parents' overlooking physical education and the frequently being exposed to sedentary recreation opportunities leads to least interests in participating sports for teenage students, physical condition among teenagers has been on the straight decline over the past 20 years. At present it is necessary and high time for teenagers to popularize Olympic education via taking part in sports. For one thing, it promotes teenagers internalize the values and rules of sports and learn collaboration and cooperation, respect and tolerance. For the other thing, it cultivates social role of teenagers and accelerates the individual socialization process. More importantly it enriches their lives, changes the present passive lifestyle, and increases their physical and mental development in balance in a sense.

CONCLUSION: Since the significant role of Olympic education among teenage education, the paper comes up with its feasible development path before the Nanjing Youth Olympic Game. Firstly, an awareness of promoting physical and mental development in harmony via sports should be recognized and enhanced among teenagers, families, schools, government and social organizations as well and setting up the operating mechanism of joint administration meeting system. Secondly, to launch national teenage sports competition regularly contributes greatly to strengthen their bodies and leads to continuous commitment to a physically active lifestyle. Thirdly, in order to expand diverse forms of education and intensify the depth and width of Olympic education, government and social organizations should be encouraged to take such measures as opening nationwide websites of Olympic education for information dissemination and communication,



establishing collaborative schools between western slowly developed areas and eastern developed areas, getting sports stars started to set examples in sports. Fourthly, taking the present situation into full consideration, coverage of Olympic education should be enlarged to embrace teenagers with disabilities, which embodies the anti-discrimination principle of Olympic education, helping to change their social status and improving the harmonious and sustainable development of sports.

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Education for Elite Athlete in China: Necessity, Urgency, and Methods

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BACKGROUND AND OBJECTIVES: Athlete is an important human resource in the development of sports cause. As a developing country, China has formed its special institution and system under the support of whole nation (Juguotizhi) in chase of developed countries. Since the reform and opening up in 1978, China has taken an extensive reform in its sports system. However, how to better change its athletic performance and technology level, so as to improve the national sports performance level is still a difficult problem for all levels of sport administrative departments. Within the current configuration of Chinese sport, it is essential and vital to develop athlete resource to maintain the advantage in sports, and good education for elite athlete is a good choice to fulfill the target.

METHODS: The author analyzes the quality of current athlete based on the data from the Sports Statistics Yearbook 2009 by General Administration of Sports in China, and uses latest research literature to explore the solution to improve athlete performance by education.

RESULTS: The development of Chinese sport is decided by the quantity and quality of current athlete. Retired athlete is the main source of sports coaching, and this trend will continue after Beijing Games.

Special institution and system arrangement leads to the indifference of development of young athlete in reality. At the end of 2008, there is 22,978 (19,774 in service, and 3024 in transition) outstanding athlete belonged to national or provincial excellent sport team. According to their age distribution, 44.75% is under 20yrs, 47.74% is between 20 yrs to 30 yrs, and 7.52% is above 30 years old. It shows that development for 20-year-old athlete is vital important to build a sport power for China.

Education is the deficiency under Chinese sport configuration. Almost all athlete spend their most time in training of sports technique and recovery, they have no energy to study culture any more. As outstanding athletes' education level, only 24.05% gets college degree or above, 15.71% gets technical secondary school degree, 24.45% is junior high school graduate, 31.69% is senior high school graduate, and 3.9% finishes primary school education.

In the 3024 retiring athletes who in transition from athlete to other careers, half of them is under 30yrs, 15.84% is under 20yrs, and 30.65% above 30yrs. As for their education background, 28.31% has college or higher education, 40.01% gets technical secondary school degree, 11.54% senior high school graduate, 17.79% is junior high school graduate, 2.35% only finished primary school.

However, more and more athlete has no high degree in education; they will be put in a quandary when retired from the sports team. The government has to undertake the obligation to develop athlete's knowledge and capacity.

Due to special enrollment for athlete student, they can get bachelor or master degree without the common entrance exam for higher education. But most of them cannot get the same progress for the short of basic education.

The job for athlete even Olympic medal winners, mainly resort to government settlement in sport administration at all levels, as a result, that makes Chinese sport regulations more closed than before.

DISCUSSION: The author regards that there are four type development ways for athletes.

Firstly, school education is the primary developing methods, and it is appropriate for the young athlete.

Secondly, in-service education and training is basic way for the adult who will be retired from the front-line.

Thirdly, athlete movement is another way to develop its skill, and useful for the high-level athletes.

Fourthly, cultural construction of sports team is also beneficial to the development of athlete resource in cultivating character, cooperation skill and volitional quality.

Evolution of Comprehensive Games and National Identity of Chinese Society in the Process of Modernization

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RESEARCH OBJECTIVES: Sport have proved “uniquely effective” in defining national identity and the sense of belonging. Sport may be the quintessence of nationalism on many occasions, but it is also one of the most effective means yet devised of uniting the global village.” In this study, it will to examine the process of modernization of Chinese society by seeking the history of national identity through sport from the perspective of the evolution comprehensive sports, to explore the coupling relationship of sport and national identity, and further pointed out the identity crisis that China comprehensive games faced by which its fundamental reason, the final demarcation of the future path of comprehensive games reform and innovation symbiotic fusion with the national identity.

METHODS: The research topic was discussed and analyzed in-depth by using the following research methods which are literature analysis, historical research, logical analysis, benefit analysis, etc.

RESEARCH RESULTS AND DISCUSSION:

1. Modern Western sports spread of development in China, making the sport in nationalism, local identity, has played an important role in the construction of national identity.

2. Throughout the history of the evolution of China's large multi-sports, sports and social modernization trajectory tightly coupled, synchronous resonance, a reflection of the history of China to seek national identity through sport.

3. From the Qing dynasty, the Republic of China, during the National Government, the People's Republic of China four historical periods of view, the development of China's large multi-sports to build a bridge of Chinese national internal order and external order, outline the operation mechanism and characteristics of Chinese sports seeking national identity in different periods.

4. China has finally realized a century-old dream of seeking national identity through sport in 2008 Beijing Olympic Games, China has "no remodeling unparalleled" Olympic national image of China's important position and role in the international system.

5. Future periods, the evolution of our comprehensive games will continue to target to the construction of national identity, a series of reform and innovation.

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Innovation Research on Taekwondo Training of Outstanding Female Athletes

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INTRODUCTION:The outstanding female Taekwondo athletes have won five gold medals in the nearly four Olympic Games. However, the burden of Chinese female Taekwondo undoubtedly fell on Wu Jingyu and Hou Yingzhuo, along with the retirement of Chen Zhong and injured Luo Wei. Therefore, the advantages of Chinese female Taekwondo projects gradually transit from large level to middle level, small level.

METHODOLOGY:document method, expert interview methods, game observation methods, logical analysis, mathematical statistics and so on.

SUMMARY OF RESULTS:In order to keep the advantages the Chinese female Taekwondo athletes dominate in the Olympic Games and to improve the training equality of the outstanding female Taekwondo athletes, this thesis design the specific content of training innovation research about the outstanding female Taekwondo athletes on the basis of engineering science theory. As a result, it can provide theoretical support for a more brilliant performance the outstanding female Taekwondo athletes achieve on major international competitions and guide training practice.

CONCLUSION:1.Training process planning highlight training concept innovation and training plan making. Training concept innovations include familiar competition rules and exploration of winning rules; training plan making consist of arrangement of training period and selection of training content. Training process planning plays a key role in the overall situation of training process and scientifically devises reasonable planning under the guidance of new training concept. 2. Implementation of training process put emphasis on enforcement of training plan and adjustment of training plan. Enforcement of training plan involves usage of operation method and the training of competitive capacity. Adjustment of training plan covers means adjustment and substance stage adjustment. Enforcement of training plan is the core content of exercise training; Adjustment of training plan benefits the effect of training method. 3. Training process monitoring lays stress on physiological function monitoring and training process evaluation. Physiological function monitoring contains selection of monitoring index and familiar index characteristics; Training process evaluation comprise training quality evaluation and stage competition evaluation.

SUGGESTIONS: 1. Coaches should give the outstanding female Taekwondo athletes training idea and make them better comprehend the content change of Taekwondo and development tendency, the characteristics of electronic protective clothing, sensible training plan, scientific selection of training methods and effective arrangement of training load. 2. For the outstanding female Taekwondo athletes, they not only adopt concrete operation method and accomplish competitive capacity training but also require the coaches adjust training plan in a targeted manner during the process of training implementation. Those adjustments contain training method adjustment and substance stage adjustment. 3. The coaches are not only adept at physiological function monitoring index of the outstanding female Taekwondo athletes, scientific and reasonable monitoring but also at the supervision and evaluation of training quality and stage competition, thus providing the guarantee of excellent performance in big games for the Chinese outstanding female Taekwondo athletes.

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Legacies of the Olympic Education of “Beijing Model” to the International Olympic Education

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INTRODUCTION: Beijing Olympic Education Program was initiated creatively jointly by BOCOG and Beijing Municipal Commission of Education under the context of the Beijing Olympic Games, the vital significance of which is regarded not only as the biggest scale in the history of the Olympic Games, but also as an unprecedented “Beijing Model” in the history of the international Olympic education.

RESEARCH METHOD: Such methods as literature and interview have mainly been employed in this research.

RESULTS: The following results have been drawn based on the research methods mentioned above. Firstly, the legacies of educational concept of “Beijing Model” are embodied by the perfect combination of universal values of Olympism with the traditional Chinese education and the concentration on the sustainability with the guideline of “international vision, Olympic platform, educational nature, student development, school improvement”. Secondly, the organizational legacies of “Beijing Model” are embodied by the governmental-led advantage combined with the social participation, which is specifically showcased by the features that educational administrative institutions of host cities fully coordinated with BOCOG, exerting vital functions in such aspects as development of the Olympic education planning, design and organization of diverse activities, guarantee of finance and human resources and mobilization of educational resources and social forces. Thirdly, the activity legacies of “Beijing Model” are embodied by the combination between key projects—Olympic Education Demonstration Schools and Heart to Heart International Partnership Program—and diverse theme activities focused on the main contents of physical education, moral education, education for international understanding and environment education.

CONCLUSION: The Olympic Education of “Beijingmodel” reflected both unique locality and diversity of Olympic education under the framework of universal sharing. As a consequence, Olympic education is no longer a mere western definition but strongly influenced the eastern culture, and has comprehensively promoted the diversity of the international Olympic education.

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Searching the achievement of Mongolian team participated in London 2012 Olympic Game

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Every country from the five continents would like to participate in Olympic Games nowadays. Also participant country, athletes and medal numbers have been increasing regularly. Mongolian athletes participated 12 times until 2012 from 1964 in the Summer Olympic Games and won 4 gold medals, 9 silver medals and 13 bronze medals. Mongolian athletics have won total 24 medals from the category of shooting, boxing, judo and free style wrestling which includes in the Olympic Games.

Achievement indexes of Mongolian athletes participated in Olympic Games.

29 athletics including 16 men and 13 women participated by 6 categories of sport in the London 2012 Olympic Games and won medals by 3 categories of sport.

The sport categories participated in Olympic Games divided into 3 parts:

- Won the medals
- Improve previous success
- Participated failure

1. The athletes of judo, boxing and woman free style wrestling categories won the medals. However Beijing Olympic Champion N.Tuvshinbayar (100kg) took the gold medal in division of judo, he won the silver medal in London 2012. S.Nyam-Ochir (73kg) won the bronze medal in London 2012 and woman judo athlete Ts.Munkhzaya (63kg) took the 5th place, M.Urantsetseg (48kg) took the 7th place and Mongolian judo athletes took the 15th place from 135 countries. The boxing athletes won one gold medal, one bronze medal from Beijing Olympic Games but N.Tugstsogt won the silver medal and U.Munkh-Erdene (64kg) won the bronze medal in London 2012. Mongolian boxing team took the 10th place from 78 countries. S.Battsetseg (63kg) from woman free style wrestler won the bronze medal in London 2012 and Mongolian female wrestler won the medal from Olympic Games at first time. Mongolian female wrestlers took the 7th place from 71 countries.

Even if Mongolian athletes did not win the gold medal in London 2012, they won 2 silver medals and 3 bronze medals. Since we participated in Olympic Games in 1964, by the unofficial indexes we got the most medals and took the 55th place from 204 countries.

2. Mongolian athletes had not participated for ages for archery and rifle shooting categories. In London 2012 Olympic Games, the international master of sport M.Urantungalag for archery category won the competitor twice and took the 9th place in the world archery ranking.

3. Men free style wrestling, athletics, marathon runners; shooting categories are included in this part.

Summary

The Mongolian national judo and boxing teams won the medal in London Olympic Games. The athletes of Mongolian national judo and boxing teams, who trained in new methodology of the preparation with scientific copyright certificate such as “granting the special advantage training” and “establishing the competitive ability in high quality athletes” which were created by Mongolian scientist, won the medals in London 2012 Olympic Games. These works give to the athletes the physical, technical, tactical and psychological preparations.

Olympic Ceremony and Olympic Education in universities

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ABSTRACT: This paper, based on literature searching and logical analysis, through study of Olympic torch relay, the opening and closing ceremony, and the award ceremony, points out that the Olympic ceremony has extensive educational and cultural value. The theory of Olympic ceremony education grounds on "context" in educational theory and "empathy" in esthetics. Combining with the practical situation in Olympic education, this paper also explores some main functions of education on Olympic ceremony, on the purpose to highlight the role of ceremony education in Olympic education, thus play its due role in comprehensively promoting Olympic education in Universities.

KEYWORDS: Olympic; Olympic ceremony; Olympic education

1 preface

Olympic education meets the needs of the development of Olympic itself, the higher education on sport and improved competitive quality for students. Olympic education on college students is also beneficial to enhance their' sports humanistic quality, and promote the formation of life long PE thought; conducive to the development of the personality of college students, helping them grow into a comprehensive talent both physically and morally; to help cultivate the aesthetic consciousness of college students, enhancing appreciation to beauty, etc. However, the status quo of Olympic education in universities is not optimistic; only a few schools carry out Olympic education and in the form of public selective course at that. As the limited students choosing this course per semester, the Olympic Education is spreading at a low peace and in a very limited range. This article focuses on the rich educational function of Olympic ceremonies, and demonstrates the importance of the Olympic ceremony in Olympic education in the colleges.

2 cultural characteristics of the Olympic ceremony

Why Olympic ceremony is able to play a certain role of Olympic education in the colleges is closely attached to its features.

2.1 The strong human spirit

Because Pierre de Coubertin regards education as core task of the Olympic Games, which aims to cultivate people, various Olympic ceremonies contain strong spirit of humanism, whose core values is the development of human. Just as Juan Antonio Samaranch said, "Olympism is sports that beyond competition, especially in terms of the most extensive and complete sense, it can not be isolated from education. It integrates physical activity, art and the spirit, conveying the spiritual essence of a complete person." Humanistic philosophy of the modern Olympic is presented by the Olympic ceremony. These rituals include the Olympic Games opening and closing ceremonies, torch lighting and passing ceremony, rising flag and playing the theme song, and the juration and awards ceremony. In order to highlight the educational function of the Olympic Games, Baron Pierre de Coubertin follows the principle of the ancient Olympic Games -- the beauty and dignity, uses various means to merge the exquisite art form, the public enthusiasm and lofty Olympic ideals and constitute a suitable, full of art and wisdom, magnificent scene ceremony, to inspire the noblest, the most sacred emotions of athletes and spectators. Baron Pierre de Coubertin called it "the great works - the Olympic Ceremony.

2.2 The unique symbol

Coubertin has said many times that the Olympic Games is "a great symbol". It marks the unity, progress, and friendship of the human. It has a series of unique and distinctive symbolic signs, such as the Olympic

logo, motto, the Olympic flag, anthem, emblem, medals, mascots etc. These symbols of rich cultural meaning, vividly embody the values and cultural connotations of the Olympic ideal. Concise artistic images express the basic points of the Olympic idea; abstract concept changes into a visual, audible, touchable material; they are beyond its material definition to obtain a spirit personified embodiment of an idea, spirit, and entity. By their admiration and worship in the Olympic ceremony, people gain the Olympic spirit, thought, and entity beliefs. This is particularly important in the practice of college Olympic education. Quickly, because the abstract symbolic symbol of the ceremony, makes the content of Olympic ideological education more specific and visualized, thus makes it easier to experience noble feelings, condensation and sublimation of the educated.

2.3 The highly concentrated time and space

There are strict time and place limitation on ceremony series of the Olympic Games. From the award ceremony in a few minutes, to the opening ceremony of hundreds of square meters to in hours, even the torch relay takes several years to across the globe, but for a region, time and place is also very limited . A ceremony's commemorating purposes requires highly concentrated time, place, and staff organization.

2.4 The standardized procedures

Olympic ceremony highlights the beauty and sublimity, therefore it is quite strict on the procedures. Such standardized procedures ensure the consistency of Olympic ceremonies in various countries. The whole process and the holders' action are standardized and unified. When Olympic Education in the University carried out through ceremony, these features will undoubtedly increase the solemnity and seriousness of education, enhancing the effect of education.

2.5 The repeatability

The modern Olympic ceremony, after nearly a hundred years' evolution, finally forms a complete, standardized ritual system, which is repeated around the world in quadrennial cycle. Regardless where the Olympic Games were held, this series of ceremony, organized by the amphitryon's meticulous preparation, leaves similar, magnificent and beautiful impression to the audience and the participating athletes, makes people deeply feel the unique Olympic atmosphere. This point is of great significance to carry out the practice of the Olympic ceremonies education in colleges and universities. It determines the education is not a short-term one, and the reliability of long-term educational effect can be assured in endeavors of many aspects. This find a theoretical basis for colleges and universities on long-term unremitting to use the Olympic ceremony when educating Olympic education.

3 The basis of Olympic ceremonies education

Olympic ceremony educational theory bases on "situational" education, i.e., in a particular environment, teacher fully mobilizes of all the feeling and thinking organ of the educated, and stimulates their excitement to get them interested in the educational content, gaining a blend of reason and emotion to achieve the best learning outcomes.

The educational content of the ceremony is not to stay in the book of theoretical knowledge, but is woven into the educational environment. Using scenery, lighting, music, affirmations, and other means in a relatively short period of time, the vision and hearing excites those feelings of the educated and let them love and explore the content consciously at the end. This particular "situation" fully mobilizes the students' perception, emotional and cognitive ability, thus can easily resonate educated on the content of education, receiving a better learning outcome.

From the aspect of aesthetic, a good ceremony can "empathize" the educated a sense of beauty when participate in the ceremony, enhancing the effect of education. German esthetician Li Pusi discussed the role of "empathy" in detail: "the reason why activities that perfusion emotion to the reality around us occur is that we transfer our experiences, feeling, efforts, will, actively or passively, to the things and the event happened

with such things. "The aesthetic effect of "transference", also created the excellent culture of other countries and the Chinese civilization, becoming image we can see and feel. The subjective and objective senses steer to unity from opposing. In the emotional exchanges, the purpose of internationalism and patriotism education included in the Olympic movement was achieved.

4 The specific form and educational role of the Olympic ceremonies

Colleges and universities can carry out Olympic ceremonies education as Olympic public elective courses or sports festival and the contents of the Olympic Cultural Awareness Week. Both complete ceremony and part of it are OK, but the ceremony must follow the provisions of the Olympic Charter. The following analyses some main Olympic ceremonies and their educational effect on students.

4.1 Torch Relay

Pierre de Coubertin had said to the youth, "Remember this is the fire of the sun from Olympia, and it will bring light and warmth to your life. Protect it carefully, and let the fire continued to burn in your heart." Torch Relay aims to evoke attention to the upcoming Olympic Games; the torch relay also symbolizes the passing of the Olympic spirit and the unity of mankind. Imitation of the Olympic Torch Relay in colleges and universities let students experience on their own: one hand raising aloft a burning torch, marching in robust pace and running forward, their heart will produce a noble mission and responsibility to continue the construction cause of the motherland, and the torch is to pass this mission and responsibility. All viewers will also shock and feel the soul in the image on a solemn look, firm steps, and the burning torch from the torch bearer.

4.2 The opening ceremony

The Olympic opening ceremony is the best, most exciting, the most attractive content of the Olympic Games. Its grand scenes, beautiful and wise design, and passionate performances, and cultural landscape containing full culture and history of the host country, show a brilliant start of the Olympic Games. Imitation of the Olympic opening ceremony in colleges and universities allow students to personally participate in art design, cultural performances, and organizational management within the scope of their capacity; in the development of a variety of quality, they improve the process of humanities, resulting in the feeling of success and the creative desire; it's beneficial for students to contact with, participate in and approach Olympic Games.

4.3 The award ceremony

The award ceremony is the incentive for athletes' fighting spirit and the reward of their performance. Along with the national anthem, the flag-raising makes the personal achievements of athletes in contact with their country and nation, greatly increasing its sanctity. All audience stand up when awarding, expressing respect to the winners and their countries (regions). Philip Noel – Baker, a Nobel peace prize winner, said on his 90 birthday in April 1980 that the award ceremony of the Olympic Games is a model on combination of patriotism and internationalism. It's a vivid education of patriotism and internationalism on college students to mimic the Olympic award ceremony. The common University ceremonies, such as flag raising, oath rite for enrolled in Communist party, being adult rite is obviously insufficient in the internationalist education of the students. College students in the new century must have the vision and quality of internationalism, and the Olympic award ceremony can make up for this shortfall.

4.4 The closing ceremony

The opening ceremony gives the Olympics a brilliant start, while the closing ceremony offers it a satisfactory ending. After 1956, the athletes from various countries (regions) in the closing ceremony, regardless of nationality, join hands side by side sing and dance, which vividly embodies the solidarity and fraternity of all peoples. As a perfect closing curtain in the education of the universities Olympic ceremony, all participating students regardless of grade and professional, open their hearts and indulge in song and

dance, enjoy the great gathering of the Olympic ceremonies education, also promote solidarity and friendship between the students. Just as a song sings, "You do not need to introduce yourself, neither does I, my young friends get together, being happy is all".

5 Epilogues

Olympic ceremonies such as the torch relay ceremony, opening ceremony, the award ceremony, closing ceremony, contains a wealth of educational and cultural value. It is beyond competitive sports, and integrates physical activity, art and the spirit, conveying the spiritual essence of a complete person. Therefore, the ceremony has a strong spirit of humanism; Olympic ceremony culture has unique and distinctive symbolic signs, which have rich cultural meanings, vividly embodying the Olympic ideal values and cultural connotations; Olympic ceremony have strict limit on time and place, making the ceremony in a specific time and place, releasing rich information in condensed form to give a deep impression on participants; Olympic ceremony procedures, and standardized requirements are very strict, and such standardized procedures ensure the consistency of Olympic ceremonies in various countries; The modern Olympic ceremony, after nearly a hundred years' evolution, finally forms a complete, standardized, four-year cycle and highly repetitive ritual system. In addition, the aesthetic value of the Olympic ceremony is also beneficial to improve the students' aesthetic ability and to promote the spread of the Olympic culture. The Olympic Games is one of the world's greatest social movements while the Olympic ceremony is the Olympic form with greatest cultural characteristics. Olympic ceremonies combined with University Arts Festival, Sports Festival and gymkhana not only help to improve the students' sense of participation, cultivate the aesthetic noble taste, but also can ensure colleges and universities regularly conduct the Olympic campaign to promote the Olympic Games in youth groups for wider dissemination.

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Olympic Competitive Sport and Olympic Education

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OBJECTIVE: The Olympics after centuries temper, increasingly developed, the Olympic competitive sport it represents all aspects of the Olympic industry, culture and education, and its associated constantly enrich their own system and content. At the same time, along with the national policy of China's sports power, and now exist in the development of the Olympic Movement and its education problems, changes in the country competitive sports development model has become particularly urgent. However, the traditional Olympic competitive sports in constant development, just to win is no longer its theme, it encompasses the content is not a single sport, but sports a much larger system. And the purpose of the Olympic Education does not conform to the trend of the times, the significance embodied in today's society is not the most important to win alone. Therefore, in the process of change and development of Olympic sports, we are concerned with the platform to broader involved to be more perfect. Inevitable, since changes the Olympic moment exist on all sides of the issue, it is necessary to start from the Olympic Education.

METHODS: A survey method: through purposeful, planned, systematic collection of material about Olympic sports and education development realities and historical situation.

Second, interdisciplinary research: the need for multidisciplinary theory, method and the results of cross-exposition exposition.

LITERATURE: the papers find a large number of study subjects topic has received a great deal of information about the argument through a lot of investigation, fully and correctly understand the the most scientific point of view about all aspects of the argument, its history and current situation with a more profound understanding of the basic starting point of this theory point of view, but also conducive to the comparative information, highlighting a complete picture of the argument.

CONCLUSIONS: (1) The papers Comprehensive presented through a variety of research methods course of development of the Olympic system exist today, found that by focusing on the study of its course, the arguments expressed Olympic competitive sports system that changes the status quo and its mode of education start from the educational model, a series of innovations, the use of a more scientific system, the development of the system of the Olympic Movement and its traction from more than content to build an innovative development platform. (2) the development of such innovations is conducive to the rapid development of the Olympic sports, as well as drive the industry, the overall level of incidental National Physical Fitness and comprehensive national strength, change Sports cognitive, and promote the development of sports, sports scientific development, harmonious development of people-centered development.

KEYWORDS: Olympic sports; Olympic Education; Sports Development and Education

Olympic Education in the System of the Ukrainian Preschool Establishments

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In many countries, Olympic education is implemented and promoted by NGOs, National Olympic Committees and Olympic Academy (Australia, Germany, Sweden, England and others). In some countries such as Poland and the United States, a particular attention is paid to promoting the principles of Fair Play for children of all ages. Noteworthy, Canada, New Zealand, Australia and the U.S. were the first countries to initiate spreading the Olympic education, and later these ideas were enthusiastically supported by many European countries, including Germany, England, Netherlands and others [4].

In our country there are about 15.3 thousand preschool educational institutions of various types and forms of ownership. About 1137.5 thousand children, representing 56% of the total number of children aged 1 to 6 years obtain preschool education there [3].

According to Article 31 of the Olympic Charter, the promotion of Olympism fundamental principles, their application in the curriculum of kindergartens, schools and universities, institutions devoting themselves to Olympic education is one of the key priorities of the International Olympic Committee (IOC) and National Olympic Committee (NOC) of Ukraine [1, 2].

In Ukraine, owing to the tight cooperation with the NOC and the Olympic Academy of Ukraine (OAU) the system of Olympic education is well-developed and well-organized in all educational institutions [1, 4].

THE OBJECTIVE of the research is to analyze the current situation and ways of practical implementation of Olympic education in Ukraine pre-school establishments.

METHODS: theoretical analysis and synthesis of the literature, periodicals and materials on the Internet, interviews, survey.

FINDINGS: Numerous studies conducted among instructors and teachers of physical culture, sports coaches [3, 4, 7], indicate that alongside of the youth's vigorous interest in sports and the Olympic Games there is little grabbing of Olympism ideals, values and traditions. Noteworthy, it testifies to the Olympic education relevance and necessity of the further development of the Olympic movement and progress of the whole society.

As a result of our survey delegates of the 52nd session of the young participants in the International Olympic Academy (MOA) in Olympia (Greece), and physical education instructors of Chernivtsi region the following results were figured out: a questionnaire "Do you want to engage in the implementation of Olympic education in kindergartens" – 100% of foreign specialists responded positively, whilst the specialists from Ukraine gave only 91.69%. These results demonstrate a low awareness of the Ukrainian professionals working in pre-school about the positive impact of the Olympic ideas and values of Olympism on the younger generation's education.

In Ukraine, Olympic primary education can be arranged and applied in the following forms: fostering an idea of the Olympics as international competition, introducing children to the history and current issues of the ancient and modern Olympic movement, molding interest to regular exercise and morning hygienic gymnastics, enhancing involvement in different kinds of sports, raising socially significant qualities: confidence, organization, agility and diligence.

CONCLUSIONS: Olympic education today is one of the components of the national education in many countries. Our state ranks the leading position in the world, where issues of Olympic education among

various segments of the population are paid significant attention. Significantly, it serves as a proof of the state's involvement in the Olympic ideals and principles of Olympism implementation amongst the younger generation of Ukraine.

Increased attention of the participants of the 52nd session of the MOA to the problems of Olympic education in kindergartens and its semantic content, the Ukrainian physical culture specialists' positive thinking, stipulate the necessity of innovative educational projects introduction in the system of Olympic Ukraine preschool education.

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On the Promotion of the Olympic Values of Youth Sports

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OBJECTIVE: With the Olympics held in the success of the different countries of the world, the modern Olympic movement has become the history of mankind's largest social and cultural activities, from which you can see the power of education, which has become the Olympic spirit to inspire all mankind spiritual motivation, also to educate the youth and progressive side of the cultural banner. After the 2008 Beijing Olympic Games, London Olympics, Nanjing Youth Olympic Games as an opportunity to young people in a timely manner and continue to carry out the education and dissemination of knowledge about the Olympics , has important practical significance of the culture of youth sports humanistic spirit and style of the times .

Therefore, the performance of the Olympic cultural and educational functions, the form of the embodiment of the Olympic spirit and the Olympic culture to inspire young excellent quality become this purpose .

METHOD: The study by collecting relevant literature and organize Olympic related documents, materials, reports, and other information for analysis, using literature data and descriptive narratives.

CONCLUSION: (1) Olympic cultural its strong educational functions , has far-reaching significance to improve the cultural quality of youth sports , promoting the cultivation of moral character , develop youth fair competition and the sporting spirit of unity and cooperation , and to develop young people 's awareness of volunteer service . (2) The Olympic spirit is mainly reflected in the promotion of youth sports humanistic education , reflected in the importance it attaches to participate in fair competition , focus on education , role models inspire , advocating world peace and the conclusion of human friendship . (3) Olympic cultural inspire youth potential , wake Youth subjective consciousness , culture for young people to build rich emotional world have the same significant huge role in education . (4) To enhance and improve the state of health of our young people, not only the relationship between the prosperity of China today, more related to the future of the nation.

KEYWORDS: Olympic; Youth Sports; Humanities Education

Organizing Principles for Preparation of Highly Skilled Athletes for the Olympic Games

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INTRODUCTION: Violent development of the Olympic sports observed during the last decade demands a qualitatively new approach to system organization and preparation of highly skilled athletes for the Olympic Games. This work tries to find and substantiate a number of principles as normative provisions fully reflecting its objective regularities in the process of preparation for highly skilled athletes, and establish their connections with more general principles significant for correct orientation in the activity of coach and athlete within four-year Olympic cycles.

METHODOLOGY/METHODS: The studies were based on special literature and document analysis, generalized experience from advanced sports practice and application of historical method.

RESULTS: The studies concerned both the new principles as normative provisions for organization of preparation for highly skilled athletes and detailed elaboration of existing ones. Among them, one should mention:

The principle of the stage structure. This principle separates four-year Olympic cycle as independent structural unit in the system of long-term athletic improvement. Realization of the principle is reflected in purposeful complex preparation programs for the Olympic Games.

The principle of program-purpose planning and management. The principle provides orientation for final results to be achieved. Realization of this principle is reduced to organization of such purposeful influence on athlete so that his fitness could correspond to the state set in definite time.

The principle of optimization. This principle envisages continuous aspiration for training process optimization at the account of all preparation types rationally used within the limits of training process structure elaborated.

The principle of individualization. This principle means that purpose and tasks of athletic preparation, means, methods of realization, etc. should be selected in accordance with sex and age of the persons involved, level of functional abilities, athletic fitness, mental qualities, character, etc.

Realization of the principle envisages that, within general rules, the training process should be adapted to the features of each person, individual physical and mental abilities at the given moment. By its value and complication, the load should not exceed the level of athlete's physical ability.

The principle of motivation. This principle determines athlete's behavior and conditions of the final result of his activity in many aspects. Motivation serves as a background for purpose formation and, if the coach does not know motivation features of his athlete, it will be rather difficult for to form purpose setting for the achievement of the highest athletic result.

Realization of the principle lies in formation of motivation for the highest result achievement with account of athlete's motives.

DISCUSSION/CONCLUSION: Introduction of the above principles into practical preparation of Olympic athletes allows overcoming complex issues and problems under consideration. It allows concentrating the efforts of many organizations on solutions of the major tasks. Thus, dubbed activity is avoided and resource economy is provided.

Politics and the Coverage of Olympics in Beijing

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ABSTRACT : The Olympic movement is inseparable from politics. The main forms of political pressure are protests and boycotts. Politics does have an impact on the Olympics, the whole history of the Olympic movement is a good case in point. It is especially plain to see on the eve of the Olympics and during the Olympiad. Goals of research: to study the impact of politics on the Olympic movement during the 29th Olympiad and to showcase the role of mass media in this process.

METHODS OF RESEARCH: historical and logical, analysis of media publications.

Politicking prevailed in the coverage of the XXIX Olympiad. In the run-up to the Games ideological pressure in mass-media and Internet was mounting. Alongside positive evaluation of state-of-the-art Olympic sites which combined cutting edge technologies with ultra-modern architecture, we saw some other materials focused on the problem of human rights abuse in China.

Critical stories on the Tibet problem became a must subject for international media. All those articles were meant to showcase China's lack of moral right to host the Olympics. US President Georges Bush Jr. put forward the idea of boycotting the Games which ensued in the elaboration of different form of botching the Olympic flame relay. NATO countries were supportive of the idea of boycott. Later on, state governments and national Olympic committees decided against such type of warfare. However special task forces acted to botch the ritual which impacted the actual Olympic Games prompting the IOC to rule that starting from 2010 the Olympic flame relay be limited solely to the territory of the Olympic host-country. The military aggression of Georgia against Southern Ossetia was also timed to coincide with the Olympics in Beijing. The information flow coming off the Western media were astonishingly well timed and coordinated. Western journalists didn't cover the event from the actual war site – i.e. from Southern Ossetia - but rather from Georgia where the information was well-attuned to Georgian, anti-Russian propaganda. During the conflict itself dozens of propaganda articles were sent to the world's major agencies. The PR-campaign was based on gray and black PR based on distortion of fact, exaggeration, wrong source citation. On August 9, the Georgian authorities fully stopped Russian broadcasting only to increase timing for US broadcasting. On this day the national team of Georgia was to withdraw from the Olympics. According to the Olympic Charter, such a step entails disqualification. Yet, the president of Georgia cancelled the move in a last ditch decision and Georgian athletes continued to compete in the Olympics. In this specific case the boycott proved to be a non-starter.

CONCLUSION:

The media and Internet not only inform, entertain and educate but they also impact certain political processes raising awareness and shaping up the public opinion. The mass-media are a powerful tool of political warfare at the Olympics.

Preparation of Young Gymnasts to Group Exercise of Rhythmic Gymnastics

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INTRODUCTION: Constant growth of sports achievements, competition in the international sporting arena in the sphere of rhythmic gymnastics group exercises indicate that world-class results are available only for talented athletes who managed to natural inclinations and to implement them in the process of long-term improvement. This determines the direction of research, which in recent decades is held in the Olympic sports. [1] This requires the formation of an effective long-term reserve by attracting the most talented children, followed by the maximum realization of individual opportunities and implementation of science-based approach to technology of selection and orientation training of sports reserve, from the initial stages.

METHODS: We used: an analysis of the scientific and methodological literature, regulations, compilation and systematization.

RESULTS AND DISCUSSION: The basis for a rational predisposition to success in a particular sport is long-term planned training with the maximum range of exercises that helped to improve skills of young athletes [2]. Young gymnasts, of 6-7 years old, correspond to the elementary level of training and have significant differences in the level of physical development and training skills, the level of development of individual movement characteristics. This applies to indexes of coordination abilities, speed, speed-strength, flexibility, so learning the basics of the "school" gymnastics is suitable for more accurate detection and diagnosis of promising child learning abilities.

The formation of specialization of young athletes to the group exercises we regard as the foundation for versatile qualification and individual development. Wherewith versatile training is to be for primary level, the best conditions are created for in-depth specialization in the later stages of improvement. The solution of these problems is possible with the use of a student-centered approach, which allows revealing the specifics of the training process, built on trust and respect for the individual, identifying predisposing athletes to high results. Based on the main methodological requirements of educational technology (technological criteria), the principal features and characteristics, we proposed a technology selection and orientation of gymnasts in the group exercises. Educational technology is characterized by event selection stages and orientation of promising children in group exercises, after mastering the basic elements of the "school" of rhythmic gymnastics.

The training of gymnasts in group exercise is based as a long-term and year-round process, where all the elements and components of training are related and subject to achieve maximum athletic result. Selection of Athletes and the orientation of their training are regarded as a multi-level system, according to the algorithm, the elements of which are developed and specified in steps of improvement. Developed educational technology includes: a set of children of the elementary training and the organization of the training process, the understanding of basic elements of the school of rhythmic gymnastics, a program of selection, containing questionnaire of children and parents, systematization of selection criteria, testing, rating scales, and generating recommendations for the selection and orientation training of children, developing of training programs for group exercises (learning of teamwork and collaboration, synchronous and asynchronous learning of the elements, practice of throwing and rendition) of special orientation program, creating of the psychological conditions of interaction between coach - child in the selection and

orientation of children. One of the elements of selection technology is developed teaching program of basic elements of group exercises, which forms the specialization to group exercises. It includes: warm-up, choreography and musical rhythmic training, aimless and acrobatic training, technical training with subjects and compositional training aimed at teamwork of gymnasts body and objects. Selection and orientation to the initial training is carried out on the following indexes: anthropometry, physical skills, health, and psychological indicators (motivation and psychological stability to perform repetitive work), the speed and quality of learning of movements and technical elements, the development of specialized perception, social indicators. Developed rating scales allow us to determine the potential for further improvement of children in rhythmic gymnastics

CONCLUSION: This approach allows the technology selection and orientation of prospective gymnasts in the group exercises that have a high qualification level, the ability to exercise, maintain considerable physical activity and achieve high results. The proposed technology is helping the coach to depart from the stereotypical view of the selection process, where the basis of completeness and preservation of the contingent groups, regardless of the prospects of the athlete, thus leads to the initial training in more specialized groups, giving time to study the efficient technique and formation of specialized training base. The developed selection technology and orientation training of gymnasts in the group exercises experimentally tested in primary and pre-basic training and can be used at later stages of long-term improvement.

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Preparing for 2012 London Olympic Games Scientific Breakthrough and Service for Innovative Music of Deng Senyue Member of National Rhythmic Gymnastics Team

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ABSTRACT

PREFACE: Music is the spirit of rhythmic gymnastics. Under the guideline of Chinese character and internationality, music injected national elements into movements. The breakthrough has achieved good results.

1. Innovation in music source: Recreated in accordance with rhythmic gymnastics. The music for Deng Senyue's ribbon dance was the revised version of Tante, a national-wide popular music characterized as fast and various in changes with opera as accompany. Being applied in rhythmic gymnastics for the first time as a unique innovation, the music was a great success. Besides, the music impressed the judges with Deng's performance and paved way for her success.

2. Adjustment of music: put music of different styles on Deng's movements, which was a breakthrough from the tradition of pre-setting the music. Russian skill of amplifying music effect was also applied in Deng's music.

3. The music for Deng: The music for Deng's loop gymnastics collected Chinese drums that made the music more clear and sweet. Cooperating with the movements, the music embodied athlete's character in Chinese style. And Deng's smart, agile and sweet movements perfectly matched her shape.

4. Conclusion: Made a set of music for 2012 London Olympic Games in light with Deng's personal characters and with national characters. The coordination of the joyful music and apparatus laid the foundation for Deng's breakthrough in London Olympic Games.

Problems of Women Basketball Beginning and Development in Ukraine during the First Half of the Twentieth Century

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INTRODUCTION: Basketball celebrated its 120th anniversary, it boasts a legendary history for over a century, although the game beginning and development in Ukraine has its peculiarity. First of all, because this sport existed not in accordance with the game evolution, but lived as per circumstances that were imposed to Ukrainian population. The territory which was under Russian Empire ruling, and later on was a part of the Soviet State, got acquainted with basketball in Odessa first, a sea port city. Only in 1923 we may assume the basketball started its span in this country. The sport was unable to develop due to hunger, poverty, epidemics and other circumstances of economical and political character for over a decade.

METHODS:

- bibliographical and retrospective analysis of literature sources;
- questioning, talks, interviewing.

STUDIES RESULTS AND THEIR DISCUSSING: According to literature sources, basketball is known in Ukraine since 1909. It first appeared in the regions temporarily governed by Austro-Hungarian Empire, in Lviv. There, during the grand opening of the Sport games society park on 29 June 1909, as per the “Slovo Polske” newspaper, issue # 299 dated 30 June 1909, exhibition basketball games took place.

On the other part of Ukraine, which was under Russian Empire, Odessa truly is considered as a birthplace of basketball in this country. In Soviet Ukraine basketball first appeared in Chernihiv. Here, in 1921 first two teams were organized, “Viktoria” and “Zirka”. In 1923 in Chernihiv there were up to 10 women teams. Kievites saw basketball for the first time at the Proletarian yacht club navigation opening in 1922. 7 June is the date when the rules of the game were approved. That year the first city basketball section was organized in Kharkiv. In 1924 the republican competition began its history, with the name – All-Ukrainian Spartakiada. During 1925-1926 there was a slight decline. That time was used for organization issues – game popularity, new rules forming, playgrounds construction. Kharkiv, the capital of Ukraine at that time, was the place where the training courses for judges appeared. “Dynamo” was the largest sport society at that time. The date of birth of basketball sections in it officially considered the year 1929. In 1934 the basketball section of the “Dynamo” society worked at full strength. In 1937 the championship of Ukraine among club teams started. The first championship had 20 women teams playing at the olympic system, with home and road games. On 27 June 1934 the Soviet government issued a decree about the highest sport rank – “Honored Master of Sports”, and in 1935 the unified all-union classification was adopted. The regulations on 10 sports including basketball were approved in 1937. The Kyiv “Dynamo” players Galina Faktorova and Maria Kozlovska became the Masters of Sports of the USSR in 1940.

In 1947 the top authorities issued a task to popularize basketball among young generation. Numerous kids’ sport schools were acting under the Ministry of Education and other ministries and enterprises. As of 1.01.1960 there were 162 sport schools in Ukraine with 60 thousand young sportsmen.

CONCLUSIONS:

1. Summing up the above mentioned we may note that the Ukrainian women basketball during the first half of the twentieth century developed successively despite economical and political obstacles.
2. The mass basketball training laid by the government decrees made it possible to have a base for further bright victories.



KEYWORDS: basket-ball; women; competition; analysis; historical aspects.

Research on Barcelona Olympic Games Cultural Heritage's Development and Utilization

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OBJECTIVE:The cultural heritage of the Olympic Games is not only great wealth to the Olympic Movement, but also to the modern society. With the development of modern sports and culture, the significance of hosting the Olympic Games has implications far beyond the original meaning that the sport competition has. The Olympic Games requires some human input, material and financial resources, meanwhile, it would take a long time to make arrangements. Therefore in order to enhance the implication and utilization of the Olympic Games cultural heritage, we look up tons of references and try to upgrade their political status at the international level, and promote the development of related industries by hosting the Olympic Games.

METHOD: Literature review method

RESULTS AND ADVICES:In recent years, the Olympic cultural legacy is constantly enriched, and as a strong impetus, it will promote the healthy and sustainable development of the Olympic movement. The organization work for the 25th Summer Olympic Games in Barcelona is undoubtedly a severe challenge. The Twenty-fourth Olympic Games in Seoul not only bring economic benefits, but also greatly improve the images of economy, politics, society. The images of economic, culture, science, technology, modern management etc. have also developed to a large extent. The achievements of the Seoul Olympic Games can not fail to bring heavy psychological pressure for the Barcelona Olympic Games Organizing Committee officials. Compared with the previous sessions of the Olympic Games, the Barcelona Olympic Games can only succeed not fail, for Barcelona who had made great efforts for 64 years and applied for the organization of the Olympic Games for 4 times. Heaven finally pays off, Barcelona with their actions shows to the world that this term is definitely a successful Olympic Games both from all angles. It has not only added a brilliant contribution to the development of the Olympic movement, but also left many cultural heritage which is worth developing and utilizing. Because of this, for the city of Barcelona, it is very important to exploit and utilize the the cultural heritage of the Olympics.

KEYWORDS: Barcelona; Olympic Games; the development and utilization of cultural heritage

Research on the Development of Breaststroke's Skilled Movement from Olympic Games

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RESEARCHING PURPOSE: Making a comparison between top eight and those who didn't get access to finals in Olympic swimming competitions, a result can be found that the gap between them lies on the discrepancy of skill rather than the strength of arm pulling. The establishment of technical style is a necessary factor for the rank athletes realizing excellent achievement. This paper analyzes and compares the features of skilled movement of the ranking breaststrokers both home and abroad, exploring the common features of world ranking breaststrokers' swimming technique, promoting the scientific degree of professional swimming technical training so that we can lay a technical foundation for obtaining best competitiveness and achievement.

RESEARCHING METHOD: Literature consultation, Contrast method, Investigation Method

RESEARCHING RESULTS: There are six factors in breaststroke technique: 1. Pulling distance: the effective distance should be long. 2. High frequency: While the effective arm-pulling distance should be long, the stroke frequency should be high. 3. Perfect set-off, turning and sprinting: these details usually determine whether the athletes will succeed or fail in high-level competitions. 4. Perfect technique: it requires good dealing with water, and the restoring movements should be relaxing. 5. Keeping the perfection of movements even with fatigue. 6. Sticking to the above 5 factors even under high psychological pressure. In legs-training of breaststroke, before the moment of turning the ankles quickly and both arms should finish the arm-pulling movements and stretch forward the arms closing together, so that the drag force that the body meets with when swimming in the water reaches the minimum. During the arms-training, the force training of wrists, arms and latissimus dorsi should be strengthened, in order to increase the width and force of arms-pulling in the water. In this way can the athletes slower the stroke frequency and shorten the time of stretching arms in water, so that the speed will be raised.

MAIN CONCLUSION AND SUGGESTION: 1. The strength of athletes should be fully utilized, making personalized training plan according to athlete's condition. 2. Seeking for a perfect combination of Speed, Stroke Frequency and Stroke Extent; To avoid excessively seeking fast stroke frequency and wide stroke extent. 3. In terms of skilled movement, after breaststrokers have almost punched forward with a rotation of the arm, then taking back the leg under the projective plane. Meanwhile, with the double arms pulling the water and fully extending the upper limbs in a closed way, finally turning their ankles quickly and treading water with internal rotation of the palms.

Research on the Influence the 29th Olympic Games Produced to the Olympic Education in Primary and Middle School in Beijing

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OBJECT : The Ancient Olympics hold a flag written of truce and fair competition from its beginning ,and it went on a 1169 years long history with a wide obvious philosophical view of education . After that the father of the modern Olympic Movement Pierre De Coubertin set an educational goal and tried to advocate for the harmony of individual physical, mental development, positive and enterprising spirit and true higher self-enhancing education through the Olympic movement . So far from the beginning , education is one of the main subject of the Olympic movement .

The 29th Olympic games was held in Beijing which is undoubtedly a promotion for the Olympic education in primary schools and also a proper respond to the education reform in Beijing . Through the three ideas, "green Olympics, hi-tech Olympics, cultural Olympics", students set up their mind to advocate environment protection, to carry forward the values of humanistic spirit and dedicate themselves to science and technology.

Through investigation on several primary and middle schools this paper analysis the difference in Olympic education in such schools before and after the Olympics games ,and set typical examples , by doing so to provide good thoughts to school education reform and to benefit for a widely Olympic education .

METHOD : This article USES the literature material method, logic analysis, investigation, interview method, research methods, and set the 29th Olympic Games as the watershed, contrasting the difference in the two periods before and after it in primary and secondary schools of Beijing , such as popularization of Olympic culture, sports, activities, etc. Through logical analyzing summarized the influence of the 29th Olympic Games to the Olympic education of primary and secondary schools in Beijing .

CONCLUSION :

1 It is quite different of the Olympic education in Beijing after the Olympic games and it brings inspirations for the education reform ;

2 primary and secondary school education mentality affected by the Olympics activities and pay more attention to health and the personality education ;

3 The Olympic Games has enriched the education method and content of primary and secondary schools in Beijing, and left valuable education resources , such as books ;

4 Beijing Olympic education has some traits such as various of forms, greater participation, high enthusiasm, wide range, etc.

KEY WORD : Olympic ; primary and middle school ; education ; influence

Seeing Competitive Pattern of the World Women's Boxing Today from the 7th World Women's Boxing Championships and the London Olympics

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1 INTRODUCTION:The medal rankings in the women's boxing competitions of the 7th World Boxing Championships and the London Olympics generally reflects the overall strength of all the nations participation, and the competitive pattern of the world women's boxing today. The thesis analyzed the two women's boxing competitions ,with a view to discussing the competitive pattern of the world women's boxing and providing references for the sustainable development of women's boxing.

2 METHODS:Literature review, interviews and statistics were used in the thesis.

3 SUMMARY OF RESULTS

3.1 The top eight countries in the 7th World Women's Boxing Championship were placed in sequence as follows: China ,Russia, America, England,North Korea, Poland, Ukraine,Kazakhstan. From the numbers of countries and boxers and ranks, the order of continents was Europe, Asia, America , Africa, and Oceania.

3.2 In the London Olympics, England, Ireland,America won gold medals of 3 weight classes respectively; As to three silver medals, China obtained one and Russia pocketed the other two; Bronze medals respectively belonged to America, India, Tajikistan, Brazil ,Kazakhstan and China. From the level of different continents, Europe, America, Asia ranked top 3. In the Olympics, Africa and Oceania got no medals.

4 CONCLUSIONS

4.1 Since women's boxing was accepted as the formal item into the London Olympic Games, the world women's boxing have undergone great changes. At present, many countries pay more attention to this item and increase more investment into it. Not only do traditional powers in women's boxing field perform more strong, but the countries with a good basis of men's boxing rise rapidly.

4.2 The European countries,with a quite rapid development , advancing techniques and strong power, dominate the leading part in the world women's boxing field all along. In ten weight classes, Asia shows higher in techniques than that of America, contrary to the situation in the 3 classes of olympics. Africa and Oceania perform relatively weak. Now because of only three weight classes being set in olympics, the competition in this 3 classes are most intense.

4.3 Russia, China and the United States which the representative countries of Europe, Asia and America, presents a three-way race in the world women's boxing field.

Table 1. The 7th World Women's Boxing Championships (N = 70)

Continent	Number of the nations participation		Number of the female boxers		Number of medals		Numbers of nations receiving medal	
Europe	28	40.0 %	125	41.0 %	20	50%	9	50.0 %
Asia	22	31.4 %	103	33.8 %	12	30%	7	38.9 %
America	13	18.6 %	45	14.8 %	8	20%	2	11.1%
Africa	5	7.1 %	18	5.9 %	0	0	0	0
Oceania	2	2.9 %	14	4.6 %	0	0	0	0
total	70		305		40		18	



Sports on the Asian Continent

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M. Goranko Kazakh academy of sports and tourism, Almaty, Kazakhstan In the list of the largest complex sporting events the special place is taken by the Winter Asian Games (WAG) of Game of the biggest and numerous continent. From 1986 till 2007 are held six continental competitions which give an evident picture of a condition of winter sports in the region . The decision of the government of RK and the management the WASP defined carrying out the VII WAG during the period from 30.01. till 06.02.2011 in Astana Kazakhstan. Purpose of this work: the analysis of a condition of the development of sports in the Asian region, results of performance of athletes of Kazakhstan Object of research: results of performance of athletes of the continent on the VII winter Asian games. Research methods: synthesis of data of scientific and methodical literature, analysis of results of speech of athletes, conversations with trainers and experts. On the VII WAG more than 800 athletes from 27 countries competed on 11 sports where 69 sets of medals were played. Kazakhstan as the country organizer exposed the biggest delegation – 164 people and in the program of games offered sports orientation and bandy (bandy). On the VII WAG owners of Aziada won 32 gold, 21 silver and 17 bronze medals and with a big separation won first place, having become the leader of the continent on winter sports. The record by quantity of gold medals and on total number of the medals won on WAG is established also. 2nd place- Japan(13,24,17 medals) and 3rd – South Korea(13,12,13). "Kazakhstan raised in a row the continental powers, capable to hold competitions of such high level. Aziada was triumph of force, beauty and nobility" (from N.A.Nazarbayev's performance on closing of the VIII Winter Asian games of 2011.). Thus, in winter sports Kazakhstan with good reason declared intention to fight for the right of carrying out University games of 2017 and winter Olympic Games. Conclusions: 1. Results of the VII-th WAG show that sports development in the countries of the Asian continent actively progresses. Considerably the competition of athletes and the countries in fight for medals increased. 2. In the history of WAG there was a sign event: athletes of Kazakhstan won the greatest number of gold medals and won first place in an all-team competition. 3. To the Asian of 2011 inAstana, Almaty are constructed sports objects answering to all to the international standards . FISU commission, the President of the Olympic Council of Asia (OCA) Sheikh Ahmad al Farads al-Sabah in the message highly appreciated sports constructions and Infrastructure of Astana and Almaty,the successful organization and carrying out the VII-th winter Asian games. Literature 1. N.A. Nazarbayev. Speech at the closing of 7 Asian Winter Games, 06.02.2011., Almaty 2. M.I. Goranko 5 Asian Games are completed - on the horizon Beijing – 2008// Herald Physical Education – 2007. № 1-2. P. 13-14. 3. Volodin P. How many are we on earth // Arguments and Facts – Almaty, 2010. - № 47. – P. 23. 4. V.N. Platonov, Guskov S.N. Olympic Sports. – Kiev.: O.L., 1994.-290 p. 5. Protocols of competitions of the 7 Asian Winter Games. 2011.

Status Quo and Counter Measures of Motor Function Training in the Olympic Competitive Sports

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OBJECTIVES: This study randomly selected sports training methods and means of 15 university training teams and 10 Provincial sports training teams, trying to understand the application of the current situation of motor function training methods and means and to analyze the causes of this phenomenon and to propose the countermeasures of applying training methods of motor function, in order to make the use of training methods of motor function effectively and contribute excellent reserve sports talents to our nation.

RESEARCH METHODS: This article researches the application and popularization of training methods and means of motor function by the documentary methods, observational methods and interviewing methods and to implement the application status of the training methods of motor function, providing strong support and the real basis for the countermeasures proposed in this article.

RESULTS: In most modern sports training teams, methods and means and contents of training are sole with traditional training. Training has been going mainly through constant repeat. Although the functions of motor function get universal recognition, due to the limitations of the capabilities of trainers and equipments and the effects of traditional training methods, motor function training did not get a very good application.

CONCLUSIONS AND RECOMMENDATIONS:

1. Motor function training did not fully penetrate into the universities and provincial sports team and affiliated sports teams, only popular in the national teams and several special universities providing technical supports for the national teams. Sports workers of motor function training should strengthen its technical guidance, so that sports workers will understand motor function sports training, learning it and applying it to the Olympic competitive sports.

2. Coaches mastering motor function training, due to the effects of long traditional training, have not applied motor function well. They should strengthen the consciousness of application and get rid of the traditional effects.

3. Universities, provincial teams and local teams can not buy the equipments due to the lack of funds. As a result, motor function training can hardly get a good application. Government should financial supports, and local government can get social patronizing through propaganda.

The Analysis on Technical and Tactical Characteristics of Chinese Elite Boxing Athletes

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1.INTRODUCE: The technique and tactic are the cores of the boxing game. The effect of technique and tactic directly decides the victory and lose of game. Based on analyzing the games of medalist in 2011 National Boxing Championship of China, the article summarizes the technical and tactical characteristics of Chinese elite boxing athletes.

2.METHODS: Mainly use the methods of game observation, video analysis, mathematical statistics and literature.

3.RESULTS AND ANALYSIS:

3.1 Analysis of round scores

Through analyzing it can be found that the boxers' scores trend is different during three levels of boxing weight. In the light level of boxing including the weights of 48kg, 52kg, 54 kg, 60 kg, the score is increasing along with the increase of the number of round. In the middle level including the weights of 64kg, 69kg, 75 kg, the minimum score appeared in the 1st round and the maximum appeared in the 3rd round. In the large level including the weights of 85kg, 95kg, +95 kg, the minimum score appeared in the 2nd round and the maximum appeared in the 3rd round. This suggests that athletes' offense are often more conservative in the early stages of the game, and they exert their most effort in the final round.

3.2 Analysis of the attack techniques

The attack techniques of boxing include left straight, right straight, left swing, right swing, left hook, right hook, double blows and combination blows. In the light level, the high used attack technique is the left straight (31.95), the left swing (31.5) follows, but the low used technique are combination blows (9.2) and the left hook (9.2). In the middle level, the high are right straight (36.00), left swing (33.25) follows it, but the low are left hook (9.75) and right hook (13.75). In the large level, the high are right straight (25.50) and left straight (24.00), the low are right swing (7.50) and right hook (9.75). On the whole, the straight punch and swing are more used than hook in all weights of boxing, which suggests that the boxing athletes of China prefer short to long distance in fighting.

3.3 Analysis of defense technique

The defense techniques of boxing are weaving, ducking, sway, sway back and flapping. Through analyzing, in each level of weight the high used defense technique is same of catch (12.18) and weaving (19.68). The low used defenses technique is flapping (2.35) and sway back (3.48).

3.4 Analysis of tactical characteristic

The tactics of boxing are press, defend counter, counter, guerrilla and negative. Through analyzing, the high used tactics of all weights are press (14.47) and defend counter (11.5), and the lowest used tactic of all weights are negative. The average times of counter and guerrilla in used are same of 6.7. In addition, the tactical frequency in all levels has large differences between the champion and runners-up winner. For example, the frequency of

The Coaching Qualities of Dennis, A Swimming Coach of Champions

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RESEARCH TARGET: The famous Australian swimming coach Dennis Cottrell is the coach of Sun Yang, the champion of men's 400m freestyle in London Olympic Games. With the guidance of Dennis, some other swimmers including Jiao Liuyang, Zhang Lin and Zhao Jing also made some improvements. By researching, interviewing and contrasting, this article analyzes the differences between Chinese and Australian swimming trainings, and summarizes Dennis' coaching qualities and training features, so as to give Chinese coaches and swimmers some reference.

RESEARCH METHOD: research, interview, contrast

RESEARCH RESULT: Dennis takes aerobic exercises and effective intensity seriously. He focuses on technical strength and effects, demonstrating and explain to the athletes with rich and exaggerative body language, so that they will clearly understand the distinction between correct and wrong movements. Moreover, he also pays attention to details. Here are his training features: 1. There are special exercises every class, with no adjustment for several weeks. The request is strict, and athletes should devote themselves to the training. 2. The intensity of training is high, with short breaks as well as demand for swimming speed. 3. Aerobic training is carried out in groups with many repetitions, which is beneficial for increasing intensity methods 4. Legs-kicking exercises are arranged intensively for twice or three times a week, with all kinds of 3000-meter training means. The main training methods in classes every week include warm-ups of about 4000 meters (common warm-up, some basic technique disassembling and speed exercises). Here are some means for intensity training: (500m free+5*100m free)*3, (500-400-300-200-100m)*3, (2*100m fast+100m with fast set-out)*4, (500m free+5*100 free)*3, (6*50 fast+7*100 fast)*3, (6*100m+4*100m+2*100m)*2, (150+100+50m with fast set-out)*3, 12*200m challenging swimming. The intervals shorten gradually as the training proceeds. Strength trainings are held twice a week after the in-water trainings. The trainings are mainly trunk trainings with little high-force equipment. During the physical training, all the movements must be standard, and there should be tensile force trainings during breaks. In addition, Dennis also pays attention to the communication with athletes.

MAIN CONCLUSION AND SUGGESTION: 1. Foreign athletes are highly initiative with perfect self-care ability. 2. National athletes should improve the ability of consecutive special training. 3. Compared with foreign athletes, national athletes' awareness of challenging limits should be raised. 4. In competitions, national athletes' initiative should be enhanced.

The Development of Explosive Force with the Help of Intensive Burdenings during Trainings of Highly Qualified Wrestlers of the Greek-Roman Style

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INTRODUCTION: Nowadays a lot of specialists of sport wrestling pay greater and greater attention to the development of explosive force during trainings of highly qualified wrestlers of the Greek-Roman style. Perception of the fact is connected with the requirements of intensification the wrestling match on the one hand, and with physiological peculiarities of explosive force manifestations on the other hand. Explosive force characterizes the ability of sportsman to manifest his muscular force extremely rapid. (N. Zimkin, 1969; V. Korenberg, 2004; L. Dvorkin, 2005, Aagaard, 2010; L. Norrbrand, 2008; etc.). Peculiarities of shrinking features of muscular fibers and their lability to impact of intensive burdenings confirms objectively the probability of use the technology of the development of explosive force during trainings not only of highly qualified weight-lifters but also during trainings of wrestlers. The aim of investigation was to reveal the influence of intensive burdenings of explosive character on physiological peculiarities of bioelectric activity manifestation of muscles of highly qualified wrestlers and weight-lifters during execution of wrestler's special exercise.

METHODS: Eleven highly qualified wrestlers and nine weight-lifters (examination group) participated in the test. Training methods consisted of wrestlers' force exercise (FEW) with burdening that was equal 50, 70 and 90 % of maximum load. To register the bioelectric activity of muscles (BAM) was used portable miomonitor (registrar of superficial electromiograms). The bioelectric activity of the following muscles was registered: the erect bundle of quadriceps muscle of right and left hips, the right and left parts of the latissimus dorsi muscle. Exercises with burdenings were held with use of burdening weighed 60-80 % of maximum load, five times in a training, and three or four repeats for one time – as one variant, burdening weighed 80-100 % of maximum load, five times in a training, and one or two repeats for one time – as another variant, or in combination of first and second variants – as the integral methods.

RESULTS: Investigations showed, that value of the bioelectric activity of the erect bundle of quadriceps muscle of left hip was 0,08 mv/c for weight-lifters and 0,3 mv/c for wrestlers on the first second of making exercise or at the moment of lifting weight nearly equal 70 % of maximum load. Fluctuations of the bioelectric activity of the erect bundle of quadriceps muscle of left hip were within limits: from 0,05 till 0,25 mv/c for weight-lifters and from 0,27 till 0,39 mv/c for wrestlers while keeping weight in hands at knee level in static position from 2 till 6 second of muscle intension. On the 7 second of g wrestlers' force exercise execution, at the moment of undermining the weight from knee level and closing muscle intension, the bioelectric activity of the erect bundle of quadriceps muscle of left hip was 0,29 mv/c for weight-lifters and 0,3 mv/c for wrestlers. Fluctuations of the bioelectric activity of left part of latissimus dorsi muscle were within limits: from 0,14 till 0,24 mv/c, fluctuations of the bioelectric activity of right part of latissimus dorsi muscle were within limits: from 0,22 till 0,34 mv/c for weight-lifters while keeping weight in hands at knee level in static position from 2 till 6 second of muscle intension. Homogeneous indices for wrestlers were from 0,27 till 0,4 mv/c and from 0,27 till 0,40 mv/c. The bioelectric activity of the erect bundle of quadriceps muscle of left hip was 0,29 mv/c, of right hip – 0,47 mv/c, of right part of latissimus dorsi muscle – 0,9 mv/c and of left part of latissimus dorsi muscle – 0,86 mv/c for weight-lifters on the 7 second of making wrestlers' force exercise while undermining the weight from knee level to taking the straight position of legs and body

– at the final time of execution of wrestlers' force exercise. Homogeneous indices for wrestlers were 0,3 and 0,62 mv/c, 0,8 and 0,7 mv/c. In all cases the bioelectric activity of latissimus dorsi muscle was higher while undermining the weight than while making first two parts of wrestlers' force exercise (that were the load at knee level and static intension during 5 seconds).

CONCLUSION: Neuromuscular system of highly qualified wrestlers reacts with muscular intensions while lifting the weight equal 70 and 80 % of maximum load adequately in comparison with highly qualified weight-lifters, and it obviously distinguishes while lifting the weight equal 90 % of maximum load. Highly qualified weight-lifters have more economic functioning of neuromuscular system in comparison with wrestlers while making wrestlers' force exercise, and also modeling the biodynamic structure of wrestler's motor action with burdenings equal 90 % of maximum load. Indices of highly qualified weight-lifters' explosive force while lifting burdenings of great and maximum weight may be used as demonstrative level of functioning of neuromuscular system during trainings of highly qualified wrestlers of the Greek-Roman style both in the process of special force trainings and as one of criteria of national team selection.

KEY WORDS: explosive force, the bioelectric activity of muscles, wrestlers, weight-lifters.



The Development Research of the Rhythmic Gymnastics Individual Hoop Exercise Item in Our Country

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For the past 30 years, the development of competitive rhythmic gymnastics in our country was generally moving forward in an unsmooth way with a periodic fluctuation: reached the peak in mid and late 80s; entered a dismal period in the late 1990s; and then flourishing in the current stage. Such short 30 years, rhythmic gymnastics in China has experienced four stages: technology introduction--- prosperous development ---cold stagnation --- restoration of development. Even though the overall skills have been significantly improved in the technical level, there is still a large gap compared to the top level around the world.

Research on the development of China's individual program of rhythmic gymnast in both theoretical and empirical fields based on document literature, video analysis, expert interviews, and comparative method. Studied examples of "five sets to 2011 Rhythmic Gymnastics Championship Individual all-round" and "top five hoop sets and 31 th Artistic Gymnastics World Championships Individual hoop project" to comprehensive analyze the rhythmic gymnastics individual project development. Below are the conclusions:

1.Rhythmic Gymnastics in China as a whole was rising with periodic fluctuation. It has made many achievements in the past three decades; China 's Rhythmic Gymnastics Group program developed better than individual program; China Rhythmic Gymnastics Coaches showed a trend of getting younger; The mass base of Rhythmic Gymnastics is gradually deepened.

2.A serious shortage of reserve personnel; Shortage of coaches; Coach's professional competence needs improvement; degree of attention is lacked.

3.Body elements of difficulty of four types in personal hoop sets had not been mastered comprehensively and used in balance. Among them, the jump class has been used highest and twist class is the least, the physical elements difficulty valued relatively low.

4.Our personal hoop project sets in circle instrument used more basic technical movements other than more difficult and thrilling technical movements . Circle instrument technology action and approximation techniques class action and non-prescriptive body movement groups combined finished more. Body movements combined with balanced class provides higher than the proportion of the combined action group with three other provisions body more evenly.

5.Our personal projects hoop sets in musical style failed to take full advantage of the traditional Chinese culture characteristics; musical style is inconsistent to action choreography style; music selection has been greatly constrained by the instrument characteristics which is tedious and modeling .

6.The number of motion route in our personal projects hoop sets is generally few; The motion route is too simple; venues use unreasonable yet not comprehensively; The display area is too few for athletes designed.

7.In our personal hoop sets, athletes do not understand the connotation of inner meaning of complete sets of actions. Internally performing is very lack; Body, various parts of the limb expressed thin; dull facial expression , lack of overall co-ordination .

8.In our personal project the hoop sets, complete quality is relative poor . The body movements difficulty universal posture amplitude is lack, the instrument basis of the use of more demerit points , throwing and catching the accuracy is not enough .

The Development Strategy of Chinese Canoe Slalom in the New Olympic Period

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INTRODUCTION: In order to accelerate the sustainable development of canoe slalom in China, the situation and idea of the event is discussed for the efficient preparation and new breakthroughs of 2016 Rio Olympic Games.

METHODS: System analysis, mathematical statistics, etc

RESULTS: Canoe slalom has reached a delightful improvement in China after 13 years. The penetration and competitive level of the event have both been improved effectively. Chinese team won two quotas for Beijing Olympic Games in 2007 World Championships directly. Then they also got all four quotas of 2012 London Olympic Games by world qualification competition series.

Table 1: The result of Chinese Athletes in the last three Olympic Games

Year	Women's K1	Men's K1	Men's C1	Men's C2
2012	11	17	12	6
2008	13	21	11	10
2004	18	-	-	11

Men's canoe double and women's kayak single are the emphasis items of Chinese canoe slalom. During the last 4 years, Chinese athletes have been among the world-class while they reached the first eight positions several times in the World Championships and World Cup Series. Unfortunately Chinese athletes of WK1 and MC2 missed the medals because of the serious mistakes both in Beijing and London Olympic Games. Finally MC2 ended in 6th place in London Olympic Games with more potential.

DISCUSSION/CONCLUSION: Generally speaking, the Chinese canoe slalom has been in developing period. Compared with the prior countries, there are still huge disparities. The most important reason is that the core developing discipline hasn't been recognized clearly which leads to the inefficient training for the athletes. The competitive abilities of athletes are not enough which make the unstable performance in competitions. For actualizing the sustainable development of Chinese canoe slalom, the management system of the event must be made more systematically and scientifically while development potential is explored. International Canoe Federation renewed the competition rules which will change the competition mode directly in the next four years. Coaches and athletes must truly understand the core ideas of the rules and analyze the characters of the specific competitive method deeply. Coaches must comprehend the requirements for athletes' competitive abilities in the new Olympic period clearly, so that the more efficient training system could be set and the more efficient training result could be gained.

The Empirical Analysis on the Influence Factors of Competition in Traditional Olympic Countries & the Later-Developing Strategies for China

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INTRODUCTION: From a historical and international perspective, inspecting the development circumstance and historical situation of summer Olympic Games ,that's the representative of competitive sport. Finding their developing experience to guide Chinese competitive sport in a health and sustainable development way, especially providing some historical advices for formulating a reasonable Chinese Olympic strategy.

METHODOLOGY/METHODS: The thesis colligate the historical research ideas and statistical methods :Pearson correlation analyze,

RESULTS:

(1) Factors significant influenced the competitive ability are GDP, medals of TBB and TBE, the times of hosting Olympic Games, the items of winning Olympic medals ,population.

(2) Regression equation of the medals of TBB is:

Medals of TBB=0.38* the items of winning Olympic medals+0.133*GDP+0.395* medals of TBE-0.153*score of the completeive ability+0.045*ln_population

(3) Regression equation of the medals of TBE is:

ln_medals of TBE=0.024*ln_ the times of winning Olympic medals-0.158*ln_ the items of winning Olympic medals+0.055*ln_GDP+0.086*ln_the times of hosting Olympic Games-0.76*ln_ score of the completeive ability+0.123*ln_medals of TBB

(4)Using K-means cluster to classify the Countries' competitive ability into 5 kinds,TBB and TBE into 3 kinds and 4 kinds.

DISCUSSION /CONCLUSION:The competitive ability in the Olympic Games influenced by the following factors of a Country: GDP、population、the items of winning Olympic medals、the times of hosting Olympic Games、 level of TBB、 TBE. The competitive ability in Olympic Games reflects the a Country's comprehensive power and the developing modal of genius. After Examining the history and the domestic situation, the Chinese later-developing strategy can choose the tendency either decline or stay in the top union with USA and Russia, it is better to choose the later. Take a further demonstration for TBB and TBE , they are still the core role in the development of Chinese competitive sport. The factors affect TBB are the items of winning Olympic medal、 GDP、 TBE、 competitive ability、 population. The factors affect TBE are the times of wining Olympic medals、 the items of winning Olympic medals、 GDP、 the times of hosting Olympic Games、 competitive ability、 TBB. The diversity of items is more important in China for developing TBB and there are two steps to following the other countries, the quantity and quality of taking part in Olympic Games is more important in China for developing TBE and there are three steps to following the other countries.

The Integral Training of Basketball Players Ages 17-19 Years While Transferring into Superleague Teams

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INTRODUCTION : The results of the study of Superleague teams' competitive activity in the championship of Ukraine have shown that the teams' make-up became much "younger" (by 16.3%). Thus, while the transferring from Children and Youthful Sports School teams to reserve teams and the first teams of Superleague we can observe the decrease of gaming competitive activity by 15.3% in the reserve teams, and by 27.2% in the first teams (I.V. Loseva, 1997). And during the two seasons of playing, the young players do not reach the level of the adult basketball players' integral preparedness. The analysis of the available literature (L.B. Andryushchenko, 1988, Zh. Kozina, 2011, I.V. Loseva, 1997) showed that there are practically no scientific and methodical studies which analyze the peculiarities of basketball players' preparedness in the transferring to high level teams. Therefore, this issue has been the subject of our study.

THE PURPOSE was to substantiate experimentally the methods of improvement of 17-19 aged basketball players' integrated training while the transferring in the Superleague teams.

We used such methods of the research: the study and the analysis of home and foreign scientific and methodological literature, the analysis of teaching experience to organise a training in basketball, the questionnaire survey of athletes, the pedagogical observation, the control and educational tests; the pedagogical experiment, the mathematical and statistical analysis. The experimental work was carried out on the base of Dnipropetrovsk Superleague basketball team "Dynamo-Dnepr".

STUDIES RESULTS AND THEIR DISCUSSING : It was found out that the factors that limit the increase of 17-19 aged basketball players excellence while the transferring into the Superleague teams are: a) not sufficient level of special physical, technical and tactical training of young athletes in comparison with the experienced ones; b) the lack of consideration of individual psychological characteristics of young basketball players at this stage of athletic career; c) the reduction of volume of competitive loads, the negative effect of interpersonal relationships in a team from the side of active reserve players. A special plan for 17-19 aged basketball players training for the first six months of their stay in the team of masters was developed, it took into account the differences between young and experienced players' preparedness. The content of training sessions is aimed at improving of lagging sides in the special physical, technical and tactical preparedness (the main emphasis of the technical and tactical preparedness improving was – increasing of throwing exercise performance intensity (the method of conjugate effects, simulation of competitive conditions.) The management of mental state in precompetitive and competitive period was carried out due to individual peculiarities of athletes' nervous processes mobility (focusing on the game, timing, individualization of pregame workout). The optimization of social and psychological adaptation of young basketball players was conducted by specially organized training and competitive activities (forming of the game groups of the same role players (leader - young player), the contribution to the overall result shouldn't be estimated individually but basing on game units, focusing on the positive actions of the young player, it is necessary to assess the effectiveness of the actions in the game of 17-19 aged basketball players only in a game subgroup.

CONCLUSIONS: The implementation of the developed technique of integrated training in the training process of the experimental group of basketball players led to a significant increase in the benchmarks both in average for the group, and in game roles. It was found out that the greatest increase in performance was



observed after precompetitive mesocycle, confirming the effect of long-term adaptation. Thus, the increase in terms of special physical preparedness was 3.9%, technical and tactical - 22.4%, competitive - 35.6%.

KEY WORDS: «basketball», «integral training», «training process», «individualization», «young and experienced basketball players», «competitive activity», «transfer».

The Research of Characteristic Models about China's Men's Boxing Olympic Champions

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After nearly three decades of continuous development, China's Men's Boxing has been made a considerable progress, especially since the Athens Olympic Games, China's rapid development of men's boxing, made a series of remarkable achievements which push our man boxing to a new historical high from these two Olympic Games of Beijing and London, the future of boxing in turn what were went is our urgent attention, what elite boxers feature model is our most important concern. He has direct impact on the level of development of our future men boxing. This article summarizing the literature, interviews with experts, senior coach, the basic situation of the elite boxers with champion athletes, body shape, body function and athletic qualities, sports technology, sports tactical psychological characteristics comparative study and ultimately concluded that:

1. The physical fitness feature of Chinese Male boxing Olympic champions are: Olympic champions of low-weight are relatively short whereas Olympic champions of high-weight have average height among elite boxing athletes of high level; the body fat percentage of Olympic champions of boxing are relatively high which affects the exercise capacity to some point; Olympic champions can endure intense combat. The motor function feature of Chinese Male boxing Olympic champions are: Olympic champions of low-weight have an excellent ability of anaerobic metabolism; in every bout, the heart rate goes over 180 per minute and the heart rate during rest between bouts is above 160 per minutes. Moreover, the heart rate in the bout, as well as the heart rate during rest time, has a positive correlation with the time of the game; Olympic champions have high recovery ability so that they can endure workload of high intensity and can recover from fatigue soon. The competitive ability of Chinese Male boxing Olympic champions are: Olympic champions of low-weight exhibits outstanding ability of speed, dexterity and speed force, as well as other specific quality of boxing.

2. The techniques of Chinese Male boxing Olympic champions are: Olympic champions of low-weight make frequent use of combination blow which is successful, however success ratio of Front hook hand and Back hook is low. Besides, these athletes do not have advantage in strength of straight punches; there is a high frequency in using straight front which can make avail of advantageous upper extremity length of athletes. The defense features of Chinese Male boxing Olympic champions are abutting defense and footwork defense. The gravity feature of Chinese Male boxing Olympic champions is they move with a steady gravity.

3. The tactic features of Chinese Male boxing Olympic champions are: Olympic champions of low level boxing are good at using tactics like active attack, other than Qiangdian attack, which has a high success ratio; Olympic champions of high level boxing are good at using tactics like active attack, other than abutting attack, which has a high success ratio. The time tactic of Olympic champions of high level boxing is that they show great control over time so that they won't miss any chance.

4. The mentality and intelligence features of Chinese Male boxing Olympic champions are: Olympic



champions show positive and passionate state and they are full of confidence.

The Research of Characteristic Models about China's Women Taekwondo Olympic Champions

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According to the numbers of athlete who won in the last four Olympic Games, despite the fact that Korea was known as the Nation of Taekwondo, the gap between them and the other countries are steadily getting closer. To be more specific, based on the distribution of the sixteen gold medals of the women's Taekwondo in four different levels—The women Taekwondo team in our country got five gold medals and a silver one, which was just behind Korea, the following teams are Chinese Taipei, Mexico, Britain, Serbia, Australia, Turkey and many other countries and regions.

On the 2012 London Olympic Games, Wu Jingyu defended her Taekwondo-49kg champion; Hou Yuzhuo also won a silver medal in the Taekwondo -57kg; as well as Liu Xiaobo, who for the first time, received a bronze in the men's Taekwondo +80kg. It's not hard to predict that the women's Taekwondo is becoming our potential gold-winning Olympic event. The following article is focusing on the Olympic gold medal winner Chen Zhong, Luo Wei and Wu Jingyu; as well as the Olympic silver medal winner Hou Yuzhuo. Researches based on these athletes were gathered through collecting and organizing the related documents, simplified these into personality characteristic models, which is basically according to their individual status and the changes occurred in the rules of Taekwondo. In conclusion to find out the similarities among our own women's Taekwondo team.

Table 1 The statistics about basic situation of China's women Taekwondo Olympic champions

name	Date of birth	Olympic games	champion's age	level
1 Chen Zhong	1982.11.22	27th	18	+67kg
2 Luo Wei	1983.05.23	28th	21	-67 kg
3 Wu Jingyu	1987.07.13	29th	21	-49 kg
4 Hou Yuzhuo	1988.11.14	30th	24	-57 kg

Chen Liren ascribed China Taekwondo's success to learn American boxing mode, but we must make changes to based on ourself actual situation in the process of learning and using for reference. So there are many problems to be solved, need to further improve and perfect.

The results showed the similarities among our own women's Taekwondo team, such as the following seven aspects.

- (1) The home environment is good, their parents or family give them great support and understanding.
- (2) The athlete has a tall and thin physique, and good exercise quality, highlighted rapid strength and flexibility.
- (3) They have comprehensive technology and unique skill.
- (4) Their tactical awareness is very strong, and has more and more tactical changes.
- (5) They work hard, strong will.
- (6) They have a clever mind, can cooperate with the coach to training.
- (7) To adapt to changes of the rules.

The Studies of the Effect of Olympics Education on Talents Cultivation in Higher Education

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RESEARCH OBJECTIVES: Since PRC has been built for more more than 60 years, universities in China has cultivated a large number of talents, but with the enrollment expansion of universities, many talents lack ability of cooperation, competition and innovation. So in this article we hope to improve the quality of talents cultivation by strengthening Olympic education in universities of China.

RESEARCH METHOD: document method and comparative method

CONCLUSION: the president of OIC has said, “the Olympic sports will tell them obey the rules, respect the rivals and integrate them into society. Sports give them happiness, glory and health. So we believe that Olympic education at least has four active effects in talents cultivation. Firstly, it is helpful for students of university to develop a habit of exercising and to have a strong healthy body. Secondly, Olympic education will help students to develop a sound personality and to build right attitude to the life. By the Olympic education, Students may face defeat more bravely and accept challenge more actively. Thirdly, students will nurture a strong sense of competition and cooperation by understanding the Olympic spirit. Lastly, Olympic education will helpful to cultivate outstanding students who have global vision and have a good knowledge of international rules, for Olympic spirits absorb different excellent cultures all over the world. http://en.wikipedia.org/wiki/Olympic_spirit - cite_note-2#cite_note-2

As we mentioned above, Olympic education has so many active effects on the talents cultivation, but how shall we produce the advantages of the Olympic education? We believe we can build in universities of China a new Olympic educational model which includes morality education, physical exercising, social service, cultural exchange. That means in the model we should make students get to know Olympic spirits by series of lectures, campus broadcasting, books, newspapers and internet. We should carry out all kinds of sports which attract students to be fond of and take part in. we should courage more and more university students to join the ranks of the volunteers which not only serve the Olympic Games but also actively undertake social duties outside study. We should deepen international communication and give more opportunities to students to learn western culture and understand international convention. We hope Olympic education could produce more advantages by this model in talents cultivation in universities of China.

The Oretical-Method logical Basis of Preparation of Qualified Athletes on the Basis of the Process of Adaptation to Training and Competition Load for the Year

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NUPESU

INTRODUCTION: Topics of scientific research is largely driven by the need to acquire new knowledge about the system of training and competitive sports activities – a change in the conditions of a high class of the developing modern sport to an objective understanding of the emerging new trends and patterns in the sport, how to further develop the theory and methods of training athletes in the Olympic and professional sports, as well as solving problems associated with the preparation and performance at major competitions - the Olympics, World and European Championships, athletes, national team of Ukraine.

As a result, we can conclude that one way to increase the effectiveness of training athletes in modern sports is to further improve management of the training process. Varying the training loads of different size, intensity, direction, depending on the state of sportsmen, training on the use of optimal – reliefs in conjunction with rest wave will largely determine the quality of training of athletes.

The resulting new knowledge and knowledge of the known laws of formation and development of fitness, the dynamics of adaptive processes of skilled athletes, may form the basis of directional control the parameters of the training load, and competitive activities for creating conditions that can stimulate motor and functional system of sportsmen to further adjustment during the year.

The problem of reserves of the human body has a general scientific basis, which involves a comprehensive approach to solving it with a specific type of athlete.

HYPOTHESIS: referential development of the theory in the direction of intensifying the training process for 80-90s led to the limiting value of training and competitive load, a high degree of exploitation of adaptive capacity of an athlete in training for years and years of preparation. However, the dynamics of growth of motor and functional capacities in training and in particular competitive activity varied slightly. It is assumed that research in the direction of constructing a system of training effects, based on knowledge of the objective laws governing the formation of sports skills and characteristics of the adaptive functioning of an athlete, will contribute both to improve the training process, and ensure the growth of sport performance for the year and many years of training, while maintaining parameters of volume and intensity of the load on the same level.

METHODS:

1. Analysis of the scientific and methodological literature of domestic and foreign authors.
2. Analysis of experience of best practices and planning documents, a questionnaire survey of trainers and athletes.
3. The method of expert evaluations.
4. Teacher testing motor characteristics, physiological testing in order to explore the possibilities of energy conservation systems of the body for the anaerobic and aerobic muscle activity.
5. Pedagogical experiment.
6. Methods of mathematical statistics.

RESULTS : The analysis of literature data and the practice of preparing athletes has shown that the construction of various structural formations of the training process to improve motor skills and abilities that provide the level of sport performance, it is necessary to rely on precise quantitative data on the structure of

competitive activity and the special training of a particular sports discipline and sport, where the contribution of each component in the final outcome is different, but enough to be the subject of a special improvement in different periods and stages of the annual cycle of training.

This approach assumes that more and more specialized and intensive training load, the use of effective but narrowly focused training facilities with a maximum view of the features of competitive activity.

However, this approach does not always lead to positive results, the increase in the capacity of key body systems. This applies especially to highly skilled athletes in the final stages of sportsmanship.

Studies by several authors suggest that what is happening during training, functional and biochemical adaptation is dependent on the nature and focus of the training process (V.V. Petrovsky, 1978, 1992; F.Z.Meerson, 1981; V.N. Platonov, 1988, 1997, 2004).

Adaptation of the body and "stimuli" (training loads) occurs more rapidly than they are more uniform and the longer apply. In this case there is a contradiction, on one hand - the adaptation to the effects of biological systems - a prerequisite for its development, on the other side - adaptation leads to a decrease in the response. What is more uniform training load than it is monotone, the more frequently used, the more quickly the body gets used to it and responds to her usual reaction to a strictly defined, is not subject to new requirements, the faster it loses the impact of coaching. This pattern of adaptation in the light of the physical education found expression in the principles of wave-like, variability and progression of training loads (V.V. Petrovsky, 1988, 1992, V.N. Platonov, 1988, 1997, 2011). The stock performance is limited adaptive reserve. As a result, the athlete can not always respond to positive coaching influence adaptive mutations. For such an implementation requires a specific set of coaching influences, a well-defined in size, scope and direction.

DISCUSSION AND CONCLUSIONS : We can conclude that the intensive development of the sport, constant updating of records, intense competition in the international sports arena raises the question of the need to find new ways to improve sports, acquire new knowledge in this sphere of human activity.

Expansion of competitive activity in recent years in different sports, almost 2-2.5 times during the year due to the process of commercialization of professional sports, was a factor in the further mobilization of motor and functional capacity of an athlete.

Most of the strongest swimmers 1980-1990-s part of the year in 60-70 competitions, starting with 100 to 140 times (K.P.Sahnovsky, 2001).

However, the desire to achieve high results in various competitions involves constant use of high-intensity exercise using exercises from the arsenal of specialized and competitive nature.

In this approach, the athlete is often incapable of achieving the highest results in major sports competitions of the year.

Based on the identified patterns of change in a special performance by qualified athletes under the influence of training loads of different directions, we have developed a theoretical concept of improving the efficiency of the training process, a special performance and competitive activities.

The theoretical concept of using the most effective means of special training aimed at improving the structure of competitive activities and special preparedness (for example, swimming), developed standard models of training sessions and training microcycles with the rational relation to these different sets of exercises primary focus for developing skills and abilities in a range of , optimal for their development and improvement, scientifically-methodical approaches to enhance the special performance of skilled athletes in training and competitive activities.

Theoretical and practical recommendations can be used in the preparation of skilled athletes in the final stages of many years of training.

Title of the Abstract Breeding the Olympic Reserve by the Informational Technologies (in the Orphanages)

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The problem statement of this work a number of colleagues can cause confusion. And there is a line of sight basis. Passion for orphans sports and working at a computer for many often presents a dilemma. And recommendations made to strengthen child health were to be to redirect teens that really carried away with information technology classes at the sports sections. And in some cases it was quite reasonable. In one of the children's homes, for example, boys - avid players - suddenly burst ball. This happened at the beginning of the weekend, when no one could help them solve the problem. Gallant team decided it yourself: the boys sat at the computer, and started to play virtual football. Occupation admit, also exciting. And mind and wit develops just as good this football. But, of course, does not strengthen the muscles and growing more so boyish and light brings only harm. In earlier studies, talking about preventing the negative impact of computer technology on children's health, we are also called training real sport if not simply reorient the direction of interest of pupils, then, at least, pay attention to the compensatory function of sports sections in cases where children are both passionate and sports, and information technology. Paying tribute to our wonderful coaches, Chief, and now we decided to go further into this matter. We proceed from the fact that not only the children in sports activities can give pupils the opportunity to keep health while continuing to master the subtleties of ever-improving information technologies. But reciprocity, developing a variety of network services, computer applications and rapidly developing hardware in combination can contribute to pupils increasingly successful in sports. The Russian people have enthusiastically accepted the decision of the International Olympic Committee to make the capital of domestic resorts, famous throughout the city of Sochi, also the capital of the Winter Olympic Games in 2014. It is quite natural that it has become a source of pride for our children's homes and boarding schools. All the more so for the older of them will soon come a time when they will be able to play sports for adults. Of course, not only in Olympic sports - each pupil, so - and graduate individual sports preferences and personal ambitions. Considering this and keeping them within reasonable limits, the children's home may appeal to the sporting interests of the child including those with him during the career guidance. Direct professional guidance will rightly be called one of the first uses of information technology in the formation of stable interest pupil in sports. Do so, for example, the staff of the orphanage of Azov the orphanage "Altair" Labinsk Krasnodar region and other Internet resources include biographies of prominent athletes and their methodical calculations for those who want to follow in the way idols, other notable in this regard web material.

Training on over Actions Technique in Rhythmic Gymnastics

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INTRODUCTION : Technique training occupies a leading position in all phases of long-term training of athletes in rhythmic gymnastics. Correct performance of the over actions are the most important and crucial part in the technique of this kind of sport and all movements are performed in a relatively short period of time which requiring a considerable muscular effort. The process of technique preparation includes resolving of two major problems of pedagogy - "what to teach" and "how to teach". The subject of study in sports pedagogy is the physical exercises technique and on its content represents a specific athlete activity in a separate sport [1]. Throws objects are among the main structural groups, mandatory for gymnasts of different qualifications, and its structure varies according to the classification requirements and competition rules [2]. Compliance with each level of special physical fitness level athlete owning sports technique - the most important methods of provision of technique training in the sport. Training on gymnastics exercises demand orderly and correct methodical action organization of coach and athlete. Throws in gymnastics belong to the group of motions of the precision conveying direction. The success of their performance represented by a long flight of the apparatus and precision of the over actions for specifying the required flight range of object [3, 4]. Course begin with the exercises with the ball, and then transferred to the rope, etc. The next stages of training provide a wide range of objects, such as hoop, ribbon, and clubs. Increased technique skills in sports with the stabilization of the kinematic structure is due to the improvement of the dynamic structure of motor actions, variability, capacity and power coordination influences, some of which are involved in the decision of the motor task (form conservation), and some performs "protective" function, in particularly resists knocking influences without compromising achievement of objectives. The relationship and interdependence of structure and action level of physical qualities are the most important conditions for improving technique of motor actions in sport. In this regard, global learning of the over actions in rhythmic gymnastics is an actual.

THE PURPOSE OF RESEARCH: to learn the over actions technique in rhythmic gymnastics.

RESULTS: Sports technique is a way to organize internal and external forces about the athlete's body in a functional system based on the objective actions which regulated by mobility athlete, biomechanical criteria of optimization movements, situational expediency, as well as competition rules, and introduced by a system of movements of characteristic of a particular sport.

The instruction regarding work with items for gymnasts conducts at three stages. The first stage is to create a common understanding of the movement. At the same time, oral description, demonstration and trial performance are using in practice. In the second stage, gymnast become familiar with the movement, based on the established notion. At this point athletes elaborate the motor skills. The third and the final stage of the instruction is called consolidation movement in general. At that, elaborated during the second stage motor skills transfers to motor attainments. In order to achieve maximum results it is important within the learning process of motor characteristics to conduct versatility and apply the individual approach to each athlete. In the framework of our research we conducted pedagogical experiment and training program for gymnasts with items. Experimental and control groups were indentified. The exercises were carried out with experimental group. The following results were obtained: before the experiment the average scores ranging from 6.68 to 7.1 and the number of successful attempts mostly 1-2. And after the experiment there are 2

successful attempts, and by the most of athletes were correctly done 3 attempts. In the experimental group a number of gained points of throw amplified up to 7.41-7.63 points. Moreover, in the control group, the results from the beginning and at the end remained the same, because only one group was taught, and the other trained in the daily routine. This indicates the significant efficiency of the developed program.

CONCLUSION:The throw items subject is a fundamental part of the learning process in accordance to the conducted analysis. The technique improvement of any physical exercises is - in coordination with the task action - a process of the interaction forces' optimization mechanisms. The theoretical substantiation and the technologies development for implementation this process into the practice are the foundation of technical training in the sport. The training program which took place in the experimental group for throwing action gymnasts was elaborated on the basis of the theoretical data. According to the data the exercises, which were given during the training are effective.

Youth Motivation to Engage in Volunteer Work in Sport

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For large scale sports events the act of volunteer recruitment is a vital part of the work, but volunteer work for itself is a sacrifice of one's time and skills for the better good of society. As every person's actions are based on some sort of rousing and motivating factors, it is therefore important for the sports managers to understand the reasons why volunteers engage in this kind of work, because their motivation is not based on the material rewards. Knowing the reasons of this kind of engagement, managers will find it easier to recruit young people for volunteer work in sports, offering them opportunities to accomplish these motivational aspects. Furthermore consequently maintaining and stimulating volunteer motivation works as part of the volunteer retention tactics.

Recruiting youth for volunteer work in sports is not only in the competence of a manager in the field of sports, but also a benefit for volunteers themselves. By doing this kind of work young people gain experience in organizational and other kind of tasks, that can serve as valuable sources of experience and CV references when searching for a full-time job. Positive emotions and gratification for the well done job promote the further engagement, but the constant being in the company of the organizers of the sports event, make new acquaintances and gives an opportunity to fulfill a career in the chosen field of sports.

AIM OF RESEARCH is to work out recommendations to optimize the volunteer work in sports.

RESEARCH METHODS: research and analysis of literature sources; Inquiry (questionnaire and interview); mathematical procession of the results.

RESULTS : The main motivation for volunteers is the chance to help others. This reflects that the term altruism is very much linked to volunteer work. The most commonly used skills among the respondents were the social skills (23,3 %). Respondents found the given tasks as an opportunity to accept responsibility (20 %), but the main benefits was a positive experience, gratification for the well done job and a purposefully spent time. Furthermore more than half of the respondents (62,8 %) believe that their volunteer work experience is useful now and will be useful in the future. This kind of placement shows that the given tasks, responsibility acceptance, professional experience and volunteer work for itself is a contribution to youth personality fulfillment and their qualities. Young people see their work contribution to the overall sporting event. The main condition according youth to engage in volunteer work in sports is a positive and pleasant work atmosphere. The second condition is an interesting work, but third - a work team that consists of active and creative people.

CONCLUSION: Volunteer work in the field of sports indeed contributes to the youth intellectual, professional and moral fulfillment, because this kind of work experience holds the necessity to accept responsibility, improve skills and help others, which altogether indicates to a personality full of significant qualities.

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Theme V : Approaches and Theories in the Training and Development of Elite Coaches



Symposium

Comparative Analysis of Vaults Technique Over “Old Horse” and “New Table” Performed by Qualified Female-Gymnasts

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INTRODUCTION: The implementation of the new table by the FIG has resulted in some necessary adaptations to vaulting and our approach to training of vaulting technique. First of all, hand contact by apparatus is one of the major factors in vaulting coordination structure [1, 2]. The purpose of researches is to study the features of hand contact phase in vaults under the changed apparatus design: from old horse to new table.

METHODOLOGY: We used the technology of biomechanical analysis of human movement with video recording. The positions of the gymnast's body in movement were recorded by a digital video camera at a speed of 25 frames per second in sagittal plane. 14-segment, branched kinematical circuit was used as a model of the human support-motion apparatus. We calculated the coordinates of gymnast's basic joints (20 points were selected). Then we obtained kinematic and dynamic biomechanical characteristics by “BioVideo” software (developed by the kinesiology department). 20 highly skilled female gymnasts (age 13–15 years) – members of Ukraine's National Team – have taken part in the experiment.

RESULTS: The vault was separated into six phases: running approach, board contact, first flight, hand contact, second flight, touch-down. We calculated the horizontal, vertical and resulting linear velocities of the centre of mass and joint rotation centre of the gymnast's body; angular movement and angular velocities of biosegments; potential, kinetic and total energy of separate biosegments and the whole body; work output at take-off; capacity of taking-off. From the biomechanical point of view, the hand contact phase in a vault can be carried out by hands faster, and the changed surface of an apparatus will raise capacity of a push hands, flight height and distance of second flight phase. Time of hand contact phase is the following: in handspring front on the vaulting “old horse” 0.39 s compared to 0.24 s on the “new table”, in handspring front on-tucked salto forward off – 0.38 s compared to

0.22 s, handspring front on-piked salto forward off - 0.38 s compared to 0.20 s, round-off – 0.39 s compared to 0.24 s, "Tsukahara" tucked – 0.38 s compared to 0.22 s, "Tsukahara" stretched – 0.38s compared to 0.20 s, round-off, flic-flac on – 0.35 s compared to 0.20 s, round-off, flic-flac on-tucked salto backward off – 0.24 s compared to 0.18 s, round-off, flic-flac on-stretchedsalto backward off – 0.26 s compared to 0.16 s.

DISCUSSION: Hand contact phase of vaults has essentially other performance technique, than in acrobatic exercises on a carpet. The changed design of an apparatus has increased the area for hand contact approximately by 40 %. The hand placement, afforded by the old horse, permitted the gymnast to apply more force in a forward-downward direction during hand contact by new table.

CONCLUSION: The increase in available surface area on the new table over the old horse has improved performance of the standard and Yurchenko-style vaults by highly skilled female-gymnasts. 1. Irwin G. & Kerwin D.G. The influence of the vaulting table on the handspring front somersault / Sports Biomechanics. – Volume 8, Issue 2, 2009. – P. 114-128. 2. Sands, W. A., & McNeal, J. R. (2002). Some Guidelines on the Transition from the Old Horse to the New Table. Technique, 22, 22-25.

Factors Affecting the Synchronous Performance of Movements in Group Exercises of Rhythmic Gymnastics

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INTRODUCTION: In rhythmic gymnastics group exercises are the most complex kind of competitive program and have a number of differences from individual exercises. They are higher in complexity, the nature of motor action and energy. One of the most important conditions of doing of group exercises is consistency and synchronized actions, which create the continuity and unity of performance. Synchronism - is both simultaneity and consistency of the performed actions. Synchronism as an action is a collective one. Coaches offer different options for learning and working out of group exercises with their performing another method of training work is used. Everything mentioned above determines the urgency of the problem.

METHODOLOGY: The formation of synchrony in group exercises of rhythmic gymnastics with the help of identifying the significant factors that affect the performance of movements in group exercises.

METHODS: The analysis of the scientific and methodological literature, questionnaire, the method of expert assessments, teacher observation, pedagogical testing, methods of statistics.

RESULTS: The studies has shown that for the technical preparation of gymnasts in the group exercises the main place is taken by the synchronous performance of movements (218.0 points) and the accurate performance of the agreed work asynchronously (165.0 points). The next ones are the level of technical skills (158.0 points), the number of interactions between gymnasts (152.0 points), the quantity and the quality of reconstructions and drawings (146.0 points), the correspondence with the program of competition exercises (103.0 points), music composition (100 , 0 points), the individuality of a team (87.0 points), the appearance of gymnasts (69.0points).

Among the most important factors that influence the formation of synchronism the experts have identified the following: the clarity of performing of constructions and reconstructions in the exercise (117.0 points), and the uniformity and unification of movements (115.0 points), the correspondence of movements and musical accompaniment (114.0 points). The main reason for this is that the main components of the competitive compositions of group exercise are structural groups of elements that are directed to the synchronized and coordinated activity of all gymnasts in the team. These data are mainly consistent with the responses of coaches.

CONCLUSION: Synchronous execution of movements - is the basis of technical competencies in group exercises. The structure of the synchronous performance of movements are elements of constructions and reconstructions in the exercise, and the harmony of unity movements to the musical accompaniment. This should be considered when forming teams of group exercises, improvement of the technical training and the development of competitive programs.

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Improvement of Skilled Female Gymnast's Technique in «HANDSPRING» Vault on a Modified Design of Apparatus

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INTRODUCTION:

As a result of the traditional vaulting horse replacing with a modified design of apparatus – «vaulting table» in 2001 – nowadays gymnasts perform more difficult and dangerous vaults. Thus actual problem is the improving of gymnast's vaulting technique.

METHODS:

20 skilled female gymnasts – the members of Ukraine's National Team – performed «Handspring» vault on «vault table» which were filmed using Sony Handicam DCR-VX2100E digital camera positioned in line with the table, perpendicular to the direction of the runway. Then videogram was processed by «BioVideo» software for obtaining the biomechanical characteristics.

RESULTS:

We developed the special program to improve sports technique for skilled female gymnasts in vault «Handspring» with a «vaulting table» which have been based on the biomechanical characteristics of their motor actions technique. The special program consists of seven complexes (because the vault was divided into seven phases: I – approach phase; II – hurdle-step phase; III – on-board phase; IV – pre-flight phase; V – on-table phase; VI – post-flight phase; VII – landing) for 5 exercises (a total of 35 exercises). One separate complex solves the problem in achieving the biomechanical parameters on which sport performance depends directly.

20 gymnasts were divided by random selection into two groups of 10 gymnasts both in control and experimental group. Gymnasts in both groups had no statistically significant differences by biomechanical characteristics of vault technique at the beginning of the pedagogical experiment. Pedagogical experiment was carried out during 12 months at the training to main starts in the Ukrainian and World Championships. Gymnasts in both groups trained on a single plan per 3 hours twice a day, six days a week. The only difference between the groups was that the control group trained under the traditional program and the experimental group trained by our program.

After the experiment, gymnasts of the experimental group increased on average A score from 4.60 ± 0.23 to 4.84 ± 0.22 ; B score from 8.36 ± 0.21 to 8.90 ± 0.16 , $p < 0.05$; gymnasts of the control group also increased A score from 4.54 ± 0.13 to 4.60 ± 0.19 , B score from 8.30 ± 0.37 to 8.64 ± 0.25 , $p < 0.05$.

DISCUSSION:

Nelson et al. (2), found the average horizontal component velocity of gymnasts in a vault over «old horse» at the 1984 Olympics at board contact was 6.5 m/s. Knoll & Krug (1), using a laser speed measurement system for the competition analysis of the women vaults in world championship 2007 found that handspring-type vaults averaged 7.74 m/s on the vaulting table. Our investigation indicated that skilled female gymnasts showed the average velocity from 6.28 m/s at board contact in vault on «new table» in experimental group before the experiment to 7.97 m/s after the experiment.

The biomechanical characteristics of skilled female gymnast's motor actions and the laws of their changing in «Handspring» vault allowed to develop a program for performance technique improving. This program includes: strategy, purposes, directions to special exercises complex, selection of training tools and methods, facilitated or complicated execution of motor actions, dosage, recreation intervals, guidance, and 7

exercise complexes for each vault phase, performance criteria and biomechanical monitoring for technique elements.

CONCLUSION:

Basing on the results of biomechanical analysis, we have developed the training program for skilled female gymnasts in order to improve their «Handspring» vault performance.

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Issues on Coaching Communication with Elite Female Athlete: A Chinese Taekwondo Olympian Case Study

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INTRODUCTION:

The aim of this study was to examine the career of a female taekwondo champion who already won an Olympic medal, and to identify possible factors that have led to her repeat victory by an overwhelming margin in London 2012.

Individual interview and questionnaire were conducted. Using a multidisciplinary approach, the stories of Jingyu Wu raised several issues related to coaching, coach education, and the development of female athletes.

METHODOLOGY:

Participant: An elite Chinese female taekwondo athlete with world-class success volunteered to take part in this interview. She is Jingyu Wu. Today, Wu is in her mid-20s, a 49kg combating athlete who had many international titles and is pursuing her master degree.

Procedures: As the participant's stamina coach, the author met with Wu 2 times a week. The participant was informed that the information she provided would remain confidential, and could terminate the interview at any time. The interview was conducted in the dorm of Wu, and lasted 60 min, totally 4 times.

Guide for interview: The author wanted to stimulate a production of storied communication, meaning extensive elaborations of a topic and how these topics influenced the career of Wu.

RESULTS:

Sports coaching is a complex social and dynamic endeavor where coaches have to interact with athletes, team of coaches, parents, national governing bodies. According to the oral narration of Wu, the results were drawn.

I Wu's profiles revealed that her perception of the systematical and continual development in performance was caused by proper coach communication, the right way to coping with sudden fame, and avoiding injuries provoked by overtraining.

II The coach-athlete relationship was discussed with a focus on the experience of coaches, the team of coaches the athletes had to deal with, sociolinguistic issues, and the differing criteria of success

communicated.

III Coaches need competence in psychological, physiological, technical, and tactical skills in addition to knowledge about organizational issues. This extensive knowledge together with good interpersonal skills is a prerequisite for prolonged success.

IV Finally, the importance of national governing bodies to focus on knowledge transfer, the supervision of coaches, and the infrastructure to monitor athletes.

CONCLUSION:

As the coach of elite female athlete, is expected to coordinate the communication between different parties and to prepare for long-term development and participation in elite competition. It is important to remember that creating champions is not only about developing physical, technical, and mental prowess; it is about communicating with people to optimize performance within a mindful environment.

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Management of the Training Process of the Qualified Athletes-Sprinters Based on the Consideration of Their Functional State

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INTRODUCTION: Significant volume and intensive training loadings cause substantial morphofunctional changes, mechanism adaptation excellence, and an increase of functional possibilities in the organism of an athlete. The complete knowledge about an athlete, particularly dynamics observation of the functional state of an organism, is necessary for training process control.

Functional possibilities of cardiovascular system limit the efficiency of an athlete. Therefore, in our researches as an informing method, which allows objectively judge a cardiovascular functioning and its adaptation level to different directions of the training loadings, the pulse method variation was used. This method was upgraded to the sport training terms (V. G. Tkachuk 1980) and to the practice preparation of the qualified athletes-sprinters (M. L. Tkachenko 1987).

RESEARCH METHODS: The features of the introduced method consist of the implementation of standard physical loadings (running in one spot for 15 sec full speed and walking 200 steps for 45 sec) 100 cardiac cycles were recorded. The regulator mechanism of an athlete cardiovascular system was introduced with two numbers, which were inflicted as one point on a two-coordinated system chart. The first number characterized the most number of intervals between R and R out of 100 written ones, which was designated by the mathematical amplitude mode symbol (AMo). It was provided in an X-axis percentage. The second number characterized duration of an interval between R and R, which appeared in seconds on y-axis.

Research results allowed select areas of optimum adaptation of a cardiovascular system during the preparation period: for speed loadings the AMo was in a range of 30% -50%, Mo – 0,44- 0,45 sec; for speed endurance loadings the AMo was in a range of 30% - 45%, Mo – 0,40 – 0, 48 sec.

When the Mo index after the indicated loadings was becoming lower the exposed numbers, slow recovery was observed. When the Mo index was increasing- the deviation from a norm in the regulation of a cardiovascular system (arrhythmia), led to endurance decrease of an athlete.

Conducted researches during the competition period allowed select areas of optimum adaptation of a cardiovascular system of athletes- sprinters: for speed loadings the AMo was in a range of 30% - 50%, mode (MO) – 0,44 – 0,48 sec; for speed endurance the AMo stood at 35 – 55%, Mo – 0,44 – 0,48 sec. These areas corresponded with a high level of a sporting form and an athlete's readiness to show high and consistent results when competing.

CONCLUSION: The pulse method variation allows determine 1) the optimum scopes of a cardiovascular system functioning during loadings of quickness and speed endurance and 2) the reaction changes of a cardiac rhythm. This method also allows predict endurance level, character and recovery speed. Comparing the results with pedagogical tests a coach enables to purposefully manage a training process, and in accordance to the specific physical level of an athlete, to build more effective training system.

Optimization Control in the Training Process of Women's MarathonSwimming Team Preparing for Major Competitions

Wang Jun

INTRODUCTION:

Marathon swimming was developed relatively late in China, the athletes of national team were basically from the middle and long distance swimming team. China is still in the primary stage contrasting to the foreign countries which have been developed for decades. Women's events have made some achievements in recent years, but the overall level of training, training and preparing experience are still not enough, so we haven't made a historical breakthrough in the international games. Based on the national women's marathon swimming team, by tracking, observing and analyzing the training process for the major international competition periods in the past three years (swimming world championships in 2009 and 2011, Olympic Games in August 2012, Marathon Swimming World Cup 2011), and contrasting to the advanced experience of the foreign, we try to track the limited factors in the course of the training of national team, and then give the corresponding recommendations and countermeasures.

METHODS:

1, Literature: To find out the successful experiences, training characteristics and training methods of foreign marathon swimming athletes and domestic long-distance swimming training, to provide a theoretical foundation, we analyzed the relative literature of marathon swimming and the long-distance swimming of foreign. 2, Interview survey: In order to better understand the situation and require the materials and data, we interviewed the coach of national marathon swimming team, 5 national long-distance swimming coaches, the team leader and some elite swimmers, sports experts of University, training experts. 3, Observation: According to the competition cycle, we tracked the training courses of National Women marathon swimming team since July 2007, and recorded the content.

RESULTS:

1, The training session mode of the national team preparing for major competitions was "4-1-1": four normal-intensity-training lessons, one physical-training on land or large-loading-training lesson, one lesson to adjust the large amount of exercise. 2, Training programs, training methods and training environments were chosen accordingly to the successful experiences and models of long-distance- swimming in the pool, but no targeted training methods were increased in the preparation session. 3, Compared to foreign excellent team, the military tactics training contents of the national team were relatively lack, the collision, position-snatched, engine-supply were less to be trained purposefully.

CONCLUSION: The whole preparation cycle, too much training was emphasized on physical fitness, quality and technology; it was lack of the purposeful training of team military tactics, personal collision, snatching the position, engine supply capacity. In the course of training, we should increase the actual training according to water environment.

Preparation of Top Level Athletes under Conditions of Track and Field Professionalization

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INTRODUCTION: One of the major trends determining the Olympic sport development at the current stage is its professionalization [1] which is manifested especially acutely in modern track and field, and which has become the reason for this sports event selection in the capacity of a model. Wide scope of knowledge accumulated by mutual efforts of numerous specialists who have been studying the problematics of track and field [2, 3] in the course of several decades was obtained without accounting for this factor, unfortunately. Timeliness of the study is determined by the necessity of systematization of available scope of knowledge about the system of competitions, competitive activity of elite athletes, sports training, factors enhancing the efficiency of athletes' training and competitive activity and their organization in an integral system with account for sports professionalization.

METHODOLOGY: Analysis and summary of scientific and methodical literature and information of global system of Internet, legislative acts and program documents, calendars, protocols, ratings of competitions, competitive activity of top level track and field athletes, advanced practical experience of national team preparation, preparation of elite athletes specialized in various track and field disciplines (coach and athlete questioning), methods of mathematic statistics.

RESULTS AND DISCUSSION. Track and field professionalization results in significant alterations of top level athletes' competitive activity, thus affecting sports preparation organization and the ways of its improvement: gradual increase of the number of competitions for elite athletes in various disciplines of track and field at the end of the 1980s, achievement of maximum results in the 1990s at significant differences ($p < 0.05$), except for marathon ($p > 0.05$), decrease of the number of competitions from 4,20 to 21,53 % (males) and from 4,47 to 15,07 % (females) participated by elite athletes in the 2000s as compared to the previous decade ($p < 0,05$), despite sports calendar expansion. Modern trends of training process design for top level athletes include: competitive activity modeling under conditions of training process; almost double reduction of the share of general physical preparation means, training means in modes which fail to meet the requirements of competitive activity; increased requirements for technico-tactical mastership improvement, prevention of traumatism; wide application of modern technical means in training process; formation of an aggregate of the most important components of special fitness with account for track and field event specifics, individual features of athletes, sexual dimorphism, changes in competition system on the basis of rational ratio of exercises of different preferential orientation in combination with realizational, preventive and energy-conservative technologies.

CONCLUSION: Sports preparation under conditions of sports professionalization is a complex, integral, dynamic, continuous process which is designed at well-balanced ratio of sports calendar, sports training, factors of training and competitive activity efficiency enhancement along with observation of the following principle provisions: annual and long-term optimization of competitive practice; participation in competitions with short intervals (3-6 days) between them and in no more than two competitions before the major ones; termination of competitive practice 2-3 weeks before the major competitions of quadrennium; reduction of the number of the major competitions to 30- 40 % depending on discipline specifics in the years of the Olympic Games holding; optimum increase in the system of annual preparation of the number of competitions directly modeling the conditions and the regulations of the major competitions; signing of contracts on participation in competitions in terms which do not violate the regularities of reaching the peak



of readiness in the major competitions; formation of an aggregate of the most important components of special fitness of highly skilled athletes on the basis of rational ratio of exercises of various preferential orientation along with the reduction of total training volume by 10-15 % depending on individual capacities and in combination with technologies which provide maximum realization of natural inclinations and capacities and reduce the risk of injuries and diseases; rational application of the complex of socio-economic, organizational, pedagogical, psychological, medico-biological factors, innovational technologies; development of material and technical basis corresponding to world standards along with the increase of quality of service of different profile specialists.

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Reflective Practices in the Training of Coaches

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REFLECTIVE PRACTICES IN THE TRAINING OF COACHERS

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The key element of highly qualified coaches is psychological techniques aimed at the formation of professional Self-Conception and professional cogitation based on Reflection mechanism. Efficiency of the personality reflective activity is based on reflective ability and is defined by the coherence of reflective process.

Reflective elaboration of actual problem and conflict contents of the coacher's activity may be effectively conducted subject to high Self involvement to the process of consciousness, which provides the coacher with the opportunity for reframing, formation of the constructive reflective position and obtaining activity results.

Research objective is revealing peculiarities of reflective position, its type, structure and details on various stages of professional development, elaboration and justification of the method forming efficient reflective position and developing coaches' reflective skills.

Materials and methods: 151 coaches (48 future coaches, 42 coaches with 1-4-year experience and 61 coaches with over 5 year-experience) took part in our research. The research methods used included: Leontiev's differential reflection probe, reflectivity diagnostic methods by A.V. Karpov, M. Grant's Self-reflection and Insight Scale, Meta-Cognitive Awareness Inventory, S.R. Pantileev's self-awareness research method, Cattell's 16 Personality Factors Test.

Results and discussion: Students of the coaching faculty are disposed to quasi-reflection ($52,66 \pm 7,29$), newbie coaches are inclined to perspective reflection ($39,77 \pm 5,33$) and self-reflection ($45,35 \pm 5,82$), experienced coaches are disposed to situational reflection ($18,13 \pm 4,77$) and communication reflection ($37,95 \pm 5,40$). As follows from the adduced measures, the established discrepancy between the groups is statistically significant. There observed predominantly low level of reflective skills development (experienced coaches' - $4,91 \pm 1,34$; newbie - $4,56 \pm 1,76$; students - $3,83 \pm 1,69$) and low level of constructive reflection (experienced coaches' - $0,39 \pm 0,02$; newbie - $0,39 \pm 0,03$; students - $0,37 \pm 0,02$) in respect of self personality and activity methods.

The correlations of the structural components of reflective position were revealed by means of analyzing matrices of intercorrelations of parameters of self-awareness, personality traits and reflection measures, in the groups of students, newbie and experienced coaches. The correlation of coherence (SCI), divergence (SDI) and general system measures revealed (SOI a number of features of integration-differentiation of personal determinants in the structure of reflective position of coaches. Involvement in the real work environment defines the highest integrity in the structure of reflective position of personality traits in the group of newbie coaches (SCI = 121), determining the highest system organization indices (SOI = 218) within the studied groups. In the group of students of coaching faculties personal factors play a differentiating (unbalancing) role in the system of reflective position (SDI = 128). In the group of experienced coaches the values of system coherence (SCI = 68), divergence (SDI = 79) and organization indices (SOI = 147) decrease, testifying to the declining role of personal factors in the system of reflective position.

Processing of parameters of reflection, self-awareness and coaching experience using the method of principal component analysis (with varimax rotation) revealed 4 clusters, referred to 76 % of data dispersion: the factor of “Significance mechanism initiation”, the factor of “Reflective ability development”, the factor of “Reflection experience awareness and constructiveness”, the factor of “Neurotic orientation of reflection”.

The cluster analysis resulted in the allocation of 4 groups. The typology of coaches’ reflective positions was determined and characterized in compliance with intensity of reflection measures, personality traits and self-awareness parameters: “Constructive” reflective position, “Oversituational” reflective position, “Areflective” position, “Personal-pejorative” reflective position.

On the basis of the conducted research “Method of reflective reference of the coacher’s activity actual experience” was developed. This method is a psychotechnics, aimed at the elaboration of individual system of meanings (individual meanings) in the reflective layer of consciousness. Psychotechnical effects are achieved by means of elaboration process of problem and conflict contents on the rational (clarification and maieutics techniques) and emotional (empathy techniques, facilitating processes of immediate emotional experience) levels. Resulting from the method realization there is arise a reframe and interiorization of the psychological meanings system to the individual activity and fixation of these meanings in the form of reformed rut. This method may be implemented in the form of individual psychotherapeutics or group psychotherapy. In implementing the method of the reflective reference results stating the dynamics of reflection indexes were obtained. Dynamics of Reflection Indices:

Before the training:

Experienced coaches (N=25, M ± SD): Reflective skills 5, 04 ± 1,56, Constructive reflection 0,40 ± 0,03

Future coaches (N=24, M ± SD): Reflective skills 3,91 ± 1,74, Constructive reflection 0,38 ± 0,02

After the training:

Experienced coaches (N=25, M ± SD): Reflective skills 5, 44 ± 0,74 *, Constructive reflection 0,58 ± 0,07 **

Future coaches (N=24, M ± SD): Reflective skills 4,37 ± 1,22 *, Constructive reflection 0,47 ± 0,06 *

(Mann-Whitney test: * - at the level of significance $p \leq 0,05$, ** - $p \leq 0,01$)

Conclusions: Peculiarities of the reflective position are defined by its multilevel structure and corresponding contents, characterized by forms and types of reflection, focus of reflective activity, stipulated by personal determinants.

Building of constructive reflective position is carried out by means of reference of the person’s activity actual contents in the process of coping with intrapersonal conflict in the problem field of individual meanings subject to high Self involvement to the process of reframe of personal motives and ruts.

Study on The Significance and Strategies of Implementing National Wushu Aerobic Exercise

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1. INTRODUCTION:

Today, with an increasing competition between nations and threat to the national cultural security in an international environment, youth quality education has become a significant factor affecting the future of our nation. Therefore, it is not a simple problem facing the school physical education to research and discuss on the implication of strategically promoting wushu aerobic exercises in primary and secondary schools, as well as to study on the specific elementary strategies, but an extremely important issue relates to our youth education, even to the prosperity and development of our national culture.

2. METHODS:

2.1 Researching Documents and Materials: Read and analyzed studies on wushu aerobic exercises from books and papers.

2.2 Fieldwork: As a national instructor, the author visited the schools and checked their training facilities, including halls and other equipments.

2.3 Interviewing: Interviewed professors and researchers specializing in wushu teaching and education, as well as the principals of primary and secondary school in Beijing.

2.4 Practical Operation: Start to promote wushu aerobic exercises in the author's working school.

3. RESULTS:

3.1 Implication of implementing wushu aerobic exercises.

3.1.1 Fully enhancing the physique of the primary and secondary school students, as well as to promote their physical and mental health.

3.1.2 Improve students interest in learning Chinese wushu.

3.1.3 Lay a good foundation for the students to further study Chinese wushu and for wushu education.

3.1.4 help promote national spirit and culture, and develop cultural awareness and cultural self-confidence.

3.2 Implementing Strategies of the wushu Aerobic Exercise Project

3.2.1 To strengthen the management and advocacy, to improve the wushu knowledge of all levels of leaders and teachers.

3.2.2 To emphasize on the retraining and the introduction of wushu teacher, enrich the organizational forms of wushu class.

3.2.3 To offer more governmental financial assistance to the school, and create proper environment for wushu exercise teaching.

3.2.4 To connect the achievements of promoting wushu with the assessment system of teaching performance. And also consider the wushu performance of the students when they are enrolled in high schools and universities.

3.2.5 To deepen the standardization of Wushu Exercise, to carry out all kinds of competitions and academic research activities

4. DISCUSSION/CONCLUSION:

During the future promotion of wushu aerobic exercise, factors such as publicization, funding, faculty, motivation, environment, organizing forms, activities and teaching facilities should be

considered and enhanced. In addition, barriers to affect the smooth implementation and advance of the national Wushu Aerobic Exercise should be removed. In this way, wushu aerobic exercise can play a significant role in cultural globalization, along with the quality education and sunshine sports.

The Developing Features of Physical Qualities of Greco-Roman Style Wrestlers of High Qualication

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INTRODUCTION: Analysis of research and publication indicates that at the present stage of development of sports in the Greco-Roman wrestling is almost no data on this problem [1, 2, 3].

The aim of our study was to determine the level of power and speed-strength qualities highly skilled athletes, specializing in Greco-Roman wrestling.

RESEARCH METHODS: The study used a theoretical analysis of the research literature, teacher testing and methods of mathematical statistics.

RESEARCH RESULTS AND DISCUSSION: During the research stage of development of power qualities of Greco-Roman style with qualifications a candidate master and master of sports found that the masters of sports, these figures much higher.

An analysis of the performance of power qualities found that with the increase of the level of training fighters CMS MS recorded statistically significant improvement ($P < 0.05$). Analyzing the performance level of speed and power characteristics of Greco-Roman style of the CMS to the MS, found that the increase is not statistically significant ($P < 0, 05$).

The data obtained in the experimental studies revealed that the performance of the test the long jump with space increases from 257.86 cm - athletes CMS to 257.86 cm wrestlers MS growth is 2%. Similar rates were recorded in the test jump from place to grow 53.29 cm to 55 and 57 cm, which is 4% increase. In the test, jumping rope for 1 minute analogical index increases from 181 to 183 times, 71 times, which is 1%?

CONCLUSIONS: The analysis of experimental data indicates that the leading power is qualities that affect the growth of sports skills in the Greco-Roman wrestling on the CMS to MS. The data obtained can be used to build and control the training process with highly skilled athletes who specialize in Greco-Roman wrestling, and other martial arts.

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The Kinematic Characteristics of High Qualifications Woman Long Jumpers

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In the modern sport highest achievements for the victory in competition should be used physical characteristics at the level of human possibilities. The use of scientific methods of research, and especially the analysis of biomechanical features of the execution of sports exercise, allows to achieve improvement of the results of the athlete. In the different types of jumping disciplines the great importance for the achievement of high sport results have kinematic characteristics of a jump, and that forms the relevance of our research [1,2,3].

The aim of the work is to establish correlations between the kinematic characteristics and results in long jumping.

The task of research: to set the parameters of the basic kinematic characteristics, to analyze a correlation between the sporting result and kinematic characteristics.

Methods of research: analysis of literature, pedagogical supervision, pedagogical experiment, methods of mathematical statistics.

The research took place during the track and field athletics Championship of Ukraine (2012) in Yalta. In the experiment we used 12 best results of Ukrainian Championship finalists woman long jumpers 16 steps run-up. The experiment was filmed and analyzed with the help of program Dartfish.

The results of the study. Average indicators of the main characteristics of the jump: length of the jump - $6,39 \pm 0,35$ cm, time to overcome 16-step run-up $4,3 \pm 0,2$ seconds, time to overcome recent run-up 6 steps - $1,4 \pm 0,1$ sec, time to overcome last two steps of run-up - $0,46 \pm 0,03$ sec, time of overcome last step of run-up - $0,2 \pm 0,02$ sec, support time for repulsion $0,12 \pm 0,01$ seconds, flight time $0,75 \pm 0,05$ sec, 16 steps run-up rate $3,74 \pm 0,22$, last 6-steps run-up rate $4,16 \pm 0,23$, last 2-steps run-up rate $4,38 \pm 0,32$, last step rate $4,96 \pm 0,48$, rhythm coefficient $0,97 \pm 0,42$, tempo coefficient $4,39 \pm 0,32$, tempo mobilization $4,33 \pm 1,97$, rate for female athletes to step repulsion $8,81 \pm 0,35$ m/s, speed athletes for 2 steps to repulsion $8,91 \pm 0,35$ m/s, speed of athletes in 3 steps up to the repulsive $8,23 \pm 0,34$ m/s, length of the last step of $2,12 \pm 0,16$ m.

Analysis of kinematic indicators run-up showed that the highest rate observed at the 16th step (5 step/sec), followed by 14th(4.3), 12th(4.1), 10th (4,0), which indicates the presence of arrhythmic in the run. The shortest phase cap-shaped dome is observed on the 16th step (10 ms), the 14-th step (13.5 ms), the 12-th step (14.5 ms), which again shows the run-up arrhythmia before repulsion.

The highest correlation between the sports result and kinematic characteristics can be traced: between the sporting result and the time of flight in the jump - correlation coefficient of 0.74, as well as between the sporting result and the speed of the last two steps of the run-up - correlation coefficient of 0.55.

Conclusion: the highest correlation with the sports result is observed with the time of stay of

the athlete in flight 0.74 and speed of overcoming the last two steps of the runway of 0.55. The run-up of woman long jumpers of high qualification is characterized by two embodiments of the last steps (length, tempo and speed).

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The Strategy of the Contingent Formation of Athletes Enlisted in Olympic Preparations

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INTRODUCTION: One of the most important indicators of the evidence for the effectiveness of the Olympic games preparation, is the ability to athletes to demonstrate the highest sports achievements in the main starts of the four years. As a rule, it is a personal record for those, who participated in the Olympic games for the first time, for experienced athletes, who have been already performing a few years in the major international competitions, including the Olympic games, the result, at least, is not significantly different from the highest personal achievements [1]. The whole training system of sportsmen at the national teams level and the closest reserves in Ukraine covers the contingent of athletes and coaches, considerably exceeding the optimum for successful preparation for the Games of the Olympiad. This leads to the relevance of the strategy development of the Olympic preparation and selection of perspective athletes [2].

METHODOLOGY: Development of strategy of the contingent athletes' formation, enlisted in Olympic preparations and the definition of the informative criteria of the national teams selection in different kinds of sport.

METHODS: Testing, observation, analysis of the training and competitions of athletes, methods of statistics. The athletes in weightlifting, canoeing, wrestling, diving, artistic gymnastics and shooting took part in the research.

RESULTS and DISCUSSION: The selection strategy has been developed for the realization of an objective approach in the athletes' selection of the national teams of Ukraine and subsequent selection of candidates for participation in the Olympic Games in 2012 which includes the following regulations:

- selection of candidates is carried out on the types of competitions, in which sportsmen of Ukraine can be in the 10 strongest at the Games of the Olympiad, and is complemented by views, in which competition at the Games of the Olympiad is low;

- a contingent of candidates for the Olympic training is formed by a group of independent experts with the assessment of the sporting achievements of each athlete, his capacity in terms of the further growth of the results, age, health status, etc;

- all the other athletes, who are part of the regular commands, are removed from the control of the State service of sports and National Olympic Committee. Their preparation is carried out sports federations, sports associations.

For the selection of athletes in the team were justified and included the following selection criteria:

- fulfillment of the individual plan of preparation of the previous and current years and its correspondence to the given tasks;
- experience of participation in international competitions;
- stability and reliability of participation in the European and World Championships, international competitions;
- high level of technical readiness (a variation of equipment, implementation of complex elements, ensuring a high place in the tournament table);
- functional state of a sportsman's body;
- psychological stability and manifestation of morally-strong-willed qualities, that are important to a kind of sport, high motivation;
- the compliance of individual or group model specifications, standards, approved by the international and national federations, the international rating;
- health condition (lack of injuries and chronic diseases);
- pass doping-control;
- conclusion and recommendations of the comprehensive scientific group

CONCLUSION:The presented strategy of the athletes contingent formation enlisted in Olympic preparations, has two principal advantages:

- it creates conditions for explicit organization quality improvement and methods of preparation of athletes, actually applying for a successful performance at the Games of the Olympiad;
- provides the preconditions for the system training development of the nearest reserve national teams, the creation of an effective system of Olympic training centers. Inculcation of this strategy and technology of selection of sportsmen allowed to win 8 Olympic medals in 6 kinds of sports, as enshrined in the scientific-research Institute, the Games of the XXX Olympiad of 2012.

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Poster

Analysis of Preparation and Performance of Kazakhstan National Teams in XXX Olympic Games

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INTRODUCTION: The Olympic Games 2012 held in London was the most successful for sportsmen of our country since 1996, when the national team first appeared at the Games to represent a sovereign Kazakhstan. The country's success was one of the most impressive feats of the last Olympiad. Their medal success against the heavily resourced giants of the sporting world (USA, Russian, Chinese, Great Britain) was not only a lasting achievement in its own right but sets a goal for our future athletes at the next Olympiad to match and surpass to prove that the achievements of 2012 were no fluke. Firstly, it is necessary to carry out careful analyses of preparation and performance of all athletes and teams on Olympiad and then to reveal summand of achievement from one side, and from another emphasize system factors which were obstacles in effective qualification in different sports. All aforesaid are condition of research's actuality.

PURPOSE: Factors' analysis conduction which were prevented from sportsmen of Republic Kazakhstan's qualitative preparation for Olympic Games 2012 in London.

RESEARCH TASKS:

1. On the base of theoretical analysis of sport activity and methodological literature sort out the most significant factors of success and failure in sportsmen and teams' performance.
2. On the base of coach' questioning and performance results find factors which put obstacles in successful performance of Kazakhstan's athletes in Olympiad 2012.

RESEARCH METHODS: The form was developed which included 10 the most probable and typical factors in creating obstacles in competitive activity's success. Those factors were mentioned a lot in scientific, methodological and popular literature by trainers, specialists, sportsmen in explaining of successful and unsuccessful competitions. Trainers in there responses could point not only one but several or all range of factors even. If there were not enough enveloped factors in the list, the trainer could finish writing necessary specification. There were examined 126 trainers.

RESULTS AND DISCUSSION: There is the biggest average percent of all negative factors which prevented good preparation and participation in Olympiad performance. The trainers pointed next ones: trainers in game sports – 34%; trainers in individual sports – 29,1%; trainers in single combat – 23,3%. Drawing attention to detached factors, you can notice that the most negative factor is “gapped psychological preparation”. 73 trainers from 123 called that factor, which takes 57,9%.

If you want to look through groups of sports it will been seen that trainers in game sports referred to the problem of psychological preparation in 65,7%, then trainers in single combat – 56,7% and trainers in individual sports – 54,1%; In individual sports the main factor of failure is “limitation in system of restoration and rehabilitation”- 59%.

SUMMARY:

1. It was found out that the most problems in preparation to Olympiad were in game sports.
2. The most important factor which put obstacles in successful training and performance was psychological preparation.

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Exploring and Analysis of Outdoor Leisure Sports Population

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OBJECTIVE: Sports development strategy in China begins to increase the emphasis on the value of mass leisure sports. And outdoor leisure sports are booming rapidly, but how to better define the outdoor leisure sports population and how to analyse their characteristics become very important and urgent issues.

METHODS: The literature, questionnaire, expert interviews and other methods are used in the paper. We build, explain and define innovatively the concept, study its characteristics in interdisciplinary fields, eventually discuss its standards to enrich theories of sports population and outdoor leisure

RESULTS: 1, Definition. Outdoor leisure sports population refers to the people whose goal are physical and ornamental healthy, leisure and entertainment, who pursuit to improve their sport abilities, participate in directly outdoor physical activity, care for outdoor recreational sports, and consume the outdoor leisure sports products, especially refer to social groups who directly participate in the outdoor leisure sports. **2, Hierarchical classification.** The first class is the people who involve in outdoor recreational sports according to their physical conditions and their levels of technology and equipment. Second one is the one who concern about outdoor leisure sports, including the one who pay active attention on the events and outdoor info; The third category is the one who consume outdoor leisure sports goods. The last two kinds are called the potential population; the first class belongs to the dominant ones, which are interrelated. **3, Proposing the statistical standards and criteria.** We have come to its statistical reference standard, according to frequency, time, intensity and the total amount of to participate in outdoor exercise. It can be called outdoor leisure sports population who attend 1 times outdoor recreational sports monthly at least, physical activity intensity more than 3 hours each time, Intensity of physical activity is low or medium, each consumption more 2000000 calories. The statistical criteria of the sports population combine with the exclusive features of outdoor recreational sports and researches on different outdoor recreational sports participants.

The characteristics of the population of outdoor leisure sports: **1, Natural structure**, such as sex structure, age structure. Through interviews and surveys, we found no significant differences between gender and age. **2, The economic structure**, such as occupation structure, income structure, consumption structure. The majority are high educated, who can have double cease day to ensure sufficient time to outdoor activities with a stable job, Statistics shows that whose income are more than 5000 users accounts for 80.64%, whose income above 8000 Yuan accounts for 42.74%. **3, The time and the season.** The numbers and sports Items of outdoor recreational sports are subject to season significantly, especially in the north. **4, The location.** The main features of outdoor leisure sports are corresponding with city life, people are fond of unfamiliar or different places. Over 80% of people love to the suburbs in the natural environment. **5, Items of outdoor leisure sports.** Participants for leisure and fitness are nearly 70%, Outdoor sports item are mainly outward-Bound, outdoor hiking, outdoor climbing, camping, outdoor riding, cross-country skiing, self-driving travel and so on.

CONCLUSIONS: We summarize systematically concepts, standards, and classification related to sports population and the outdoor leisure sports, and point out the usual misunderstandings. Many features have been studied and confirmed. On the basis of this research, further study should be done in multiple dimensions. We think the study would build a good foundation for the sustainable and healthy development of outdoor leisure sports.

Integration of Professional Education for Bachelors and Masters of Sport

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INTRODUCTION: Nowadays for professional sports education the improvement of conceptuality of knowledge and skills formation according to the modern industry of sports is getting an urgent task. Sports industry has become a separate social field of a human activity which covers olympic, professional, paralympic, deaflympic, non-Olympic sport and Sport for all. It should be noted that in the educational system of specialists in sports non Olympic sports as an independent unit of sports as it is defined at a legislative level in Law of Ukraine "On Physical Culture and Sports" is not paid a proper attention to. For 2013/2014 academic year on the basis of National University of Physical Education and Sport of Ukraine and Dnepropetrovsk State Physical Culture and Sport Institute "Professional and non-Olympic sport" specialization that provides formation of fundamental knowledge of this direction has been opened for masters of sports.

METHODS: Method of analysis and synthesis of the literature, legal and regulatory documents is used.

DISCUSSION OF THE RESULTS: During recent two years the preparation system in Dnepropetrovsk State Physical Culture and Sport Institute has had an integrative and integrated approach to the development of training programs and expansion of intersubject connections with formation of knowledge of non- Olympic sports on the basis of conceptuality, phasing, sequence. Integrative approach is carried out at interrelation of disciplines of general and professional, vocational and practical training cycles.

While preparing bachelors of sport the following basic knowledge is formed:

that of the conceptual framework;

that of the legislative base of physical culture and sport and state programs of development;

that of a coach's functional duties;

that of the history of separate sports development in the world and in Ukraine;

that of the conditions and requirements of sports recognition, organizational structure and ability of the international sports federations and their inclusion in the Olympic movement;

that of professional sports features;

that of general bases of athletes' preparation ;

that of system of the organization and holding competitions;

that of organizational system at the state and public level.

Fundamental knowledge is formed during the preparation of masters of sport. The training program provided to discipline of "General basis of non-Olympic sports", "Organizational basis of non-Olympic sports" and " System of athletes' training in professional and non-Olympic sports". Knowledge is formed when studying separate subjects of disciplines "Professional activities for Masters of Sport", "Political and legal basis of physical education and sport", "Management and marketing of physical culture and sports".

Such approach to the training of masters of sports will allow to create knowledge, abilities and skills and to carry out professional activity at a high level according to the professions qualifier of Ukraine.

CONCLUSION: Within the recent ten years sports industry in Ukraine has taken on a new step of the development that in turn has significantly affected training of specialists of this sphere. Knowledge formation of development and functioning of non-Olympic sports is carried out on the basis of conceptuality and training integration.

Interpersonal Addiction in the Sports Interaction

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INTRODUCTION: The source of the emotion for an athlete is not only a competitive event, but also the relationship between coach and athlete. Emotional connection between budding young athletes and coaches who come into prolonged social interaction, and the coach later become an athlete is most closely custodial social figure, often lead to the formation of psychological attachment. During years of sport cooperation coach-athlete relationship can form different types of attachment, characterized by the degree of reliability, security, anxiety symbiotic, concerns, and resistance. It depends on the individual characteristics of the actors, especially the flow of interaction, and the specifics of sports activity.

METHODOLOGY/METHODS: Taken part in research athletes (32 male and 24 female) of four kinds of sport with different level of contact (boxing, fencing, walking, throwing). All participants were investigated with 16PF (R.Kettell), as a empirical reference used F4 (autonomy-dependency) scale. Results been exposed to Kruskal-Wallis ANOVA by rank (H-test).

RESULTS: A comparative analysis of profile characteristics of the athletes, whose activities are different intensity sports confrontation (hardness of contact with an opponent), showed the connection with the characteristics of interpersonal dependence. Hard the physical contact, initiate a stronger intervention of coach, and importance of his pedagogical (personal) interventions, and the greater exposure of athletes to coaching influence (tabl.).

Sex	Contact intensity level (sport)				H	p
	Hard (boxing)	Physical (fencing)	Conventional physical (track&field, walking)	Without contact (track&field, throwing)		
Male (M±SD)	3.66±1.9	4.12±1.4	4.85±1.1	5.09±2.0	6.9	.20
Female (M±SD)	2.53±2.3	2.60±1.6	4.02±1.5	5.13±0.7	7.3	.10

The personal "addiction" of women in all studied categories is more pronounced. This can be explained by a smaller distance between the athlete and coach in training, competitive activity, and outside sports. Experiencing emotional states arising in the joint activity, creating an intimacy, mutual experiences, which were one of the conditions of understanding, and are a kind of educational "tool" penetration into the inner world of another person. Own athletes' experiences "expands" by attaching coaches' experience and resulting in expanding understanding skyline. Experience and understanding together constitute a new phenomenon the mutual communication – *Einfuhlung* (*germ.*). Through this coach can find a unity with a athlete emotionally joined to him in the most difficult moments of computational (training) activity.

DISCUSSION/CONCLUSION: Factors of formation addictions in sport pedagogical interaction may be the formation of psychological attachment in early childhood, the intensity of the sports confrontation (contact), sex. The study of nature and development of dependence in the sports interactive and educational activities raises issues concerning of formation of subjectivity, saving of ecology of interactions, the influence of these conditions on the professional well-being, success and longevity of the subjects of sports.

Modeling of Competition Exercises for Skilled Athletes in Fencing at the Preparation Stage for a Competition

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INTRODUCTION: The problem of improvement in efficiency of pre-competitive preparation on a basis of modeling of competitive activity for skilled athletes is one of the most topical.

METHODOLOGY/METHODS: Pedagogical, psycho-physiological investigation methods and mathematical statistics were used in this research. 18 skilled fencers participated as subjects. Studies and experiments were conducted under conditions of training process and competitions.

RESULTS: The analysis of competitive bouts of skilled athletes revealed the main reasons that decrease the effectiveness of their competitive activity. Among them there were insufficient physical fitness; selection of inadequate technical actions and tactical solutions during combat in time trouble, on the lane borders; low level of error-rate performance, inability to retain the scoring advantage during the combat.

The research of psycho-physiological characteristics at fencers during and after competition showed the significant changes in those characteristics ($P < 0.05$). The study of training process for skilled fencers at pre-competitive stage of preparation showed that about 67% from the total volume of training work account for general preparatory, auxiliary and special preparatory exercises and only 33% of competitive exercises. However, these training means differently influenced on psycho-physiological state of fencers. After fulfillment of general preparatory, auxiliary and special preparatory exercises one could observe no changes in psycho-physiological state of sportsmen ($P > 0.05$). And only control competitive combats caused to significant changes in psycho-physiological state of sportsmen ($P < 0.05$).

To reproduce the conditions of competitive activity in training process, the groups of competitive exercises that model the components of martial activity were elaborated:

1. Conducting bouts with frequent change of opponents, without rest, on circular system, etc. (improvement of special endurance);
2. Conducting bouts on the shortened piste, without defensive actions, without attacks, etc. (improving the "sense of distance");
3. Conducting bouts with the elements of prejudiced refereeing (improving tolerance to stress);
4. Conducting bouts with a handicap, excluding mutual hits, until one hit is stricken, etc. (improvement of volitional preparedness).

DISCUSSION/CONCLUSION: Selective utilization of competitive exercises instead of special preparatory and additional means during differently directed sessions allowed to increase the volume of martial activity within accentuated microcycles up to 40% ($P < 0.05$). As a result the higher level of functional activity in organisms of fencers was promoted.

The proposed option for distribution of the major training means within accentuated microcycles at the

stage of pre-competitive activity for fencers allowed to improve sports results, efficiency of martial activity and to improve the level or error-rate performance in the athletes during competitions ($P < 0.05$).

Intensification of skilled fencer preparation process for competitions done by the enlarging of martial practice volume during differently directed exercises had promoted valid improvement of sports results.

Pre-start PREP of Swimmers with Massage Techniques

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INTRODUCTION: The ever-increasing level of achievement in competitive swimming stipulates the searching of additional means which will enable to develop and unlock athlete's motor potential during the competition. As a hypothesis we take the assumption that the influence on muscle groups, according to their involvement, of different kinds of massage during the warm-up, will help better to prepare athletes for the start.

METHODS: In order to study the effectiveness of massage techniques and their impact on fitness shape and hemodynamics of skeletal muscles a laboratory experiment was carried out, which involved 20 swimmers aged 16-17 years. The first educational experiment was organized to study the effect on swimmer's speed-strength qualities. The massage mainly involved fouflage compared to rubbing massage. The second educational experiment was to identify the effectiveness of different kinds of massage for sportsmen who specialize in different forms of swimming. The experiment involved 56 highly skilled swimmers.

RESULTS: The functional state of skeletal muscle varies depending on massage techniques and its duration. We came to the conclusion that three-minute massage has the best effect, which increases rheographic index of relative volume and cardiac output. Fouflage massage technique for one minute, three and five minutes leads to reduced performance rheography. The amplitude of muscle tone also reduces. Massage with percussion techniques within one minute causes a decrease in hemodynamics and increases muscle tone. Within three minutes it leads to the quickened volume rate, cardiac output and a sharp decrease in the amplitude of muscle tone. After five minutes massage the level of the blood indicators circulation decreases and muscle tone does not change. Rubbing massage lasting for a minute increases the level of rheography myotonometry indicators. Massaging over the next 3 and 5 minutes gradually reduces the level of the tested parameters. The results of the experiments showed the effectiveness of mainly rubbing massage, in combination with other techniques used in swimmers' warm up with considering the way of swimming.

CONCLUSION: As it is seen from the experiment the most effective pre-start massage is an option, in which 80% of the time is devoted to massage of the muscles which receive the most of the loads using rubbing technique, and 10% of the time - stroking movements and shaking. Muscles which receive secondary loads, are massaged using only shaking techniques.



Promotion of Chinese Sports Soft Power in the Globalization: on the Development of Sports Cultural Industry

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To promote the development of the cultural industries completely is to demonstrate our soft powers in the international competition. As for the development of the Chinese sports cultural industry, the following should be paid attention: making sure its function, characteristics and developing laws as well as its merits and choke points, realizing that the systematic obstacles of Chinese cultural industry policies will not only influence the main trend of sports cultural industry but also the rapid development of the demanding market and the capability of connecting to the international market. Also this thesis provides practical measures as to how to develop Chinese sports cultural industry at scale. Firstly, we should make use of its social function of sports cultural industry to advance the sports cultural lives of the community citizens. Secondly, we must make sure it obtains the characteristics of the high and new technologies and the creativities of cultural technology. Thirdly, we have to keep in mind in developing with strong cultural features and market advantages. Fourthly, while we advocate Chinese cultural competitive strength, remember to emphasize the importance of the sports cultural industry. They are the two sides of a coin. Lastly, all the above feasible countermeasures should inherit the people-oriented health concept cultivating the common people's consumption concept of building up their bodies in the sports and the common people's consciousness in spending time in building up bodies. The key element to promote industrial development is increasing its cultural content and creativity. And the strength of protecting the copyright of sports cultural creativities should also be enforced. Thus the trend of Chinese sports cultural industry would be on the way of integration of economy and culture on the foundation of keeping our national characteristics to shorten the distance from the world sports cultural industry.

Readiness for Action and Features of Its Regulation in E-sports

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INTRODUCTION: Nowadays electronic sports has become increasingly popular with young people. According to A. Gorbachenko, the President of Russian e-Sports Federation, new games and competitions are fast progressing. The first steps towards e-sports recognition were made by International Olympic Committee. It is well known that computer games have a great influence on personal traits of gamers. In this case computer games are regarded as a method for developing positive or negative qualities in a person. But physiological features of e-sport is a problem into which too few scientists have researched. One of such important subjects is readiness for action.

PURPOSE: To find features of readiness for action and its regulation in gamers before competition.

METHODS: A total of 32 professional gamers were examined in e-competition TECHLABS CUP RU 2012 (Khimki). Some of heart rate variability (HRV) characteristics were used for assessment of regulation: stress index (SI) and three main power components (HF, LF, VLF). Following interpretation was used: HF, LF and VLF components are associated with parasympathetic, sympathetic and humoral influence respectively.

RESULTS and DISCUSSION: SI was increased in 8 cases, 4 of these gamers had higher LF level. It shows sympathetic nervous system activation. 17 gamers had decreased SI, 6 of them also had higher LF level. It is typical for athletes in good shape: adequate training leads to activation of ergotropic mechanism of regulation. 6 gamers from this group had higher HF level: it shows activation of trophotropic mechanism of regulation.

2 gamers had low SI level and high LF level. It is important that they also had high VLF level. It usually means overstrain and insufficient sympathetic regulation, in which case neurohumoral mechanism of regulation is activated.

Thus half of gamers were in good shape before competition and ready for training. Compensated distress was found in a part of gamers. It leads to higher energy requirement. Two gamers were in bad shape, and their mechanism of regulation were stretched to the limit.

Reflective Practices in the Training of Coaches

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The key element of highly qualified coaches is psychological techniques aimed at the formation of professional Self-Conception and professional cogitation based on Reflection mechanism. Efficiency of the personality reflective activity is based on reflective ability and is defined by the coherence of reflective process.

RESEARCH OBJECTIVE is revealing peculiarities of reflective position, its type, structure and details on various stages of professional development, elaboration and justification of the method forming efficient reflective position and developing coaches' reflective skills.

MATERIALS AND METHODS: 151 coaches (48 future coaches, 42 coaches with 1-4-year experience and 61 coaches with over 5 year-experience) took part in our research. The research methods used included: Leontiev's differential reflection probe, reflectivity diagnostic methods by A.V. Karpov, M. Grant's Self-reflection and Insight Scale, Meta-Cognitive Awareness Inventory, S.R. Pantilev's self-awareness research method, Cattell's 16 Personality Factors Test.

RESULTS AND DISCUSSION: Students of the coaching faculty are disposed to quasi-reflection ($52,66 \pm 7,29$), newbie coaches are inclined to perspective reflection ($39,77 \pm 5,33$) and self-reflection ($45,35 \pm 5,82$), experienced coaches are disposed to situational reflection ($18,13 \pm 4,77$) and communication reflection ($37,95 \pm 5,40$). As follows from the adduced measures, the established discrepancy between the groups is statistically significant. There observed predominantly low level of reflective skills development (experienced coaches' - $4,91 \pm 1,34$; newbie - $4,56 \pm 1,76$; students - $3,83 \pm 1,69$) and low level of constructive reflection (experienced coaches' - $0,39 \pm 0,02$; newbie - $0,39 \pm 0,03$; students - $0,37 \pm 0,02$) in respect of self-personality and activity methods.

On the basis of the conducted research "Method of reflective reference of the coacher's activity actual experience" was developed. This method is a psychotechnics, aimed at the elaboration of individual system of meanings (individual meanings) in the reflective layer of consciousness. Psychotechnical effects are achieved by means of elaboration process of problem and conflict contents on the rational (clarification and maieutics techniques) and emotional (empathy techniques, facilitating processes of immediate emotional experience) levels. Resulting from the method realization there arise a reframe and interiorization of the psychological meanings system to the individual activity and fixation of these meanings in the form of reformed rut. In implementing the method of the reflective reference results stating the dynamics of reflection indexes were obtained.

Dynamics of Reflection Indices.

Reflection Index	Experienced coaches' N=25, I ±SD		Future coaches N=24, I ± SD	
	Before	After	Before	After
Reflective skills	5,04 ± 1,56	5,44 ± 0,74 *	3,91 ± 1,74	4,37 ± 1,22 *
Constructive reflection	0,40 ± 0,03	0,58 ± 0,07 **	0,38 ± 0,02	0,47 ± 0,06 *

*Mann-Whitney test: * - at the level of significance $p \leq 0,05$, ** - $p \leq 0,01$*

CONCLUSION: Peculiarities of the reflective position are defined by its multilevel structure and corresponding contents, characterized by forms and types of reflection, focus of reflective activity, stipulated by personal determinants.

Building of constructive reflective position is carried out by means of reference of the person's activity actual contents in the process of coping with intrapersonal conflict in the problem field of individual meanings subject to high Self involvement to the process of reframe of personal motives and ruts.

Relevance of Special Physical Training of Cadets of the Military Institutions of Kazakhstan

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Physical training is a training section, an important and integral part of military education and training, Kazakhstan's armed forces.

The purpose of the study - determine the relevance of the special physical training students of higher military education (high schools) of the Republic of Kazakhstan in the various geographical and climatic conditions (in the desert, mountain, forest and other areas).

METHODS: For solution of tasks in logical research methods were used (theoretical analysis and synthesis of the literature data, systematic and structured functional analysis).

RESULTS OF THE RESEARCH: Effective establishment of the professional capacity of the army of Kazakhstan depends largely on the quality of the physical training of military specialists. This is from the first days of independence of Kazakhstan noted in their statements, President N.a. Nazarbayev: "we need to strengthen the armed forces of the Republic of Kazakhstan and improve work on his teaching". The victory, eventually comes out the army, which perfectly captured best practices training troops and sophisticated weaponry, is highly professional personnel, provides high quality battle studies, moral and psychological preparation of soldiers. Theoretical analysis of the scientific and pedagogical training of future military officers said on its diversity. Some of the issues of training of the armed forces of the Republic of Kazakhstan are presented in the writings of Alтынбаев M.K. [1], Tasbulatov A.B. [2], Taulanov S.S [3], etc.

DISCUSSION OF THE RESULTS OF THE RESEARCH: Planned and ongoing activities in high schools in KZ affect insufficiently the scope of improving combat and physical special military training future officers in desert, mountain and forest areas. Yesterday's theoretical and practical provisions accumulated by the Soviet military for re-employment, explained some of the nuances of special physical training of the armed forces need to be updated because it does not fully meet the prevailing realities in the armed forces of the Republic of Kazakhstan. This inevitably affects the efficiency of the process of physical education in the army. Consequently, there is an urgent need for scientific justification and the development of the teaching component of the military training of cadets of high schools in different geographical and climatic conditions, as well as the development, testing and introduction of new curricula, textbooks and manuals. This situation requires an urgent solution.

CONCLUSIONS:

1. Training of cadets of military higher educational institutions of the Republic of Kazakhstan are objectively existing contradictions:

- between the traditional organization of educational process and the new increased requirements to ensure the military security of the country.
- between modern goals and objectives of military physical training and inadequate training of the content of special physical training cadets in high schools;
- between the growing role of leadership in the development of the armed forces and the lack of

professional-applied physical preparation of cadets in special high schools.

2. Great theoretical and practical significance of improving military and physical training of the armed forces of the Republic of Kazakhstan in different geographical and climatic conditions, the need to implement the training-instructive, educational process of cadets in high schools special physical training, insufficient scientific-methodological works necessitate further studies on their special training.

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Side-out Success in Relation to Setter's Position on Court in Volleyball Match

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INTRODUCTION: Volleyball rules establish that teams have to pass through six different situations. In each rotation, the position and function of the players change, so a team is really composed of six distinct situations. A team will take advantage of its real potential if it balances its six rotations. This balance is difficult to achieve so teams situate their players on the court accordingly, and they tend to start with their stronger rotations because these are the rotations that will be repeated most often.

METHODS: The sample included a total of 3 volleyball match from Chinese women's volleyball team VS Japanese women's volleyball team. Only the first attack from the rally was analyzed. The matches were from the round robin competition, including at least one match from Chinese volleyball team playing against Japanese volleyball team. A descriptive observational research was done. The variables studied were: a) rally phase: side-out or serve-defense phase; b) efficacy of the phase: success or error; c) result of the game: win or loss; d) position of both setters on the court: in front-court or in back-court; e) spike zone: zone of the court from which the spike was done: zone 1,2,3,4,5,6,7,8,9 (figure 1).

DISCUSSION: In winning and losing sets, teams achieved balance in their rotations when the setter was in back and in front; Teams that won sets presented a significantly higher first offence efficacy than teams that lost sets both when the setter was in front and when setter was in back; The higher number of rallies when the setter was in back demonstrates that coaches tend to start the set with their setters in zone 1, the reason for this is that coaches try to have more rotations with three front-row spikers. The analyzed women's volleyball teams almost achieved balance between rotations when the setter was in front compared to when the setter was in back More balance was found among winning team. These types of studies also show the tendencies for coaches of lower levels to follow to prepare players for this level of competition and to increase their performance.

Temporal and Spatial Characteristics of Rotational Shot Put of Chinese Elite Athletes: A Study of Ariel Motion Video System

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INTRODUCTION: The speed is one of the most important factors which are contributed the performance of shot put. The speed rhythm is also a useful skill in shot put technique especially in rotational technique. Initial studies demonstrated that there are multiple relationships between the center gravity (CG) speed and shot speed. Because of the "Shot speed" and "CG speed" are widely studied, we suggest to evaluate two kinds of speeds as the variables of the speed rhythm. The paper selected two elite Chinese shot put athletes as the subjects who were named Zhang Jun and Zhao Zhongjun and both of the two are rotational technique. And Zhang Jun made a national outdoor competition records with the performance of 20.41 in 2012.

METHODLOGY: 1) Three-dimensional Photographic Method: Two SONY300 cameras were used for filming the competitions. 2)Fast Feedback Motion Video System: the Russia three-dimensional data model, DLT image measurement and low-pass digital filtering method with the smooth ratio 10 to smooth the raw data, was applied.

RESULTS: 1) Spatial and temporal characteristics of the CG: Zhang Jun's whole motion time is 1.44 s, Zhao Zhongjun' is 1.30 s. According to each space time t_1 to t_5 , the proportions and numerical values of Zhang Jun and Zhao Zhongjun are almost the same except t_1 . Zhang Jun' t_1 time is 0.62s which is 43.05% of whole time, and Zhao Zhongjun is 0.40 s, which is of 29.23%. The t_i time refers to the period of time between "Maximum Angle of Shoulder–Hip-Axes" point to the Right-Foot-Off point. In the rotational shot put technique, the acceleration is contributed to CG speed during this period of time. 2)The Anti-7 Font of CG at the delivery phase: the "anti-7 font" curves shows Zhang Jun' displacements is 2.66 times longer than that of Zhao

Zhongjun'. That is why the displacement S_1 of the Zhang Jun' CG trajectory off the X-direction is greater than Zhao Zhongjun'

displacement S_2 . 3)Kinematic Characteristics Analysis on Delivery Phase : the Release Height of Zhang Jun was 2.2m almost the same as Zhao Zhongjun's 2.3m(the vertical height between the shot and the ground). There is no significant difference between the Release Angle of the two athletes (Zhang is 34.8° and Zhao is 35.1°). But the Release Velocity of Zhang Jun is 13.5m/s that it is apparently different to Zhao Zhongjun' 12.2m/s at the release moment. Release velocities of the foreign

elite athletes are almost up to 14.1 m/s . 4) Left Knee Angle at Delivery Phase : We compared the left-knee-angles between the rotational technique and the gliding technique. The result ($T = -1.53$, $p > 0.05$) deduces that the left knee angle variations of two athletes who adopted different techniques was not apparently differences.

CONCLUSION: a) the t_i and S are differences between the two athletes. b) The release velocity of the two athletes at delivery phase are less than foreign elite athletes, but the release angles and release heights are almost the same; c) The trimmed pictures showed that Zhang Jun's hip-knee-ankles did not reach 180° and the CG was lower than the gliding shot put athlete. d) According to the trajectory of CG in delivery phase, the "corner" at the end of CG trajectory related to the shot's landing spot in the landing area.

The Comparative Study on the Will Quality of the Excellent Chinese and Korean Speed Skating Athletes

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1. RESEARCH PURPOSE: This study was a comparative psychological analysis of the excellent Chinese speed skaters and Korean speed skaters in order to find out the gap on the will quality of the speed skaters between the two nations and to analyze the root causes leading to its formulation, which can provide the theoretical basis for the long-term development of the China's speed skating.

2. RESEARCH METHODS:

This study respectively applies literature, interview, questionnaire survey and mathematical statistics methods.

3. RESEARCH RESULTS:

The gender variable: the independence dimension shows that Korean male athletes(M=3.09) and Korean female athletes(M= 3.64), respectively, are higher than Chinese male athletes (M=3.24) and Chinese female athletes, with respectively statistical differences($t=5.600 P=.000$; $t=3.501 P=.001$); the self-awareness dimension shows that Korean female athletes(M=3.97) is higher than the Chinese female athletes(M=3.43), with statistical difference($t=2.122 P=.038$).

Sports performance variable: the independence dimension shows Korean national athletes(M=3.77) and Korean world-class athletes(M=4.25), respectively, are higher than Chinese national athletes(M=3.18) and Chinese world-class athletes(M=3.32), with respectively statistical differences($t=6.274 P=.000$; $t=2.790 P=.01$); the self-awareness dimension shows that Korean world-class athletes(M=4.19) is higher than Chinese world-class athletes(M=3.14), with statistical difference($t=2.124 P=.044$)

Sports life variables: the independence dimension shows that the Korean athletes with less than ten years sports life (M=3.78) and the Korean athletes with more than ten years sports life(M=3.78), respectively, are higher than the Chinese athletes with less than ten years (M=3.23) and the Chinese athletes with more than ten years(M=3.20), with respectively statistical differences ($t=5.821 P=.000$; $t=2.316 P=.026$); the self-awareness dimension shows that Korean athletes with more than ten years (M=4.12) is higher than Chinese athletes with more than ten years (M=3.62), with the statistical difference ($t=2.482 P=.017$).

4. CONCLUSION

Chinese athletes and Korean athletes with different genders, different sports skills and different sports life, respectively, have statistical differences in the dimension of independence and self-awareness, and the Korean athletes are all higher than Chinese in these aspects.

The Foreign Researches About Coaches—Athletes' Interpersonal Communication and Conflict

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PURPOSE: In sports, especially in the high level of competitive sports, the relationships between coaches and athletes、 athletes and parents、 athletes and athletes are very important. In the several kinds of interpersonal relationships, there is no doubt that the relationship between coaches and athletes is the most important, because it may affect the level of training and competition performance straightly. Nevertheless, in the past researches, most studies have focused on the coaches to the athletes' leadership theory, behavior, method, but little researches focused on the status of the equivalent study. But in fact, the study of social behavior, especially through the observation of leadership behavior, research should not be as a substitute for the social relationship. Therefore, the urgency of the relationships between coaches and athletes seems outstanding. The coach's responsibility is not only in teaching sport techniques, so it needs the course of interpersonal relation's planning according to the empirical study. Although there are few domestic scholars have laid the foundation for this kind of demand, but many relevant problems about coaches—athletes' relationship still remains to be explored.

METHOD: The research collects domestic and overseas relevant study findings by documentation retrieval, and analyzed the main research problems and new theoretical models, for putting forward the definition and theoretical framework, expanding the researcher's specialized knowledge, to make the coaches and athletes to become the experts in dealing with interpersonal relationship, and improving the quality of sporting experiences.

RESULT: The research put the theoretical framework used into the field of communication and organizational conflict to coach—athlete relationship, to expand the researcher's specialized knowledge. Competence-based model of interpersonal conflict links to the interpersonal communication and relationship quality, and contingency approach to conflict management also talking about concerns the balance of the self and the others, it also including five forms of dealing with interpersonal conflict. Communication subtly associated with interpersonal conflict, because whether it is verbal or nonverbal communication, it can often cause and reflect conflict, and can be the conflict management tool. The professional knowledge of interpersonal relationship included participation, empowerment, authenticity, as well as the ability to resolve conflict and differences, it can be used to enlarge view on interpersonal level of coach—athlete's relationship.

CONCLUSION: In the future, when pursue the research of interpersonal levels of communication and conflict, and both intersection points of coach—athlete's relationship, should examine the content of the communication and connection factors in coach—athlete's relationship. In practical applications, development and experiment should be based on the empirical research of coach—athlete's relationship that involved in research; the intervention study based on empirical and theoretical can be further revealed the complexity of communication in coach—athlete's relationship.

The Research for Present Situation and Development Countermeasure for Coaches of WCBA

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1. RESEARCH OBJECTIVE:

WCBA is the highest level competition for women basketball in China. It foster many outstanding athletes for our country, within which coaches play an essential role. This thesis aims at learning how the coaches grow up and what influence them in the process. it is also written to provide theoretical guide for their improvement and higher coach level.

2. RESEARCH METHODS:

Literature, questionnaire, interview, logical analysis, mathematical statistics are adopted in this thesis.

3. RESULTS AND DISCUSSION:

3.1 The most of WCBA coach groups are made up of one chief coach and two assistant coaches except Yunnan team which has one for each. There are professional fitness coaches in Shanxi, Beijing, Guangdong and Bayi teams.

3.2 Male coaches are more than female coaches which only account for 20%. The oldest one is 61 and youngest one only 36 from the aspect of age. Besides less than 40 account for 8.3%, 40-45 account for 33.3%, 45-50 account for 33.3% and above 50 account for 25%.

3.3 The most of coaches are bachelor degrees, only one has junior college degree. They get their academic certifications by part studying and part coaching, correspondence education etc. they have a weak consciousness to do scientific researches.

3.4 These coaches have above 10 years experience to be athletes. From the aspect of coaching, 6-10 years account for 41.7%, above 15 account for 58.3%, the 60% of domestic coaches were chief coaches when they coached teams., the number directly to be chief coaches after they retired account for 40%, As for other coaches, before coaching in WCBA, the highest level team they've been in are respectively the national youth team, province's youth teams and college's teams.

3.5 The coaches of WCBA are employed by clubs with lower payments. The achievement of this league influences how to award in every team.

The Research of Chinese Basketball Coach Professional Training System Building

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The coach of basketball is the superintendent of the basketball's competition and training who determines the level of training in the basketball that is the most effective factor of the basketball. Therefore, the coach training is the important strategic issues which directly links to the basketball's vicissitude. In the recent fifteen years, a lot of professional basketball coaches have been fostered in the Chinese league matches, they have theoretical basis and practical training skills. With professional levels of basketball's rising, to improve the training system of the professional basketball coach has become the current task which raises the levels of basketball and promotes the development of our basketball. Throughout the training course, the levels of theory and practice of the professional basketball coach steadily have improved, but there are also some problems in the system construction, the way of election and the course in the training. This essay researches the problems of the conductions of the basketball coaches training system in China through the ways of documentary data method, documentary data method, documentary data method and documentary data method. The main results are:

1.The vocational training institution of basketball coach in our country has been initially established, which have shown preliminary effect after the actual operation management in the past few years, basically forming a system which makes the institution go ahead of the rest and bring system construction into the whole work of coach's vocational training.

2.The aim of building our basketball coach's vocational training institution contains the contents as follows: perfect the knowledge structure of the coaches; improve the structure of the coaches' capacity; improve the thought and learning of the coaches; unify the coaches' professional teaching standard; improve the coaches' organization and management capability; strengthen the coaches' international communication capacity; foster the coaches' competitive consciousness and team-work spirit, etc.

3.Management system of the professional basketball training is divided into five phases which are understanding the requirements phase, making sure the stage of training phase, designing and planning stage, provide training phase and appraising the results phase. Strengthening professional baseball coach training of management especially bettering the appraising the results phase is assurance of the success of training.

4.The Chinese basketball professional coaches training primarily existing such problems that vague concept of training purpose, curriculum lack pertinence, courses organizing single form, the system of professional theory and practice of combining classes is not very well, positive learning attitude is not enough, training system is not perfection.

The measures to improve our basketball a professional training are: regulate the professional basketball coach training system's building, strengthen professional baseball coach training programs in system design, introduce a standard system of professional management and professional basketball players, create a teaching management and evaluation informational model of the professional basketball coaches and establish a network "he coach's tactics clinics" which is a consultancy service. However, there are also increasing training funds, searching for flexibility and providing all kinds of types of training which are in order to improve the training results and the quality of basketball professional training.

The Value of Understanding in Physical Education and the Production of Successful Professionals

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Purpose of the study: to develop a curriculum for physical education, based on a comprehensive study of the student's personality, motivations and needs. This curriculum will result in more effective teaching and better development of successful professionals.

Research methods: Development of a theoretical basis, experimentation, observation, student surveys, statistical analysis.

Results of the study: Education has social and individual significance. The quality of the education system to a large extent determines the scientific, technological, economic, spiritual and cultural potential of the country. The educated citizen more effectively competes in the labor market and elsewhere in his life. Therefore, the quality of the educational process is given a lot of attention worldwide. Physical education at the higher education level is not shown to provide a noticeable improvement in the health of students.

The Government's program "Healthy Lifestyles for 2006-2016" is being implemented effectively to lower the rate of premature death and disability. The highest proportion of deaths (86%) are due to cardiovascular disease, cancer, respiratory diseases and diabetes, the so-called 'social diseases' associated with bad habits - smoking, alcohol consumption and drug use.

We are of the opinion that we can significantly improve the efficiency of the physical education program in schools by seeking a deeper and more comprehensive understanding of the personality of each student, including knowledge of his or her psychological sphere, needs, motivations, interests, health and level of motor fitness. At the beginning of each school year, the school should take a comprehensive survey of incoming students, followed by discussion to develop individual 'profiles'. This information will serve as the basis by which we may predict future performance and develop individual programs not only for physical education, but shaping the entire process of preparing qualified professionals.

To test the feasibility of such a program, we implemented it at the Turar Ryskulov Kazakh Economic University for one academic year. Based on surveys and interviews of students, we created study groups for sports and health-related activities including basketball, volleyball, soccer, boxing, kazaksha kures, wrestling, judo, sambo, power sports, chess, group therapeutic physical culture, special medical groups and temporarily exempted students. These sessions were held twice a week for 100 minutes.

The final survey showed a positive growth trend in the physical fitness of students, a significant increase in attendance and an increase in the number of students attending additional voluntary training. The survey showed a significant reduction in the number of students with substance addictions. Unfortunately, statistically reliable increase of physical training has only appeared in a group of players (at 0.05%), which can be explained by an increase in volume of physical activity leading up to the competition. There is a small but positive growth of the life and the power index, which is seen as improving the health of students.

Discussion of the results: Positive changes in behavior can be explained by increased trust between students and teachers, arising over the course of the survey and subsequent individual discussions of emerging issues, including the provision of assistance. Surveys and subsequent communication are important to better understand each student, including interests, needs, motivations and values. Coming to an understanding of the psychological sphere of the student during this communication is of particular importance because a failure to understand students can lead to unwanted aggravation of relations.

Psychologist Carl Rogers (1951) believes that a teacher can never know the personal, phenomenological world of his pupil, but that in order to teach effectively, he should at least try.

Conclusions:

A comprehensive survey at the beginning of the school year can detect students' individual characteristics, their needs, interests, motivations and psychological sphere, thus contributing to better understanding between teacher and student, increased interest in physical and sporting activities and, improved overall health;

Improved health can have a positive impact on the training of successful professionals..

Training Load Intensity of Young Gymnasts Before Competition

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INTRODUCTION: Modern stage of development of rhythmic gymnastics is characterized by steady growth of complexity of competitions program, requiring manifestation of high volume and training load intensity at all stages of preparation. This points to a need for further development of the most improved methods of sports preparation process control, taking into account features of the sportsmanship formation.

The relevance of the problem increases and due to the tendency of reducing both the age at onset of rhythmic gymnastics, and the level of health and physical preparedness of children in recent years. Meanwhile, precisely in childhood physical potential of person is laid, his lifestyle forms.

The purpose - optimization of the intensity of training load taking into account the phase and preparation period of young gymnasts, conducive to the growth their athletic results while maintaining health.

Research methods: analysis of special literature, pedagogical observation, pedagogical experiment.

Research Organization. The training load intensity of young gymnasts was determined according to the recommendations of N.G. Ozolin [1, p. 27]. As a result, we have developed the following scheduling scheme of 6-week phase intensity of direct preparation for the competitions on a weekly microcycle gymnasts of 9-10 years:

1 week (aerobic specific load) - an individual approach to the volume and intensity of training work. Tactical preparation, correction of program during execution of competitive composition with music.

Week 2 (aerobic specific load) - improving the composition of new elements isolated and in combination. Tactical tasks - the final competitive song determination.

Week 3 (aerobic-anaerobic load, anaerobic) - modeling the conditions of competitions: the structure and content of specific exercises, the sequence of all-round preparation. Preparation of compositions, focusing on underdeveloped elements and the most complex chords.

Week 4 (aerobic-anaerobic load) - composition execution on the unusual conditions background (change of the mainstream, another music, audience, etc.).

Week 5 (aerobic specific load) - mental attitude. Improvement of complex elements in bundles and combinations.

Control workouts were conducted on Saturdays, weekly changing the sequence of execution of all-round, considering that by the draw results of gymnasts the order of objects may vary.

Week 6 - Competition.

The experiment was conducted on the basis of the sports club of the Kazakh Academy of Sport and

Tourism of Almaty city in specially-preparatory and competitive preparation period.

In the experiment, 16 prospective gymnasts of 9-10 years have taken part, practicing on the basic advance phase. The selection of the subjects in the experimental and control groups was produced by independent, random sample to ensure the equivalence of groups. Gymnasts participating in the experiment were divided into 2 groups of 8 people each.

RESEARCH RESULTS: The results of the control test at the end of the experiment showed a significant increase ($P < 0,05$) the results of physical preparedness level in both groups. But the number of gymnasts, who showed the result, which corresponds to the model level, in the intervention group was three times higher, herewith the number of gymnasts who have a satisfactory level decreased in the group.

The health level research showed that by the end of the experiment among gymnasts the proportion of people who were in the area below the average values decreased, from 53,8 to 30,8% by increasing the number of average level gymnasts: from 46,2 to 53,8%, and higher than average - from 0 to 7,7%.

In the control group, the percentage of gymnasts who have fallen in the area above the average increased - up to 11.1%, but the number of gymnasts corresponding to the lower area increased to 11,1%.

OUTPUT: Experimental researches confirmed the effectiveness of the developed technology of planning exercise intensity, 6-week phase of direct preparation for a competition of young athletes in rhythmic gymnastics.

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Training Mode of D-level Coaches of Primary and High School Football System in Beijing

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CUPES

BACKGROUND:

D-level coaches are the elite of coaches in the school football system, charging with the important tasks of the popularity of football and discovering and training talents of competitive football. As a key factor of Chinese football, it is necessary to train D-level coaches well to keep the school football in the benign development.

AIM:

As the capital of China, Beijing is the city focusing on the program of the school football. The general situation of the national training of D-level coaches can be revealed through the study on the training mode in Beijing and the existent problems can be discovered. Through the study of enrollment and training of D-level coaches of the Beijing Football Association in the past two years, research, the deficiencies will be found out and help to establish the rational training mode.

METHODS:

Literatures, field observation and interviews.

RESULTS:

1. The enrollment information of D-level coaches' training in Beijing is mainly published online, but the transmission effect is not good. 2. It seems not well-directed because physical education teachers of primary and high schools account for 38% and students of sports universities account for 6%. 3. The internal evaluation index of the selection of trainees should be improved by the Football Association. 4. There are three times for training every year, 20-24 people each time, but the little scale cannot meet the needs of school football development. 5. The lecturers are appointed with random, and it is short of standardized teaching materials. 6. There are more subjective factors rather than quantitative indicators in trainees' assessment. 7. Enough hardware supplied, it spends seven days totally with 48-hour crash courses for the coach training, so successive trainings of the D-level coaches needs to be strengthened.

DISCUSSION:

1. The transmission efficiency of training information should be improved. 2. Students of football major in sports universities should become the key group of the trainees. 3. More quantitative indicators should be used in stead of subjective factors in the selection of trainees, and successive trainings should be reinforced. 4. At least two lecturers should be selected reasonably and suitably, and more coach lectures should be trained and pay attention to the training and appointed from professors of the sports universities. 5. The coaches training materials should be compiled and edited. 6. More training should be increased step by step annually, and the teaching hours of each time should be extended appropriately.



Theme VI: Sports Industry and Media Communications Around the Globe



Symposium



Analysis of Influence Factors on the Performance Evaluation of Chinese Large Comprehensive Sports Events

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ABSTRACT

1. RESEARCH OBJECTIVE: This study reveals the reasons affecting the performance evaluation of Chinese large comprehensive sports events.

2. RESEARCH METHOD: 2.1 Literature analysis method; 2.2 Expert interview; 2.3 On-the-spot investigation; 2.4 logic analysis.

3. THE RESULTS OF STUDY AND ANALYSIS.3.1.1 The absence of evaluation subject and assessment management system and mechanism. The organizers of the Chinese large comprehensive sports events and its undertakers and independent third party assessment of the subject are not effectively match performance evaluation, therefore, the management system and mechanism of sports performance evaluation is often in vacant state;3.1.2 Dislocation of the evaluation subject. The performance evaluation of China's large comprehensive sports events are usually carried out through the official media organizations in the newspaper.3.1.3 Evaluation subject being lack of ability. Whether the event organizers, contractors and the third party lacks effective methods and measures on how to evaluate the large-scale comprehensive sports events;3.1.4 Customers evaluation subject being weak and scattered.3.1.5 The lack of official performance evaluation subject of sports events.

4. CONCLUSIONS AND SUGGESTIONS: 4.1 Conclusions:4.1.1 China currently has not formally launched a large-scale comprehensive sports performance evaluation work;4.1.2 Independent third party of China's official assessment agencies or private agencies are not involved in the work.4.2 Suggestions: 4.2.1 The organizer and the contractors should undertake the responsibility of performance evaluation; 4.2.2 The organizing committee should establish institutions in the internal of organizing committee to assess sports performance.4.2.3 The government should encourage the private third party performance evaluation mechanism to evaluate the performance of events;4.2.4 The government should require the organizing committee of large comprehensive sport event to match performance information to the public;4.2.5 It's very necessary to encourage and educate all kinds of customer of sports events to attach great importance to and actively participate in the performance evaluation of large comprehensive sport event.

Comparison and Analysis of the China-British College Stadium and Gymnasium Management

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ABSTRACT: Britain is the birthplace of the modern sports. It's college stadium and gymnasium management system is well developed, and the facilities investment is shared by various institutions, communities, universities, and clubs. building a large sports architecture would make development of small and medium-sized community sports facilities. The sports clubs run various sports projects while the volunteers support its daily administration. After the Reform and Opening-up, China realizes the importance of building sports facilities at college; therefore "Sports Law", " Regulations on National Fitness " and other relevant laws and regulations have been issued, which provide a legal basis for the management of college stadium and gymnasium. In recent years, many remarkable achievements have been made, especially the increasing quantity and quality of college sports facilities. However, there are some problems, like single investment pattern, comparable exclusion etc., these would be solved by improving the management system and quality.

GOAL: This paper analyses the gaps on college stadium and gymnasium management between China and British for experience learning.

METHODS: literature, comparative analysis method and other research methods.

CONCLUSION: There is a wide gap between China and other developed countries, like Brian, on the per capita share, economic structure, investment amount and management concept on the college stadium and gymnasium management. In UK, the sport for all and competitive sports develop equally and make mutual benefits. It is suggested that the Chinese government should not only highlight the development of competitive sports, but also enhance the development of mass sports for all with more investment and policy support, indeed it's the foundation of the general development of stadium and gymnasium. Encouraging the collaboration between university sports clubs and community sports clubs would improve the utilization of college stadium and gymnasium, fulfilling it's obligation and function; promoting sports club program, encouraging more people to take part in sports activities, and cultivating talents of stadium and gymnasium management.

KEYWORD: College stadiums; management; comparison

Ground Reaction Force of Table Tennis Players When Using Forehand Attack and Loop Drive Technique

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1. INTRODUCTION

Table tennis forehand attack technique and forehand loop drive technique are the main attack technology in table tennis. The study on the characteristics of Ground Reaction force(GRF)of athletes in action technology is helpful to the understanding of the lower limbs' force. Players is easier to master the attacking technique than the loop technique in the table tennis teaching and training. The purpose of the study is aimed to reveal the characteristics of GRF in two table tennis techniques and to find out the power differences between two techniques by the use of KISTLER three-dimensional measuring and testing system. This study will provide some theoretical service for the table tennis athletes' training.

2.METHOD

The subjects were 10 elite table tennis players in the Beijing Sport University. They were all the cross grip loop combination of fast-break players. Their rubbers were reversed .The GRF of athletes during the process of completing two group of table tennis techniques was recorded by the two pieces of KISTLER 3-D force platform system in three dimensions. This paper analyzed one action cycle which was from the moment of the first restore to the next restore (reduction of four phases including five characteristic time changes.) .Characteristics of GRF were described. The peak and valley value of force in three directions were analyzed and compared.

3.3. RESULTS

3.1 GRF in the vertical direction

	attack (M±SD)	drive (M±SD)
Peak value of right foot	272.44±21.15*	226.67±19.55
Peak value of left foot	303.35±33.30*	207.97±27.20

*mean $p < 0.05$, there was significant difference between forehand attacking and loop drive technique. (the follows are the same)

By t test, the peak GRF value in the forehand attack technique was bigger than that of the loop drive technique. The peak GRF value of left and right foot in attack technique was 303.35 ± 33.30 N and 272.44 ± 21.15 N. The peak GRF value of left and right foot in loop drive technique was 207.97 ± 27.20 N and 226.67 ± 19.55 N (table 1). The difference is significant. The result suggested that the body centre of gravity in the forehand attack technique was moved to contra lateral foot more , compared with the forehand loop drive technique , at the end moment of swing rackets backward and forward.

3.2 GRF in the horizontal direction

	attack (M±SD)	drive (M±SD)
peak value of right foot	40.45±2.45*	63.78±7.56
peak value of left foot	9.39±2.37*	41.54±5.70
valley value of right foot	-16.15±2.58*	-41.77±3.56

valley value of left foot	$-35.01 \pm 5.34^*$	-63.59 ± 7.23
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Seen from table 2, the maximum value of right foot GRF in right direction in forehand loop drive technique ($63.78 \pm 7.56\text{N}$) was higher than that in attack technique ($40.45 \pm 2.45\text{N}$). The maximum value of right foot GRF in left direction in forehand loop drive technique ($41.77 \pm 3.56\text{N}$) was higher than that in attack technique ($16.15 \pm 2.58\text{N}$). The maximum value of right foot GRF in right and left direction in forehand loop drive technique ($41.54 \pm 5.70\text{N}$, $63.59 \pm 7.23\text{N}$) were higher than that in attack technique ($9.39 \pm 2.37\text{N}$, $35.01 \pm 5.34\text{N}$) respectively. The differences were significant by t-test. This suggested that we should pay more attention to the force of thrusting against the ground during the completion of forehand loop drive technique.

3.3 GRF in the fore-aft direction

Table 3 The peak and valley value of two techniques in fore-aft direction (n=10) unit: N

	attack (M±SD)	drive (M±SD)
peak value of right foot	$36.88 \pm 2.98^*$	59.89 ± 7.05
valley value of left foot	$-51.43 \pm 6.82^*$	-61.09 ± 4.76
valley value of right foot	$-52.89 \pm 5.23^*$	-63.54 ± 7.90
peak value of left foot	$52.44 \pm 7.89^*$	23.11 ± 2.46

Compared the peak and valley value of GRF in fore-aft direction, there were significant differences between the two kinds of technical action. The maximum of forward GRF on the right foot of the forehand attack ($36.88 \pm 2.98\text{N}$) is less than that of the loop drive ($59.89 \pm 7.05\text{N}$). This suggested that the center of gravity in loop drive technique moved backward more fully, compared with the attack technique, during the process of swinging racket backward.

4. CONCLUSION

(1) The mechanical characteristics of GRF in forehand attack technique and loop drive technique were similar: GRF in the vertical direction was big, and GRF in horizontal and fore-aft direction were small. GRF changes on the left and right foot showed the form of the opposite direction in the vertical and fore-aft direction, in order to keep the body stability. Direction of GRF on two feet in the horizontal direction was same, in order to ensure the body twist to the left and right direction easily.

(2) There were differences in some biomechanical indexes between the forehand attack and loop drive technique. The maximum GRF of the attack technique was bigger than that of the loop drive technique in vertical direction. The maximum GRF of the loop drive technique was bigger than that of the attack technique in the horizontal and fore-aft direction. This suggested that the forehand attack technique should be paid more attention to push off the ground downward, and the forehand drive technique should be paid more attention to push off the ground in the horizontal and fore-aft directions.

Olympic Games Bid Procedure: Opportunities for Abuse

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Olympic movement has a procedure for choosing the capital of the next Olympic Games. It was changed after 1998-1999 crisis when corruption and informal behavior was found during the 2002 Winter Olympics Bids procedure. It shows that abuses, corruption and informal behavior is still take place in Olympic movement. After a deep investigation Bid procedure was changed: the two-phase candidature procedure and “Decision Matrix” were introduced. The main goal of the analysis done in the paper is to show how the procedure changed, does the basis for informal behavior still exist and propose some measures to restrict the informal relations. This problem is investigated by Frank Daumann and Markus Breuer in their work «The Award of the Olympic Games - Incentives for Corruption in a Multiple Principal-Agent Relationship». This issue was also addressed by M. Pain and Vice president of Russian Olympic Committee V. Rodichenko who see on this problem through the imperfection of Olympic Charter. Authors in the paper used the methodology of institutional economics and public choice to investigate informal behavior in Olympic movement. There are 3 main types of manipulation: from organizers side (IOC), from the participants side (candidates to host the Games) and mixed type. Olympic movement use methods of election schemes of indirect democracy, Australian type of voting. The Analysis of the results of IOC members voting to choose new Olympic Games capitals from 1972 to 2016 revealed two regularities: Some of the IOC members have an exact scheme of voting before it starting. It means that IOC Member are voting not only on the bases of their real own preferences (Albertville 1992, Atlanta 1996, Nagano 1998). The votes which were given for the first outsider mostly goes to the city, which finally wins. But it is take place only if there is no other candidate cities from the same continent or economic area (Montreal 1976, Albertville 1992, Lillehammer 1994, Atlanta 1996, Vancouver 2010, London 2012). The authors used “principal-agent” model to show the possible reasons of this IOC members behavior. Everything regulated by informal relationships and keep track of how to behave 100% of IOC members - is impossible. Sochi 2014 is analyzed as an example of informal agreements and logrolling. Authors conclude that information asymmetry in decision-making process (the existence of special interest groups, an active lobby, a large bureaucracy) is still exists. The rapid growth of the IOC apparatus creates new and emerging issues in this area. There is a correlation between number of candidate cities and corruption problem. Cities and countries are ready to participate in Olympic Bids as long as the procedure is stored in at least a hint of fair play. This fact can explain the low number of applicant cities to host 2018 Winter Olympics. Authors propose some recommendations that can be used to decrease the risk of informal behavior. Among them: strong formalization of Olympic Games choosing procedure, to change the choice of IOC Member during the voting procedure must be prohibited and controlled etc.

Organization of The Viii Winter Asian Games in Kazakhstan

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INTRODUCTION: Watching of sporting events is a factor increasing the activity of physical culture of the majority of a country's population. Sporting events attract attention of millions of people, being an interesting activity for them. For this purpose, the Government of the Republic of Kazakhstan offered to the Asian Olympic Committee to hold the 7th Winter Asian Games in two main cities of Kazakhstan – Astana and Almaty. On October 20, 2008 in Bali, the President of the Olympic Council of Asia Sheikh Ahmad Al-Fahad Al-Sabah, Akim of Astana I. Tasmagambetov, Akim of Almaty A. Yesimov and President of the National Olympic Committee of the Republic of Kazakhstan T. Dosmukhamedov signed and approved an agreement that the organizing cities of the 7th Winter Asian Games would be Astana and Almaty. The Asian Games are the largest complex competitions after the Olympic Games. Hosting of the Asian Games requires significant financial expenses, presence of infrastructure and experience in sports management. Never before in the history of Kazakhstan sport had large complex competitions of international scale involving numerous sports at the same time been organized.

STUDY PURPOSE: Studying of the experience of organization and hosting of the 7th Asian Games.

STUDY METHODS: administrative methods of organization of sports management, survey of scientific-educational and methodical literature.

RESULTS: Such events are rare in any countries history. The organizing committee of the 7th Asian Games, referring to the world experience, organized an unforgettable sporting and theatrical festival based on a wide use of national and athletic traditions and motives of the history of the Kazakh people, as well as the most up-to-date technologies and original technological solutions. The opening ceremony of the Asian Games started at 7 p.m. local time. It lasted three hours and was shot by 40 video cameras. Both domestic and foreign mass media reporters were present. The Astana-Arena stadium that can house 30 thousand people provided 27 thousand places to spectators that time. Other 3 thousand places were occupied with scenery. Throughout the event, fans were pleased to watch the centuries-old history of the ancient Turkic nation.

DISCUSSION: In a month after the end of the 7th Winter Asian Games in Kazakhstan, Rocket Media Communications company and AWAGOG, an official international broadcaster, prepared a report. By that time more than 450 world TV channels had shown a 26-minute closing video film about the Asian Games.

CONCLUSIONS: Kazakhstan had obtained both world fame and material benefit. Profits from ticket sales at the competitions of the 7th Winter Asian Games in Astana and Almaty from January 30 to February 6 amounted to 244 million tenge (about 1.6 million dollars). The sports facilities of the international level in two cities of Kazakhstan not only strengthened positions of Kazakhstan sportsmen, but provided to Kazakhstan an opportunity to be one of the centers of winter games in Asia. For the first time in its history, Kazakhstan had applied a scientific approach in “sports management” based on analyzing and summarizing of the world experience in organization of large-scale complex competitions.

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Reformation and Innovation of Organization Management of Beijing Middle School Sports Event

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The purpose of this study is to analyze the foreign in school sports organization and management features, and Analysis on Present Situation of Beijing middle school sports, the analysis of the Beijing school sports organization and management process, policies and measures to put forward the reform and innovation of Beijing middle school sports. In this study, the survey was in the School Games in Beijing, which is defined as the 647 secondary schools in Beijing organized by the university-level Games; core concept of this study is the organization and management of middle school sports and its content, including the guiding ideology of the middle school sports, the project set organization and specific implementation.

This study, we use the method of literature overview, expert interviews, questionnaire, Beijing, the status of school sports and the presence of the main problems, constraints have an intensive analysis; Secondly, can be based on mathematical statistics and Beijing in the school conducted a reasonable sample survey; Third, the combined knowledge of project management, project task decomposition method, the decomposition of the actual tasks of the Games, innovation and valuable reform, to provide reference for the reform and innovation of the Beijing School Games; in specific combination in typical cases, the research and empirical research. The study found that the School Games in Beijing there are important issues of the following points: 1, most of the direct participants of the Beijing School Games that school athletic needs reform, the need to reform the two main reason is that “the project is too monotonous, lack of interesting” “too single organizational form”; 2, the guiding ideology of the Beijing School Games has not been thoroughly implement; 3, Beijing school sports project settings should be reformed; should Preparatory Committee longitudinal reporting mechanisms and incentives both Beijing middle school sports on the operation mechanism reform; 5, should pay attention to the awards ceremony in the school athletic; 6, the Beijing school sports still mainly traditional track and field sports. To this end, we propose the following five recommendations: 1, the proposed reform from the project settings and organizational forms, recommended set of interesting projects and collective project taking into account the competitive nature of the interesting and innovative past immutable organizational forms; 2 National Fitness and hundreds of millions of students nationwide Sunshine Sports two major guiding ideology depth implementation; 3, to train students interested in physical exercise, to promote students' physical health reform School Games in Beijing and three purpose to create a harmonious campus culture; 4 perfect Beijing in school sports longitudinal reporting mechanism to mobilize the attention of school leadership School Games. Perfect the Beijing School Games incentives, attention to the awards ceremony; 5, to promote the Beijing School Games open students run game mode and Sports Festival run game mode. And to strengthen the market development of school sports, to increase the diversification of the sources of funding of the schools run game.

Research on Media Influence to Athletes in Mega-events and Communication Planning

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INTRODUCTION: The modern sports mega-events is involved with large quantity of traditional communication, fiercely genre of new media for instance We-media and sports industry such as activities laughed by sponsors. Moreover, the increase of the audience demand and dependence of the information, the information flow showed a tendency of high speed, high frequency, widespread and deep sport communication. Consequently, the touch of the athletes and the media is inevitable, and the exposure chance obviously increased. The sportsmen are engaged in a much more complex media open surrounding, and they seem to be more disturbed by the media. The media circumstance would impact the athletes' mentality. Generally thinking, the negative influence would lead to no good presentation in the competitions. Therefore, to enhance the athletes' normal or even excellent performance, it's important for the media to construct the media environment positively and orderly for the athletes and teams. Mass media operation and sports management are able to create a diverse sports culture purposefully.

METHODS/METHODOLOGY: In this paper, the research question covers three assumptions. 1st, the athletes can get access to the media during the mega-events preparation period. 2nd, the athletes who are exposed to the media environment would be affected positively or negatively. 3rd, the negative effects can be weakened or eliminated by factitious guidance. The author will adopt questionnaire survey, interview and literature analysis to explore the media environment of the mega-events preparation period and the athletes' psychological changes and the perform diversity, and give advice to the media environment construction and put forward coping strategies to the sport organizers and athletes.

RESULTS: The media environment for the athletes has changed from closed completely to open step by step nowadays. Because the mainstay of the utterance in the media environment including We-Media is diverse and difficult to control and the value proposition of the mass media transit from propaganda to journalism and propaganda value orientation, the information and the ideas produced by media in the contest preparation period develop in the direction of objective and rational, thus connected with the athletes and the stakeholders. Then the evaluation of the media has a positive or negative effect on the athletes with different characters in the contest preparation periods, and then makes influence to the performance in the major sport events. Faced with this problem, the athletes and the sports executive such as General Administration of Sport of China and sport teams should confront the media environment actively, taking the strategy of dredging the information circulation channels. Sports management organizations should make regulations on preparation and accepting the media interview more semi-open or open to the public; when faced with particular crisis, open the information source and lead the outside public opinion rather than block the passage of message and evade questions; enhance the athletes' ability to deal with the media environment on their own initiative. The athletes themselves should reduce the negative influences of media and utilize the media to increase their influence by diverse media exposure actively, deepen the understanding of the operation mode of the media and leading the public opinion by We-Media and other kinds of media. The mass media should focus on reporting accurately, avoiding the one-sided information flow, rumor and viewpoints caused by processing problems.

DISCUSSION/CONCLUSION: This paper explores the athlete psychology in competition and performance referring to the media impact, and come up with strategies to confront the media. On one hand,

this paper enriches the branch of the sports communication and sports management. On the other hand, it is significant for the optimizing of the media environment on the mega-events preparation period.

Research on the Operation of China National Stadium (Bird's Nest) After 2008 Beijing Olympic Games

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INTRODUCTION: Olympic Games venues are the precious legacy for the host country. After the Olympic Games, venues operation, especially the main stadium, becomes a hot topic for government and researchers. This article aims to provide some useful reference through analyzing the operation of China National Stadium (Bird's Nest) after 2008 Beijing Olympic Games.

METHODS: Documentation, Interview, Logical Analysis

RESULTS:

1. A new management mode of Bird's Nest

Bird's Nest is in charge of the National Stadium Co., Ltd, under the leadership of the Municipal People's government, supported by the relevant departments and local authorities. The new management mode featuring "government leadership, social participation and company management" which inspires the enthusiasm of all sides has been formed.

2. Profit of Bird's Nest after 2008 Olympic Games

There are almost 20 million travelers visited Bird's Nest in the last five years. About 80 great events have been held in the Bird's Nest. Bird's Nest has earned 10.22 billion RMB until the end of the year 2012 and reached the cash flow balance.

3. Marketing strategies of Bird's Nest

It is a law that travelling income is decreasing year by year after the Olympic Games. According to this law, Bird's Nest implements the diversified marketing strategies. That is focusing on the high-quality events and exploring intangible assets, such as naming rights, venue renting and sponsorship. The income structure has been improved gradually.

4. The operation philosophy of Bird's Nest

Actually, the Bird's Nest is a brand rather than a stadium. Running a stadium, the former philosophy of Bird's Nest, has been changed to establishing a brand. By organizing many non-profit events, Bird's Nest has increased its value continuously. Bird's Nest has got both social benefits and economical benefits in the last five years. And it contributes to the exploration of intangible assets.

5. The problems Bird's Nest facing

There are four main problems that Bird's Nest facing right now. First, the operation cost is increasing fast, including the expenditure of electricity, water, human resources and so on. Second, the large-scale events mostly focus on the art performances while few sport events. Its "sport" function has been weakened. Third, some products it provides do not match what the people need. Fourth, the inner space of Bird's Nest has not been fully used yet.

DISCUSSION/CONCLUSION: Bird's Nest has run effectively in the last few years. Its successful operation experience may be useful for other large-scale stadiums and venues. For the future development, it should explore the intangible assets more deeply, cut unnecessary costs and improve the products. Meanwhile, the government should give Bird's Nest preferable tax policies as it also provides non-profit

services.

Sport Consumption Meanings: Integrating the Social, Cultural and Psychological Levels

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OBJECTIVES: This paper aims to develop a theoretical framework that grounds meanings of consuming sport in the social, cultural and psychological spheres. The paper also points out promising research tools that enable the mapping and comparison of sport consumption meanings across cultural settings.

BACKGROUND: Sport is laden with symbolic meanings (Chalip, 1992). Consuming sport inevitably involves meaning representation and interpretation (Derbaix, Decrop & Cabossart, 2002; Holt, 1995). The meanings consumers obtain from sport consumption render personal relevance and consequently affect their consumption choices (Christensen & Olson, 2002). Therefore, an understanding of meanings in sport consumption informs both researchers and practitioners about the original forces that trigger and perpetuate sport consumption.

METHODS: Literature review.

RESULTS AND DISCUSSION: Symbols are culture-specific and bear unique significance to a group of people (Kim, 2000). Sport, as cultural performance, is often patterned by culture to manifest local values and meanings (Geertz, 1973; Thomas & Dyal, 1999). Geertz's (1973) account of the Balinese cockfight reveals that by interpreting the rituals and rites in a sport context the local cultural fabrics through which people make meanings and express their values can be appreciated. Consequently, assuming theories of sport consumption are universal may blind the researcher from obtaining a rich and diverse understanding of sport consumption, hence, building a generalizable theory. Given the importance of meanings in sport consumption and the cultural embeddedness of sport symbolism, both meanings in sport and similarities and differences of these meaning representations and interpretations across cultures should be scrutinized.

Meanings obtained from sport consumption are intricately related to consumers' perception of the self (Ciadini et al., 1976; Derbaix et al., 2002; Hunt, Bristol, & Bashaw, 1999). Meanwhile, sport consumption provides consumers with emotive and hedonic experiences that are multi-sensory, imaginative, and fun (Holbrook & Hirschman, 1982; Madrigal, 2006). Both the self-significance and psychological experiences of sport consumption are socially framed as consumers make sense and interpret the sport world through social interactions with fellow consumers while the sport consumption object serves as focal resources (Holt, 1995). Further, the relationship between culture and consumption are symbiotic. Consumption meanings are patterned by culture while consumption activities enable the manifestation of cultural principles and categories (McCracken, 1986, 1988, 2005). Consequently, meanings of sport consumption are holistically integrated and span the social, cultural, and psychological spheres. To obtain a comprehensive understanding of meanings in sport consumption, attention should be accorded to all three aspects. Zaltman Metaphor Elicitation Technique (ZMET) offers a viable tool to map consumers' mental models of consuming sport that capture social, cultural and existential significances transpired from sport consumption (Christensen & Olson, 2002; Zaltman & Coulter, 1995).

Studies examining sport consumer behavior are often grounded in one set of cultural contexts (i.e., Western cultural contexts). This issue is not new in social science and has been made particularly salient in

general psychology. As Berry, Poortinga, Segall, and Dasen (2002) point out, the discipline of psychology mainly emerged from the European-American regions of the world, which can be considered as one culture. It has been treated as if universal and applicable in other cultures. The consequence is one widespread, indigenous psychology (that of Western society) that has been exported to, and largely accepted by other societies (Allwood & Berry, 2006). In sport consumer research, it is typically the case that psychological measurements, such as fan motivation scales, have been developed in the West and then translated and administered in other cultural settings (e.g., Cohen & Avrahami, 2005; Kwon & Trail, 2001; Melnick & Wann, 2004; Mahony, Nakazawa, Funk, James, & Gladden, 2002). Studies of this type are liable to two fundamental errors observed in general psychology: the error of commission and the error of omission (Kim & Berry, 1993). Errors of commission might include items that reflect characteristics unique to sport consumer behavior in North America, but which are assumed to be universal and imposed on sport consumers in other cultures. With errors of omission, sport consumer researchers cannot appreciate phenomena found outside of North America and fail to notice important aspects of non-Western cultures. Hence, it is necessary to study sport consumers in multiple cultures simultaneously in order to avoid the errors of omission and commission and to develop more generalizable models of sport consumer theories. To achieve this purpose, a combination of emic and etic approaches is necessary (Berry, 1989; Walker & Deng, 2003/2004).

CONCLUSION: Meanings in sport consumption are multi-sensory, symbolic, experiential, and relevant to the self (Holbrook & Hirschman, 1982; Holt, 1995). While they can be conceptually differentiated, they are intrinsically associated. To understand these meanings, consumers' mental models including both the meaning constructs and the connections among these constructs should be mapped and integrated (Christensen & Olson, 2002; Zaltman & Coulter, 1995). The cultural embeddedness of sport consumption mandates the spontaneous emergence of meanings grounded in the local cultures (i.e., an emic approach). These locally derived mental models should be compared and compared (i.e., an etic approach) to enhance the understanding of sport consumer behavior (Berry, 1989; Walker & Deng, 2003/2004).

Strategy of Optimize the Sports events Environment in Beijing

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INTRODUCTION: The text aims to research and optimize the environment of major sports events in Beijing City, puts forward the optimization strategies and suggestions have practical value, provides the theory support sustainable, stable development of large-scale sports event for the city of Beijing, which led to different types, different levels of the development of the sports events, so as to promote the development of the tertiary industry in Beijing city at the same time, has also become a catalyst and prosperity of Beijing city each enterprise, the realization of Beijing into an international sports center city target.

METHOD: Literature Research Method, Interview, Investigation Method, Case Analysis Method, Logic Analysis Method, Environmental Analysis Method

RESULTS: (1) In recent years, the costs of security more and more large-scale sports event, has double rise, directly led to the loss event. As the host, control the investment be imperative security costs, including the costs of security measures: a reasonable expenditure for the event, thin; objective analysis of the international security situation, the rational treatment of the event security resources; the establishment of a unified and efficient security requirements for the event organization system, reduce the cost; to determine the key management and prevent the object, will be limited funds for "the blade"; actively explore the mechanism of government and enterprise win-win; prevention is more important than rescue, strengthen the prevention consciousness, nip in the bud. (2) China's media coverage of major sports events in a "thriving" situation, greatly limits the sports industry development. To break up monopolies in the current event broadcast rights, realize the free competition, we must improve the level of match, enhance service awareness; pricing TV broadcast right reasonable; reasonable development of local TV media, foster a sense of competition; active use of new media technology, new communication pattern to create multimedia communion. (3) With the Olympic Games China window, show the glorious National Culture to the world. At present, the overall performance of the Chinese sports stadium audience is warm and polite, civilized and orderly, there still exist some unharmonious factors. The scene audience watching etiquette missing also directly affects the event benefits. The long run, to strengthen the construction of social morality, the training of high-quality sports audience; establish a correct guiding function of media; the strengthening of the sports rules and watching etiquettes propaganda; institutional watching etiquettes; make clear spectators watching the speech norms for civilization.

DISCUSSION/CONCLUSION: (1) Throughout all aspects of the large-scale sports event environment mutual connection, mutual influence, optimize the environment of the large-scale sports event, must be the environment all together, at same time, in order to achieve the optimal effect. (2) The monopoly situation, break the current security costs reasonably incurred events broadcast rights and cultivate the audience good watch quality, and create a harmonious atmosphere of the event has become the key to optimization of Beijing large-scale sports events where the current environment. (3) To optimize the environment of major sports events in Beijing, only their own power can not reach the expected results, needs the government, the event organizers, sponsors, enterprise, the audience and the common action of the whole society, to gradually improve the competition environment. (4) Optimization is not in a short time can be achieved in the environment of major sports events in Beijing, to need after long-term and unremitting efforts, influence character by environment to achieve large-scale sports events and sports events the goal of harmonious development.

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Study on The Trendency of Sports News in Omnimedia Era from the Example of CCTV-5 Reporting in the 2012 London Olympic Games

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INTRODUCTION:As communication increases, media integration has become a new trend. In the future, the most important trend of news reporting will focus on how integrate the traditional media and new media well to be more effective. In this way, it is help for remaining invincible in the Omnimedia era. In the sport news reporting, the intervention of the Omnimedia greatly enriched the news transmission forms and channels, thereby expanding the influence of the media. In the progress on news reporting in London Olympics last year, CCTV-5 made full use the strength of the Omnimedia reporting. Not only using the traditional TV media as the image as “Olympics Channel”, but also purchasing 3D copyright of the London Olympics. On the other hand for online media: effective used of the CNTV resources; made the feature program named “361° London Action” with Tudou.com together; made good in interaction with audiences through SinaWeibo. All these above shown that, CCTV-5 did well to integrate the Omnimedia reporting into the progress of sport news reporting.

KEY WORD: Media Convergence; Omnimedia; Sports News

RESEARCH OBJECT: This article takes the 2012 London Olympic Games reported by CCTV-5 as the research object.

RESEARCH METHOD: This paper used document summary method, it consult some research achievements connecting with omnimedia in recent years, and refer to many contents about the 2012 London Olympic Games reported by CCTV-5. These mentioned on above as the paper’s theoretical supports. Besides, it also took the individual cases analysis method, from the case of CCTV-5’s Olympic reporting, we can analyse the tendency of the sports journalism.

RESEARCH PURPOSE: From the example of CCTV-5 reporting in the 2012 London Olympic Games, we can see the present situation of main media in China first. On the basis of that we can research the tendency of sports news in Omnimedia era. Only in this way can we adapt to the Omnimedia era.

RESEARCH RESULT: By the Omnimedia era coming, sports journalism will have some new characters as, comprehensiveness of sports event reporting, humanity for meet different audiences, and more interactively in the reporting progress. Though making full advantage of Omnimedia communication, it receives better communication effects.

DISCUSSION AND FUTURE RESEARCH: In Omnimedia era, how to broaden the communication channels, combine the traditional media and new media perfectly are the problems we need to face. Be better adapt to the Omnimedia era, we should deeply research the specific strategies in sports news after confirm the direction of sports news in the future.

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The London 2012 Olympic Games - will it leave a lasting physical activity and health legacy?

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Politicians have lined up to declare the London 2012 Olympics a rousing success. The Prime Minister (David Cameron) said Britain had "delivered". The London Mayor (Boris Johnson) declared London had demonstrated it was the "capital of the world" The former Prime Minister (Tony Blair) called it a "spectacular success". But do they recall Tessa Jowell's (former Secretary of State for Culture, Media and Sport) London 2012 Olympic statement to the House of Commons when bidding for the games that "It will be central to our efforts to increase physical activity, and identify and develop talent. We want to harness the power of sport to help address some of the key issues our nation faces – health, social inclusion, educational motivation and fighting crime. We want the Olympics to be the catalyst that inspires people of all ages and all talents to lead more active lives". The presentation will discuss whether this will be the first Olympic Games to deliver a lasting physical activity and health legacy and will provide details of the National Centre for Sport and Exercise Medicine.

The Shaping of Sports Stars by Internet Media in China ——The Case of Basketball Star Kobe

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INTRODUCTION:The sports star image is a mass-media-used of pictures, sounds, text, color to then to process and restructure information of athletes, which can lead to symbolic athlete image. More and more people get to know NBA via TV and developing internet. The sports star image is mainly dependent on the mass media, especially emerging media internet, which plays an important role in people's lives. In this paper, 956 news of the 2010-2011 regular season reporting Kobe Bryant, the NBA star, from sina.com will be taken as samples, to analyze the way that internet media shaping a sports star, then knows the reporting features of internet media to introduce a sport star.

METHODOLOGY:The study base on the sample of News of the 2010-2011 regular season in the website Kobe Sina.com.cn (<http://kobe.sina.com.cn>), through literature review, questionnaire survey, statistics and other research methods, make a survey of network media shape the image of sports stars.

RESULTS:

(1) Images that internet media shaping the sports star: skills image, quality image, achievement image, off-arena image. The transition and movement of sports star identity between shaping and communicating them.

(2) Features that internet media in China shaping a sports star are classified into three levels: The substantiality is strong. 956 news from sina.com will be graded into: positive(63.4%), neutral(21.4%), negative(15.2%). Positive reports mainly focus on Kobe's skills, career achievement, contribution to the team, and personal quality. Various forms of reports and quickly updates on the internet to build up Kobe's leadership. Meanwhile, to maximize communication effect, Kobe's personal website was set up at portal website. Interactive at Kobe fans BBS is also positive for communication effect. Content is comprehensive, personalized, recreational, internationalized. Every NBA fans is a communicator in the environment of internet media. This interactive mode "media communicators - media - audience" is precisely to make up for the lack of one-way communication in traditional media, making the flow of information more widely.

CONCLUSIONS:While the internet media has become increasingly popular, and the increase of audience needs, internet media becomes more improved and diversified in shaping a sports star in China. The shaping of sports star needs internet media, which owns its unique advantages that traditional media cannot take over. However, internet media needs to be more professional.



Poster

A Comparison of American and Chinese Sports Websites in New Media's Application

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RESEARCH OBJECTIVE: In recent years, new media technologies have been widely used in specialized sports websites as well as in comprehensive web portals' sports columns. Based on digital technologies, new media has greatly facilitated information communication over the internet. Compared with traditional media, new media are characterized by its advantages of repeatability, interactivity, nonlinear real-time communication, and a user-customized control of the content, etc. This article is aimed to sum up valuable experience for Chinese sports websites to learn from by examining the ways new media technologies are used in American specialized sports websites and their effects, etc.

METHODS: literature review, experts interview, content analysis

FINDINGS:

1. Chinese Sports websites have begun to exploit the rich functions of new media technologies, but are far more behind American counterparts in new media's technological maturity and content breadth. The new media content from the large-scale American sports webs like ESPN and NBA, are more comprehensive in content's scope, more diverse in application forms, more stable in technology, and more time efficient in content update. These sites' users also have a higher visiting frequency and a longer browsing time. The specialized sports websites like Hua Ao Xingkong in China are in a very disadvantageous position by any index, when compared with American counterparts.

2. Due to the widespread use of credit card in America, the concepts of paying for web content and copyright property protection have been deeply rooted in people's minds. Consequently, new media content payment mechanism is well established. This has enabled the American sports websites to sell content to paid users in addition to obtaining advertisement investment from advertisers. By contrast, Chinese sports websites totally depend on earnings from online advertisement, while the paid users are few.

3. American sports websites have been extensively benefiting from the various functions of twitter, facebook, youtube and other well-known social networking sites, with which they have frequent cooperations. By combining their content resources with social networking sites' new media technologies, specialized sports websites make the best use of their huge number of users, resulting in a win-win situation. While China's domestic sports media websites have a poor cooperation with the well-known new media websites like Sina Weibo, a twitter-like service, and Youku, a Chinese video sharing website, etc., And they are prone to be cloned by local competitors, losing their content advantage.

CONCLUSIONS AND RECOMMENDATIONS:

1. China's domestic sports websites should learn more from their American counterparts in the fields of new media sports contents' breadth and new media technology's application forms, etc., to offer more excellent new media resources and a better user experience.

2. Chinese government should actively promote the growth of credit system and online payment to provide a better condition for the establishment of domestic sports websites' payment mechanism, and enforce the copyright property protection to make sports websites receive their reasonable returns and thus stimulate investment in new media sports websites.

3. China's domestic sports websites should focus on building cooperation with large social networking sites, integrating their advantage of sports content with the latter's advantages of new media technological

platform and a large user group to save the cost and extend their comparative advantages to achieve a win-win result.

KEYWORDS: new media, sports websites, application, social networking sites

A Research on the Functions and Development Trends of Public Fitness Dance in the National Fitness

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OBJECTIVE: Through the analysis of the public fitness dance functions in the national fitness, this thesis tries to forecast its development trend in the future so that it can provide theoretical basis for promoting national fitness activities in our country. Meanwhile, it offers an effective way of improving national quality, which do have some contributions to the construction of a well-off society in 2020.

METHOD: The methods of literature, logical and theoretical method are used in this study.

RESEARCH AND ANALYSIS: 1 Special features of in the national fitness. (1) The public fitness dance meets the needs of the macro environment. (2) The public fitness dance meets the needs of the community and microscopic individual mass fitness dance. (3) The fitness value of the public fitness dance. (4) To lay a foundation for enlarging the group of national fitness participation. (5) Together with national fitness, the development of public fitness dance can promote the employment rate of graduates. 2 Forecast on the trends of public fitness dance. (1) We should focus more on the fitness while arranging the dance movements. (2) More and more types of public fitness dance will appear. (3) The functions of public fitness dance will be richer. (4) Public fitness dance will be more humanity.

DISCUSSION: As in the critical period of building a well-off society, it is very important to promote the implementation of the "National Fitness Program". The full play of the functions of the public fitness dance is an effective way to promote the good development of the national fitness. Meanwhile, based on the needs of the national fitness, we should reform the public fitness dance so that it is suitable for all kinds of people.

A Revelation to the Modernization of Chinese Traditional Sport from the Development of the Modern Olympics

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INTRODUCTION:The development of the modern Olympics is the process that sport was modernized in the globe. The objective of the paper is to explore the way to modernize Chinese traditional sport by learning the experience from the modernization of the Olympics in modern times.

METHOD:Literature Search Method, Historical Study Method, Comparative Study Method, Case Study Method.

RESULTS:After the Renaissance, the Reformation, and the Enlightenment, and along with the Industrial Revolution in the western society, the modern Olympic Games was born and developed in the process of the modernization of the western society, and the core was humanism, the features were science and reason. The modernization of physical culture embodies those ways that the modern sport values, management style, science theory, means or method, stadiums and gymnasiums and facilities were applied to enhancing the human healthiness and athletic abilities. As the coming of the knowledge economy society and globalization, the modern Olympics is changing positively in pace with the second modernization in developed countries, and is now full of vigor and vitality in stead of wilting. China is striving for the first modernization while the second modernization occurred, and the comprehensive national power has been remarkably strengthened. However, the modernization of Chinese traditional sport cannot keep up the pace of the modernization of the society, and even the modernization of physical culture in China on account of reasons. In view of these facts, the modernization of Chinese traditional sport is very important to building a harmonious physical culture and a harmonious society. To learn experience from the modernization of the modern Olympics, Chinese traditional sport should be modernized on this way to promote it toward humanism, scientization and internationalisation or globalization.

CONCLUSIONS:The development of the modern Olympics is a process that physical culture is modernized in pace with the modernization of the western society. The modernization of Chinese traditional sport should be took the path of leap-forward development as is China society. The mission is to promote it toward humanism, scientization and internationalisation or globalization. And it is a noticeable research subject that how to preserve the Chinese characteristics while it is modernized.

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Analysis of Factors Restricting China's National Games Spectators

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OBJECT: Sponsorship fee is the most part revenue in the sports events organization in China. Therefore, the Chinese sports event must have a wonderful competition and good credibility to improve the social attention and get high audience rating and attendance, and then it can to obtain high level admission fees and attract TOP sponsors. The 5th National Games preliminary began to explore market-oriented laws, but the problem of the ethos and discipline during the match makes it being always the focus of the research scholars. This paper makes recommendations by exploring the factors restricting China's National Games spectators to achieve sustainable development for it in the Chinese market operation. Meanwhile, it tries to provide experiences for other sports events in China in the future.

METHOD: The literature material method.

RESULTS: The National Games is the largest and highest level competition in China which without a doubt. So the primary priority mission to constantly development of the National Games is to establish credibility and expand the influence around the populace, and to improve the social awareness and make it become a people's festival.

SUGGESTIONS:

1.The ethos and discipline of the match should have a strengthening propaganda to create a fair competition environment. The sports law should be perfected, and then the unchartered behavior in competition should be punished by the strict legal solutions in order to set a good image for the National Games and create a good social credibility around the populace.

2.The link between the National Games and single sports associations should be strengthened. The athletes who have the unchartered behavior should be punished by not only the National Games, but also single sports associations. Management department should perform “two-way punishment”.

3.The chief umpire of the competitions should employ the international referee and they have the ultimate decision-making power to ensure that the whole of the race fair and equitable while domestic referees have auxiliary work. The organizing committee should launch a “blacklist” for referees who have the dereliction of duty, and transmit intolerable ones to the judiciary department.

4.The host city should transfer to the central and western regions to promote those provinces for benefiting the economics and the competitive sports and the mass sports.

5.The project of the national games should be reformed into a brief one on the premise of the Olympic project. Through the argument, the projects achieve thin body from small projects and add more easy promotion and popularization of sports.

6.All projects may not be held in only one province. The projects what need to build venues but the utilization rate is extremely low after the sports events can lease the project site from who own. The measure can save the cost of the National Games and expand the influence of it.



Analysis of The Business Model of China Open

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OBJECTIVE: China Open tennis tournament held from 2004 to date, is one of the basic domestic operation in accordance with the market-oriented mode of operation, major sports events. After nine years, the China Open by little-known events gradually developed into a brand events, with its brand value rising, China Open embarked on the road of brand business model. In this paper, we will review the main source of revenue of the China Open - sponsorship, tickets, television and the media, compare the nine years the events has been through, identify problems and make recommendations to enrich the theory and practice of commercial operation for a sporting event experience and reference.

CONCLUSION: China Open has been playing an important role in enhancing Beijing's city brand, promoting the culture of tennis, improving the competitive level of tennis and also making itself constantly transition toward a more market-oriented operation. However, due to the current domestic policies and institutional settings, it is difficult to make network events revenue model into the sale of broadcast rights in the international competition expenses as a percentage of the total revenue of the first of the race good business model. Therefore, in the respect of commercial operation, China Open only focus on ticketing and sponsors and Memorial things as a breakthrough currently.

METHOD: The literature material method.

SUGGESTIONS:

1.Sponsor improve their return on sponsorship, attract sponsors, thereby increasing their loyalty to the events; 2.Souvenirs development open up sales channels of souvenirs and ensure the diversity of products at the same time.

3.Ticket in addition to the star effect, find the other influencing factors to expand the audience attraction, the establishment of the theme of cultural belonging to the events, to attract viewers. At the same time, improve the overall operation and management of the ticket sales constantly, reduce the number of complimentary tickets.

4.Media and publicity ensure normal events and related news at the same time, news reports of the major media should reflect the increase in China Open culture to increase public understanding of cultural events in the China Open;

5.The audience for the network the major media should vigorously promote the reported tennis Watching etiquette to enhance the quality level of the audience spectators.



Analysis on the Culture of “Taoism” in the Leadership of the Volunteers for Sports Events in China

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ABSTRACT: Taoism is a foundation of Chinese traditional culture for 2500 years, reflecting the supreme intelligence of the Chinese civilization, while it has something in common with Olympic sports spirit, such as Humanism, peace and harmony. Nowadays the management mode of leadership in volunteers' teams in China has progressed into its own style by concerning the Chinese traditional Taoism culture as well as the modern Olympic sports spirit. And the key of leadership has changed from Dogmatism to Humanity. Sports volunteer service has a long history in China, but it was realized and accepted (concerned) in large-scale sport events since the establishing of Beijing Olympic volunteer Project Initiation in 2005. Gradually humanized management of Sports volunteer ranks begins to rise in China after these sports events. Leadership, the core of regarding people's nature as management activity, respect volunteers' natural instinct in humanization, meet their rational demand, excite and arouse their enthusiasm, make volunteers give to play more (higher) efficiency and greater creativity. It's helpful to improve college students' ability of the leadership for sports events in China by introducing Taoism culture. Participating the volunteer activity for sports events may also improve their understanding of Chinese traditional Taoism culture. And the local culture may blend with sports spirit leading to different management mode of leadership in various countries.

KEYWORDS: Taoism, Harmony between Human Being and Nature, Tao Obeys Nature, yielding, receptiveness, the strength of softness and flexibility. Lao Zi's Tao Te Ching



Based on the Pestel Model of the Development of China's Sports Industry Environmental Studies

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The sports industry is one of the fastest growing industries in today's global economy, and brings 400 billion dollars revenue annually for the world. The enormous business opportunities in the sports industry is becoming the most dynamic and broad industries in the 21st century's. With the development of economy and the improvement of people's living standards, China's sports industry has been steadily progressed. In order to promote the development of China's sports industry, analysis of the environmental effect on the development of sports industry in China is particularly necessary.

RESEARCH PURPOSE: The sports industry, as an emerging industry, plays a important role in promoting economic development and increasing employment, which is becoming a new growth point of economic development in China. In this paper, based on the economic theory of the sports industry, From the Political, Economic, Social, technical, Environmental and Legal six macroeconomic perspective, the author analyzes the advantages of sports industry organization about how it engages in the sports production and operating activities, as well as points out its potential weaknesses and shortcomings, which puts forward the countermeasures of development of sports industry in our country.

RESEARCH APPROACH: By studying the documentary and using logical analysis, the paper combines theory and reality of sports industry in China in recent years and utilizes the PESTEL analysis model and economics terms for analysis.

Results and discussion: The government is an important means to promote the development of sports industry in China. Therefore, sports policies provide the necessary environment for the development of sports industry. Secondly, the high growth of the aggregate economy and the consumption level has been constantly improved, which create a favorable economic environment for the development of the sports industry. Thirdly, Along with the changes of the public's sense of sports and fitness healthy sports aggressively promoted, Efforts to improve the physical fitness environment and increase physical activity are the ways to promote the prosperity of the sports industry. Fourthly, the breadth and depth of technological progress are the key factors in the development of China's sports industry, by means of technology breakthrough such as new products and new technology to prosperity sports market. Additionally, to develop sports industry related industries, such as services, manufacturing, etc., can achieve coordinated development and win-win results through cooperation. Finally, to establishment and improvement of sports legal system will help to ensure standardized operation of the sports market In the process of the development of the sports industry.

CONCLUSION: 2008 Beijing Olympic indeed promotes China's economy to a higher level, but which is deeply meaningful in developing China's sport industry. It is the fact that the sports industry is small in size, and is mainly concentrated on large and medium-sized city in China, i.e., sports facilities per capita area of 0.6m². In contrast, sports facilities and equipment are imperfect in Small and medium-sized city and township, leading to the urban sports development environment is seriously unbalanced. Therefore, the development of China's sports industry policy should be more inclined to rural areas and small towns in the future. In addition, changing the traditional sports consumption concept and increasing the people the opportunity to participate in sports are badly needed in our modern society. Only in this way can we make the further development of the whole sports industry environment in China.

Contrast of Sport Event Culture Between China and Main Developed Countries

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INTRODUCTION: Culture is the shared achievement enjoyed by human beings and the society, which include not only values, languages, knowledge, but material objects as well. As a product of all human social activities, culture has a rather wide denotation, and surely covers sport event culture. Sport event culture refers to the collection of material and spiritual wealth created during the course of sports competition organizations. The cultural structure of sport events reflects not only the material resources required for sports competitions and the resulting material culture of sport events in the form of material goods, sport event system culture resulting from rule system necessary for sport events, as well as the participants of the sport events --- people and their spiritual culture.

During their hundreds of years of developments, western developed countries gradually formed a comparatively mature and stable sport event culture system. While China, as a developing country, lags behind in modern sport events. Therefore, the sport event culture system in China is also in great need of further development and perfection, in correspondence with its material and economic base.

RESEARCH PURPOSE: The present thesis sets to compare the sport event culture system between China and the main developed countries, so as to determine the differences between China and the developed countries in sport event culture. In addition, the strong points in sport event culture system which are transferable from the developed countries will be applied to China. Meanwhile, China shall also locate the unique advantages from traditional Chinese sport event culture. Thus, the thesis aims to provide guidelines to carry forward the strong points while overcome the weak ones, so as to develop and enhance the sport event culture system in China.

RESEARCH METHODS: The present research shall make use of the research methods of literature review, norm analysis, historic analysis, expert interview and case study.

RESULTS & DISCUSSION: After studying on the differences of sport event culture between China and the main western developed countries, the present thesis find that modern sport events originated rather early in western developed countries, where richer material foundation, more complete institutional system, and a sport event culture and spirit in favor of power and strength were accumulated in the long development course of history. As an ancient country with a multi-ethnic background, China enjoys a long sport event culture tradition, various sports games and activities and unique sport event culture characteristics. Meanwhile, there is still a wide gap between China and the western developed countries in the organization and construction of normal modern sport events. The traditional moderate and introspective sport activities and approaches to some extent prevent the Chinese sport event culture from developing towards the western modes. However, some profound and dynamic sport event culture pattern like Taiji and martial arts are developing in a rather prosperous condition.

CrM in Sport Events Communication: Taking A New Media Wechat as an Example

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INTRODUCTION: In modern society, Sport mega-event as an attractive media product has turn to be one part of creative cultural industries. Therefore, audience is swiftly regarded as the users, which brings to Customer Relationship Management (CRM) between organizer and audience. Besides traditional method, new media such as WeChat has been applied in tournament management occasionally. In the beginning year of WeChat 2012, more and more professional sport events adopt it to distribute public information, such as whatsapp in Europe and Line in Japan. Combining interpersonal communication and mass media characters, WeChat marketing has been transmit from other all communication entities as all media.

METHODS/METHODOLOGY: In this paper, the research focuses on WeChat operation on CRM practice in the sport event. Primarily, how does the organization committee make CRM with the new media platform for the purpose of brand fame building? Secondly, how to meet the requirements on audience in and outside of the venue with WeChat? In addition, what is an effective CRM model in balance by the new type media? The author will adopt research approach field observation, case study, interview, survey to collect data. The audience will be in enquiry and fill in the questionnaires indicating the demanding of the information and entertainment service by cell phones and the officials in sport administration, the journalists in sport media will take an interview for WeChat CRM patterns.

RESULTS: 1st, CRM by WeChat tends to be utilized in mega-event before, during and after the completion. 2nd, it describes 4C CRM patterns for WeChat utilized in sport mega-event communication, such as common information pattern, commerce service pattern and cultural presentation pattern and identity consent pattern. 3rd, 4C pattern is integrated a brand improvement plan for most of events. Common information consists of competition schedule, athletes introduction, result delivering. Commerce service includes cooperation video promotion, micro film for sponsors and lucky draws. Cultural presentation contains city introduction, tourism map, sports history and crisis management. Identity consent embodies that the audience may make feedback instantly to organizer in the venue by public WeChat public account. In my opinion, 'interactive media' seems to be a mainstream for CRM in spot and we should enlarge public account and fellow circles to share the information searching, viewpoint transmit and service providing.

DISCUSSION/CONCLUSION: We Chat and CRM in sports industry are considered as new things and hot topics internationally. As well, they enter the horizon of Chinese scholars for theoretical research and practical needs as it high-speed development in China. The Competition Organizer will improve their qualities by 4C CRM pattern referred in this paper. Moreover, CRM by WeChat should get rid of automatic participation so least not to force someone to addict in the communication path. The goal for organizer WeChat plan is to strengthen the CRM by new interactive media in Sport events.

Entertainment Sports TV Program and Mass Sports in Thinking of Interactive Relationship Taking Inter-cities Program as an Example

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The character of mass sports is that everyone is equal and everyone involved, which just make up for the limitations of the competitive sports. As the same time mass sports perfects the progress of the Olympic Movement to some extent. Nowadays, with the increasing development of information technology the power of media communications is getting stronger. Sports program is an important part of media content and relies on media communications. When the two meet entertainment sports TV program emerge such as Telematch in German, Inter-cities, Win Step by Step in Bird's Nest and so on. On this occasion, it is imperative to research the interactive relationship between entertainment sports TV program and mass sports, which benefits both developments.

By adopting the methodologies of bibliography and references, logic analysis and case study, the interactive relationship between entertainment sports TV program and mass sports is studied. INTER-CITIES on CCTV is introduced from France and collaborated with many countries. In contrast with some local television INTER-CITIES is more successful with its details. The author, therefore, take INTER-CITIES for example to discuss the interactive relationship between entertainment sports TV program and mass sports.

The author analyzed the influence of INTER-CITIES to mass sports firstly, mainly include: The program INTER-CITIES is a carrier for mass sports; INTER-CITIES program can promote the development of mass sports; the value analysis of INTER-CITIES program to mass sports in the aspect of social value, economic value and humanistic value. Then analyzed the effect of mass sports to INTER-CITIES, mainly include: Mass sports provide rich and various resources for INTER-CITIES; Mass sports can contribute to improving the competitive power in TV industry; Mass sports can help INTER-CITIES to realize the economic benefit. The study points out some existing problems of INTER-CITIES including the imperfect participant selection mode, unreasonable game settings, and feasible copies. Research conclusions: INTER-CITIES program has catered to the demand of the masses for sports and recreation. Both INTER-CITIES and mass sports are benefit from the combination of two while some limitations and problems need to further improve and complete: the limit participants need to enlarge; making the game settings valid reasonable; strengthen the brand awareness of program.

KEY WORDS: Entertainment Sports TV Program; Mass Sports; Interactive Relationship; Inter-cities

Mega Sports Events in the Attention Economy

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INTRODUCTION:The media reports of mega sports events show the profits in the attention economy were significant. But as different actors make different calculations, producing different findings, the role of different countries' media is quite varied. The focus of the empirical analysis on domestic and foreign press coverage implies the differences between imagination and reality on how mega sports events influence the marketing.

METHODS :Literature study and content analysis

RESULTS:The article takes mega sports events held in China as examples and examines how they were covered by Chinese and foreign media.

1.focus. In Chinese media, mega sports event was a powerful tool for urban marketing and national visibility. As foreign press wrote about the success of their own countries' athletes and the big athletic stars, they focused strongly on sports. For instance, before events, many Chinese reports were of the international attention and economic profit that would be brought to China. Sports were the second most common topic. The games were described as a fine and unique experience. Unlike Chinese press, a great proportion of foreign media's articles were of preparations by their national squad. Where the games took place did not grasp their attention. They were strongly nationally oriented.

2.attitude. The general tone in Chinese media was friendly. The closer the games came, the more favorable the news became. Though there were arguments appeared, they convinced the public that it would be worthwhile and profitable to organize the games. Whereas foreign media would like to seek and disclose negative aspects like circumstances problems which showed they were not necessarily friendly.

3.quantity. Chinese media were overwhelmingly devoted to the event. However, the foreign coverage was overshadowed by their national professional tournaments.

DISCUSSION

A common feature of different media was their national perspective whereas they covered mega sports events in different ways. Chinese press put emphasis on what the event would mean in international publicity, visibility and commerciality for China. Management, organization, economic impacts and other issues suggested there was a firm belief among reporters and citizens in the crucial elements of the attention economy. But it was not important to foreign media whether the host city was benefited. Their perspective was strongly national. Commercialism has been a significant part of top-level sports. Sports can be seen as part of today's experience industry. The consumption of experiences and the "experience hunger" characterize late modern society. For promoting the consumption of sports, media are in a key position.

The common perception of proponents of the attention economy is that both a successful event and the suitable way used are important. But the findings challenge the original belief. While it's no doubt that mega sports events are some means for bringing the spotlight and publicity to organizers, it may not be as important as what it's estimated.

Negative Impact of Interaction of New Media of Sports and Sports Industry Research

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OBJECTIVE: With the continuous development of science and technology, modern communication in the Internet, mobile phones as a representative of new media brings the sports information service a new change, new media itself embodies interactive is more accordant with the needs of the audience, to a greater degree to meet the needs of the audience, professional sports media constantly spun off from the traditional media, and in the media, at the same time, together with the sports management organization composed of a cross-border industrial system, and become an important part of modern sports industry. Sports industrialization is an even more rich and colorful sports information, sports media make the sports media more attractive. Along with the further industrialization of sports, the sports itself unique charm attracts more and more people pay attention to and participate in sports activities, more audience to watch sports programs, receive information, coverage of sports of the new media in response to ratings, click-through rates will get improve accordingly. By spreading sports event, can significantly improve the hits of media, ratings, and gain huge economic benefits at the same time, also can let more audience to participate in the fashion of health sports leisure activities.

This article uses the literature material law; expert interviews; field survey; logical analysis method research.

RESULT: Sports new media and the combination of sports industry to inject new vitality for the development of each other, sending out the unique charm of sports itself, fierce tense competitions greatly challenge the audience's sensory system, sports contains profound culture and national emotion also deeply affect the audience, and sports media spread have a huge advantage and its influence to become the best partner of sports. The combination of sports media and sports industry is mutually beneficial for both supplement each other, they are a win-win cooperation relationship, but, under the condition of market economy, new media and sports industry in the process of interaction, both commercial and utilitarian characteristics emerge gradually, excessive commercial operation, one-sided pursuit of economic interests, between sports industry and sports media's negative influence, to a certain extent, affected the healthy development. The combination of sports media and sports industry is mutually beneficial for both. However, the interaction between them is not all positive positive impact, accompanied by some negative, negative influence. Along with the rapid development of modern media technology, and the openness of the network, the false news from time to time, causing adverse effects to the society, weaken the credibility of sports media, too partial to athletics sports, neglect the development of mass sports and school sports, this is not conducive to the all-round development of sports industry in China. Nowadays, our country is in a critical period of transformation by sports country to sports power, study the negative effect in the interaction between them, to our country sports enterprise development is important theoretical and practical significance.

On the Dissemination of Mass Sports Via Sports Literature in China

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ABSTRACT

BACKGROUND: With the political, economic and cultural transformation in 21st century and the enhancement of people's living standard, mass sports thrive rapidly in China. Michael Oriard, a former professional football player, is distinguished Professor of American Literature and Culture at Oregon State University who regards sports literature as an area of cultural study. Served as a part of social and cultural life, mass sports become gradually the focus of sports literature and is widely disseminated in sports literature.

OBJECTIVE: The paper reveals how the mass sports become the focus of sports literature and how it is disseminated via sports literature. In the end it concludes the necessity and profound meaning of sports literature for dissemination of mass sports.

METHODOLOGY: By literature review and logic analysis method the paper elaborates the definition of mass sports and the nature of sports literature, exemplifies the remarkable pieces of works with mass sports theme, and analyzes in-depth meaning of dissemination of mass sports via sports literature.

ABSTRACT: The paper reveals the relationship between mass sports and sports literature. Sports literature had been served as an art perfectly combined sports with genre ranging from fiction, non-fiction, poem to memoir, history, etc., which employs language and models typical figures to reflect social life and express ideas since 1980s. It went through glorious period in 80s, stationary period in 90s, and regression period in recent 20 years. With the wide popularization and diversification of mass sports, sports literature is faced with transforming to multi-dimensional and multi-layered theme choices in order to all-roundly reflect mass culture and cater to mass cultural appetites. Lastly it analyzes the interaction between mass sports and sports literature. Freed from the champion or competition literature before 1980s mass sports-themed sports literature such as the reportage named *China under Five Rings* written by Sun Jingyan in 2008 aroused a big attention, which not only reveals the meaning of 3 Olympic ideas in 2008, but also focuses on the nationwide fitness sports during the Olympic Games. The recent booming of mass sports provides abundant materials for sports literature and enriches its fields of writing in a sense.

CONCLUSION: Although the competitive literature has formed the mainstream in sports literature field, China witnesses the increasing awareness of mass sports in literary creation. The mass sports orientation in sports literature accelerates the broader dissemination of mass sports. With increasing focus of sports literature, the notion of national physical fitness and whole-life sports can be better promoted, urging more people taking part in mass sports to widely improve people's physical quality and productivity. It's an efficient way to spread sports spirit, advancing readers' ideological level in pursuit of body and spirit beauty and constructing an active, healthy, and enterprising value on life after assimilated by the charm of sports in reading. Furthermore, the propaganda of mass sports via sports literature can also set a beneficial foundation of cultural environment for the development of mass sports, which enlarge the influence of mass sports and facilitate the improvement of mass sports culture.

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Promoting Sports Events Using Microblogging Services in China

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BACKGROUND: More and more people in China are using microblogging services as their major information channel, which are overtaking the traditional media in the number of users and social impact. The microblogging sites such as Sina Weibo and Tencent Weibo have become one of the most important tools for sports organizers in China to promote events and have achieved great success.

OBJECTIVE: This paper aims to explore the current situations of microblogging's application in promoting sports events and their actual effects to provide suggestions for promoting sports events in China.

METHODS: literature review, expert interviews

FINDINGS:

1. Since microblogging websites' advent in China, all major sports events have used these web platforms to promote to the over 564 million Chinese internet users, many of whom have followed the microblogs specialized in sports content at Sina, Tencent, and NetEase.

2. The majority of sports consumers and sports events are in cities, where microblogging services are playing an increasingly important role in influencing urban dwellers' consumption.

3. Sports events promotions at Chinese microblogging websites have obvious advantages over the traditional media with a creatively localized combination of the features of Twitter and Facebook as well as succinct messages, easy-to-use interface, real-time interaction, fast spreading, and the new trend of mobile microblogging with smart phones.

4. The digitalized promotions online have diversified and enlivened the promotion modes, attracting more and more sponsors and patrons by making the promotion activities' effectiveness easy to track and measure.

CONCLUSIONS AND RECOMMENDATIONS:

1. The microblogging websites of Sina Weibo and Tencent Weibo are the best choices for events promotions to use because of their dominant market shares of sports events' potential customers.

2. The dense congregation of urban sports consumers on microblogging websites will empower sports events promoters with a clear-targeted customer group, to whom they can encourage and reward commenting and forwarding of the relevant messages on their own Weibo account.

3. Sports events promoters should make full use of microblogging services' infinite functions in China to attract local sports consumers and take notice of the new hot issues on the sites, while heeding the differences in policy and market between Chinese local websites and their respective foreign counterparts.

4. Sports events promoters should make timely analysis of the ever-changing microblogging market in improving their promoting strategies.

KEYWORDS: sports events promotion, microblogs, Weibo

Reformation and Innovation of Organization Management of Beijing Middle School Sports Event

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OBJECTIVE: The purpose of this study is to analyze the foreign in school sports organization and management features, and Analysis on Present Situation of Beijing middle school sports, the analysis of the Beijing school sports organization and management process, policies and measures to put forward the reform and innovation of Beijing middle school sports.

OBJECT: In this study, the survey was in the School Games in Beijing, which is defined as the 647 secondary schools in Beijing organized by the university-level Games; core concept of this study is the organization and management of middle school sports and its content, including the guiding ideology of the middle school sports, the project set organization and specific implementation.

METHOD: This study, we use the method of literature overview, expert interviews, questionnaire, Beijing, the status of school sports and the presence of the main problems, constraints have an intensive analysis; Secondly, can be based on mathematical statistics and Beijing in the school conducted a reasonable sample survey; Third, the combined knowledge of project management, project task decomposition method, the decomposition of the actual tasks of the Games, innovation and valuable reform, to provide reference for the reform and innovation of the Beijing School Games; in specific combination in typical cases, the research and empirical research.

CONCLUSION: The study found that the School Games in Beijing there are important issues of the following points: 1, most of the direct participants of the Beijing School Games that school athletic needs reform, the need to reform the two main reason is that “the project is too monotonous, lack of interesting” “too single organizational form”; 2, the guiding ideology of the Beijing School Games has not been thoroughly implement; 3, Beijing school sports project settings should be reformed; should Preparatory Committee longitudinal reporting mechanisms and incentives both Beijing middle school sports on the operation mechanism reform; 5, should pay attention to the awards ceremony in the school athletic; 6, the Beijing school sports still mainly traditional track and field sports.

ADVISE: To this end, we propose the following five recommendations: 1, the proposed reform from the project settings and organizational forms, recommended set of interesting projects and collective project taking into account the competitive nature of the interesting and innovative past immutable organizational forms; 2 National Fitness and hundreds of millions of students nationwide Sunshine Sports two major guiding ideology depth implementation; 3, to train students interested in physical exercise, to promote students' physical health reform School Games in Beijing and three purpose to create a harmonious campus culture; 4 perfect Beijing in school sports longitudinal reporting mechanism to mobilize the attention of school leadership School Games. Perfect the Beijing School Games incentives, attention to the awards ceremony; 5, to promote the Beijing School Games open students run game mode and Sports Festival run game mode. And to strengthen the market development of school sports, to increase the diversification of the sources of funding of the schools run game.

KEYWORDS: Beijing; The middle school; The school games; Present situation investigation; Countermeasure

Research for Sports Tourism Willingness of Hangzhou Residents

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ABSTRACT

1. INTRODUCTION : In 2012, We are based on a questionnaire survey of the residents in Hangzhou city relating to sports tourism. In this paper, we analyzed the sports tourism know and willingness for Hangzhou residents', Put forward some countermeasures and Suggestions for the development of sports tourism industry.

2. RESEARCH METHODS:

2.1 Questionnaire survey

This analysis is based on the final results emerging from these questions. The questions were asked of all resident from the Hangzhou.

The sports/activities list included: Athletics Basketball Equestrian Football Golf Hockey Basketball Swimming Tennis Walking ,Other outdoor pursuits e.g. rock climbing, cycling, fishing, Other e.g. gym use, aerobics, darts.

While the response rate for these questions seems to have been good (over 87%) it was not 100%. In all the analyses that follow, it is assumed that respondents are representative of non-respondents.

2.2 Literature

Access to sports science, sociology, economics, management science, geography and other professional books related to this study.

3. CONCLUSIONS:

3.1 Hangzhou residents participate in sports tourism willingness strongly.

3.2 Hangzhou sports tourism resources development remains to be improved.

3.3 Scenic spot and the quality of service, space distance is what factors were influencing people's choice of sports tourism.

3.4 Hangzhou residents opt to short-distance travel, also is the important features of sports tourism

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Research on The Development of Beijing International Mountain Walking Festival

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INTRODUCTION: With three years of history, Beijing International Mountain Walking Festival has exerted much influence in Beijing even the whole country, and has also aroused international concern. This paper aims to provide a theoretical reference to the promotion of this outdoor recreational sports as well as to the creation of an international branded sports event on the basis of the review and analysis of the development process of Beijing International Mountain Walking Festival.

METHODS: According to the research needs, this paper mainly adopts research methods of literature, investigation and logical analysis.

RESULTS:

1. Since 2010, thousands of people has taken part in the festival every year. And the three-times Beijing International Mountain Walking Festival has attracted many foreign athletes from more than 30 countries and regions as well as several Consulate officials, international families, international students and Beijing residents. Year by year, more and more people and clubs are taking part in this outdoor sports.

2. Beijing International Mountain Walking Festival is sponsored by the People's Government of Beijing Municipality together with Beijing Municipal Bureau of Sports and undertaken by the local government and industry associations, who are responsible for the planning, organization, route setting, services, marketing and promotion of the sports event, etc. This sports event is carried out in accordance with international professional sports events, with 100-kilometer extreme challenge walking route and 30-kilometer primitive ecological walking route.

3. Compared to the leading international branded events, there are still many shortcomings in Beijing International Mountain Walking Festival in terms of planning, organization, negotiation, coordination and execution, especially in terms of risk management.

4. Beijing International Mountain Walking Festival should try to meet international standards in the setting of the level, scale, standard, stage and agenda as well as to enrich and develop the sports programs, in order for its popularization, promotion and industrialization.

DISCUSSION/CONCLUSION:

1. Beijing International Mountain Walking Festival has made some achievements and has had some influence in the world.

2. Although with professional organization and a high starting point, Beijing International Mountain Walking Festival has some deficiencies in risk management.



Research on The Education Function of Sports Reports

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OBJECTIVES: Since the 20th century, the sports and mass media industry has been rapidly developed around world. What is education function of sports reports? How do they take effect between mass media and people?

BACKGROUND : The education function of media has been extended with the democratization of politics, the globalization development of the economic, the modernization of the information spread, and the multiple change of the culture in the world.

The education function of the sports reports will be developed with the progress of the society, and will be a very important part of the education action for people. It had significant effect on education. It will be useful for people to study the influence of the education function of sports information.

METHODS : By using the literature research, investigates and questionnaire, the article has made a study on the multifunction of sports information in mass media (TV, the broadcasting, the newspaper and world wide webs) under the views of education.

CONCLUSION : It shows that the sports reports have made a great educational function worldwide. And the education function has two aspects, the obviously education function and the deeper education function.

Sports reports influenced by the politics, economic, entertainment and the education of the social. And the education function of the sports reports has changed with the development of the society.

An education system of sports reports will be vital important for us to develop the education functions. In order to fulfill better education function for people, the government should improve the environment of sports reports, and the sports reporter should improve the ability of communication.

With the hosting of the 2008 Olympic Game in China, the sports reports make a more activity education effects on the people in China.



Research on the Influences of the 12th National Sports Meeting to the Development of Liaoning Sports Culture Industry

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PURPOSE: With the flourished development of the cultural industry, more and more countries think highly of its status in the economic field. As an important part of the culture industry, the sports culture industry is a sunrise industry with potentials and vitalities. Liaoning Province is an important joint part of the North-eastern China Economic Circle and Bohai Economic Circle. The 12th National Sports Meeting just inspires the development of the overall Liaoning Sports culture industry and it is a booster for the development of Liaoning sports culture. It also provides great opportunities for Liaoning sports culture industry to boom. This thesis is to stimulate better development of Liaoning sports culture industry by making further research on Liaoning sports culture industry and discovering some problems in the developing process. As an economic support not to be neglected for the culture industry, the sports culture industry has significant meaning to the development of the Liaoning culture industry.

METHODOLOGIES: This thesis makes the research and analysis of Liaoning sports culture industry with the methods of documentation, expert interviews, field study, logical analysis and so on.

CONCLUSION: Liaoning sports culture industry has the connotation and characteristics of being good to the international culture industries communication and also the labor intensive industries; as one of the biggest sports provinces in China, Liaoning has great sports atmosphere foundation but still facing some lacks in the systems, such as insufficient development mode, weak in developing power, lack of the government supports, and imbalance of industry structure; the holding of the 12th National Sports Meeting makes the sports culture industry more competitive than other culture industries, and also meets opportunities and challenges; the 12th National Sports Meeting has the advantages to promote, stimulate and provide more jobs for the development of Liaoning sports culture industry and it also gives correct positioning for the development of Liaoning sports culture industry; to provide efficient strategies for the vigorous promotion for Liaoning sports culture industry, government investment, and broadening and standardizing the sports culture industry during the holding of the 12th National Sports Meeting.

Research on the Interaction Condition and Mechanism Reformation Underlying the Sport Industry and Sport Media

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ABSTRACT

PURPOSE: 2013 is the year of "The 12th Five-Year Plan" a crucial year for the past and also our economy has entered a transformation reform. The sports industry in our country, which is the core of the industrial chain, also means have profound changes. Sports media is a vital driving force for the rapid development of the sports industry. The interaction between the two specific performance : Media is the main road of sports industry spread, through the media to the audience, the audience's favourite attracting sponsors eye, thus achieving the economic and social effects of sports industry. This article through to our country the present situation of sports industry and sports media interaction research, and analyze the both positive influence and negative influence of interaction, so as to put forward the improvement mechanism, promote the smooth transition of our sports industry and promote the coordinated development of the sports industry and sports media.

RESEARCH METHOD : Literature review method, sum up method, logical analysis

Research result: Through to our country sports industry and sports media interaction present situation research, this paper concludes that the sports media market are derived from the sports industry and sports media in the process of interaction. The both interactive Status can be analyzed from two aspects

The one hand, the positive impact : First, Sports industry to promote sports media to take the route of specialization and branding; Second, Sports industry brought huge benefits to the sports media; Last , Sports media marketing promote the sports industry more diversified. On the other hand, Negative impact: First, Because of the sports industry has developed rapidly, sports media entertainment, vulgarization phenomena occur frequently, causing public opinion direction paranoid ;Second, Sports media coverage is not comprehensive enough , and shall not be treated for the emergency response;Last, Sports media monopoly environment led to the slow development of the sports industry , and market-oriented operation can not be carried out .

CONCLUSIONS AND SUGGESTIONS: Improvement mechanism from two aspects, From the level of sports media in China: First of all ,we should actively develop high quality products, enhance the ability of market observation ; Second, seek cross-media cooperation, and strive to build multi-channel sports marketing platform; Finally, forced to purify the sports media environment. From the level of sports industry in China, First of all, to form the cultural characteristic of the sports industry in China; Second, our country sports industry should be firm faith take the brand operation course; In the end, the national fitness and the mass sports is imperative. How to adopt good points and avoid shortcoming ? We need to start from the following two aspects: First, our country should strengthen the national fitness consciousness, deep and extensive mass base is the potential value of the sports industry development, realize the sports media revenue, so as to drive the development of sports industry; Second, under the strong support of large - scale sports media require sports industry with ethnic characteristics , so that the world's attention to China . At the same time , the sports media also contributed to a more complete industry chain of sports .

KEY WORDS: Sports Industry, Sports Media, Current Situation, Improved Mechanism

Reserch on the Influence of Current International Trade Situation on Our Sporting Goods Exporting

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RESEARCH PURPOSE: affected by the subprime crisis, the international trade market demand, as a direct result of the global sports goods consumption has decreased, although our country has taken a stimulating domestic demand, expanding consumer stimulus, but sporting goods trade development is inevitably affected by the serious. In this case, a sports goods enterprises should be in-depth analysis of the current situation of sports marketing and international trade export, at the same time, to overcome the various obstacles from contained in the current situation of the opportunities actively, promote sports goods manufacturing enterprises break through the downturn, the international market competitiveness.

RESEARCH METHODS: in this paper, using mathematical statistics, the empirical analysis, comparative analysis and other research methods, analyzes the current situation of international trade's influence on our country sporting goods exports, mainly analysis the effect on our country's sports goods export categories the main barriers to trade, and puts forward countermeasures.

RESEARCH RESULTS: predominantly manufacturing sports products in China's foreign trade development mode must be adjusted in the future, marketization and internationalization, science and technology of the new road. Make strong sporting goods brand, and strive to expand the export scale and export way change, adjust the export structure, raise the level of opening to the outside world, to expand domestic demand, promote the transformation and upgrading, speed up the transformation of the mode of trade growth, improve the anti-risk ability and international competitiveness, the stability of external demand, stable export growth as an important power. To expand exports of as much as possible at the same time keep the import of synchronous growth, to maximize avoid international trade friction, optimize the environment of export trade. Strengthen the related industry investment, formulate reasonable industrial policy, increase science and technology and improve the quality of the labor force. Making our country sporting goods increasing faster.



Sports Brands' Path Towards Network Viral Marketing

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Viral marketing is a unique marketing approach which utilizes the interpersonal relationships to disseminate information. Through viral marketing, messages such as ads and product information can spread so rapidly like a virus does. Viral marketing has become an effective approach to information dissemination. Thanks to the network in the Cyber age, it is more and more frequently used in marketing activities by many brands and sports brands are no exception. Today Internet is becoming an important access to information for many people. Especially for teenagers and adults between 15 to 35 years old, Internet is playing an unshakable role in their daily life. This paper adapts methods including documentation, case study and so on to analyze the marketing cases in international and domestic sports brands and study how a brand draws attentions on itself and how it wins the commanding heights on public opinion by using the basic elements in viral marketing strategies. When many official sponsors of Olympics were fighting for the Olympics advertisement in 2012, a huge poster branded as “Yili” in the Guomao subway station attracted many people’s attention. With careful observation, one may notice that the LOGO of NIKE brand was stucked on the clothing Na Li wore in the poster, which was quite unexpected. This video was shot and uploaded to Weibo (Chinese Twitter). In a very short time, it was re-tweeted and commented crazily. By making full use of the “Share” and “Forward” behavior in modern communication network, Nike Company used resources from other companies, i.e., the advertisement of Yili, and drew users’ attention to its own brand successfully, which created a hot topic on the web. However, in the real marketing activities, more and more brands choose to create their own viral resources for dissemination instead of using others’ resources, where microfilm is one successful resource transformed from viral marketing. In 2011, two sport microfilms “A Courier Who Runs Over The Death ” and “Slam Dunk: A Tragedy Reversed By A Three-Point Shot” , taken by PEAK, a domestic sports brand, had been viewed online millions of times, which also brought the spirit “I CAN PLAY” of PEAK Company and its running shoes successfully to netizens. There are many differences between the two cases from NIKE and PEAK. However, they both show one common feature that a viral marketing cannot go successfully without an elaborate plan. However, the whole process must be rigorous and scientific, and meets with the principles of fundamental communication and marketing theory. When a viral marketing is implemented, it is usually required to go through the basic steps including planning the whole process, designing the information resource and dissemination channels, publishing the original information, tracing and managing the effect, and so on. Only when each step is carefully treated, the viral marketing may end in success. It is worthy of expectation that our domestic sports brands can grasp the opportunity and play with the viral marketing aided by elaborate planning and Internet to re-build their own brands.

Study on Features of Sports Consuming Stratification in Fitness Market

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PURPOSE: With the development of social economy, people's living standard lifted. People spend more and more time and energy consuming on relaxation and amusement; as a result, participating in sports has developed into a style of living. Sports fitness is a higher level consumption, its stratification becomes prominent. This paper aims to expand a new perspective on sports consumption stratification through applying the previous study on this topic comprehensively combining analyzing relative material. At macro level, government can lay down corresponding policy by studying intentions to participating in sports consumption at different consuming level and the consumers' ability to afford it; at micro level, fitness enterprise can make management strategy and guide sports consumption by analyzing features and psychology of consumers at different level.

METHOD: This paper employs the method of documentary and interview with the help of relative theory on consuming sociology, consuming economics and consuming behavior to study and discuss the features of sports stratification in sports consuming market.

RESULTS: the feature in fitness market is prominent. The upper level manifest its semiotics and fashionable feature; the lower level has less consuming intention and join in fitness with self amusing feature.

DISCUSSIONS:

a. the upper level adopts higher and luxury style of sports consumption to satisfy spirits' needs. This group of people pursues such identical and status doniment programs as golf, skiing, tennis and fencing in highly qualified clubs to show the features of showing-off, difference, symbolization and fashion.

b. the middle class pursue personal and fashionable style of sports to emphasize health and entertainment. They participate in the sports like badminton, table tennis, swimming and outdoors to manifest healthy and fashionable life which reflects the feature of culture, symbol and fashion.

c. the lower class joins in economic and practical style of fitness to chase relaxation and challenging themselves at the place of public fitness square, school and community to jog, do setting-up exercise, health preserving exercise and play chess or any board games to show its plain and folk feature.

Study on Sustainable Development of Sports Industry in Low Carbon Economy

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BACKGROUND: With the rapid development of the national economy, improvement of living standards of the people and people's diverse needs of leisure and sports, China's sports industry has been formed and developed. Sports industry makes a certain contribution in the promotion of China's social and economic development, increase employment, enrich people's leisure life, and meet people's diversified needs of sports sides.

OBJECTIVE: Establishing a 'Low Carbon Economy' concept in the sports industry, in order to find a way of sustainable development in the sports industry under the condition of low carbon economy.

METHODS: logical analysis; literature analysis; case analysis; expert interview

RESULTS: (1) Low carbon economy is efficient use of energy, the development of clean energy, the pursuit of green GDP, the core is the energy technology and emission reduction technology innovation, industrial structure and system innovation and human survival and development concept of fundamental change, establish the developing mode of low carbon economy and low carbon society consumption pattern, long-term to achieve near zero emissions, to achieve economic and social resources and the environment coordination and sustainable development. (2) Sports industry has achieved great development since the nineteen seventies, especially in the world of large sports promotion. Sports industry has certain positive role in improving the investment environment of the city, expanding to communicate external, archiving region economy. Sports industry have strong rely on land resources, water resources, ecological environment, blind expansion of sports facilities will bring the following a variety of environmental crisis. (3) Developing sports industry cannot leave the sports venue construction, but not blindly or illegal construction of large sports venues, not to damage the environment. Countries should reflect the responsibility and the connotations of the concept of responsibility and innovation in the process of low-carbon economy development, the concept of responsibility and innovation is two fundamental guarantees to achieve a low carbon economy. (4) The sustainable development of sports industry will be achieved only complying with environmental ethics standard, reasonable using social resources and natural resources, by establishing the idea of green environmental protection, improving both morality and law regulate the market, strengthening the industry self-regulation and supervision, promoting economical consumption idea and other means to develop low carbon economic.

CONCLUSIONS:

The development of low carbon economy in the process of sport industry is not only to ensure that the sustainable development of sports economy responsibility, is also the responsibility of enterprises in the sports industry. Establishing a 'Low Carbon Economy' concept in the sports industry, adjusting people's relationship formed in the process of practice, mainly for the relationships between contemporary peoples, the current and future generations as well as human and the nature. In the development of physical education, the sustainable development of sports industry will be achieved by establishing the concept of green environmental protection, improving market discipline with morality and law coexist, strengthening the industry self-regulation and supervision, promoting economical way of life and ways.

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Study on the Interactive Relation of the Media and Sports Industry of Beijing from 2009—2012

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INTRODUCTION: The sport's media industry is the indispensable backbone for the economic success of the sports industry. Using economic data we will attempt to deduct a more clear view on the nature of the relation between the media & the sports industry. Also we will seek the best ways to support them in symbiotic development.

METHODS: This thesis collected data for sales volume, audiences size, and annual income for different media outlets of the sport industry in the Beijing area from 2009-2012. All the main media types are represented such as the TV, Magazine, Newspaper, Radio, and Internet.

RESULT: As shown in table 1 and table 3, the sales volume and the annual income of each of the media types covered has been growing each year from 2009-2012. Table 2 shows us that the sports industry's influence is growing in each of the different kinds of media by been transmitted to the people's daily life. It can be inferred that if the volume and sales of sports media is growing, that the value of the sports themselves to society is also growing, and as the societal value increases, media coverage of sports events also continues to grow more lucrative. In this way sports and media have a mutually beneficial relationship.

CONCLUSION: The media is an important pillar of the sports industry. The sport industry occupies an important position in the media because of its social radiating power. The union of the media and sports industry is a win-win relationship where both sides obtained huge benefits. Their relation is not one of simply reporting and being reported, but rather an interaction of mutual promotion, cooperation, communal development.

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Study on the Optimization and Innovation of Beijing Sports Marketing Idea

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In recent years, the sports industry as a sunrise industry in the tertiary industry, has demonstrated its social and economic benefits for China. There is no doubt that by establishing Beijing as a world-sports-center, the city's sports industry gains more opportunities and grows "like bamboos shoots after a spring rain". Sports event, which is the core high-end product in the sport industry, has remarkable social function and influence. The concept of sports event marketing has attracted more attention after the marketing operations and been used as important means of optimizing the environment of Beijing sports events.

AIM: to apply on Beijing sports events and solve the current downturn, ensure a healthy and sustainable development of China's sports industry

METHODS: This paper mainly utilizes the method of document, expert interview, mathematical statistics etc..

CONCLUSION: the study on the current developments of Beijing sports event analyzes the reasons of such recession, as the followings: (1) lack of internationally famous sports event brands; (2) low standards of sports event project; (3) underdevelopment of the local-culture featured sports event; (4) inefficient sports marketing operation; (5) inadequate sports population, sports consciousness and sports consumption consciousness; (6) different and unbalanced quality and quantity of each stadium's facilities. In order to optimize sports event environment, this research will focus on event marketing and make it as a breakthrough. Based on marketing theory for the optimization of the sports events marketing concept, this study suggests that the whole process and the essence of the sports event marketing is one kind of service; sports marketing is the process of commodity exchange; the whole marketing process of sports events is part of integrated marketing. With the above being concerned, also the condition of Beijing City, a series of innovative marketing concepts has come up, such as city brand marketing, grafting marketing, experiential marketing, Internet marketing, and relationship marketing.

KEYWORDS: optimization sports events Marketing Concept Innovation



SWOT Analysis of China Open Tennis Championships Development

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RESEARCH OBJECTIVE: This article uses SWOT analysis method in the management of our tennis professional the internal environmental advantages factors (Strengths) disadvantage factor in environmental opportunities (Weaknesses) and external factors (Opportunities) threat factors (Threats) to conduct a comprehensive analysis of clear The problem, in order to provide a reference for promoting the development of the China Open tennis tournament to promote the healthy development of China's tennis.

RESEARCH METHODS: literature method: Library, China Journal Net database, HowNet way to find and collect literature related to the China Open, a variety of data collection events, these articles a wealth of material and organize information and literature and summarized.

Case Study method: to preclude the use of a variety of means to collect complete information, in some way into the detailed study, to provide a basis or illustrate a point of view. Mathematical statistics: sort of survey data, the application of the the Excel2003 statistical software for statistical analysis, classify and organize the survey data, further analysis of the existing situation, put forward the understanding of the problem and the solution to the problem. Logical analysis: the logical method to use the results of the collected data and statistical analysis, summarized the strengths, weaknesses, opportunities and threats of the China Open tennis tournament exists, and comments and suggestions.

RESULTS: The development of the advantages of the China Open tennis tournament: the advantage of the nationwide system (Beijing Sports Bureau, the sports industry to guide capital investment), the world ranking of women's tennis players to improve Beijing's economic development and government support, hardware facilities improve . Disadvantages: lack of cultural heritage of China Open tennis tournament, tennis lack of population, unreasonable marketing model of the China Open, the audience to get tickets through the grille official ticket sales channels. Opportunities: the opportunities brought about by the international environment, the opportunities brought about by the bad environment and policy, people's income increases, boosting consumer spending. Threats: Tennis star athletes out of the race, the threat of domestic and international sporting events, star player high appearance fees.

RESEARCH CONCLUSIONS AND RECOMMENDATIONS: Conclusions: The increased influence of the China Open tennis tournament, the lower level of tennis industrial operation, the macro environment (demographic environment, economic environment, natural environment, political environment, social and cultural environment) for Chinese tennis open The race development to create favorable conditions for the micro-environment (intermediaries, participants, competitors and the public, etc.) affect the development of the China Open tennis tournament. Recommendation: strong support for the launching of the Chinese men's tennis, to deepen understand tennis cultural, local tennis culture, develop a high level of tennis group brand events and improve race product quality, rational use of free tickets in order to improve game attendance.

The Analysis of the Development Trend of Print Media in the New Media Context ---in China Sports Daily Perspective

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OBJECTIVE: The rapid development of new media represented by the network, with its unique advantages in the development process has attracted the audience of print media and traditional media, to seize the market share of traditional media.

METHOD: The thesis is based on the status of the print media industry, by analyzing the current situation of sports news media, the audience, the comparative advantage. The research was carried out by using the method of literature review, case analysis, qualitative analysis method of print media development status and trend.

RESULTS: Sports news is an important branch of the print media. And "China Sports Daily" as the leader of the sports news media, it puts popularizing sports as the main purpose, reported major events of domestic and foreign, to reflect the international sports trends, and the development trend of international sports. As an example to conduct research, has important theoretical and practical significance for the study of the development of the sports news media. Through the investigation and analysis of the reading needs is directly proportional to the level of economic development. Through the cultural level of this newspaper readers, we know that newspaper audience distribution in each age, 20 years old group is the main audience of sports newspaper, among them 50 years old group for sports newspaper reading is slightly lower demand.

Advices to the "China Sports Daily":

1. Giving full play of the advantages and further improving the planning

"China Sports Daily" is advocating for "special" in the area of sports professional technical analysis, "fine" in the editing work; "deep" in the interview process. Besides dividing the menu type of fast rhythm to provide necessary information on the day of competition, the newspaper focus on the details and results of fresh story behind the scenes, interpret of events in stereoscopic form and receive good results. Another important step is thorough planning, in order to explode in the information society, let the readers see the unique perspective of the news reports.

2. strengthen the depth and intensity of paper media.

First of all, provide the in-depth news, while providing relevant background information; second, the newspaper can be of concern 'zero awareness' and vulnerable groups; third, the newspaper should do news resources reorganization through the program planning and organization, make the same news resources into full play by combination in different perspectives.

KEY WORDS: New media, Print media, Transformation, Development trend

The Development of the Rheological Theory of Martial Arts Martial Arts Be Separated from Beijing

Li Min

Summary of the thesis: During the period of Ming-og Qing dynasties, there were a lot of scholars doing research of wushu, in which resulted in a rise of the appearance and spreading of wushu, so this period was indeed very prosperous for the martial arts. Wushu is developing closely in harmony with its' local political and geographical characteristics and specifics. Therefor, research of the development and influences of wushu during the Ming- and Qing-dynasty era, will not only be informative concerning clarifying information about wushu in the Beijing-area, but can be a contribution to the historical map of wushu in China as a whole – and thus this information can furthermore contribute to the development of wushu in the future.

The topic of my paper is thus the following:

- 1) The growth and spreading of wushu in the Beijing-area
- 2) Classifying the wushu in the Beijing-area
- 3) The continuing development of local wushu in a historical perspective, including problems and problemsolving of more recent era.

During the research of my topic, I have been using the following methods:

- 1) Excursions/ investigations in the local area
- 2) Researching, using literary sources
- 3) Surveys

Conclusions:

- 1) The traditional nerve of wushu as known historically, has in recent era gradually faded away.
- 2) It is not always possible or desireable to compare the new modern wushu, with the old martial arts.
- 3) The traditional wushu needs a national political framework, that aims to protect it, and enhances development, and thus it may be better to not seek to satisfy and spread it widely to the masses of people, but rather focus on conserving the true essence of wushu.

The Judicial Intervention on Chinese Professional Football Athletes Management

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INTRODUCTION: In 1992, the national sports commission made a decision that football was the breakthrough for the development of sports reform. 11 cities across the country set up 24 professional football clubs. The necessary legal basis had been provided to the football professionalism and the industry in the past 21 years. Among them, there are a series of laws and regulations including "The Regulation of Chinese football association ", "Law of the People's Republic of China on Physical Culture and Sports", "General Principles of the Civil Law of the People's Republic of China", "The Company Law of the People's Republic of China", "Labor Law of the Civil Law of the People's Republic of China ". But the corruption and blank spots still exist. This article is trying to analyze the current situation and the possibilities to solve the legal problems.

METHODS: Documentation, Interview, Logical Analysis

RESULTS:

1. FIFA regulations and the regulations of the Chinese Football Association

As a member of FIFA, it is not hard to find out the difficulties according to the Regulations of FIFA and the regulations of the Chinese Football Association.

2. The governing bodies

Based on the current management system, during the practice, a series of issues for example the relationship between Chinese Football Association and Football Management Center of General Administration of Sport, the define of professional athletes, the coaching modules and the protections of the rights of the athletes. The management of professional football cannot refer to the existing sport management system either other industries.

3. The existing laws

The governing and scope of the "The Regulation of Chinese football association ", "Law of the People's Republic of China on Physical Culture and Sports", "General Principles of the Civil Law of the People's Republic of China", "The Company Law of the People's Republic of China", "Labor Law of the Civil Law of the People's Republic of China " to the professional football athletes are still not perfectly detailed. The laws regulate the management of professional football athletes separately from its own prospect. The legal management is not genuinely integrated. And due to the frequency of the update of the laws, and the fast development of the football industry, there are some blank spots need to be fulfilled.

DISCUSSION/CONCLUSION :In the future, the administration needs to be adjusted and should be suit to the development of the football industry. The power of the General Administration, Chinese Football Association and the commercial clubs should be further balanced reasonable. And the laws and the regulations need to be integrated and updated to solve the conflictions due to the rapid development of the politic, social, economy and the sports industry.

The Problems and Countermeasures of the Professionalization of Chinese Women's Tennis

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OBJECTIVE: The paper studied the Chinese Women's Tennis from the sociological perspective to explore the problems of the Professionalization of Chinese Women's Tennis, and also summarized the reasons. Finally, it proposed targeted recommendations and countermeasures to promote the process of the Professionalization of Chinese Women's Tennis, and to provide theoretical reference for the development of the Professionalization of Chinese Women's Tennis and even the Chinese Tennis.

METHOD: Literature reading, Unstructured interviews, Non-participant observation, and logical analysis.

RESULT AND CONCLUSION: Existing problems of the Professionalization of Chinese Women's Tennis mainly include : (1)management system - government monopoly on power, the interests of diversified main body were damaged; (2) thought level – the managers' concept of Professionalization is old, the professional literacy of the elite athletes is not high, and coaches lack of initiative and free outside Professionalization, event organizers, media lack of professionalism, spectators do not understand etiquette of concept of race; (3) the institutional aspects of training and competitions - training competition system does not comply with the law of the development of women's professional tennis; (4) Cultivating Talents levels - temporary shortage, the disjunction of training and selection, investment channels of social resources is limited, reserve talents foundation is weak; (5) competition achievements level - the lack of stability; (6) the market level - the domestic market is not the economy overall. Policy, facilities such as tennis market infrastructure is weak, such as training of Tennis and the organization consulting services are lack of survival ability, socialization degree of tennis is low.

Main reasons for the existing problems of: (1) the initiative in the Professionalization of Chinese Women's Tennis is controlled by the vested interest groups, the reform that they advocate is not to change the leadership of the Tennis Management Center as the prerequisite. (2) Tennis is an emerging sport in China; the Chinese tennis complex is not strong, the market foundation is weak. (3) The tennis management is lack of protection of the laws and regulations. (4) The mode of training is obsolete, and the training funds are over-reliance on finances. (5) Lacking of events experience in market operation, the soft power of the Professionalization of the players, especially young players is insufficient.

Proposed the corresponding countermeasures for the problems: (1) Clearing the main train of thought to solve the problem. (2)Perfecting the management system of the project association to adapt to the Professionalization of Tennis. (3) Improving the domestic competition system, and introducing the international women's tennis events that are the appropriate level. (4) Perfecting the model of cultivating talents, and reform the selection system, to safeguard the legitimate interests of the social groups. (5) Using of advanced foreign experience, and setting up a professional team to build market of Chinese Women's Tennis. (6) Increasing the development of the intangible assets of Chinese Women's Tennis, to look for a long-term sponsorship partners.



The Research of Problems and Development Strategies of Chinese Sports Media Industry

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PURPOSE: Sports media industry is a main approach to spread sports event in the omnimedia age. The rapid development of sports events' quality and scale involve more and more people in China, especially after the 2008 Beijing Olympic Games. The sports media industry as an emerging industry in China will take a long period to explore, which is inevitable to encounter plenty of problems in the future.

METHODS: In the paper documentation method, induction and expert interview method are used to analyze current situation of sports media industry in China and to seek solutions to the problems which may have. Finally, development strategies are put forward in response to the confronting issues.

RESULTS: Analysis results reveal that sport media industry encounters lots of problems in China, such as lack of excellent sport media brands and columns, imperfectness with sports media control system, the content entertainment-oriented, low degree of resources integration, underutilization of capacity and so on. In addition, sports media product is too simple to make the market limited to a low degree. The above issues fade the competitiveness and hinder the development of sports media industry. In order to solve the problem, Firstly, the sports media industry should find a specialized road based on which business areas should be expand and a series of industry cluster should be strengthened, meanwhile it should extend new target audience rating points and build sports media brand. And then sports media management department should strength the management of industry and seek policy support. Depending on the huge influence of the media industry, high quality sport products should be developed. Finally, they should set up sports media marketing platform and innovate medium spread methods. It will be better to conduct cross-media cooperation and international cooperation.

CONCLUSIONS: Sport media industry is an emerging industry in China. There are many problems at present. For the sake of the healthy development in sports media industry, they should realize the importance of localization industry direction, building brands, reinforcing the management and cooperation.

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The Research on Consumer Behavior and Marketing Strategy in Business Fitness Club

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PURPOSE: Business fitness club is the inevitable outcome and concrete performance that reflect Chinese economy, politics, culture, society development and modernity construction. The gymnastics industry in our country has full presented "sunny industry" characteristics, since it created from the 1980's and prosperous in recently. However, now there are various chaos situations, because of market competition, management idea hysteretic. In order to accommodating progress and the people demand, the systematical ,excellent marketing and modern management theories are instructed and normed construction and development of business gymnastically club in our country. The consumer behavior is the foundation of marketing. Therefore, the research focus on systematical studying consumer behavior and marketing strategy of the business fitness club in our country, detecting special behavior and marketing characteristic, which provide science basis to the development of business fitness club and establishment the perfect theories system.

METHOD: This research adopted theories and practical research method, carried on research to parts of consumer behavior and the marketing strategy of the business fitness club.

DISCUSSIONS:

a. according to development and demand of understanding, the basic frame of research on the consumer behavior of the business fitness club include: Workout consumer of consume behavior pattern, consume behavior process and consume behavior of impacting factor.

b. the consume ex- behavior characteristics of consumer are a great majority consumers ego consciousness of gymnastically need. The way of collection information is mainly human relations source and personal experience. The evaluation standard are location convenience, price reasonable, place facilities, friend recommend, sale personnel, item rationality; one by one. The decision purchase mostly takes place the period of discount. In order to attaining fitness purpose, most of people purchase the year card in cash by oneself; Because of the difference of consumer age, sex, education degree, occupation, income, the consumer display different characteristic.

c. impact factor of consumer behavior have physiology factor, psychical state factor, social factor, marketing factor, only the marketing factor is not overall and systemic.

d. the marketing of fitness club is according to the management characteristics of the consumer behavior and the fitness club oneself as well as combine the ideas a cultural marketing, relation marketing, experience marketing, network marketing etc. Adopting marketing theories of 4V exaltation core competition, fitness market will be carried on subdivide. The different layer the fitness club carry on different marketing. strategy.

The Study on the Organization Structure's Feature of Major Sports Events

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INTRODUCE: Under the globalization development background of the international sports event, along with our country's economic and social Constant development, sports industry becomes the hot spot of the new sports developmental strategy which takes the sports event as the backing, looks the society and the economic development as the main purposes, and drawing expends and develops the new economic growth as the essential target .However, compared with vigorous development of sports event practices, the management level existed obvious lag, especially the large-scale sports event's management is the weakness and the difficulty. So based on the above situation, the author chooses “The Study on the Organization Structure’s Feature of Major Sports Events” as the research theme and tries to build the organization structure model of the different sports events in our country and analyses the essence and rules of the rational classification based on the sports' respective characteristics and the game theory between the government function and the market function framework. We hold that the subject has important theoretical and practical meanings.

METHODS: The dissertation uses the methods of materials, expert interview, the case analysis, in-the-spot investigation and empirical analysis to study the Characteristics of sports events organizational structure by taking Olympic Games, the international sports events hold in Beijing, the National Games as the research reference, and the 29th Beijing Olympic Games, the 21st Beijing World University Games, the Ninth National Games as the examples. The conclusions are mainly as follows:

CONCLUSIONS: (1) The market operation and management mode of government participation is the inevitable requirement of the Olympic Games held successfully. This combination-type organization and management models combines government with market can complement each other, complementary advantages, so as to realize the Olympic Games in the political, economic, cultural, educational and social value. (2) "Juguo System" has determined that the Government has functioned as the event provide, has become the main means of resource allocation in events, however With the perfection of socialism market economic system, the funding of major sports events will be progressively market-oriented, diversified, which will replace the Government to become the primary means of resource allocation.(3) "Venulization" operation and management mode, transfers from the type of competition organization structure to the matrix, and realizes the dual goals of function specialization and competition characteristics. This pattern strengthens horizontal linkages, combining centralization and decentralization; strengthens organization's mobility, flexibility and coordination; released professionals potential abilities; avoided the waste of resources for project board mode.(4) The setting and location of China's major sports events organizational structure geared to international standards is the necessary requirement. Refinement of tasks makes the organizations constantly adjust and improve , contents constantly expanding. The establishment of committee organizational structure intensified the tasks and goals ,and ensured the realization of the final goal.(5) National games operated through the company's operations ,and used the market-oriented resources allocation, fully mobilized all our efforts and attracted a large number of manpower and material resources; Outsourcing-type organizational structure model is the functional specialization and goal-oriented product.

The Sustainable Development of Sports Tourism Industry in Henan Province

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ABSTRACT

KEY WORDS: Sports tourism sustainable development countermeasures of Henan province

OBJECTIVE: Sports tourism is a kind of fashionable sports consumption form today, as the organic combination of sports and travel, domestic and foreign scholars on the research gradually thorough. This paper first studies the present development situation of sports tourism in Henan province, concrete analysis of the development of sports tourism in Henan province and the existing main problems, key research analysis, some countermeasures for promoting the sustainable development of sports tourism industry in Henan province, mainly from seven aspects. Fundamental purpose is to make full use of the Henan tourism resources, adjust measures to local conditions to develop the advantage of regional tourism resources, to help the sustainable development of sports tourism in Henan province, has reached the win-win situation of economic and social benefits.

METHODS: the literature data method, analysis method

RESULTS: This topic is based on the analysis of the development of sports tourism in Henan province existing advantage and restriction conditions on the basis of how to promote further the sustainable development of sports tourism in Henan province, through this study it is concluded that the seven aspects of the corresponding countermeasures, so as to effectively take advantage of the favorable factors of sports tourism in Henan province and specific solutions to the Henan province sports tourism, existing problems and potential threats. Such as the full development of tourism resources, balance the seasonal; Design fist product, forms the sensationalism, implement the strategy of internationalization; And multiple channels to train and bring up sports tourism in Henan province talented person's strategy; It respectively to solve the sports tourism in Henan province are greatly influenced by the natural environment; Fist products in the industry chain is shorter, regional competitiveness is weak and lack of professional talents. Constructive Suggestions were put forward.

CONCLUSION: Sports tourism industry is the emerging sunrise industry, the development of sports tourism in Henan province there are still some problems to be solved, the body has yet to form a vast sports tourism environment background, how to change disadvantage into advantage, and then is transformed into unique lasting competitiveness is the fundamental way out for the sustainable development of sports tourism industry of Henan province.

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Theory of Media Literacy Education to College Students' Humane Spirit of Transmission—as an Example,the Athletes Emmons Events Commentary Report

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PURPOSE: The humanistic spirit is a universal human self care, is the value orientation of cultural development and social progress, it is indispensable to college students' basic quality. This study related theory based on humanism accomplishment in the interpretation of the classic sports athletes Emmons report as an example, Through to the Capital University of Physical Education and Sports, Beijing University, Communication University of China and the Beijing Second Foreign Languages Institute and so on. Questionnaire survey among 200 college students in colleges and universities, Draw relevant data, the paper mainly discusses the implication of education.

METHODS: Literature review, case studies, questionnaires and so on, from the perspective of communication studies, analysis on college students' humanistic spirit in the process of media literacy.

RESULTS: When Catherine and Robert Emmons hugged each other, we see the “gold medal”, there is a touching love and true feelings - and this is the charm of the Olympic, explanation and evaluation highlights the character's image and value. From the perspective of emotion research, media commentary effect experienced emotion representation, emotional and emotional thought three stages. Emotional thinking is an extension of the emotional, is a variety of images and the plot of things or events comb after deep thinking, is in the heart after the ups and downs of rational thinking. Research shows that the influence of the role of media is greater than the traditional lecture.

DISCUSSION: College students' humane spirit are mainly embodied in the ideal pursuit and aesthetic temperament and interest, value orientation, etc. Medium of communication on college students' humanistic quality education has an important enlightenment: One is to cultivate college students with a sound personality and the harmonious development of body and mind; Second, how to correctly view all kinds of gain and loss, and gain experience from the failure; Third is to improve the social morality consciousness and the spirit of fair competition; Fourth is to guide students to actively optimistic attitude towards life, avoid suicide such tragedy from happening again. Fifth is motivating faster higher stronger Olympic spirit at the same time, Also focus on grasping and interpretation of human nature, to promote "the sentiment" influence of education process.



Theme VII: Medical and Biological Aspects of Physical Culture and Sport



Symposium

An Oxygen Support to Improve Functionality Athletes

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INTRODUCTION:

In sports practice, along with the constant improvement of the training process, traditionally widely used outside the training effect in the training of elite athletes. Particularly noteworthy are the aids and methods that increase adaptive capacity of an athlete. Such means may be a breathing air mixtures (BAM) with high oxygen content (Han, Kim, Lim, & Kim, 2011). The aims of this study was to determine the effect of BAM containing 93% oxygen on the functional status athletes.

METHODS:

The experiment was attended by 26 elite male skiers. The average age of athletes was $20 \pm 1,79$ years, the experience of sports activities - $6,4 \pm 1,5$ years. To evaluate the performance of athletes used the incremental exercise test on a treadmill. The test used a standard protocol of testing: the initial running speed - 4 km/ h, the increase in running speed at the next level - 1 km/ h, the angle of ascent - 0 (Power, Handrigan & Basset, 2011). In the process of the step test with the help of Polar heart rate monitor at each stage was recorded heart rate, defined anaerobic threshold (AT), was calculated power of the work performed (W), oxygen uptake (VO₂).

The research program included a two-fold tests with a break of at least 3 days. Before the second test athletes for 10 minutes BAM containing 93% oxygen with a portable oxygen concentrator Air Sep Life Style, performance 5 l/min. Before and after BAM with a high content of oxygen functional status was evaluated respiratory and cardiovascular systems of athletes.

RESULTS:

Analysis of respiratory system parameters shows that breathing concentrated oxygen leads to an increase in vital capacity due to an increase in respiration volume ($p < 0,001$). Analysis of the aerobic performance of athletes has shown that BAM containing 93% oxygen to the maximum load leads to an increase in VO₂ max, AT ($p < 0,001$), oxygen uptake at AT ($p < 0,001$), while the increase in the aerobic zone ($p < 0,001$), power AT ($p < 0,001$), decrease value of time in the anaerobic zone and increase in total power test ($p < 0,001$) compared to the level registered after the first load testing, in which athletes did not use BAM. Analysis of heart rate variability (HRV) and circulation shows increasing efficiency of functioning cardiovascular system of an athlete. There are decrease heart rate, increase systolic volume, also by athletes with moderate prevalence of autonomous regulation circuit increase HRV indicators: SDNN, CV, Mo, pNN50, RMSSD ($p < 0,001$).

CONCLUSION:

The use of BAM containing 93% oxygen has a positive effect on the functional state of athletes and is also a specific factor that increases the reserve capacity of respiratory and non-specific stimulus, mobilizing the adaptation body's structures athletes. The use of oxygen support before maximum load capacity increases athletes aerobic capacity, anaerobic power and efficiency performance.

Effects of 12-week Tai Chi Exercise on Oxidative Stress in Female College Students

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ABSTRACT: Objective: To determine the effect of Tai Chi exercise on oxidative stress in a population of female college students.

METHOD: By carrying out a single group study with a sample of 10 healthy subjects, the students received 24-form simplified Tai Chi training for 60 minutes at the frequency of 5 times per week. It was measured baseline, 8-week, and 12-week of exercise period: superoxide dismutase (SOD), glutathione peroxidase (GPx), glutathione (GSH), ability to inhibit hydroxyl radical (OH[·]), Malondialdehyde (MDA).

Results: It was found that there was shown an increase in SOD ($P < 0.01$) and the ability to inhibit OH ($P < 0.05$), as well as a decrease in MDA ($P < 0.01$) at 8-week and 12-week, when compared with baseline (SOD: baseline: 42.76 ± 3.05 U/ml; 8-week: 49.81 ± 5.01 U/ml; 12-week: 49.05 ± 4.73 U/ml. OH: baseline: 351.97 ± 59.02 U/ml; 8-week: 406.19 ± 34.76 U/ml; 12-week: 408.49 ± 49.86 U/ml. SOD: baseline: 2.77 ± 0.41 nmol/ml; 8-week: 2.12 ± 0.41 nmol/ml; 12-week: 2.27 ± 0.54 nmol/ml). Furthermore, no significant differences was found in the changes in GPx, GSH, TG (Triglycerides), TCH (Total cholesterol), HDL-C (High-density Lipoprotein cholesterol), and LDL-C (Low-density Lipoprotein cholesterol).

CONCLUSION: Our findings suggest that Tai Chi practice is useful for reducing oxidative stress in female college students, the exercise effects was received from 8-week when practicing at the frequency of 5 times per week.

KEY WORDS: Exercise; Tai Chi; Oxidative stress; Antioxidants

Effects Transcranial Electrostimulation of Brain on the Recovery from Competition in Powerlifters

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INTRODUCTION:

Great psycho-emotional and physical stress that accompanies the participation of athletes in competition, raises the problem of finding the means and methods to improve the processes of recovery of physiological functions. Transcranial electrical stimulation of the brain (TES) is a non-invasive and drug-free methods, and is a weak current through electrodes placed on the scalp. This effect selectively activates defense mechanisms of the brain and causes increased release of endorphins and serotonin.

METHODS:

The study involved 10 powerlifters aged from 18 to 24, high qualification. To study of mechanism autonomic regulation analysis of heart rate variability (HRV) was used. Athletes were tested for a week before the competition (background), before and after the event and after the TES - an experimental group and the control group - 20 minutes after the competition. In the experimental group a session of TES, duration 20 min, pulse bipolar current, the maximum value of 3 mA was held.

RESULTS:

HRV analysis has shown that the most significant changes occurred after the competition in terms of reflecting the voltage of the central mechanisms of heart rate regulation. After the competition, the athletes there is a decrease of the current functional status and the prevalence of sympathetic activity level to reduce the activity of background parasympathetic autonomic regulation. After the competition following indicators changed: Mo decreases to 525 ± 21 ms, variation range (VR) decreases to 112 ± 20 ms, increases the strain index (SI) to 658 ± 158 and the index of vegetative balance (IVB) 654 ± 154 . After TES session the following indicators changed: increased Mo on 13%, VR increased by 2 times, SI, heart vegetative indicator and the IVB decreased by 3 times. In the control group, HRV was not significantly changed.

CONCLUSION:

Thus, transcranial electrical stimulation, based on the selective activation of endorphins and serotonin mechanisms of the brain, can accelerate recovery processes autonomic regulation of physiological functions powerlifters after load.

Influence of the Pharmacological Program on Some Indicators of Hormonal Homeostasis of Elite Sportsmen

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INTRODUCTION: High achievement sport is related to the overtensity and the subsequent overtraining, which is characterized by changes in the endocrine sphere mainly in adrenal cortex and pituitary body, signs of a damage of muscles, a decrease of the store of glycogen in them, and the appearance of endogenous intoxication with subsequent decrease in the physical workability [1, 3, 5]. Of high importance for the support of the workability of organisms of sportsmen is the balance between stress-induced and anabolic factors [2]. The main stress hormone is hydrocortisone, and the anabolic function is carried out by testosterone by means of an increase in the muscle mass due to the protein synthesis acceleration.

The purpose of the present work is to study a variation in the ratio of the contents of hydrocortisone and testosterone of blood serum of elite sportsmen under the application of a pharmacological provision of training loads.

METHODOLOGY: We have studied the indicators of a hormonal status in 26 members of all-Ukraine team on ski races in the 21-day mesocycle. The first group has received the complex pharmacological support (vitamins and minerals, neuro-, cardio-, and hepatoprotectors, immunobiological means, antioxidants, and antiaggregants) [4]. The sportsmen in the second group have received only the vitamin-mineral complex. For the sake of comparison, the contents of hydrocortisone and testosterone were determined also in healthy untrained persons of analogous ages (n=5). The contents of hormones were measured with the help of a chart immunoenzymatic analyzer “Sunrise” (Tecan, Austria). We also calculated the ratio of the contents of testosterone to hydrocortisone (index of anabolism).

RESULTS AND DISCUSSION: We observed a reliable increase in the content of the stress hormone, hydrocortisone, especially in the second group, to the end of the mesocycle. Without a complex pharmacological support (second group), the increase of the level of hydrocortisone was 313.4 ± 13.5 nMole $\cdot l^{-1}$, whereas, with the use of a complex pharmacological support, this level was reliably less by a factor of three (100.3 ± 16.3 nMole $\cdot l^{-1}$).

We have found a slight reliable ($p < 0.05$) increase in the level of testosterone (33.03 ± 2.31 nMole $\cdot l^{-1}$ at the beginning of the mesocycle and 47.06 ± 5.71 nMole $\cdot l^{-1}$ after its termination) in sportsmen of the first group. Simultaneously, the index of anabolism increases from 3.83 ± 0.44 % to 4.84 ± 0.54 % ($p < 0.05$). As distinct from it, we have found no reliable differences in the level of testosterone in sportsmen of the second group.

CONCLUSIONS: Thus, the use of the rationally constructed pharmacological program favors a decrease in the stress effects in the course of training loads and improves simultaneously the anabolic processes in organism, which prevents the development of the overtraining and is a factor of stimulation of the physical workability.

KEYWORDS: physical loads; ski races; testosterone; hydrocortisone, index of anabolism.

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Performance Indicators in Electroencephalographic of Cognitive Rehabilitation

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INTRODUCE: According to the literature, the nerve cells not only restored after the damage, but are able to under the influence of an active cognitive processes enhance synaptic and neurogenesis throughout life. In the acute phase of cerebral stroke (CS) - there is "window period" when the stimulation of all functions, including cognitive, it is the most appropriate and effective for the optimal management of the patient with the CS (Smith G.E. et al, 2008). Meanwhile, in the available literature, there are practically no information on the effect of cognitive rehabilitation to the dynamics of electroencephalographic (EEG) parameters that reflect cognitive activity.

The purpose of the work - the study of EEG parameters to the end of the acute phase CS at cognitive rehabilitation.

MATERIALS AND METHODS: For this purpose, patients with CS (60 men) shared in the two groups (30 in each group): one of them - a control group (CG) received standard medical therapy, the other - rehabilitation group (RG) - basic therapy combined with Cognitive rehabilitation. According to the initial neurological deficit, as the level of cognitive and EEG parameters in the 1st day of CS, both groups were comparable. Diagnosis of cognitive impairment (CI) was carried out on a scale of Mini Mental State Examination (MMSE) (Folstein MF, et al., 1975) according to which the absence of CI was determined at 28-30 points, mild CN - within a 24-27 and expressed - 23 points or less. EEG recordings were performed using 19-channel electroencephalograph EEG-24 (company MBN, Moscow), using the international system leads "10-20" from the ipsilateral ear the reference electrode. We studied the relative power index (IP), the coefficient of interhemispheric asymmetry (IHA), the frequency of EEG rhythms. Statistical analysis of the data was carried out on a computer using the program Statistic 6.

Results: When compared between groups was stated the greatest number ($p < 0.05$) of patients without CI and smallest: number ($p < 0.05$) of patients with severe CI in the RG. EEG studies in RG showed a reduction ($p < 0.005$) of IP of slow-waves: δ and θ and increase ($p < 0.0005$) of IP of fast-waves: α_1 and β_1 ; decrease ($p < 0,05$) of IHA of slow-waves δ , θ and fast-waves α_1 , β_1 ; increase ($p < 0.005$) of frequency β_1 , α_1 rhythms. The frequency of the other rhythms were not significantly significant intergroup differences.

Conclusion: The results of EEG studies have found an increase in the index of the power of slow waves, increase of asymmetry in all rhythms. The results showed the absence of compensatory-adaptive processes by the end of the acute period in patients with CS. In this case, in the RG reliably detected increase of IP in the normal rhythms and decrease of abnormal rhythms, decrease of IHA for all rhythms and increasing of frequency β_1 ritma and α_1 rhythm in both hemispheres, reflecting the increase in compensatory and repair mechanisms in acute period of CS. Disappearance of the pathological features of the abnormal processes of EEG activity shows the positive impact of cognitive rehabilitation on the functional activity of the brain. The obtained results of the study of EEG patterns of cognitive activity continued to reflect the positive impact of

the end of the OP held cognitive rehabilitation in the EEG parameters in the studied patients, which is essential as a medical-biological and socio-economic importance and needs further study.

Psychophysiological Characteristics of Elite Powerlifter

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INTRODUCTION:

High demands on the individual characteristics of the nervous system makes the specifics of the sport, and the optimal functioning of the nervous system, represents the background for effective motor activity. Identification of the most important indicators for a particular sport will help to have a highly reliable data in order to predict a successful career. Therefore, the aim of our study was to investigate the psychophysiological characteristics elite powerlifters and identify the most significant ones.

METHODS:

The study involved 15 athletes powerlifters. We studied the performance of simple sensorimotor reaction time to light and sound, which characterize the overall tone, lability and mobility of the nervous system, while complex sensorimotor reaction: reaction time to a moving object, choice reaction time, reflecting the balance of nervous processes and test Schulte, allowing diagnosis: stability focus, efficiency and mental endurance.

RESULTS:

Indicators simple sensorimotor reaction to light in athletes powerlifters are slightly below normal, and the reaction time to sound is normal. Response time to a moving object at athletes is above normal values, and choice reaction time is in the normal range. The best results are obtained in simple psychomotor tests, compared with complex, it happens possibly due to the fact that the competitive activities commands of a team of judges are got with the help of light and sound signal, and more complex reactions in this sport are missing.

Also we have the following results of Schulte test. Powerlifters are characterized by the good performance and average working time of the test is $37,3 \pm 1,8$ s. Evaluation of start work showed poor results ($1 \pm 0,03$), therefore, requires a long training athletes to join for free. Lifters are characterized by poor mental resistance (endurance) to perform a given operation ($1,01 \pm 0,04$), probably due to the fact that athletes in their sports activities lift the maximum weight and the exercise does not exceed a few seconds. In this form of sport marginal power capabilities and more demanding to endurance athletes are realized. During the test at athletes of this sport restlessness, nervous tension are marked because of the long duration of the test.

Conducted factor analysis confirmed the revealed features that powerlifters for the most important indicators are the efficiency (percentage of total variance of 38%) and the reaction to light (percentage of total variance of 21%).

CONCLUSION:

Thus, to assess the functioning of the nervous system powerlifters are needed to look at the indicators of simple sensorimotor responses and performance in the test Schulte.

Research of Inhibitory Control of Movement: an fMRI Study

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INTRODUCTION:

Inhibitory control acts through multiple processes and networks in the central nervous system. It is a keystone in movement control and cognitive performance. MRI studies have revealed some constant brain regions related to the response of inhibition, and may functioned as a network. Motor inhibition should be considered as a balance between activation and inhibition processes.

Motor inhibition is usually tested by stop signal paradigm, and the “go trial mean response time”(RT mean). It is used as the baseline state, and focused on which brain areas participate in the control of action inhibition. Here we assume that individual discrepancy between the RT mean and simple reaction time(SRT) may reflect different level of the involvement of attention or working memory, which could affect the efficiency of inhibitory control. We introduced an index $(RT\ mean\ SRT)/SRT$ to represent the fluctuated discrepancy between SRT and RT.

METHODS:

We tested the stop signal reaction time(SSRT) of subjects with adaptive staircase procedure and stop signal paradigm first. Each subject went through six fMRI runs and one T1-weighted structural scan. In the mixed design fMRI experiment, each run contained alternate simple reaction and inhibitory control blocks, the latter has a ratio of go and so/stop signal at 6:1. Stated-related processes were performed to locate higher activity of stop signal block comparing to the simple reaction block, and then we applied multiple regression analysis to explore the activated brain area related with behavior index $(RT\ mean\ SRT)/SRT$.

RESULTS:

Multiple brain areas were activated when subjects were under the task demand. $(RT\ mean\ SRT)/SRT$ were positively correlated with successfully inhibition control when controlling SSRT as a covariate, but not significantly. Multiple regression analysis indicated that activation at pre-SMA and inferior frontal gyrus was positively related to $(RT\ mean\ SRT)/SRT$.

DISCUSSION:

Inhibitory control is undoubtedly linked to the different executive functions involved in these various tasks. In Stop tasks, inhibition relies on a front-basal ganglia network. Longer reaction time during task block, which we presume as an index of more involvement of top-down cognitive control, predicts higher successful inhibition rate. Involvement of top-down cognitive control could be reflected by the activation of right pre-SMA and IFG, which will affect people's inhibitory control. This research was supported by the Fundamental Research Funds for the Central Universities. Beijing Education Science Planning Program(CGA10181).(2011CB711001).

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Research on Elite Cyclists Pre-competition Body-function Monitoring

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ABSTRACT: The study to prepare for the 2011 National Championships in Henan province man bicycle Sprint Athlete as the object of study, scientific monitoring by the elite sprint-trained cyclists before the functional status of the use of physiological and biochemical indicators, trying to find the man bicycle exercise training induced changes in body function rule, provides certain theory basis for Chinese men the bicycle short distance sports scientific research and practice. Throughout the training period, our man bicycle short distance some function athletes evaluation index: serum testosterone (T), hemoglobin (HB) for system monitoring, analysis and with the training load. Serum testosterone (T), hemoglobin (HB) level is high, the athletes' body function, with the increase of exercise intensity, serum testosterone (T), hemoglobin (HB) will have different degrees of decline, the strength training before competition and good, as long as a good grasp of the intensity of the training course, have certain help to improve athletic performance.

Review of the Effects of Glycerol-Containing Hyperhydration Solutions on Performance and Health

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ABSTRACT

OBJECTIVE: Dehydration is one of the most common nutritional problems occurred in sports activities, many athletes will inevitably occur dehydration, which formed a challenge on their health and sports ability. In the current research condition, in order that we can minimize the effect of dehydration on the exercise capacity, there is a method of hyperhydration involves the consumption of a small amount of glycerol (1-1.2g/kg body weight), while ingestive large amounts of liquid food (25-35ml/kg body weight) in the hours prior to exercise to enhance fluid retention. By reducing urinary volume, this allows a fluid expansion or retention of 600ml liquid. The details of glycerol as a super water mixture could be found in Nelson and Robergs' review in 2007. Based on this, this paper collected all of the relevant important records at home and abroad, and summarized the characteristics of glycerol hyperhydration strategies, hope to explore the application value and risk of this method.

METHODS: Documentation method, logic analysis method and comparative analysis are mainly used in this paper.

RESULTS: 1. The physiological mechanism of glycerol hyperhydration strategies: glycerol is a naturally occurring trivalent alcohol that constitutes the backbone of the triglyceride molecule, and it is released during lipolysis. In the body, glycerol is evenly distributed throughout fluid compartments and exerts an osmotic pressure. When consumed orally, it is rapidly absorbed, and distributed among body fluid compartments before slowly metabolized via the liver and kidney. When the athletes intake of both glycerol and the liquid at the same time, their osmotic pressure will increase fluid retention and expansion in the body by reducing the amount of urine. 2. The influence of glycerol hyperhydration strategy on athletes' sports capacity: at present, the sum up of the effect of glycerol hyperhydration strategies on exercise capacity have shown a contradictory phenomenon, and more recently, there's been case studies of endurance athletes' water storage which shown a benefit of exercise capacity. In these experiments, compared with the placebo group, competitive cyclists which take glycerol hyperhydration strategies did more work in hot environments (Anderson, 2001). Through an analysis of 28 related researches, there are 14 studies draw beneficial conclusions. The results of these research show that glycerol hyperhydration strategies can make 7.7ml/kg body weight liquid retention and at the same time can increase 2.6% exercise performance. But there are also some negative reports, such as it may cause nausea, vomiting, other gastrointestinal symptoms, or the increased intracranial pressure induced headache. But these negative reports are far less than the benefits reports.

CONCLUSION: At the start of training, athletes should keep enough moisture in the body. And they can attempt the glycerol hyperhydration strategies actively, but should be undertake under the guidance of professional sports nutritionist, and can be used in the competition situation only after full experiment, adjustment, when the strategies fully adapt to individual characteristics.

KEYWORDS: Athletes dehydration; glycerol hyperhydration strategies; effects

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Study of Energy Provision Athletes Canoeists with Different Physiological Individual Characteristics and Different Types of Metabolism, Acting on the an Athletic Competition in the 500m Distance Canoe-pair (C-2)

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INTRODUCTION: High athletic achievements of our athletes is the result of many factors. Sporting result on race distance of varying lengths, to some extent limited by the level of development of the mechanisms of energy supply of the body. Therefore, in the practice of sports held power control, capacity and efficiency of anaerobic and aerobic energy supply mechanisms in the training process with biochemical parameters. The resulted results of biochemical researches of blood of skilled rowers are on a canoe. It is shown that providing energy of organism influences on a sporting result and selection of crews or appearance on Olympic competitions distances.

METHODS: The study was conducted on a trial basis of laboratory Scientific Research Institute National University of Physical Education and Sport in Ukraine. Attended by high qualification athletes. Age 23-24 years(2 men). Athletic skills 10-12 years (C-2). We used the method of determination of arterial blood hemoglobin, red blood cells, hematocrit, urea and lactate concentrations using an photometric method on a photometer LP-400 Dr.Lange (Germany). The studies were conducted at rest (in the morning on an empty stomach). The concentration of lactate in the blood was determined by the recovery period after exercise in the natural environment of the training process for 3 and 7':

- HLA 3' - blood lactate concentration in the 3-minute recovery period;
- HLA 7' - blood lactate concentration at 7-min recovery period;
- Δ HLA - the difference is the concentration of lactate in the blood for 3' and 7' recovery period (utilization rate of lactate).

RESULTS AND DISCUSSION: Studies have shown marked individual differences blood chemistry qualified athletes rowing-canoeing, due to the individual characteristics of the ratio of anaerobic and aerobic processes in the energy supply, both at rest and during physical stress. The first athlete (A) a decrease in the dynamics of the level of hemoglobin, red blood cells, and hematocrit fluctuated, which is associated with an increase in the degree of fatigue athlete A. This effect suggests that the disturbed metabolism and perhaps

there was a loss of body iron. Reduction in the number of red blood cells occurred due to accumulation of large amounts of acidic metabolites, and performing aerobic exercise efficiency mechanism of energy production depends on the rate of oxygen utilization by mitochondria, which is primarily associated with the activity of enzymes and oxidative phosphorylation of mitochondria, as well as proportion of fat in aerobic energy production character that promotes hemolysis. As for the concentration of lactic acid, then the Athlete A, with the duration of the testing distance of the concentration of lactate in the blood increases, and the rate of recovery in the recovery period is reduced. This indicates a wasteful expenditure of glycogen in the muscles (uneconomical energy metabolism), because the output of energy used per unit of glycogen in anaerobic conditions is several times lower than if the glycogen is consumed in aerobic processes. Common cause of the accumulation of high concentrations of lactate is probably the mismatch between the high needs of working muscles in oxygen and oxygen-poor level of functioning of the system in a given period, designed to provide the body with oxygen. As a result, muscles and blood accumulates products of anaerobic metabolism, primarily lactic acid. In another case, the background is quite adequate indicators of blood - there was an increase in hemoglobin concentration in the blood (athlete B). The high content of hemoglobin in the blood also indicates good saturation of cells with oxygen and transport, which may well contribute to the rapid removal of lactic acid from the body. This contributes to a more efficient process of energy production, which is shown by the concentration of lactate in the second passage control distance athlete. In this case, there is a reduced level of lactate after training loads in combination with a relatively high rate of utilization of lactate and high efficiency of energy consumption metabolism. Under the influence of intense aerobic exercise increases the efficiency of aerobic mechanism by increasing the rate of fat oxidation and increase their role in energy supply. Thus, changes in the concentration of lactic acid in the blood with a little bit of physical activity is associated with the level of fitness and athlete predisposition to a certain type of metabolic support activities.

CONCLUSION: Important for increasing the efficiency of competitive activity is the formation and selection of crews in rowing and canoeing for joint sports training and performance on race distance and canoeing. In preparing the athlete should never be ruled out in this sport (canoeing), athletes with different reactivity and type of metabolism to take part in competitive Olympic distance in one crew (C-2 (two canoes, rowing)). This takes place only in the event that an individual physiological and metabolic characteristic of athletes and their sports training does not affect athletic performance. In addition, the definition of anaerobic threshold provides important information for the assessment of functional training a skilled athlete and for the improvement in the management of his chosen sport.

The Integrated Effects of Aerobic Exercise and/or Chromium Picolinate Interventions in Streptozotocin-diabetic rats

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This study was designed to assess the impact of Chromium Picolinate supplement, aerobic exercise on blood variables of Streptozotocin-diabetic rats (SDR). 40 male Wister rats with a mean initial body weight of 195 ± 10 g were used for this study. Diabetes was induced after an 18-hour fast by one time injection of streptozotocin 55mg/kg (provided by Sigma), The all SDR were divided into 4 subgroups for 6 weeks after induction of diabetes, they are sedentary (D), aerobic exercise(E), Chromium Picolinate (DCr, 200 μ g/ml) in drink water, and E with DCr, The normal rats were randomly distributed into sedentary (N) at the same time. Glucose concentration in the tail blood of rats were assessed before, 24 hours later and every 2 weeks. Other blood parameters including insulin, free C peptide, Glucagons, blood lactate in OGTT(Oral glucose tolerance test) etc. At the end of 6-week supplementation program. The integrated effects of Chromium Picolinate and aerobic exercise interventions reduced fasting glucose was found in intervention group ($P < 0.05$, $P < 0.01$), significantly reduce the sustained hyperglycemia and the area below the OGTT glucose curve ($P < 0.05$). In Conclusion, we found that Chromium Picolinate treatment with aerobic exercise could further reduce diabetic syndrome more than others, could achieve significant therapeutic effects on SDR. The safety and effect of Chromium Picolinate with aerobic exercise for human diabetes need the further researches.

The Role of Biological Feedback in Sports Activities

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INTRODUCTION:

The basic mechanism of biological feedback (BFB) corresponds to the so-called reverse afferent stimulation principle, the leading principle of P.K. Anokhin's theory of functional systems. According to Anokhin (1975), feedback mechanisms are ubiquitous and decisive for the formation of adaptive responses of the body. This circumstance determines the high effectiveness of BFB in sports and clinical practice.

Therefore, it seems reasonable to expect that BFB methods will be effective for extending the functional capacity of the body, improving the regulatory functions of the central nervous system (CNS), velocity of voluntary relaxation (VVR) of skeletal muscles and forming rational long-term adaptations in a targeted mode. Such adaptations have been demonstrated to play an important role in the mechanisms of physical working capacity and endurance; athletes' overstrains, traumas, and diseases; and the effectiveness of their entire training system in sports.

METHODS:

Studies have been conducted on qualified athletes specialized in sports games. The groups were equivalent to each other in the level of training, age, and qualification. Athletes from the control group trained according to their usual program; athletes from the test group performed ten 10-min sessions of biological feedback via the electroencephalogram (EEG-BFB) in addition to the usual training program. The states of the CNS and the neuromuscular system (NMS) were estimated by means of computer-aided polymyography and EEG-electroencephalography (Vysochin Y. V., 1988).

RESULTS AND DISCUSSION:

Comparative analysis of the data obtained demonstrated a beneficial influence of EEG-BFB training on all systems of the body. The increase in the VVR led to a significant improvement of the general functional state of muscles (by 11.7%, $P < 0.01$) and those of the CNS and NMS (by 11.9%, $P < 0.01$). This indicated that EEG-BFB had a stronger normalizing effect on the functional state of inhibitory systems of the CNS compared to excitatory ones. The increase in muscle relaxation rate and the substantial (19.5%, $P < 0.01$) improvement of the classification index of adaptation type, which indicates the formation of the relaxation type of long-term adaptation, optimal for the body, are of primary importance (Y. P. Denisenko, Y. V. Vysochin, 2010).

In the control group, we found a slight improvement with respect to some parameters; however, none of the changes was significant. Note that control subjects also exhibited a significant ($P < 0.05$), though less marked, increase in power and the initial, maximum, and mean pedaling rates. However, the energy expenditure during PE was substantially higher in the control group.

CONCLUSIONS:

The use of EEG-BFB activates inhibitory systems of the CNS, enhances the inhibitory control, normalizes and substantially accelerates muscle relaxation, and forms the relaxation type of long-term adaptation. These beneficial alterations activate a chain of interrelated processes that maximize efficiency, decrease energy expenditure, accelerate recovery, and increase physical working capacity.



The Study of Step Load Testing Used in Elite Rowing Light Weight Male Athletes' Training to Control the Intensity

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This paper took 8 elite light weight guys in China Rowing Team as subjects who participated in 2006 rowing world champion. This study built the intensity control model of the lactate-heart rate indexes through a “step load testing”. Result: Athletes improved significantly in 6000mergo meter performance ($P < 0.05$), and got excellent performance in the world champion. Conclusion: The index of anaerobic threshold power is efficient in intensity control and can reflect the level of aerobic endurance. In rowing training course, monitoring training intensity through anaerobic threshold power is significant in terms of increasing aerobic capacity and enhancing racing performance; short-term training cannot improve the instant heart rate of 6000mergo meter rowing.



Poster

A Biomechanical Comparison and Analysis on Throwing Step of Chinese Top Javelin Throwers Lv huihui

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PURPOSE OF THE RESEARCH: By analyzing throwing step of the 2012 long throw China Open women's javelin champion Lv huihui through three - dimensional video, it compared and analyzed the kinematics data of her throwing step with other domestic and foreign elite throwers. Through learning advantages and disadvantages of her throwing step, it provides theoretical reference for coaches and the training of athletes.

RESEARCH METHODS: In the 2012 long throw China Open, we have recorded all the throwing behaviors of lv through two JVC cameras . We got the kinematics parameter we needed by analyzing the video of her best performance through three-dimensional analysis software. Then, we conducted the biomechanical comparison and analysis.

RESEARCH RESULTS: (1) In the first four steps, the angle of inclination of lv's body is almost the same with the world top throwers. Angles of inclination of her first step are 7.2° 、 7.8° respectively ,the second step 8.3° 、 9.3° ,the third step 23.6° 、 23.3° and the forth step -14.3° 、 -22.2° . However, when she threw, the angles are bigger, which are -14.3° and -22.2° . (2) There is a big difference between the angle of lv's elbow joint and the world top athletes'. It is especially so in the first, third and the forth step. In the first step, lv is 8.4° smaller than the world excellent throwers, the third step is 13.8° and the forth step is 8.5° smaller. This manifests that lv didn't fully stretch her elbow joints in the throwing and her elbow joints weren't not tension enough, which shortened the effective working distance of throwing in the last stage. The angle of lv's shoulder joints tended to become smaller, which was not in step with the law of the movement of people's shoulders. This shows that lv's shoulder joints are too loose when she throws. (3) The rigid support of lv's left side is not good. When she landed, the buffering angle of her left knee is 13.6° , which is larger than 3.9° , the angle of the world elite throwers. Her driving extent is 7.6° , which is smaller than 16° , the extent of the world top throwers. And when the javelin was thrown, the angle of her knee joints was 171.1° , which is smaller than 176.3° , the angle of the world elite throwers. (4) The theoretical average step length of lv should be 1.46m — 1.63m , but actually her average step length is 1.68m . Besides, theoretically, the length of her throwing step should be 1.61m — 1.87m , while in fact her step length is 2.19m . The theoretical step length of the last step of throwing step should be 1.24m — 1.43m , while the actual step length is 1.79m , which is 0.36m longer than the theoretical one. The time that lv and the world top throwers take to conduct throwing step in the first step is 0.22s and 0.33s respectively, the second step 0.24s and 0.26s , the third step 0.44s and 0.36s and the last step 0.26s and 0.28s .

RESEARCH CONCLUSIONS: Through the analysis of the test results, conclusions are as follows:(1)The angle of lv's body is smaller than excellent athletes in the world and the effective flogging distance when she threw at last is shorter than the world top throwers. (2) When she conducted throwing step, her arms ,shoulders and elbow joints were too loose, not tension enough. (3) The rigid support of lv's left side is not good, neither is the driving effect. (4)The step length of lv's first and second throwing step is too short while the time is too long, which results in directing the javelin hastily. The step length of the third and forth step is too long and the time is too short, and the speed of approach run is greatly lowered as a

result, so is the initial speed of the javelin.

A Review on Research Status of Sport Injury of Volleyball Athletes

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ABSTRACT

By literature material method and mathematical statistics method this study concerning the research status of sport injury of volleyball athletes is completed.

It turned out that the studies about sport injury of volleyball athletes lags far behind other sports especially basketball. The researches about sport injury, as to volleyball, should be improved. The duration of this aspect researches is better, while there still exist distance compare with football and basketball. Most of discusses focus on injured type, part, causation and prevention measure. The literature material method, experimentation, questionnaire method, interviewing method and mathematical statistics method are used in these researches. To adopt the literature material method is commonly while other methods are seldom used. The sport injury parts in volleyball exercises are knee-joint, ankle joint, finger, wrist, shoulder and waist essentially. Having analyzed related documents found that the causations to sport injury of volleyball athletes are various including technical reason, unsuitable physical training, absent-minded, improper preparation, environmental site, unhealed injury, long duration and intensive training, poor physical quality (especially muscle strength), frequent competition, insufficiency medical control, unawareness to prevent injury, insufficient mental quality training and insufficient scientific and reasonable sports recovery. Most of documents refer to above-mentioned reason but little to talk about the mental quality training. Consequently the author of this review concluded some problems as follow. On the one hand, the methods of previous researches are single. The literature material method is taken a first place while it is vital for studies to choose methods. On the other hand, the contents of the researches are focus on the reasons and prevention measures for the sport injury of volleyball athletes instead of making an expatiation to sport injury part and the influencing factors.

Research prospect: to know the status feasible parts and reasons of sport injury of volleyball athletes by questionnaire method and interviewing method and to find out the influencing factors and prevention measures contribute to perfect the study on sport injury of volleyball athletes.

Activation of gp130 Receptor Induced by Acute Exercise in Untrained and Trained Rats

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It has been demonstrated that the cardiac muscle glycoprotein 130 (gp130) receptor is not essential for normal postnatal cardiac growth, but may be involved in the regulation of stress-induced cardiac function. However, few reports have documented the expression of IL-6 cytokines and its common receptor gp130 in ventricle after exercise training in healthy individuals.

PURPOSE: The present study is to evaluate the activation **pattern** of gp130 in left ventricle in rats induced by a single bout exercise in untrained and trained rats and the possible mechanism underlying these changes.

METHODS: Male Sprague-Dawley rats aged 8 weeks were randomly assigned to either acute exercise group or endurance training group. After one week of acclimatization, rats in acute exercise group were subjected to a one hour treadmill exercise; while rats in endurance training groups were subjected to 10 week endurance training, both acute and chronic exercise training rats were sacrificed at 0, 3, 24 hours respectively after the last run. Left ventricles were removed and gp130 and p-gp130 expression in left ventricles were measured with Western blot.

RESULTS:

The experimental data showed that a single bout exercise induced significant increase in p-gp130/gp130 immediately postexercise ($p < 0.05$), and then the ratio returned to the sedentary level 3 hour postexercise ($p > 0.05$). no significant difference was observed 24 hour postexercise ($p > 0.05$). After 10 wk of training, the level of p-gp130/t-gp130 ratio in the group of 24 h postexercise showed no significant difference in comparison with the age-matched control group, and no significant changes were observed at any time points induced by an acute bout of exercise in 10 weeks training rats ($P > 0.05$).

CONCLUSION:

An acute bout of exercise can transiently increase the activation of gp130, which indicated that both IL-6 cytokines are involved in the regulation of cardiac function induced by acute exercise, and however, after 10 week of training, the gp130 mediated signaling pathway may get adaptation in response to acute bout of exercise, although IL-6/gp130 signaling pathway is suggested to be the important in regulating cardiac myocyte size, these results suggested that cardiac gp130 may not play important role in the maintenance in exercise induced cardiac hypertrophy and cardiac function, the mechanism underlying these adaptation need to be further investigated.

Activation of PTEN Induced by Acute Exercise in Untrained and Trained Rats

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PI3K phosphorylates phosphatidylinositol to produce phosphatidylinositol 3,4,5-trisphosphate (PIP₃), which recruits and activates a downstream cascade of prosurvival kinases, including Akt (p70), Lipid phosphatase and tensin homolog on chromosome 10 (PTEN). PTEN is a dual protein-lipid phosphatase that degrades PIP₃ to an inactive form (PIP₂) and such that inhibits Akt activation. Akt/mTOR have been proved to be critical in the exercise-induced cardiac hypertrophy, however, few reports have documented the expression of PTEN in ventricle after exercise training in healthy individuals.

PURPOSE: The present study is to evaluate the activation **pattern** of PTEN in left ventricle in rats induced by a single bout exercise in untrained and trained rats and the possible mechanism underlying these changes.

METHODS: Male Sprague-Dawley rats aged 8 weeks were randomly assigned to either acute exercise group or endurance training group. After one week of acclimatization, rats in acute exercise group were subjected to a one hour treadmill exercise; while rats in endurance training groups were subjected to 4 or 10 week endurance training, both acute and chronic exercise training rats were sacrificed at 0, 3, 24 hours respectively after the last run. Left ventricles were removed and PTEN and p-PTEN expression in left ventricles were measured with Western blot.

RESULTS: Acute bout exercise induced a delayed increase in PTEN/GAPDH (cont vs 0h $p < 0.05$, cont vs 3h $p < 0.05$), After 4 wk of exercise training, a significant increase immediate after exercise was also observed (24h vs 0h $p < 0.05$; 24h vs 3h $p < 0.05$), the basal level does not show any significantly increase (cont vs 24h $p > 0.05$); and however, After 10 wk of exercise training, a significant increase in the basal level was observed no significant change at any time-point after an acute exercise.

CONCLUSION: An acute bout of exercise induced increased activation of PTEN in untrained and 4-week trained rats, but the basal activation level did not change, however, after 10 week of training, An acute bout of exercise did not induce activation of PTEN, but the basal level of PTEN is significantly increase, which indicated that exercise training induced increase negative regulation of Akt/mTOR signaling pathway, the mechanism underlying these adaption need to be further investigated.

Adaptive Shifts of Brain Hemodynamics in Elite Athletes, Specialized in Archery

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INTRODUCTION: The adaptation of brain blood circulation at elite athletes to training process, till now, is not enough studied. Meanwhile, information about such adaptation is important for sport science and sport practice. It is known that the functional state of brain hemodynamic can play role of limit factor for sport performance.

The purpose of this study was to investigate the functional state and urgent adaptive shifts in brain hemodynamics at the rest conditions and also during the realization of the shot in the elite athletes, specialized in archery.

METHODS: 21 elite archers (11 female and 10 male) were recruited to this study. Functional state of brain blood circulation was explored by using the method of tetrapolar impedance rheoplethysmography (n = 246) during different periods of the athletes' preparation: basic, pre-competitive and recovery periods. The parameters of brain hemodynamics were recorded in rest conditions (sitting position) and in the time of realization of the shot.

RESULTS AND DISCUSSION: It was shown that the functional state of brain hemodynamic has considerable distinctions in dependence from the sex. The brain blood supply in male was significantly higher than in female ($p \leq 0.05$): pulse blood supply (PBS, ml³) of the brain in male was about 25.4 ± 1.3 ml³, in female - 22.6 ± 0.8 ml³. The gender peculiarity of brain blood supply are more manifested for arteries basilaris (male - 13.5 ± 0.8 ml³, female - 10.4 ± 0.7 ml³). It was shown that percent of tonic tension increase of arteriole and venule in female was higher than in male: for carotis interna region the percent of disorders of arteriole's and venule's tonic tension at male was about 3.2%, at female - 10.4%; for arteries basilaris - 10.8% (male) and 25.3% (female).

It was established, that on pre-competitive period of the athletes' preparation the level of brain blood supply at archers was higher, at the same time the asymmetry of pair hemodynamic parameters was increased.

It was shown that the urgent reactions of brain hemodynamic at elite archers during the realization of the shot depends from the qualification of the athletes: as a rule, in master of sport the brain blood supply reduces, at merited master of sport the brain blood supply was preserves or increases especially for carotid arteries. At the same time, at all investigated athletes, hart rate increases from 71.6 ± 0.7 b/min at the rest till 129.0 ± 0.7 b/min during the realization of the shot, as also asymmetry of pair hemodynamics parameters increases from 19.6 ± 1.7 % to 46.4 ± 2.6 %.

Assessment of Bioenergetic Opportunities of Athletes on Big Tennis in Precompetitive Period

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RELEVANCE OF THE TEST QUESTION:

Represents scientific interest, which has applied value in sports conducting research with the assessment of the features organism adaptation to physical stress of a different orientation, which will allow the coach to find out individual possibilities of athletes, underlying the success of sports performances.

Control the state of the physical and functional training of athletes is not possible without the levels knowledge of bio-energy body reserves and the features of including them during exercise. The contradictory of literature data actualizes questions about representations concretization of the contribution of bioenergy indicators and their interrelationships with sports results, allowing to plan science-based loads on their bioenergetic directivity.

The **OBJECTIVES** of this study were:

- to investigate the level of functional training on energy supply and the reaction of the cardiovascular system and during the training session at the end of the preparatory period.
- to determine the possibility of using computer diagnostic technology in the big tennis to assess the adaptive capacities of tennis players in precompetitive period.

METHODS AND ORGANIZATION STUDIES: We used "Adaptolog-expert" computer diagnostics method. There have determined initial indices balance of regulatory systems in 20-23 years tennis players from data on the measurement of the integuments temperature with infrared medical thermometer Riester, ri-thermo before training and 2 hours after exercise under conditions the sports hall. Technique "Rhythm Express » CONAN–m, developed on the basis of electrocardiographic system, used to examine the level of tennis players' heart rate.

Research has established that to beginning of the championship of Kazakhstan on big tennis all tennis players who have a great and a good level have reached the aerobic capacity. Indicators of alactate and lactate reserves were lower levels of the model. Analysis of the data showed that at the beginning the competition period athletes have not reached levels of model reserves on bioenergy that can provide them with work of speed-power orientation.

Electrocardiogram analysis of tennis players showed that the functionality of the organism is reduced. Homeostasis is maintained by a significant voltage regulation systems. Premorbid condition, characterized by reduced functional reserves of the circulatory system, with unsatisfactory adaptation of organisms to physical stress. The presence of this condition at rest is a sign of inadequate response of the body to the impact of environmental factors. Constant stress leads to accelerated spending vital resources at irrational training load in precompetitive period and has unsatisfactory nature.

CONCLUSIONS:

1. In precompetitive period in examined tennis players reduced bioenergetic reserves decreased by 28-33,6%, providing speed-strength qualities, which significantly affects the body's adaptation to the training load.

2. Uncontrolled application of training loads in the precompetitive period leads the body to a state of constant stress, leads to the accelerated spending of vital resources and to development of diseases and has unsatisfactory nature, this is one of the reasons causing the bad performance of athletes.

Biomechanical Analysis of Friction Characteristics between Different Shoes and Surfaces

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OBJECTIVE: Friction characteristic is one of the indicators of the important protective properties. If the coefficient of friction is too small, it is likely to cause slipping; but if the coefficient is too large, it will affect the flexibility of the ankle which may cause lower limb pain and sport injuries. It is of great significance to establish an assessment system for the slide-preventing function of different shoes and develop a unified standard for quality testing in the shoe making industry of our country. This paper is designed to put a research on the friction characteristics between different shoes and surfaces in movement by testing the coefficient of friction and other relative parameters, in order to comparing the friction characteristics of different shoes and explore a biomechanical method on evaluating footwear friction characteristics. It's is also a reference for the shoe manufacturer in the kinetics terms and the experimental results provided are supposed to be the basis for the designing and relative researches on friction characteristics.

METHOD: 30 students without injury histories in different majors of Beijing Sport University were selected in the experiment, while five different sport shoes and four kinds of surfaces were used. They were: steel surface、 plastic surface、 wood and artificial grass surface. The students were asked to finish walk and run while wearing different shoes on different surfaces respectively when using Kistler force platform and two high-speed videos at the same time.

RESULT: (1) When walk and run, coefficient of friction varies as a “S” curve, where a peak value appears at the time of taking off and touching down and the second peak is the maximum coefficient of friction $|CoFy|_m$ (the absolute value of maximum coefficient of friction on the direction of movement) ; $|CoFy|_m$ of walking appears at about the last 10% time, while $|CoFy|_m$ of running appears at about the last 6% time. (2) $|CoFy|_m$ of walking varies from 0.406--0.589, while the maxium value appears in the C-type shoe and plastic surface test, and the minimum value appears in the A-type shoe and steal surface as well as E-type shoe and wood surface. $|CoFy|_m$ of running varies from 0.377--1.119, while the maxium value appears in the B-type shoe and artificial grass surface test, and the minimum value appears in the A-type shoe and wood surface, which indicates that $|CoFy|_m$ varies within a larger range in running than in walking.

CONCLUSIONS AND RECOMMENDATIONS: (1) It can effectively compare and evaluate the friction characteristics of different shoes on the different surfaces by using the force platform human testing, and the results are more similar with the actual body movement than machine test; (2) The indexes(maximum coefficient of friction in the movement direction and its time ratio; the maximum value of sum friction coefficient on the horizontal plane and its time ratio) we using in this paper can effectively reflect the friction characteristic when the people wear different sports shoes move on the different surface; (3) There is negative correlation between maximum friction coefficient and its time ratio during the touching face, and this correlation is quite different between walking and running; while during the taking off phase, there is positive correlation between these two indexes(4)The friction characteristics between different shoes and surfaces are quite different in different movements, therefore, it's important to consider the actual movement when analysis the friction characteristics of sport shoes.

Blood Acid-base Balance of Elite Alpine Skiers During the Competitions

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Goal of the study was to determine the effect of downhill skiing, super-giant and giant-slalom competitions on acid-base balance of blood and blood lactate of athletes. The study was conducted on the elevation of 3200-2300m. Indicators of blood acid-base balance (pH, BE, SB, pCO₂) were monitored with use of an automatic blood gas analyzer; blood lactate – with a lactometer. Blood samples were collected at the start and right after the finish. There were examined 25 elite alpine skiers (15 males and 10 females) of age 18-25. The highest changes of inner medium are related to the downhill skiing. The blood pH of males dropped down to 7.05-7.22, or the average of 7.17 ± 0.02 conventional units (lactate 9.9 ± 0.42 mmol/l), while the females had pH 7.21 ± 0.02 conventional units (lactate 8.4 ± 0.45 mmol/l). Super-giant contest caused the drop of blood pH down to 7.10-7.25 conventional units (lactate – 8.2-13.2 mmol/l). At the giant-slalom route, the blood pH shift towards acidosis did not differ from to that of the super-giant. Competition of women on that route was associated with somewhat less shift of blood ABB, in comparison with downhill skiing and super-giant. All types of alpine skiing competitions caused decompensate acidosis. There was no direct correlation between the acidosis level and outcomes of competitions. One can identify four groups of athletes, depending on the outcomes of the competition and the blood pH reaction to physical load. In the first group the high result corresponded to the expressed shift of blood ABB (good special training and use of body reserves to maximum). The second group – high result is achieved on the background of non-extreme shift of blood ABB (incomplete utilization of functional capabilities). The third group – an expressed shift in the internal medium of the body on the background of relatively low sportive achievements (good physical performance coupled with lack of alpine skiing technique). The fourth group – small variations of the blood ABB on the background of mediocre sportive achievements (insufficient mobilization of internal functional reserves). By monitoring the level of ABB change, level of glycolysis activation and competition outcomes, an alpine skier can be put in one of the above groups, and one can make appropriate corrections to the training schedule of athletes.

Circadian Rhythms Cardiorespiratory of Skiers

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INTRODUCTION: Modern sport is characterized by a maximum amount and intensity of physical activity. Sports chronobiology opens a new approach to management of training process, predicts an individual condition of the athlete and his results. Biological rhythms are the basis of changes in the functional state of the athlete. Individual athlete chronotype influences on the effective delivery of physical activity.

METHODS: Circadian rhythms have been investigated at 46 skiers aged 18-21 years. The study was conducted for three days in a row, five times a day. The study was conducted with the help of “Spiro-spectrum” and “Reo-spectrum”.

RESULTS: It was found out that skiers-non-rhythmic have more expressed rhythmic organization. The study shows that acrophases respiratory systems at skiers, central hemodynamics are in the second half of the day 6-7 am, peripheral hemodynamics are in the morning 7—8 p.m. Youths are characterized by the pronounced rhythmic organization systems of vegetative support, compared with girls. Indicators systems vegetative support muscle performance skiers have in their structure circadian rhythms with the period of 24 hours - 62%, ultradian with the period of 14-16 hours - 10%, infradian with the period of 30 hours - 8%.

CONCLUSION: Thus, biological rhythms allow us to determine the activity of the body clock skiers. Rhythm analysis lets to evaluate the functional state of skiers and make timely adjustments in the training process.

Comparative Analysis of Electromyographic Signals (sEMG) in Knee Flexor and Extensor Muscles During Flexion and Extension of Isokinetic Concentric Contraction

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PROPOSE: The aim of this study was to verify the differences in knee flexor and extensor muscles of mechanical characteristics and electromyographic signals (sEMG) during flexion and extension of isokinetic concentric mode at different angular velocity, in order to provide some scientific evidences for sports training and injury rehabilitation.

METHODS: Twenty young healthy male subjects participated in the study. They performed maximal isokinetic concentric knee flexion and extension contraction at five positions of varying angular velocities by ISOMED2000. Subjects were requested to perform the maximal flexion and extension isokinetic concentric contraction at 30 %, 60 %, 120 %, 180 % and 240 %. Simultaneously, The sEMG signals were recorded from rectus femoris (RF), medial vastus (VM), vastus lateralis (VL), biceps femoris (BF), semitendinosus (ST), gastrocnemius lateralis (GL) muscles by ME6000.

RESULTS: There are significant differences between peak torque (PT) of extensors and flexors during flexion and extension of isokinetic concentric mode at same angular velocity ($P < 0.01$). The peak torque of knee extensors decreases from the knee angular velocity 30 % to 240 %, but the peak torque of knee flexors first increases from 30 % to 60 % and decreases from 60 % to 120 % then increases from 120 % to 180 % and decreases from 180 % to 240 % again. There are significant differences between total work (TW) too during flexion and extension of isokinetic concentric contraction. The TW of knee flexors first increases from 30 % to 120 % and decreases from 120 % to 180 % and then increases from the knee angular velocity increasing, yet the TW of knee extensors show first increasing from 30 % to 120 % and decreases from 120 % to 180 % and then increasing again. The RMS of the knee extensors and flexors has significant differences ($P < 0.01$), but the tendency of RMS of the knee extensors and flexors show first decreasing from 30 % to 180 % and then increasing from 180 % to 240 %.

CONCLUSION: There are significant differences between peak torque (PT) and total work (TW) during flexion and extension of isokinetic concentric mode at same angular velocity ($P < 0.01$), but the tendency of peak torque and total work of knee flexor and extensor muscles has differences from the knee angular velocity increasing. The RMS of knee flexor and extensor muscles has significant differences, but the tendency of the RMS has no difference from the knee angular velocity increasing.

Key words: sEMG isokinetic concentric contraction knee flexor and extensor muscles

Comparison of Anthropometric Body and Temperament Features of High-class Volleyball Players

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INTRODUCTION: One of the factors determining skills of athletes in certain sport is body build features (Chepulenias A.,2011). Sport result depends a lot on morphologic features of the sportsman, that is one of the selective factors determining the sportsman's perspective (Shaldin V.V.,2010).

PURPOSE of research is studying of peculiarities anthropometric and somatometric indices and temperament of super league, premier league and first league teams.

OBJECT AND METHODS of research were 18 sportsmen (19-26 years old), 6 in each group, masters of sport, candidates for masters of sport in volleyball. 1st group consisted of super league team, 2nd - premier league team, 3rd - first league team that take part in the Ukrainian Championship 2012-2013. Anthropometric study was made according to V.V.Bunak schemes (Bunak V.V.,1941). Questionnaire was made by means of polls (Nadezhkina V.,2011). Peculiarities of higher nervous activity were analysed. Statistical mathematics methods were applied (Lapach S. M.,2000).

RESULTS of research and their DISCUSSION. As it follows from the results of research data, the sportsmen body length of the 1st group in relation to the 2nd group is larger at 0,99% ($p<0,05$), in relation to the 3rd group - at 2,56% ($p>0,05$), and indices of the 2nd group in relation to the 3rd - at 1,43% ($p<0,05$). Body weight of the 1st group in relation to the 2nd group is larger at 1,68% ($p<0,05$), to the 3rd - at 2,73% ($p>0,05$), 2nd group in relation to the 3rd - at 1,80% ($p<0,05$).

Breadth of shoulder in the 1st group in relation to the 2nd and 3rd group is larger at 1,12% ($p<0,05$) and 1,69% ($p<0,05$), 2nd group in relation to the 3rd is larger at 0,89% ($p<0,05$).

Length of wrist in the 2nd group in relation to the 1st group is larger at 0,82% ($p<0,05$), in relation to the 3rd - at 0,86 ($p<0,05$), 1st group in relation to the 3rd - at 0,21 ($p<0,05$).

Total length of foot in the 1st group in relation to the 2nd and 3rd group is larger at 1,52% ($p<0,05$) and 1,72% ($p<0,05$) respectively, 2nd group in relation to the 3rd - at 0,49% ($p<0,05$).

Transverse diameter of chest and antero-posterior diameter of chest of the 1st group in relation to the 2nd group is larger at 0,89% ($p<0,05$) and 0,33% ($p<0,05$) respectively, in relation to the 3rd - at 3,83 % ($p>0,05$) and 0,35% ($p<0,05$), 2nd group in relation to the 3rd - at 2,75% ($p>0,05$) and 0,39% ($p<0,05$) respectively.

Shoulder distal epiphysis in the 2nd group in relation to the 1st group is larger at 0,34% ($p<0,05$), to the 3rd - at 1,08% ($p<0,05$), 1st group in relation to the 3rd - at 0,66% ($p<0,05$).

Transverse diameter of forearm in the 1st group in relation to the 2nd and 3rd group is larger at 0,7% ($p<0,05$).

Diameter of the hip and shin distal epiphysis in the 2nd group in relation to the 1st group is larger at 0,04% ($p<0,05$) and 0,04% ($p<0,05$) respectively, in relation to the 3rd - at 1,58% ($p<0,05$), and 0,94% ($p<0,05$), 1st group in relation to the 3rd - at 1,10% ($p<0,05$) and 0,81% ($p<0,05$) respectively.

Breadth of wrist in the 1st group in relation to the 2nd and 3rd group is larger at 0,35% ($p<0,05$) and 2,61% ($p>0,05$), 2nd group in relation to the 3rd - at 2,21% ($p<0,05$).

Breadth of foot in the 1st group in relation to the 2nd and 3rd group is larger at 0,30% ($p<0,05$) and 2,15% ($p>0,05$), 2nd group in relation to the 3rd - at 1,71% ($p<0,05$).

Inspiratory circumference of chest the 1st group in relation to the 2nd and 3rd group is larger at 4,32% ($p>0,05$) and 2,22% ($p<0,05$), 2nd group in relation to the 3rd - at 0,02% ($p<0,05$).

Expiratory circumference of chest in the 1st group in relation to the 2nd and 3rd group is larger at 2,53%

($p > 0,05$) and 1,05% ($p < 0,05$), 2nd group in relation to the 3rd – at 0,71% ($p < 0,05$).

Circumference of shoulder in quiet and tension position in the 1st group in relation to the 2nd group is larger at 3,39% ($p > 0,05$) and 5,87% ($p > 0,05$), to the 3rd – at 0,09% ($p < 0,05$) and 0,16%, respectively, 3rd group in relation to the 2nd – at 1,79% ($p < 0,05$) and 2,07% ($p < 0,05$).

Circumference of foot in the 1st group in relation to the 2nd and 3rd group is larger at 1,23% ($p < 0,05$) and 1,56% ($p < 0,05$).

In the result of the questionnaire all 3 groups got more than 42 points for peculiarities of higher nervous activity, that proves high level of the concentration of this feature. Comparing 3 groups in the 1st group we can observe imbalance towards excitation, in the 2nd and 3rd imbalance toward inhibition. Great mobility of nervous processes in the first and second group is observed.

CONCLUSIONS: There is no significant difference in most medium, minimum and maximum indices between the super league team and premier league team because of increased physical activity and selection in the master teams. Comparing to the first league team these indices are much higher.

Therefore knowing the specific characteristic features of volleyball players we can not only determine the movement capabilities of sportsmen, but also recommend some type of physical exercises that will correspond motor activity regime in each group, as well as roles (attacker, libero).

Analyzing the properties of higher nervous activity, it was determined that mobility of nervous processes is observed more in the super league teams and premier league, enabling fast re-forming in game situations, depending on the tactics of rivals.

KEYWORDS: < < anthropometry > < somatotype >.

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Dietary Supplements for Improving Body Composition and Reducing Body Weight

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INTRODUCTION: Weight-loss supplements typically fall into 1 of 4 categories depending on their hypothesized mechanism of action: products that block the absorption of fat or carbohydrate, stimulants that increase thermo genesis, products that change metabolism and improve body composition, and products that suppress appetite or give a sense of fullness. Each category is reviewed, and an overview of the current science related to their effectiveness is presented. While some weight-loss supplements produce modest effects (<2 kg weight loss), many have either no or few randomized clinical trials examining their effectiveness. A number of factors confound research results associated with the efficacy of weight-loss supplements, such as small sample sizes, short intervention periods, little or no follow-up, and whether the supplement is given in combination with an energy-restricted diet or increased exercise expenditure. There is no strong research evidence indicating that a specific supplement will produce significant weight loss (>2 kg), especially in the long term. Some foods or supplements such as green tea, fiber, and calcium supplements or dairy products may complement healthy lifestyle to produce small weight losses or prevent weight gain over time. Weight-loss supplements containing metabolic stimulants (e.g., caffeine, ephedrine, synephrine) are most likely to produce adverse side effects and should be avoided.

SUMMARY: Dietary weight-loss supplements vary in the evidence supporting their claims. Some products have been extensively tested and show modest effects (<2 kg weight loss), but many have had either no or limited RCT trials examine their effectiveness. A number of factors con-found the research literature related to the effectiveness of weight-loss supplements, such as small sample sizes, short intervention periods, little or no follow-up to see if the weight loss is maintained, and differences in protocols, especially whether the supplement is given in combination with an energy-restricted diet or increases in exercise expenditure. Currently, there is no strong body of research evidence indicating that one specific supplement will produce significant weight loss (~2–4 kg), especially in the long term. A number of supplements such as green tea, fiber, and low-fat dairy products may complement a healthy lifestyle to prevent weight gain over time. With no effective weight-loss supplements on the market, it is the responsibility of the health profession to educate the public on diet, exercise, and lifestyle changes for weight loss or maintenance. Athletes and active individuals' also need to be educated on how best to reach their performance and weight goals without resorting to stimulants. Finally, many of the weight-loss supplements can have serious health effects, for little or no benefit, and many are banned substances.

Different Patterns of P-PI3K/ PI3K Expression in Left Ventricle in Response to Acute Exercise in Untrained and Trained Rats

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Class IA PI3K complexes are heterodimers of the α , β or δ isoforms of p110 catalytic domain with the isoforms of the regulatory domain p85 (α , β), p55 (α , γ) or p50 α . Class IA p110 subunit was demonstrated to play important role in the development of exercise-induced cardiac hypertrophy, while Class IA p85 subunit was thought to regulate and stabilize p110; however, the mechanism of regulatory of this signaling pathway during exercise training in heart is still not fully understood.

PURPOSE: The present study is to investigate the time course changes of p110 α and p85 α expression induced by acute exercise training.

METHODS: Male Sprague-Dawley rats were randomly assigned to either acute exercise group or control group. Rats in acute exercise group were subjected to a one hour treadmill exercise according to the Bedford training protocol, both acute and control rats were sacrificed at 0, 3, 24 hours respectively after the last run. Left ventricles were removed and p110 α and p85 α expression in left ventricles were measured with Western blot.

RESULTS: p110 α and p85 α expression are significantly changed induced by a single bout of exercise. p110 α expression is significantly increased immediately postexercise ($p < 0.001$) and lasts more than 24 hour postexercise ($p < 0.01$), however, p85 α expression is increased much slower in response to exercise and significantly enhanced only 24 hour after exercise ($p < 0.05$).

CONCLUSION:

Acute bout of exercise can significantly increase the expression and activate p85. which indicated that both p110 α and p85 α subunits are involved in the regulation of cardiac function induced by acute exercise, and as PI3K is suggested to be the important positive regulator of Akt/mTOR pathway that regulate metabolism, cardiac myocyte size, these results may further confirm the importance of difference roles of subunits of these subunits in exercise-induced reaction. The mechanism underlying these changes need to be further investigated.

Effect of Media Prefrontal Cortex HPPCn in the Process of Stroke Recovery Improved by Physical Activity

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OBJECTIVE: Hepatopoietin Cn (HPPCn) is a member of the leucine-rich acidic nuclear protein family (LANP). The expression of HPPCn was much higher in the brain than other organs. Previous studies demonstrated that levels of HPPCn mRNA increased following tissue injury including brain stroke. But whether the stroke induced HPPCn increase will be influenced by beneficial treatment such as pre-exercise has not been investigated. This study aims to investigate the change of media Prefrontal Cortex HPPCn in the process of stroke recovery improved by physical activity.

METHOD: 20 six-week-old male C57BL/6 mice were randomly assigned into 4 groups running+ischemia group (RI group), running group (R group), ischemia group (I group) and control group (C group). RI group was treated with treadmill running for 2 weeks and then with 2-VO cerebral ischemia for 60 min; R group was treated with pre-exercise and then with 2-VO sham operation; I group was treated with 2-VO cerebral ischemia without pre-exercise. C group was treated with non-exercise for 2 weeks and then with 2-VO sham operation. RT-PCR was used to evaluate the expression of media Prefrontal Cortex HPPCn after the ischemia.

RESULTS: 1. 2-weeks exercise training had no significant effects on body weight and media Prefrontal Cortex weight.

2. Compared with C group, expression of mPFC HPPCn increased significantly in R group ($P < 0.05$), but expression of mPFC HPPCn didn't change significantly in I and RI group ($P > 0.05$).

3. Compared with R group, expression of mPFC HPPCn decreased significantly in I and RI group ($P < 0.05$)

CONCLUSION:

Method: 20 six-week-old male C57BL/6 mice were randomly assigned into 4 groups: running+ischemia group (RI group), running group (R group), ischemia group (I group) and control group (C group). RI group was treated with treadmill running for 2 weeks and then with 2-VO cerebral ischemia for 60 min; R group was treated with pre-exercise and then with 2-VO sham operation; I group was treated with 2-VO cerebral ischemia without pre-exercise. C group was treated with non-exercise for 2 weeks and then with 2-VO sham operation. RT-PCR was used to evaluate the expression of media Prefrontal Cortex HPPCn after the ischemia.

Effect of Treadmill Pre-training on Hippocampal HPPCn in Stroke Mouse

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Hepatopoietin Cn (HPPCn) is a member of the leucine-rich acidic nuclear protein family (LANP). The expression of HPPCn was much higher in the brain than other organs. Previous studies demonstrated that levels of HPPCn mRNA increased following tissue injury including brain stroke. But whether the stroke induced HPPCn increase will be influenced by beneficial treatment such as pre-exercise has not been investigated. Hippocampus is an important brain region about study and memory, Cerebral ischemia on hippocampus can cause damage. This study aims to investigate the change of hippocampus HPPCn in the process of stroke recovery improved by physical activity. To prevent and promote cerebral ischemia rehabilitation provide new theoretical basis.

METHOD:

20 eight-week-old male C57BL/6 mouse were randomly assigned into 4 groups: running + ischemia group (RI group), running group (R group), ischemia group (I group) and control group (C group). RI group was treated with treadmill running for 2 weeks and then with 2-VO cerebral ischemia for 60 min; R group was treated with pre-exercise and then with 2-VO sham operation; I group was treated with 2-VO cerebral ischemia without pre-exercise. C group was treated with non-exercise for 2 weeks and then with 2-VO sham operation. RT-PCR was used to evaluate the expression of hippocampus HPPCn after the ischemia.

RESULTS:

1. 2-weeks exercise training had no significant effects on body weight and hippocampus weight.
2. Compared with C group, expression of hippocampus increased significantly in R group and I group ($P < 0.05$, $P < 0.01$); but expression of hippocampus HPPCn didn't change significantly in RI group ($P > 0.05$); Compared with RI group, expression of hippocampus increased significantly in R group and I group ($P < 0.05$).

CONCLUSION:

1. Ischemia can promote the expression of hippocampus HPPCn significantly, may prove HPPCn for early ischemic injury has a protective effect.
2. Exercise training can promote the expression of hippocampus HPPCn significantly, but pre-exercise before ischemia decreased expression of hippocampus HPPCn, maybe it is related to the ischemia time and exercise intervention timing. This study suggests that HPPCn may be an important determinant in the process of stroke recovery improved by exercise.

KEY WORDS: ischemia; hippocampus; pre-exercise; HPPCn

Effectiveness of Functioning Cardio-respiratory System of Cyclists in Time Trial Race According to Position on Bike

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INTRODUCTION: Sport result is an integral realization index of many components, where the greater one is functional maintenance of physical work. When cyclist changes his position on bike, the character of physiological reaction is not always considered. That is why, for training process using of physiological testing when choosing right position on bike is important.

Main aim of this research is to determine effectiveness of cardio-respiratory functioning of cyclists during physical work according to position on bike.

METHODS: Analysis of scientific literature and telemetry pulsometry were used. Experiment was held at the athletics stadium in three days (1st day – test in wide position, 2nd day – rest, 3rd day – test in shallow position), which include two testing loads: standard, stepwise rising.

RESULTS: Experiment show that when other things being equal cardio-respiratory system functioning more effectively when cyclist use wide position of elbows on handlebar, that is worse in aerodynamic, but does not limit respiratory. This is evidenced by less heart rate during standard and stepwise rising exercise in wide position on 10 bpm (n=9) in average. Wide position more effective, and that is confirmed by registered shorter recovery period after testing loads. Heart rate differences decreased with increase of exercise intensity, and on maximal level was practically the same.

We also registered individual differences in reacting of cardio-respiratory functioning depending in what position cyclists rides. During stepwise rising load speed of functioning increase was less in wide position in half of cases (n=5). During standard workload period of function deployment was faster in average on 3 sec (n=9) when riding in shallow position.

This shows that when cyclist using wide position cardio-respiratory system functioning more effective, but when shallow position – more reactive.

CONCLUSION: For determining more effective position for time trial race is necessary to perform several testing workloads for finding individual character of cardio-respiratory physiological reaction. After that, decide what position is more effective to specific athlete in specific race distance.

From Heritage to Cultural Heritage, also on the Changes in the Concept of the Olympic Legacy

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OBJECTIVE: In 2002, IOC Mexico plenary session for the first time had Olympic cultural heritage written into "Olympic Charter" and set up an OGGI (Olympic Games overall impact studies) assessment program. From the existence of a non-conscious elements gradually becoming a conscious elements, "Olympic Legacy" is not a concept category, but an entity with organizational structure, development plan and economic output. This study has investigated cognitive changes historically for Olympic legacy within cultural heritage framework and the changes in the concept of the Olympic legacy and its future value orientation in combination of Olympic heritage protection, development and utilization practices of the past decade by the International Olympic Committee and the host cities.

METHODS: This paper uses documentary research, content analysis and expert interviews, in which documentary research is based on 13 kinds of national core journals of sport and eight core journals of news spread as well as relevant Olympic official documents, collecting nearly 103 documents. The study made content analysis and concept retrieval on major issues according to the chronological order and experts interviews on controversial issues.

RESULTS:

1. There exists a new kind of "heritage concept" during the transitional period of human civilization, namely "cultural heritage". Cultural heritage concept is an extension of heritage basic concept, which is extended to contain elements of cultural traditions and ideology. The interaction between intangible cultural heritage and material heritage consists of human overall cultural landscape.

2. It has value for protection of different kinds of heritage by categorizing Olympic cultural heritage into tangible legacy and intangible legacy, tangible cultural heritage and intangible cultural heritage. But, in the process of its value analysis and use, it can be found that tangible cultural heritage also carries intangible value. As long as the idea or concept has visible form through material means, heritage is not just a thing consisting of materials. The value of Olympic venues on one hand is instrumental, on the other hand is its link with Olympic spirit and emotion, so, it will be inevitable biased only concerned with the thinking of protection in the form of material. Therefore, for implementation of legacy protection, value concept should be prioritized to explore deeply all aspects of heritage value. A balance should be maintained between protection and development of Olympic cultural heritage.

3. Olympic legacy concept can be taken as a basic concept of what is Olympic legacy, how to evaluate Olympic legacy and how to develop and utilize Olympic legacy. Olympic legacy protection and utilization can be seen as an area of specialization and the understanding and evaluation of its value is a core issue including whether it has value or not, positive or negative value, and its added value etc.

4. From a valuation perspective, it should be prudent for "Olympic legacy", as after Olympic Games many host counties encountered "Valley Effect", economic downturn, feeling of "after game burnout" and the utilization of Olympic venues which is still difficult to solve worldwide etc. IOC and host countries and cities have also aware of this and both sides are actively exploring an approach to maximize the positive results and minimize negative effects of the Olympic impact.

DISCUSSION&CONCLUSION: Due to Olympic legacy's cultural attributes, there is a voice of concern, namely opposition and conflict of the culture and commercialization. Olympic Games have experienced a commercialization transformation as early as 1984, but it is still difficult to separate it from commercialization

on. The commercialization of “Olympic cultural heritage” is worthy of sustained attention and evaluation.

Informativity of a Complex Diagnostics of Violations from the Side of the Hepatopancreatobiliary System of Sportsmen

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INTRODUCTION: The permanently increasing intensity and volume of trainings, as well as the active introduction of medicinal preparations with potentially hepatotoxic action into the training and competitive practices, cause a sharp increase in the load on organs of the hepatobiliary system of sportsmen ^[1]. The deterioration of functions of liver at a training load is one of the main factors limiting the workability of a sportsman. The timely determination of reasons of the metabolic character, which hamper an enhancement of the workability of a sportsman or even have the ergolytic effect, is a promising direction aimed at the development of methods of the prophylaxis of sporting-medical pathology and at the prediction of high results [2].

Therefore, the purpose of our studies was the estimation of the frequency of observations of subclinically running functional distortions from the side of the hepatobiliary system as indirect factors decreasing the physical workability of sportsmen.

METHODOLOGY: For the period 2008-2009, we examined 254 high-skilled sportsmen aged from 17 to 28 years. The profound medical-biological study included the examination by a sporting physician, the physical examination (palpation, percussion of abdominal cavity organs), laboratory diagnostics with obligatory determination of the indicators characterizing the functioning of the hepatopancreatobiliary system (α -amylase, alanine aminotransferase, aspartate-aminotransferase, γ -glutamyltransferase, alkaline phosphatase), ultrasound diagnostics (USD) of abdominal cavity organs.

RESULTS AND DISCUSSIONS. During the profound medical-biological study, it was established that 74 (29.13 %) sportsmen complained of a high fatiguability, dyspeptic disorders, and pain in the right and/or left hypochondrium, which increases in the course of intense physical loads. At the surface and deep palpation of abdominal cavity organs by Obraztsov-Strazhesko, we found the tensivity and the painfulness at points of the projections of gallbladder, liver, and pancreas in 25.59 % cases (65 sportsmen). It was established that 48 (18.89 %) sportsmen revealed the laboratory signs of chronic pancreatitis, and the USD data confirmed the diagnosis in 12.59 % cases (32 sportsmen). The enhanced activity of liver enzymes was determined in 14.57 % cases (37 sportsmen), the diagnosis was confirmed in 7.87 % cases (20 sportsmen). The enhanced activity of alkaline phosphatase frequently indicating the dyskinesia of biliferous pathways was revealed in 20.47 % cases (52 sportsmen), and the USD data confirmed the diagnosis in 13.78 % cases (35 sportsmen). The application of a pharmacological correction of the mentioned distortions (hepatotropic drugs, dietary measures, enterosorption) ^[1] favored a reliable decrease in the frequency of observations of the indicated distortions from the side of the hepatopancreatobiliary system, which was accompanied by the improvement of indicators of the physical preparedness.

CONCLUSION: Thus, the data obtained in the present work testify to a sufficiently high frequency of observations of the distortions of functions of the organs of the hepatopancreatoduodenal zone, which is one of the indirect factors decreasing the physical workability and worsening the life quality of sportsmen. In addition, a great meaning has the completeness of examinations of sportsmen aimed at the determination of functional distortions from the side of the hepatobiliary system on the early stages and their timely pharmacological correction.



KEYWORDS: elite sportsmen, hepatobiliary system, markers of a distortion, physical workability.

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Media and Cultural Analysis of China College Basketball Tournament

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ABSTRACT: With the continuous improvement of competitive level of college basketball, college basketball tournament has become an important medium for mass media to realize entertainment, popular, commercial purpose. Meanwhile, it has also become an effective way to publicize and promote the socialization, industrialization, entertainment for school basketball tournament. This paper, using the literature, mathematical statistics, logical analysis, systematically analyzes the medium spread and cultural concepts of some influential college basketball tournament, including CUBA basketball tournament in China, the CUBS basketball tournament, Li Ning "3 +1" Campus Basketball Challenge, and provide a reference for our basketball tournament and its cultural transmission.

Keywords: colleges and universities; basketball tournament; spread; culture

Method of Differentiated Physical Training of Youth with Consideration of Their Biological Characteristics

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RELEVANCE OF THE RESEARCH: The modern concepts of the theory and technique of physical training, medicine, psychology agree on the need of taking in to account the individual characteristics of development and state of a man. It has been a long time finding the way of individualization, but the advantage on the personalization of methods of preparation aiming to achieve an average gender and age standards of physical activities. Unfortunately, this approach eliminates individual characteristics of children, demanding from them an uniformity.

Characteristics of potential abilities of movement of youth, which is based on constitutional norm and typological estimated scales. This serves as an exceptional pedagogical and social tool for motivation to physical improvement.

According to scientists, substantial increase of efficiency of physical training and sports is achieved by using type-specific methods and means of achievement of one person's individual norm on the basis of identification of constitutional-topological relation.

Differences between representatives of different constitutional types result in differences in structure of their movement abilities, dynamics of adaptive reorganization. This is consistent with the findings that the samototip – is the main «informant» of nature of the human constitution. Although, considering all the characteristics of every individual constitution is impossible, first important step toward individualization is considering common type of constitution.

The main objective of this research is to develop and experimentally prove the method of differentiated physical training of young people.

RESEARCH METHODS:

- pedagogical observation;
- monitoring throughout the time
- pedagogical experiment.

Results of the research – show low efficiency of a traditional way of organization of educational process, that is focused mainly on training youth with an average level of qualification. Method of preparation that works on youth with variety levels has features, thus gifted children usually cannot express themselves with such an old approach to work.

In order to solve even one problem it requires to differentiate training tools not only by age, but also sex and individual abilities of the students have to be considered.

DISCUSSION: Pedagogue will be able make a better training program for youth, if only more information about the physical conditions of the students will be provided. Traditionally this task was solved by the teachers either by average test data or by own logical generalization. However, these approaches are losing popularity because orientation of training is largely concentrated to individual features of those who engaged with trainings.

We were choosing training tools that had accent on different components of preparedness of those who were training.

CONCLUSION: Improving the level of physical training considering the body constitution allows to differentiate the process of physical education and ensure optimal and proportional development of physical qualities, and also, successfully prepare young people for upcoming physical work. The study proved the



necessity of keeping and utilizing the multiple norms of physical preparation. Only this approach will ensure the integrity of individualization of the teaching process.

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Motivation Peculiarities of Judoists in Preparatory Period

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INTRODUCTION: Motivation has got its own peculiarities in sport, which help organize habits and good emotional relationship to high physical activities. During growth and development, during socialization, accumulation of personal experience, also sport experience, social and other values of sportsmen suffer from different changes: some components of motivation sphere begin appear again or update or completely change by other things. In result the phenomenon is formed, which characterized with decreasing in interest to do any sport, disappearing of some motivation components or prevalence of other skills which have poor value for sportsman before. Motivation can not be always steady and constant, cause its components always interact each other, that's why they also can change^[1]. But it has to be constant enough in definitely part of times, so that to provide the effectiveness of doing work. In preparatory period it is very important for motivation, because it depends partly and completely on the result of competitions. Quality preparatory provide optimum level of motivation, that's why for effectiveness it is important to know initial level and individual peculiarities of each sportsmen or group.

AIM: Revealing of peculiarities for motivation high qualified judoist in preparatory period.

SUBJECT OF RESEARCH: 1. To study motivational personality structure of judoist. 2. To identify specific developing of main personality requirements of high qualified judoist in preparatory period of Postolympic sport period.

METHODS: 1. Retrospective analyses of motivation. 2. Fixing of results in competitions. 3. Kalinin's method (ІСА), which show us 5 main requirements of personality: requirement in achievement, requirement in fighting, requirement in contact, requirement in progressing, requirement in encouragement and average index of motivation in sport activities [2]. 19 high qualified judoists of National team of RK took part in searching. Researching of requirement was at the beginning of preparatory period.

RESULTS AND DISCUSSION: The result showed us that average level of motivation of judoists is 30.4 scores. It means that they are in the zone of high levels, because normally they have to be in diapason between 20 and 30 scores. This fact proves that our judoists are high motivated.

Analyzing separate requirements through prism of ideal motivational structure, we can see that they are damaged in preparatory period. We can see requirement in fighting in this motivational structure. It consists of 26.8 scores and less index in requirement in progressing (33.2), requirement in contact (30.6), requirement in encouragement (28.8). However, according to the norms it should increase those requirements. Such disharmony can provide destructural influence on effectiveness of training process, because striving to fighting is freeness and sportswoman can not try maximum effort for achieving aims. Comparing analyze of motivation in Olympic years show, that there are some changes from the worst side.

CONCLUSION: The result of researching indexes of motivation of sport activities don't correspond to the ideal structure, that lead to decrease of effectiveness training process in preparatory period and worse results in competitions.

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Motivation Peculiarities of Judoists in Preparatory Period

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Optimization Method of Functional State for Cardiovascular System of Athletes with Phlebopathy Symptoms

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INTRODUCTION:

Currently, there is no systematic information about data on the peculiarities of, course and manifestations of leg varicosity of athletes of cyclic and acyclic kinds of sports, according to sex, age, skill level, phase of athletic training, which determined the purpose of our investigation.

METHODS:

To study this case we have used: questionnaire survey, clinical methods, physiological methods. (variation pulsometry, spectral analysis of heart rate, tetrapolar rheography), laboratory testing (estimate of urgent adaptation to cardiovascular samples), methods of mathematical statistics.

RESULTS:

We have studied the functional state of the cardiovascular system for 194 athletes of cyclic and acyclic kinds of sports: 1st group. – cyclic kinds of sports; 2nd group. – acyclic kinds of sports for “sports games” specialization; 3rd group. – acyclic kinds of sports for «Martial Arts» specialization. The largest number of athletes with phlebopathy symptoms (25 %) is common among in the 3rd group. Prenosological - finds in the 2nd group (43%).

There are different changes of the cardiovascular system in case of long-term adaptation to disorder of blood circulation for athletics, depending on the direction of muscular activity. The 1st group has the lowest internal-system hemodynamic changes, controls with the help of vegetative nervous system on the autonomous level; for the athletes of acyclic kinds of sports, regardless of specialization, hemodynamic homeostasis is based on the activation the inotropic mechanisms and increased postload on the heart: the 2nd group has a tension of adaptation mechanisms in the activity of the cardiovascular system which accompanied by the activation centers of a macromyelon, The 3rd group has a tension of adaptation mechanisms in the activity of the cardiovascular system which accompanied by the activation of suprasedgmental control centers of the heart rhythm.

CONCLUSIONS:

Described methods consists of the following parts: Test part and Healthy Resolve part. This allows to monitor the overall state of athletes based on specificity of muscle activity, allows to identify ways and means of healing. Also, allows to make adjustments to the training process in order to improve the health status for athletes.

Performance Capabilities “VALEOSPORT” Device in Monitoring the Functional State of Highly Skilled Athletes

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ACTUALITY: Athletes qualifications differ distinct individual features adaptation of physiological systems and functions to the intense muscular activity in heterochronism recovery. In this case, the line between the extremes of normal and pathological conditions in sports medicine is relative, as well as the difference between the state of fatigue and initial forms surge in athletes, so you need the dynamic monitoring and rapid assessment of the functional status at different stages of the training process by affordable, fast, and accurate method.

PURPOSE: To develop a tool for noninvasive examination of the functional state of the athlete.

METHODOLOGY: The development and introduction of the medical monitoring simple and affordable methods of functional diagnostics based on modern technologies is the NPO "Dial." Valeo-technologies improve in hardware-software complex VALEOSPORT, developed on the basis VALEOSKAN device, which enables the screening assessment of the general condition of the body at different stages of the training process. These methods are highly informative and allow non-invasive, with a maximum savings of time and high reliability make differential diagnostic search of dynamic changes of body functions.

RESULTS: VALEOSPORT includes two commonly informative diagnostic and remedial sections in place to search for differential diagnosis of functional disorders of the body. The first section – HRV - Heart Rate Variability. This section examines the autonomic tone. Also assesses the energy metabolism and biological rhythms of the brain, which are extracted from the ECG signal recorded by a wide band of frequencies. Fair view of the state of neurohumoral regulation and allows on this basis, to assess the overall functional status and general adaptive reserves. The second section - DSAM - diagonal segmental amplitude measuring - allows analysis of electrical conductivity. DSAM reveals most weakened organ and predict the further development of pathological processes.

CONCLUSION: This method can be used as a noninvasive examination and recovery of the functional state of body. (Yanchenko R.A., Koryagina Y., 2009).

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Physical Activity for a Healthy Male

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The first priority is to improve fitness training physical condition safety limits, guaranteeing the stable health. In the last decade created a large network of health centers, clubs, studios, successfully cultivating fitness program very different directions, but men almost did not attend group classes, but prefer the gym. The obvious question is whether any physical activity brings health benefits and it always serves as a shield from ill health as expressed in its preventive effect associated with indirect effects on risk factors for cardiovascular disease.

MISSION: To determine the influence of the gym on the functional state of men. To achieve this goal were examined two groups of middle-aged 25-40 years: I group - men who did not engage in physical fitness; II group - engaged in the gym for 3-6 months. Gym is equipped with multiple training devices to strength training. In addition, in the course of training involved receiving dosage aerobic exercise on a treadmill. To assess the function of the cardio-respiratory system in the observed measured at rest blood pressure (BP), heart rate (HR), systolic blood volume (SBV) calculated by the method of Starr, the length breath holding at inspiration (LBHI) – the Stange sample. As a criterion of adaptability of the whole organism was used adaptive potential (AP) by R.M. Bayevskiy. Study of the coordination function of the nervous system was performed using a modified Romberg test. To assess mental health and satisfaction surveys were conducted by Spielberger - Khanin and determined the level of physical (LPS), social (LSS) and mental satisfaction (LMS) by I.A. Gundarov on a 100-point scale (1).

Cardio - vascular system is an indicator that reflects the reaction of the organism to external and internal factors, and its parameters are leading to assess functional status. In the group of men who are not engaged in physical training heart rate averaged 76.5 ± 10.5 beats / min. SBP - 122.15 ± 10.7 mm Hg and DBP - 78.7 ± 8.15 mm Hg exceed the appropriate age of a normal blood pressure for E.O. Brain, systolic blood volume, reflecting myocardial contractility was 58.4 ± 8.9 ml, which is below normal (60-90 ml). Adaptive capacity testified about stress coping mechanisms and made AP - 2.274 ± 0.27 points. Thus men are not engaged in physical activity indicators of the functional state of the cardiovascular system unsatisfactory. LBHI 53.7 ± 7.6 sec. (at a rate of 40-50 seconds). Indicators static balance exceeded the norm (15 sec) and reached 23.25 ± 4 sec., Indicating that the balanced state of the nervous system, the level of anxiety in the first group of high (46.75 ± 14.6 points), LPS - 77.5 ± 13.3 ; LSS - 87.5 ± 33.3 ; LMS - 99.6 ± 0.4 points. The men involved in the gym pulse 77.5 ± 5.6 beats / min., the average blood pressure $125.7 \pm 20.8 / 95.0 \pm 20.7$ mmHg, which is also higher than normal, the SVB - 43 ± 12.06 ml lower than in the control group. Adaptive capacity of blood circulation (2.582 ± 0.504 points) also shows the voltage adaptation mechanisms, and several more.

Stange sample at a high level - LBHI – 52 ± 3 sec, SB - above normal 19.5 ± 6 seconds.

Thus, the investigated functional parameters of the second group of men showed no beneficial effect on their cardiovascular systems training gym. At the same time, in the second group was lower levels of anxiety 41.0 ± 4.3 , above social (LSS 98.6 ± 3.3) and mental satisfaction (LMS 99.7 ± 0.2) at a fixed physical (FSA 77.1 ± 10.0) satisfaction.

Research has shown, that regular training in the gym for 3-6 months had a positive psychological and emotional impact on the men and did not have a train effects on cardio-respiratory system.

CONCLUSION: to increase the proportion of cardio in the gym and regularly prenosological diagnosis of the functional state of cardio-respiratory system and then adjusted the structure of the training load.

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Physiological Angiogenesis under Oxidative Stress as a Factor of Adaptation of Sportsmen to Physical Loads with Various Mechanisms of Energy Supply

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INTRODUCTION: The intense physical loads cause the development of universal biochemical and physiological phenomena such as chronic oxidative stress (OS) ^[1]. Taking into account that the vascular endothelial growth factor (VEGF) is a stress-induced protein, its regulation is compared with that of other oxygen-regulated proteins. Therefore, the physiological angiogenesis can be considered as the adaptive response to the oxygen deficit ^[2].

The goal of the present work is to estimate the influence of intense physical loads on the manifestation of OS and the content of VEGF under the action of various mechanisms of energy supply.

METHODOLOGY: We have performed examinations in dynamics of training loads in 254 elite sportsmen. By the level of sporting qualification, age, and sex, the samplings were representative. For the sake of comparison, we studied the VEGF content and prooxidative-antioxidative balance in 14 healthy untrained persons of the same sex and age.

The VEGF content was determined by the immunoenzymatic method to carry out on a photometer "Multiscan-P 2", (Thermo Fisher Scientific Inc., Finland). In order to estimate the manifestation of OS, we calculated the prooxidative-antioxidative coefficient (K_{pa}) in cell membranes.

The statistical processing of the data obtained and the multifactor correlation analysis were performed with the help of the license software "GraphStatInPad" (USA). The reliability of the data obtained was evaluated by the Student criterion.

RESULTS AND DISCUSSION: In blood serum of healthy untrained persons, the level of VEGF is being 38.8 ± 0.6 pg μl^{-1} on the average. Under the aerobic mechanism of energy supply, the VEGF content prior to the start of loads was 78.6 ± 3.2 pg μl^{-1} , under the mixed mechanism – 63.4 ± 3.1 pg μl^{-1} , and under the anaerobic one – 39.6 ± 4.8 pg μl^{-1} on the average. Among all examined sportsmen, the maximum increase in the VEGF content at the time moment of the termination of loads was observed in cyclic sportsmen, which can be explained by the action of formed adaptive mechanisms, including chronic OS, as the response to long-term physical loads of the mainly aerobic character.

CONCLUSIONS: For the manifestation of OS and the content of the basic angiogenic VEGF, there exists the statistically significant positive correlation between the indicators under study: the higher the K_{pa} of sportsmen, the larger the level of VEGF in blood serum ($r = 0.85$, $p < 0.05$).

KEYWORDS: physical activity, angiogenesis, oxidative stress.

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Physiological Principles of Relaxation Training of Athletes

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INTRODUCTION:

In our longstanding studies we have ascertained that unilateral changes of functional state of neuromuscular system (NMS), particularly, changing velocity of voluntary relaxation (VVR) of skeletal muscles under the influence of different adaptogenic factors, depend on the fact that each of such impacts is more or less accompanied by tissue hypoxia and hypoxemia, which causes activation (inclusion) of the whole complex of antihypoxic and defense reactions. The most economizing and antihypoxic effect is provided by non-specific inhibitory-relaxation functional protective system (IRFPS) of organism against extreme impacts of different adaptogenic factors, which are accompanied by abrupt disturbances in homeostasis and by tissue hypoxia. IRFPS works on the following principle: information about abrupt disturbances in homeostasis and ratio of the most important homeostatic constants is transmitted to central nervous system (CNS) through the channel of afferent feedback; it causes activation of inhibitory processes, decrease of CNS excitability, normalization of relaxation process and considerable acceleration of all skeletal muscles relaxation at the same time (Vysochin Y. V., Denisenko Y.P., 2007).

METHODS:

For studying of mechanisms of regulation and coordination of any movements, control over the contractile and relaxation characteristics of skeletal muscles, a functional condition of central nervous (CNS) and neuromuscular (NMS) of systems we used the method of a computer polymyography developed by Yu.V. Vysochin which is applied by preparation of athletes of national teams of the USSR, Russia and showed high informational content and reliability.

RESULTS AND DISCUSSION:

In several sets of experiments, in which sportsmen of different levels of proficiency and different specialization took part, we have found direct significant dependence between special exercise performance (SEP) and, of course, sport results and VVR of skeletal muscles. In most kinds of sport meaning of SEP in the progress of sport results, especially at the stage of higher sport mastery was considerably higher than meaning of contractile properties of muscles. This fact in no way means that contractile properties of muscles do not play any role in efficiency mechanisms. On the contrary, they are very important because muscles contraction provide physical action. And duration of this work, i.e. exercise tolerance and, correspondingly, special exercise performance considerably depend on relaxation characteristics of muscles. The above-mentioned facts, in our opinion, are quite important for understanding of the role of more relaxation in increase of SEP in all kinds of sport activities, because in each of them there are very high requirements in velocity, velocity tolerance or coordination, or different combination of these qualities, which directly depend on muscles VVR.

CONCLUSIONS:

Experimentally big advantages of relaxation type of long-term adaptation were proved; this type of adaptation develops at sportsmen with high VVR of muscles and highly active IRFPS, and it provides achievement

nt of the highest levels of exercise performance and preservation of health in extreme conditions at the same time. We also ascertained that heightened excitability of CNS is the main.

Keywords: «relaxation», «functional status», «speed of muscle relaxation», «neuromuscular system», «central nervous system», «physical efficiency».

Plasma sIL-6R in Response to Submaximal Exercise in College Students of Different Training Status

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Prolonged moderate-intensity exercise has been proved to be capable of elevating levels of circulating IL-6 and its receptor interleukin-6R (IL-6R) to form a binary complex. sIL-6R allows IL-6 signaling to occur in tissues lacking membrane-bound IL-6R. However, few reports have documented circulating levels of sIL-6R after exercise in different training status, so the aim of this study is to evaluate sIL-6R levels in response to acute exercise of trained and untrained students.

METHODS AND MATERIALS:

28 healthy male college students aged from 18 to 22 were recruited in this study, they were healthy and Informed consent was obtained before the subjects participating in this study. For trained students, who practiced martial art at least 2-5years, at least 3 times a week and 1.5hours/day, other students who didn't perform regular training exercised less than twice a week and 1 hour/day. The experiment included a maximal exercise test and a submaximal exercise with one week in between. The maximal exercise tests were performed in order to measure VO₂max. Before submaximal incremental exercise test, more than 10minutes resting period was allowed to evaluate the parameters as well as to withdraw blood samples at rest. After 5 minutes warm up, the subjects maintained the intensity of 60-70% VO₂max exercise for 25minute, followed by a 5 minute of cool down. The pedaling rates of both trials were 60 rpm. Blood pressure (BP) as well as heart rate (HR) was measured at 0, 1, 3, 5 hours after the exercise stopped. The blood sample was collected at the same time. Plasma level of sIL-6R was measured using ELISA-kit according to the producer's instruction. The data were presented as mean ± SD and analyzed with ANOVA.

RESULTS:

Acute bout of exercise did not induce significant changes in any time points after exercise in plasma sIL-6R, however, the same relative intensity of acute exercise induced a significant decrease in the plasma sIL-6R, and this decrease happened immediately postexercise ($p < 0.001$) and lasted the 3 hours postexercise ($p < 0.05$), and then recovered to the control level 24 hours postexercise.

Acute exercise induces a significant decrease in plasma sIL-6R in trained students, however, no changes in any time points are observed in untrained students, this trained status-dependent response of plasma sIL-6R may be related to the benefits of training adaptation in cardiac function.

Pre-ischemia Physical Activity Improved Cognition and Modified Ascorbate Change in Media Prefrontal Cortex after Cerebral Ischemia

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INTRODUCTION: To investigate the antioxidant mechanism underlying pre-ischemia physical activity effecting on cognition after cerebral ischemia, ascorbate in media prefrontal cortex was monitored with in vivo microdialysis and on-line electrochemical analytical methods.

METHODS: 24 Spradaw-Dowly rats were enrolled in this study and divided randomly in following four groups, running-ischemia group, running group, ischemia group and shame operation group. Cerebral ischemia was brought by permanent 2 vessels occlusion (2-VO) method. Treadmill running was used as physical activity training. Ascorbate in media prefrontal cortex was monitored with in vivo microdialysis coupled with on-line electrochemical flow cell analysis. Passive avoidance was used to test cognitive function 24 hours after 2-VO cerebral ischemia.

RESULTS: Neurochemistry study showed that ascorbate in mPFC increased within 3 hours after 2-VO ischemia and the increase was attenuated in running-ischemia group. The basal level of mPFC ascorbate in the four groups has no significant difference. Behavioral data indicated that 3 weeks pre-ischemia running promote cognitive function recovery after 2-VO ischemia.

CONCLUSION: According to our results, pre-ischemia physical activity increase the ascorbate storage in mPFC and enhance the antioxidant ability of this region. Therefore, it is one possible neurochemical mechanism underlying pre-ischemia physical activity improve cognitive function after cerebral ischemia. Thus pre-ischemia physical activity can benefit to cognition rehabilitation after stroke.

KEYWORDS: cerebral ischemia, in vivo microdialysis, media prefrontal cortex, ascorbate, passive avoidance.

Protective Effects of Radix Pseudostellariae Polysaccharides Supplementation against Exercise-induced Oxidative Stress in Male Rats

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ABSTRACT

1 PURPOSE

The main purpose of this study was to examine the effect of Radix Pseudostellariae polysaccharides (RPP) supplementation against swimming exercise-induced oxidative stress in male rats. Forty male Wistar rats were randomized into four groups: control (C) group, low-dose RPP supplementation (LRS) group, medium-dose RPP supplementation (MRS) group and high-dose RPP supplementation (HRS) group. The control group was given saline solution and the supplementation groups were given different doses of RPP (100, 200 and 400 mg/kg body wt). Animals were administered orally and daily for 28 days. 28 day later, the rats were made to swimming exercise until being exhausted. The exhaustive swimming time and various biochemical parameters, including blood lactate, hemoglobin, catalase (CAT), superoxide dismutase (SOD), glutathione peroxidase (GSH-Px) and malondialdehyde (MDA) were measured. The results showed that RPP supplementation could elevate the exercise tolerance and decrease the blood lactate contents of rats after exhaustive swimming exercise. Meanwhile, RPP supplementation could augment the contents of hemoglobin and antioxidant enzymes (CAT, SOD and GSH-Px), effectively decrease the MDA contents in the skeletal muscle of rats, which suggested that RPP supplementation possessed protective effects against exercise-induced oxidative stress.

2 MATERIALS AND METHODS

2.1 Experiment animal: Male healthy Wistar rats with an average mass of 225-250 g, A standard pellet diet and water were given ad libitum. They were housed in a temperature-controlled room at 21-23 °C and maintained on a 12 h light : 12 h dark cycle.

2.2 Preparation of Radix Pseudostellariae polysaccharides (RPP): The dried Radix Pseudostellariae was ground into powder. The powders (400 g) were extracted three times by refluxing with 80% ethanol (1 L) at 90 °C for 2-3h each time. After filtration, the gruffs were extracted again for three times with water (1.5 L) at 90 °C for 2-3 h each time. The extracted solution was condensed to 400 mL and deproteinated by applying the Sevag method. The solution was then added to absolute ethyl alcohol until the ethanol concentration was 80% and kept overnight, followed by filtration. The precipitate was dissolved with water (100 mL) and then added absolute ethyl alcohol until the ethanol concentration was 80%, filtrated and repeated once again. The precipitate was washed with 95% ethanol, absolute ethyl alcohol and acetone by turns, and then dried at 50 °C. Radix Pseudostellariae polysaccharides were obtained.

2.3 Experimental protocol: Forty male healthy Wistar rats were randomized into four groups equally based on body weight after one week adoption: control (C) group, low-dose RPP supplementation (LRS) group, medium-dose RPP supplementation (MRS) group and high-dose RPP supplementation (HRS) group. The control group was given saline solution and the supplementation groups were given different doses of RPP (100, 200 and 400 mg/kg body wt). Animals were administered orally and daily for 28 days.

After the final supplementation with RPP or saline solution, the rats were allowed to rest for 30 min.

Then, they were taken out for the exhaustive swimming exercise. The details of this apparatus were reported by the literature [18] as the acrylic plastic pool (90 × 60 × 60 cm) filled with 40 cm deep of water maintained at 28 ± 1 °C. Rats were forced to swim in the water, and the endurance was defined as the time they kept swimming actively until the animal submerged in water without movement. To diminish stress, all rats had been accustomed to swimming with repeated short-term swimming sessions for a week before experiment.

2.4 Analysis of biochemical parameters: At the end of swimming test, the rats were anaesthetized with pentobarbital sodium (5 mg/100 g body wt, i.p.). Blood was obtained from the orbital sinus for lactate and hemoglobin content measurements. Hind-limb skeletal muscle was quickly excised and homogenized immediately with homogenizer, fitted with teflon plunger, in ice-chilled 10% KCl solution (10 ml/g of tissue). The suspension was centrifuged at 671 × g at 4 °C for 10 min and clear supernatant was used for CAT, SOD, GSH-Px and MDA contents measurements. All of the biochemical parameters were determined by using commercial kits following the manufacturer's recommended protocol.

2.5 Statistical analysis: The data are expressed as means \pm SD. Statistical comparisons were compared by one-way analysis of variance (ANOVA). The results were considered statistically significant if the P values were 0.05 or less.

3 CONCLUSION

From the present findings, we can conclude that RPP supplementation could elevate the exercise tolerance and decrease the blood lactate contents of rats after exhaustive swimming exercise. Meanwhile, RPP supplementation could augment the contents of hemoglobin and antioxidant enzymes, effectively decrease the MDA content in the skeletal muscle, which suggested that RPP supplementation possessed protective effects against swimming-induced oxidative stress. Our data are in reference to rats. Future work using different subjects, possibly of different sporting backgrounds is needed to extend these findings.

Regulation of Weight of a Body of Athletes-martial Artists at a Stage of Precompetitive Preparation: Theoretical Analysis

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INTRODUCTION: Ability of the martial artist to regulate body weight before competitions—a decisive factor for successful participation in competitions. Meanwhile pedagogical, physician – biological, pharmacological means still remain insufficiently studied in relation to such sport, as a kickboxing.

The most well-known methods, such as a diet, dehydration, etc. not fully influence success of participation in competitions or even lead to blasting a physical and mental condition of beginning athletes. For the solution of this task it is necessary to carry out continuous search of the most effective techniques and technologies promoting preservation of working capacity and health of the athlete—the martial artist. The question of regulation of weight of a body depending on various complex techniques is still insufficiently studied. From this point of view also studying of dynamics of restoration of an organism for the purpose of definition of optimum techniques for weight regulation is actual.

RESEARCH METHODS: the analysis and generalization of scientific–methodical literature on a research problem, pedagogical methods (conversation, pedagogical supervision, studying of documentation of competitive activity).

RESULTS AND DISCUSSION: As practice shows, body weight reduction significantly influences on a functional, physical condition of an organism that loss of electrolytes, a glycogen of muscles and a liver leads to blasting health of the athlete, violation of a carbohydrate exchange, etc. It is confirmed by numerous examples. As experts note it is inadmissible to reduce weight by artificial measures, especially in the sensitive period of development.

In such sport where there are weight categories, it isn't dependent on specific features of physical development; the athlete has to determine the fighting weight. At the same time the most part of athletes as «the fighting weight» understand self-reliance existence, fast response to external irritants and high performance. For maintenance of fighting weight it is necessary to observe a certain food allowance and water – salt exchange.

For the answer of the number of questions, concerning a technique on body weight reduction before competitions we carried out questionnaire of athletes which was carried out to time of carrying out the open championship and championship of the Far East federal district on kickboxing.

The analysis of the obtained data allows to conclude that 67,7 % of athletes faced a weight reduction problem. From them 9,3% of athletes reduced weight no more than two times a year, 19,4 % of athletes applied decrease in a body weight three – four times a year, and 38,6% of respondents drove weight more than four times a year. It should be noted that athletes – martial artists with classification «Master of sports» reduce weight 5 - 6 times within a year.

Whether on a question «Does Weight loss influence negatively an organism of the athlete?» - 70,9 % of respondents answered «yes», 19,4 % answered «no» and 9,7 % don't know influence of weight loss of a body on an organism. Also many athletes – martial artists noted that before competitions reduce weight artificially. It gives the chance to them to act in easier weight category where they can have chances of high sports result. Thus, the majority of respondents are informed on harm of weight reduction of a body on an organism of the athlete, nevertheless, reduce body weight artificially at a stage of precompetitive preparation.

CONCLUSION: The analysis of literary data allows to draw a conclusion that with growth of sports



qualification athletes resort to artificial weight reduction of a body before competitions and in the majority of cases they use the forced method of weight reduction, and as a shock method. It is necessary to regulate and supervise accurately the process at body weight reduction and to construct the individual schedule of dynamics of weight of a body during preparation for competitions.

Research of Inhibitory Control of Movement: an fMRI Study

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INTRODUCTION:

Inhibitory control acts through multiple processes and networks in the central nervous system. It is a keystone in movement control and cognitive performance. MRI studies have revealed some constant brain regions related to the response of inhibition, and may functioned as a network. Motor inhibition should be considered as a balance between activation and inhibition processes.

Motor inhibition is usually tested by stop signal paradigm, and the “go trial mean response time”(RT mean). It is used as the baseline state, and focused on which brain areas participate in the control of action inhibition. Here we assume that individual discrepancy between the RT mean and simple reaction time(SRT) may reflect different level of the involvement of attention or working memory, which could affect the efficiency of inhibitory control. We introduced an index $(RT\ mean\ SRT)/SRT$ to represent the fluctuated discrepancy between SRT and RT.

METHODS:

We tested the stop signal reaction time(SSRT) of subjects with adaptive staircase procedure and stop signal paradigm first. Each subject went through six fMRI runs and one T1-weighted structural scan. In the mixed design fMRI experiment, each run contained alternate simple reaction and inhibitory control blocks, the latter has a ratio of go and so/stop signal at 6:1. Stated-related processes were performed to locate higher activity of stop signal block comparing to the simple reaction block, and then we applied multiple regression analysis to explore the activated brain area related with behavior index $(RT\ mean\ SRT)/SRT$.

RESULTS:

Multiple brain areas were activated when subjects were under the task demand. $(RT\ mean\ SRT)/SRT$ were positively correlated with successfully inhibition control when controlling SSRT as an covariate, but not significantly. Multiple regression analysis indicated that activation at pre-SMA and inferior frontal gyrus was positively related to $(RT\ mean\ SRT)/SRT$.

DISCUSSION:

Inhibitory control is undoubtedly linked to the different executive functions involved in these various tasks. In Stop tasks, inhibition relies on a front-basal ganglia network. Longer reaction time during task block, which we presume as an index of more involvement of top-down cognitive control, predicts higher successful inhibition rate. Involvement of top-down cognitive control could be reflected by the activation of right pre-SMA and IFG, which will affect people's inhibitory control. This research was supported by the Fundamental Research Funds for the Central Universities. Beijing Education Science Planning Program(CGA10181).

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Research on Methods of Studying Children's Sports Potential Inheritance

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OBJECTIVE: Sports ability of children is a result of a dual affection of both inheritance and condition. Athlete identification always focused on how to predict a child with sport talent. For the past years, identification made some new breakthroughs by transporting and utilizing modern genetics methods.

METHOD: Documentation method

RESULTS: Based on a comprehensive study of documentations and articles, this paper illustrated several methods on prediction of children sport potential of different aspects.

The hereditary study on sports ability. Based on human genetics research, characteristics (that is, phenotype) of human sports ability could be affected by inheritance and condition, hereditary is the proportion of inheritance within phenotype. Sport capacities such as anaerobic and aerobic metabolic capacities have higher inheritability. As reported, the ratio of red and white skeletal muscle fibers is mainly affected by inheritance factors (80% inheritability). Inheritance determines the starting point of levels of sports abilities. Thus, the prediction of children sport potential should choose index with higher inheritability as primal observation.

Chromosome selection method. Chromosome is the carrier of genetics. Through research of chromosome heteromorphism, we could discover the relationship between related characteristic of chromosome, sports abilities and some genetic diseases, and then choose from the primary objectives. For example, the genetic that controls anaerobic and aerobic metabolic related enzyme is carried on chromosome. If heteromorphism is discovered on these parts of chromosome, the normal synthesis of enzyme would have changes that affect the metabolic process and sports ability. Besides that, during the primary election, sex chromosome check can help identify and reject people with XXY heterosomal aberration.

Athlete genetic selection. Human genome project greatly promoted the development of sport, and gave birth to athlete genetic selection. It provides molecule-level techniques and methods of predicting children sport potential, such as genetic chip technique and gene probe, etc. Applying these methods, we can distinguish talented athlete genome type, and find inherited marks that directly related to sport abilities. Now, research on angiotensin-converting enzyme (ACE) reveals that great mountaineers, cyclists and long distance runners have more ACE type I alleles than the control group. So, polymorphism of ACE could be a more scientific and precise index to predict children sport potential.

CONCLUSION AND SUGGESTION:

In sum, genetic selection provided advanced methods and theoretic basis for excavating and predicting children sport potential. Suggestion is that the combination of modern genetic technique and classical genetic selection methods can determine an integrated index to evaluate primary objectives and therefore, increase the chance of successful selection.

School Children's Motivation in Sporting Orienteering Involvement

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Youth is the future of the state, so it must be healthy, physically strong and resilient. The health of every coming generation is supposed to constantly improve; however, due to the increase (advancement) of hi-tech level of work and life conditions the diseases are often overlooked in younger people that used to be previously inherent to the people of the senior age-related groups. First and foremost it is cardiovascular and ulcerous diseases^[2].

It is well-proven that one of effective means of removing nervous-emotional stress is engaging in physical exercises. School physical education classes, extra-curricular activities (sports clubs, regular sporting-recreational activities) contribute to improving the psychological climate in students' groups^[1].

A sporting orienteering is brand-new, however, perspective type of sport, rapidly gaining popularity. For times more and more countries are getting involved in this sport, competition is growing and global achievements are increasing. All of this requires coaches' improving of selection system in sporting sections and groups^[2].

Recently the amount of schoolchildren aspiring to choose a sporting orienteering as a type of sporting specialization has considerably increased in Ukraine^[3], what stipulates the topicality of studying the schoolchildren's motivation in this type of motive activity.

RESEARCH OBJECTIVE is to study the problem of 2-4th-form schoolchildren's motivation in groups of sporting orienteering involvement.

RESEARCH METHODS: To achieve the objectives we used the following methods: a theoretical analysis of scientifically-methodical literature and the Internet, surveys, pedagogical observation, methods of mathematical statistics.

FINDINGS: The research involved 150 students of 2-4th forms of four schools in Ivano-Frankivsk, including 76 boys and 74 girls. We worked out a special questionnaire comprising 18 questions of open type. The survey was conducted at the beginning of the school year. For each set of questions respondents were asked to select either of the answers – “yes” or “no”. While processing the questionnaires, it was figured out that the common amount of schoolchildren choosing a positive answer (yes) or negative answer (no) to the given question was determined. The research findings were processed by methods of mathematical statistics.

The analysis of the research findings shows that predominant majority of 2-4th-form schoolchildren were positively inclined to physical education lessons. To determine the attitude of primary school pupils to classes in sporting orienteering groups the following question was: “Do you happen to know such a kind of sport as sporting orienteering?” Consequently, 14% of boys responded “Yes, I do” and 16% of girls gave the same result. (Figure 1).

Being interrogated “Would you like to be engaged in sporting orienteering?” 23% of boys and 34% of girls of junior classes answered “yes” and 36% of boys and 21% of girls stated their being engaged in another sport, and 63% of boys and 50% of girls found it to be pretty difficult to respond because of their being unaware of that kind of sport (Figure 1).

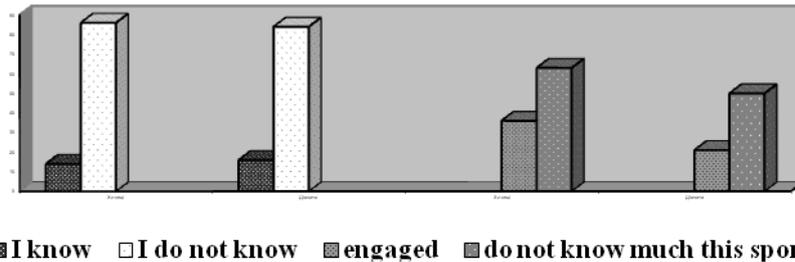


Figure 1. 2-4th-form schoolchildren's attitudes and awareness of being involved in sporting orienteering groups.

CONCLUSIONS: A variety of sporting orienteering kinds may generate interest in 2-4th –for pupils and it appears to be indisputable advantage of this kind of sport among others. Most schoolchildren of 2-4th-form learners aren't aware of a sporting orienteering, that's why thanks to the correct agitation and recital of this type of sport we should involve pupils in joining the sporting orienteering groups.

Short-term Influence of Acute Low Intensity Intermittent Aerobic Exercise on Arterial Stiffness in Healthy Young Men

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INTRODUCTION: To observe the short-term influence of the single continuous or intermittent low intensity aerobic exercise on arterial stiffness in healthy youth men.

METHODS: Using a balanced randomized crossover controlled experiment. Healthy young men(n=15) were randomly divided into three experimental days (control day, continuous exercise day and intermittent exercise day represented by CT, CE and IE) to do continuous aerobic exercise (30min exercise,40min rest) and intermittent exercise (2 * 15min exercise, intermediate intermittent 20min, final rest 20min) with the same general time (70min) and the same amount of exercise and rest time respectively. The exercise is pedal power bicycle with low intensity and maintaining the heart rate at the target heart rate by adjusting the power cycling load. The cardio-ankle vascular index (CAVI) was detected at 0min, 30min and 70min time points in the CT and CE, at 0 min, 15 min, 35 min, 50 min and 70 min time points in IE. The area under the curve of CAVI (AUC-CAVI) in each subject was calculated.

RESULTS: The CAVI almost had no change in the CT at the time of determination (P >0.05). In the CE, CAVI decreased significantly at the moment of exercise ending (30min point) (P<0.05) and recovered to the basic level at the 70min point. In the IE, CAVI also significantly decreased at the moment of two exercise ending (15min point and 50min point) (P<0.05) and picked-up after intermediate resting 20min (35min point). At the 70 min point in the IE, CAVI recovered, but was lower than that of the CT and CE. The area under the curve of CAVI (AUC-CAVI) shows that there is no significant difference between the AUC-CAVI of IE and CE (P>0.05), but both AUC-CAVI of CE and IE are significantly lower than the CT (P<0.05).

CONCLUSION: Intermittent exercise can significantly improve the elasticity of blood vessels and its instantaneous effect is better than that of continuous exercise.

KEY WORDS: Continuous Exercise, Intermittent Exercise, Arterial Stiffness

Sports Affect Brain and Cognition: Neurochemical Mechanisms Probed by Microdialysis

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INTRODUCTION: Human and other animal studies demonstrate that sport targets many important aspects of brain function. One of the most important aspects is cognition. Thus we provide a review of the literature on how sport affects cognition.

METHODS: literature review method.

RESULTS: The benefits of sports have been best defined for learning and memory by many human and animal studies. Although many of these studies went deep into the cell and molecular level, the studies on chemical mechanism show that sport-induced brain's structural and functional change is based on the function of neurotransmitter. Brain microdialysis technique has become the best available method to explore the underlying neurochemical mechanism for the last two decades.

DISCUSSION: Studies on praxiology show that sports in all stages of life can improve the brain's function and the effect of early exercise will continue into adulthood. From animal cell level, studies discover that sports increases synaptic plasticity by directly affecting synaptic structure and potentiating synaptic strength, and by strengthening the underlying systems that support plasticity including neurogenesis, metabolism and vascular function. Such sport-induced structural and functional change has been documented in various brain regions, particularly in the hippocampus where sports can promote the dentate gyrus cell proliferation and reduce the injured cell death. Studies of small molecular level found some important neurochemicals related to the exercise modified brain function, such as brain-derived neurotrophic factor (BDNF), vascular endothelial growth factor (VEGF) and insulin-like growth factor 1 (IGF1). Sports can boost brain to secrete these factors which are help to build new formation of neuron cell, which the key mechanism is induction of central and peripheral growth factors and growth factor cascades, which instruct downstream structural and functional change. As an important neurotransmitter closely associated with cognition, acetylcholine displays dose-dependent effects on learning and memory. Although the acetylcholine has important significance in clarifying the mechanism underlying sports effect on learning and memory, there are a few studies show temporal and spatial changes of acetylcholine while sports effecting on learning and memory. The reason is lacking of analysis technique to observe the neurochemical change in vivo. In recent studies, microdialysis took samples in brain extracellular and synaptic space in living brain continuously. The microdialysis can probe small molecular neurochemicals directly by eliminating interference of protein and nucleic acid.

KEYWORDS: Sports, Cognition, Learning and Memory, Microdialysis

The Acclimatization Features of Elite Fencers to Time Zones Changes

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INTRODUCTION: The modern calendar of international competitions produces the special requirements to the functional state of organism of athletes. Adaptation of organism of athletes depends on the row of factors, namely: qualification of athletes, functional preparedness, experience of distant flights, orientation of type of sport, period of preparation, and also, that is very important, to individual tolerance of changing of time zone. The study of processes adaptation of athletes at transmedian flights is actual for preservation of high performance, maintaining functional status of athletes for the improvement training and competitive activities.

Proceeding from the problem has been defined the goal of our work: to study of processes of adaptation of athletes in competition period when flying east.

METHODS: To study the of processes adaptation of athletes with a flight to the east were used biochemical (hemoglobin, urea, glucose, hematocrit concentration in the blood) and psychological (a special method for determining activity, well-being and mood) research methods.

RESULTS AND DISCUSSION: As can be seen from the data presented in the table after a long flight (7 hours) and change the time zone observed incompleteness recovery processes of the body athletes, the achievement of a level of urea concentration in the blood is significantly higher than baseline data and peaked on the third day and decrease of concentration of hemoglobin in the blood.

The dynamics of the emotional state of athletes (activity, well-being and mood) in the period of intense competitive activity showed that most of the athletes mentioned quite satisfactory state, starting from 4-day stay.

CONCLUSION:

After the flight to the east (China) period of the most pronounced slowing the adaptation elite fencers are the 2-3rd day (increased level of urea in the blood, decreased hemoglobin concentration in the blood).

According to the new time zone adaptation the positive dynamics have been observed in athletes' recovery processes after the long flight (decrease of urea concentration in the blood).

The greatest changes in well-being, depressed mood, retardation, poor tolerance training loads are fixed in 1-3 days after the trip to the east.

Keywords: fencers, recovery, acclimatization.

Table Influence transmedianly flight on haematological and biochemical parameters in the blood of fencers (n=6; M±m)

Days after the flight	Parameters			
	Hemoglobin, g%	Hematocrit, %	Urea, mmol l-1	Glucose, mmol l-1
underlying information	14,04±1,53	41,9±1,36	5,63±1,05	4,38±0,57
2	13,82±1,20	40,3±2,40	7,78±1,12	4,46±0,32
3	13,50±1,25	38,8±2,86	8,75±1,27	3,92±0,30
4	13,05±1,28	38,4±3,30	6,20±0,88	4,40±1,08
5	13,23±1,29	39,6±2,97	5,94±0,64	3,82±1,17

The Advantages of Expert Basketball Players in Visual Search and Eye movements

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INTRODUCTION:

The search for factors that discriminate experts' and novices' perceptual motor performance is of interest to researchers in motor behavior, but the different mechanisms underlying performance is still under discussion and the debating of 'hardware' or 'software' is ongoing. The aim of this study is to examine the differences between expert and novice basketball players in visual search and eye movements

METHODS:

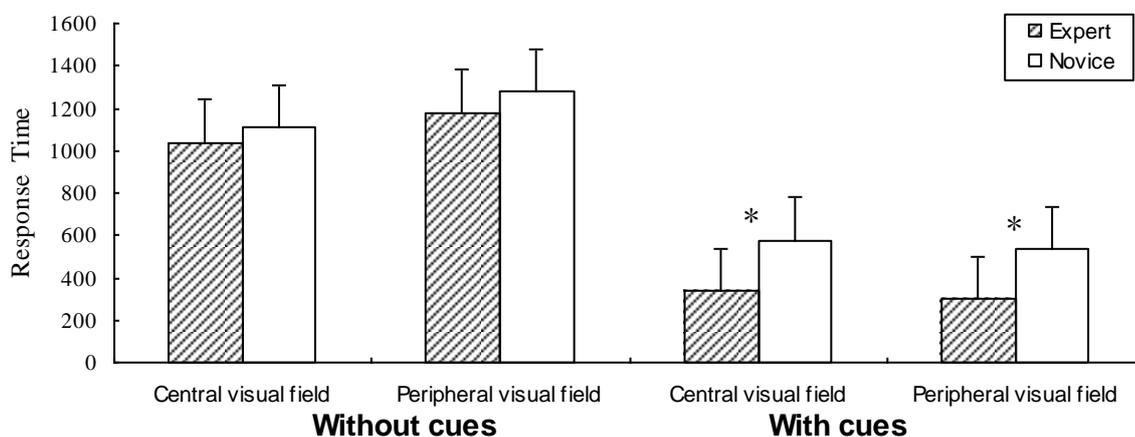
Four sorts of search tasks were designed and the subjects were asked to perform the search tasks of targets, which appeared at central visual field or peripheral visual field with or without cues. The response time was recorded when the subject pushed the corresponding button where the target appeared. Thirty-eight athletes served as participants. The expert group consisted of 19 basketball players, who had been playing basketball for an average of 10.7 years. The novice group consisted of 19 college student players, who had been playing basketball for an average of 0.6 years. A SMI RED 250 Eye Tracker was used to record the eye movements. Results were analyzed using repeated measured ANOVA.

RESULTS:

The main effects of visual field were significant both in the task with cues ($F_{1,36}=8.520, p=.006$) and without cues ($F_{1,36}=149.253, p=.000$). The main effect of groups was not significant in the task without cues ($F_{1,36}=1.847, p=.183$), but the response time of expert basketball players were faster than the novices' ($F_{1,36}=5.840, p=.026$) in the search task with cues. The experts' numbers of fixation and saccades were significant less than the novices' ($F_{1,36}=24.983, p=.000; F_{1,36}=10.779, p=.002$), while the average fixation duration were longer than the novices' ($F_{1,36}=11.123, p=.002$). The average saccades size of experts were significant longer than the novices' ($F_{1,36}=8.802, p=.005$). There was no significant difference for average saccades velocity between groups.

DISCUSSION & CONCLUSION:

It was suggested that the search speed in central visual field was distinctly faster than that in peripheral visual field for both experts and novices. The dominance of expert basketball player was not in the basic perceptual processes but in superior perceptual skills—the ability of using advanced visual cues. The results of eye movements indicated that experts' efficiency of eye movements was higher than the novices'.





The Analysis of the Effect of Strength Training and Biochemical Characters of the Chinese Male Rowing Athletes

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This study is to assess the effect of the new force training method and idea to rowers by the biochemical indexes, in addition to look for biochemical characteristic of strength training. Method: In this paper, choosing ten heavyweight and ten lightweight athletes of Chinese rowing team, strictly per min g the new plan, testing strength and 6000m ergometer every month, watching the change of serum urea and serum creatine kinase. The successive five-week biochemistry test using ear blood is arranged to the middle of winter training and after finishing the week-plan each time. The intend is to assess the effect of the strength training and analysis the character of biochemistry. Results: The research indicates the results rise to some extent either heavyweight rowers or lightweight rowers. The effect of training is obvious. The strength maximum of lying pull is correlative with the 6 minutes resistance-strength of lying pull. The result of serum urea of heavyweight and lightweight rowers is at the range of 4 ~ 7mmol/L, they haven't roll up to fatigue. The serum creatine kinase of heavyweight and lightweight rowers have the same change characters, and they adapt themselves to the training.

The Characteristic of Properties of The Temperament of Rowers on Kayaks and Canoe

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INTRODUCTION: The necessity to rise the sporting results in kayak- and canoe-paddlings and, as a consequence, the permanently enhancing requirements to sportsmen induce the search for new ways in the improvement of the system of training of rowers not only in the direction of the development of their technico-tactical skills, but also in the utilization of psychological reserves allowing one to increase the efficiency of the competitive activity. Therefore, the use of the information about individual specific features of the manifestation and properties of the temperament, which are stable characteristics of the nervous system, takes the more and more significance in the provision of the modern training process [2]. Since the temperament characterizes the inborn combination of certain emotional reactions of a sportsman to various events [3], the individualization of the system of training of rowers with regard for properties of the temperament will allow one to optimize the efficiency of their training and competitive activities.

The purpose of this work is to determine specific features of the temperament of highly skilled sportsmen who are specialized in kayak- and canoe-paddlings.

METHODOLOGY: To study the specific features of the temperaments of sportsmen, we used the methodics of H. Eysenck ^[1]. Our study involved 48 members of all-Ukraine male team on kayak- and canoe-paddlings. The contingent of examined persons was as follows: rowers on kayaks – 30 persons (1 Candidate in Masters of sport, 25 Masters of sport, 4 Masters of sport of the international class); rowers on canoe – 18 persons (1 Candidate in Masters of sport, 6 Masters of sport, 11 Masters of sport of the international class). The age of sportsmen was 15–29 years; the mean ages of rowers on kayaks and canoe were 19.60 ± 2.93 and 20.60 ± 3.09 years, respectively.

RESULTS AND DISCUSSION: The analysis of the indicators obtained testifies that the mean indicator of introversion-extraversion for sportsmen, who are specialized in kayak-paddling, is equal to 13.0 ± 4.0 marks, which corresponds to “ambiverts” with a slight dominance of the factor of extraversion. At the same time, the mean indicator of neuroticism (or emotional stability) in the group of sportsmen, who are specialized in kayak-paddling, exceeds significantly that in the group of canoists and is equal to 11.7 ± 4.3 marks, which characterizes them as “normosthenic persons”.

The majority of sportsmen specialized in kayak-paddling possess the sanguine (strong, mobile, balanced) (9 sportsmen) and phlegmatic (strong, inertial, balanced) (9 sportsmen) types of temperament, 8 sportsmen have choleric character, and 4 sportsmen are melancholic persons. In the group of sportsmen, who are specialized in canoe-paddling, the indicator of extraversion dominates (13.7 ± 3.3 marks), which characterizes them as “ambiverts”, and the indicator of neuroticism corresponds to the “potential concordant persons” and equals 7.7 ± 3.3 marks. In other words, the majority of sportsmen-canoists have the strong, mobile, and balanced type of temperament, they are sanguine persons. In this group including 18 sportsmen, 13 are sanguine persons, 4 have the phlegmatic type of temperament, and 1 has choleric character.

CONCLUSION: The specificity of the indicators of properties of the temperament of sportsmen-canoists consists in the significant dominance of mobility (or lability) of the nervous system, whereas the factor of steadiness dominates for sportsmen specialized in kayak-paddling. The combination of such levels of extraversion and neuroticism reflects the characteristic peculiarities of the nervous system, which are inherent in elite sportsmen-rowers, which can be used to ensure the individual approach to the

dynamics of a training process, the selection to a competition, the choice of a distance, and the more rational formation of a boat crew.

KEYWORDS: properties of the temperament; rowing; competitive activity.

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The Early Diagnosis of the Lumbar Spine Functional Disorders Athletes with Use of Electromyographic Methods

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INTRODUCTION:

One of the promising and informative methods for quantitative analysis of the functional state of the athletes neuromuscular system could be investigation with use of stimulation electromyography in which the parameters of such electromyographic (EMG) phenomena as the H (Hoffmann) reflex are found out. Using EMG-study of m. soleus we can recognize the state of the level L_v-S₁ segmental apparatus of lumbar and sacral parts of spinal cord. This part of athletes spine experiences the greatest stress during exercises.

The aim of our work was to assess the functional state of the neuromuscular system of athletes doing different sports, using the method of stimulation electromyography and to provide recommendations for improving the training process to compensate and prevent possible functional disorders.

METHODOLOGY / PROCEDURE:

Seventy two qualified athletes (Masters of Sport and Master of Sports of International Class), specializing in rowing and canoeing, freestyle, swimming and diving, 18-25 years of age, took part in EMG-study. To assess the functional state of athletes neuromuscular system the method of H-reflex of soleus muscle was used [4, 5]. Registration of EMG-signals and tibial nerve stimulation were performed using neurodiagnostic complex Nicolet Viking Select (USA-Germany).

RESULTS:

The following parameters of H-reflex were analyzed: THR (threshold of H-response), TMR (threshold of M-response (evoked muscle compound action potential)), THR/TMR (thresholds ratio of H-and M-responses), H_{max} (the amplitude of the maximal H-response), M_{max} (the amplitude of the maximal M-response) H_{max}/M_{max} (ratio of maximal amplitudes of H-and M-responses). Some abnormalities were found in athletes EMG-parameters, which can be referred to two degrees (Table 1).

Table 1. Number of athletes with EMG-data overrunning the standard (% from total number of the group)

Kind of sport	Men		Women	
	Degree 1	Degree 2	Degree 1	Degree 2

Freestyle	25	25	33	33
Diving	30	0	38	0
Swimming	25	0	25	0
Rowing and canoeing	15	0	25	0

The disorders of degree 1 (slight) are characterized by increase of thresholds of H- and M-responses (in about 2 times of normal), some decrease in the amplitude of the H-response and amplitude ratios of H- and M-responses (in about 2 times of normal). The disorders of degree 2 are significant and more apparent, they are characterized by a considerable increase in the thresholds of H- and M-responses (in about 3-3.5 times of normal, often a threshold ratio of H- and M-responses is greater than 1), a significant reduction in the amplitude of H- and M-responses and their ratio (in about 3-4 times of normal), sometimes there is even a complete lack of H-response.

DISCUSSION/CONCLUSIONS:

The deviations of EMG parameters from the standard could serve as the earliest diagnostic sign of spinal nerve S₁ roots compression, when there are not yet pronounced clinical symptoms. The compensation of disorders can prevent further injuries of athletes.

It was found that the largest part of EMG-parameters deviations from the standard was observed in athletes, doing sports associated with permanent exercise stress of the lumbar spine, such as during jumps (freestyle, diving) (Table 1). Smaller deviations were found for athletes doing rowing and swimming and experiencing less significant load. To prevent the further development of the detected disorders in the neuromuscular system of athletes was designed and developed the set of exercises aimed at strengthening and stretching the muscles of the back, straight and oblique abdominal muscles. Also are recommended the tools that help in unload and rehabilitation of intervertebral disks, such as swimming, physiotherapy, massage.

The Effects of a High Dosage of Creatine and Caffeine Supplementation on the Lean Body Mass Composition of Rats Submitted to Vertical Jumping Training

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BACKGROUND: Creatine and caffeine are among the main ergogenic agents used in sports aiming to achieve increased power, performance, lean body mass (LBM) and delayed fatigue. Creatine supplementation has been associated with increased LBM and strength and reduced muscle mass loss. Combined with power exercise, creatine supplementation may improve performance by sparing muscle glycogen, slowing down phosphocreatine dynamics in exercise and subsequent recovery and accelerating recovery between sets of exercise, which subsequently may allow a greater number of exercise bouts to be performed. Thus, it may potentiate the strength exercise effects and result in increased LBM in humans and animals. However, its pharmacokinetics may be influenced by dietary components, such as caffeine and bicarbonate. Caffeine ingestion enhances power output during high-intensity cycling in humans. Caffeine is known to act directly on skeletal muscle leading to increased transmission of neural stimulus to the neuron-muscular junction. It also blocks the central nervous system adenosine receptors and delay fatigue during power exercise in humans and animals. These caffeine effects could enhance power training performance and hence promote alterations in body composition. Nevertheless, the potential of chronic caffeine ingestion to enhance muscular strength and LBM has not been explored. Studies on the effects of acute caffeine ingestion on muscular strength have provided divergent data. For example, while a study by Jacobson et al. demonstrated that a 7 mg/kg caffeine dose significantly enhanced muscular strength, Astorino et al. found no effect of a 6 mg/kg dose on humans.

CONCLUSION: In conclusion, high combined doses of creatine and caffeine does not affect the LBM composition of either sedentary or exercised rats, however, caffeine supplementation alone reduces the percentage of fat in the carcass. The employed vertical jump regimen increases the percentages of water and protein and reduces the fat percentage in these animals.

The Features of Functional Capabilities of Elite Basketball Players of Different Specialization

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The features on functional capacities in the body of elite basketball players of various lines have been analyzed on the basis of evaluation of the characteristics in physiological reactivity of the body which determine efficient competitive activity connected with manifestation of endurance: power of cardiorespiratory system, economy, mobility, stability and ability to realize potential of system under given conditions of the load.

METHOD: We were studying manifestation of work capacity in basketball and cardiorespiratory response ("Oxycon Pro", Jager), acid-base balance of blood (Dr Lange LP-420) to maximum and standard physical loads (treadmill LE-200C).

RESULTS: Analysis of the results shows that the highest level of functional fitness has been demonstrated by guards (235,08 arbitrary units) and the lowest level - by center players (217,59 ar.un.), whereas forwards occupy intermediate position (225,57 ar.un.). Guards, a greater degree, are predisposed to endurance work, which demands manifestation of aerobic power, economy and capacity for more complete realization of aerobic potential of the body. For forwards, the highest degree in development of factors of anaerobic power, mobility, and low degree in development of factors of stability, economy are characteristic, as compared to guards and centers. Forwards are able to more quickly achieve the high level of metabolism and function of functional systems of the body but they cannot maintain functioning level achieved for prolonged time, therefore the periods of high-intensity work should be alternated most frequently with the periods of recovery.

Centers are predisposed to work of aerobic character. Centers achieve relatively low levels of energy supply of the body (as compared to guards and forwards) but they are able to maintain the level achieved for prolonged time. We suppose that limited aerobic capabilities of center do not create pre-conditions for development of other sources of energy supply.

CONCLUSION: It has been revealed that basketball players of various lines have different levels of functional fitness and structure of aerobic ability in the body. A possibility to efficiently control preparation of athletes and determine the most optimal character of their competitive activity is considered on the basis of account of functional capacity level in the body and differences in specific factor weight within the structure of functional fitness.

The Indicators That Determine Physical Performance of High Qualification Kickboxers

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The concept of the training process in kickboxing should be based on the development of optimal training technologies, which requires the accumulation of bank model characteristics that reflect: the efficient use of funds and the volumes of training loads; adequacy of training loads of bioenergy directivity; Physiologically acceptable level of individual training loads of both general and the special performance; optimal levels of physical readiness of kickboxers; interrelation and mutual influence of model characteristics of athletes at different stages of athletic training; effectiveness of methodical technologies, that characterize the current level of preparedness of athletes for each stage of preparation.

The aim of the present work – to define meaningful indicators that determine the general and special working capacity of kickboxers of high qualification to clarify the specific features of adaptation to stress in kickboxing.

To achieve this goal in one set of studies have used morphofunctional indicators measuring girth of size of the chest, neck, shoulder, hip, leg, shoulder width, pelvis in 10 kickboxers of high qualification (Candidate Master of Sports (CMS), the first class and international master of sports).

Analyzing the individual reaction of kickboxers heart activity for the load speed of endurance was found, that the master of sports of international class more economically functions heart activity, as a result of his pulse was lower by 13.9% in the first series of 3 rounds of 40 seconds and by 16.6% ($P < 0,05$) after working for 120 seconds. Average heart rate on 40 second job was 148 beats / min, on 120 second job was 168,6 beats / min, difference was 13.5% ($P < 0,05$). Increased pressure on the duration in 3 times mobilizes a kickboxers of high qualification of the maximum pulse reserve from 74% to 84%, ie price includes more 10% of the reserve.

CONCLUSION:

1. Morphometric parameters in kickboxers 1st category higher than the figure CMS on indicators of girth of the chest, which stands for the best development of the respiratory muscles in athletes 1st grade and that their a load of great the amount of exercise on the development of these muscle groups.

2. Economization of the cardio - vascular system activity of master of sports of international class to the standard cyclic loads compared to kickboxers CMS and first class can range 13.9 - 16.6%. first class Kickboxers perform standard work with the pulse value by 24.3% higher than the CMS.

3. Adaptation abilities of heart activity of high qualification kickboxers are sufficiently large and on the growth volume the load 3 times, causes an increase in heart rate only to 7.7%. Reaction of kickboxers heart activity is more concerned with performance cyclical operation speed direction and to a lesser extent with the security attributes.

4. Proven the existence a very high correlation between the reaction of heart activity of sportsmen with the morphological parameters, such as the length of the body and limbs, girth of muscle size of upper and lower extremities when performing specific test strokes on the pillow with various duration and regardless of the spikes or lengthy percussion action of kickboxers.

The Influence of Motion Activity on the Health State of Students of Educational Institutions

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The reformation of education system does not exclude the influence of so-called "school" factors negatively influencing the health of students. The constant increase in volumes and difficulties of studied programs create conditions for overfatigue and long hypodynamia of students. Thus, the purpose of our work is to study the influence of the motion activity of students of various educational institutions on their health.

METHODS AND RESEARCH ORGANIZATION: We have carried out the analysis of the scientific and methodical literature on epy problems of motion activity and physical training of students at educational institutions. We studied 600 students aged from 11 till 17 years old from educational institutions with various forms of training who were distributed into five groups: 1 group - students of comprehensive schools; 2 group - students of grammar schools; 3 group - students of professional lyceums; 4 group - students of children and youth's sports schools; 5 group - students of Olympic Reserve schools. We used a complex of psychological and pedagogical, physiological and hygienic methods of research. The following indicators were investigated: a physical and functional state of students, higher nervous activity, analyzers, physical working capacity, physical fitness, diseases and salivina lysozime. Motion activity was defined on the basis of questionnaires filled by adolescents where they stated spent time for each kind of activity and a quantity of passed steps (locomotion) per day. Basing on the questionnaires we counted up the indicators of daily motion activity: a motion component in hours, an amount of daily energy expenditure in kilocalories and a locomotion quantity defined with foot pod. The obtained data were compared with hygienic regulations of daily motion activity.

RESEARCH RESULTS AND THEIR DISCUSSION: The analysis of research results has shown that the motion activity level of 40-60% of students when they get older decreases and does not correspond with hygienic regulations on these indicators for students of aged 11-17. Over the whole research period the older students of groups from 1to3 had a low level of daily motion activity which does not meet the requirements of hygienic regulations. The students of grammar schools had the lowest indicators of daily motion activity by the motion component and the amount of daily energy expenditure which are less than 2 hours and 2900 kilocalories respectively (when the norm is 3-4,5 hours and 3500-3900 kilocalories). By the locomotion quantity they make from 8 till 12 thousand steps a day that comprises 35-50 % from hygienic regulations: 25-30 thousand steps for boys and 20-25 thousand steps for girls. 60-80 % of these students suffer from hypokinesia as the result of inactive way of life. The calculation of the motion component and the amount of daily energy expenditure received through the time and tabular method showed that by these indicators these adolescents have 2,0-2,5 hours and 2900 3400 kilocalories. As far as the locomotion quantity concerned, it was 13-18 thousand steps a day. The insufficient motion activity of students from groups 1-3 having low indicators of daily motion activity negatively affected their state of health in comparison with adolescents whose daily motion activity indicators corresponded to hygienic standards. These students proved to have ($P < 0,05$) lower indicators of physical development, vital capacity of lungs, pneumotachometry, strength and endurance of hands and a back, physical working capacity, physical fitness. They suffer from diseases 1,5 times more and have a big percentage of low and high indicators of saliva lysozime that speaks about a lowered nonspecific resistance of an organism and a weak immune system. The students of groups 4 and 5 have considerable individual fluctuations of the indicators of daily motion activity and also its non-regular distribution throughout a week. These fluctuations of indicators are especially



marked at students from group 4. During the periods of active sports activity they have high indicators of daily motion activity (above hygienic regulations): over 30-35 thousand steps, the motion component - 4-5 hours and the amount of daily energy expenditure - 3900-4500ккал. In usual days the indicators of these students' daily motion activity are similar to indicators of adolescents from group 1. At the same time the calculation of the daily motion activity indicators per a week revealed that the indicators of the students from group 4 remain within hygienic regulations. While the students of group 5 suffer from hyperkinesia, especially during the period of trainings that in the subsequent can lead to pathologies in a growing organism.

CONCLUSIONS: The study of the students' motion activity showed that significant fluctuations of its indicators resulted from study and sports loads. This negatively affected the health state of students trained in educational institutions. The materials of our researches have a big practical value for working out health improving actions aimed at the strengthening of the growing generation's health to be held in Karaganda's educational institutions.

The Influence of Practicing BaDuanJin on Ambulatory Blood Pressure in Elderly Female Patients with Hypertension

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OBJECTIVE: To investigate the influence of long-term BaDuanJin exercise on ambulatory blood pressure in elderly female patients with mild- moderate hypertension.

METHODS: Aging from 55 to 70 years old, 24 subjects were all elderly female patients with mild-moderate hypertension. Practicing 45-50min each time, 3-5 times each week for six months and requiring the attendance of more than 80%. The subjects underwent learning and training of fitness Qigong BaDuanJin. Exercises included stretches in preparing stage for about 8 minutes; the fitness Qigong exercises twice for about 35 minutes; finishing part about 5 minutes. According to the actual situation of the individual, it appears that not in principle to fatigue and discomfort in the intensity and amount of exercise. The model Monitor MOBIL-O-GRAPH ambulatory blood pressure analysis system and MOBIL ambulatory blood pressure monitor made by IEM co. in Germany were used as testing and analysis instruments. The subjects were measured for 24 hours ambulatory blood pressure before and after 3-month exercise respectively. The changes of blood pressure between the subjects were contrasted pre and post practice. According to the original habit, eating behavior and other activities of subjects were normal during exercises.

RESULTS: Before starting BaDuanJin exercise, 24-hour ambulatory blood pressure monitoring was performed on the subjects, the monitoring results: Among the 24 subjects, the mean systolic blood pressure and diastolic pressure and pulse pressure were 148.12 ± 10.6 mmHg, 98.14 ± 11.6 mmHg and 49.02 ± 10.7 mmHg respectively. Practicing BaDuanJin 3 months later, 24-hour ambulatory blood pressure was tested again. Among them, hypertension was significantly improved to the normal range in 16 cases. The average systolic blood pressure, diastolic pressure and pulse pressure were 134.46 ± 7.2 mmHg, 85.11 ± 8.5 mmHg and 42.75 ± 8.1 mmHg respectively. Blood pressure results of 8 subjects were as follows: the average systolic blood pressure of 139.46 ± 6.2 mmHg, average diastolic blood pressure of 90.11 ± 8.5 mmHg and pulse pressure of 45.37 ± 8.1 mmHg. Compared with pre practice, the data tended to decrease. As can be seen from the above data, the mean systolic blood pressure declined from 148.12 ± 10.6 mmHg to 134.46 ± 7.2 mmHg in 13 cases. There were very significant differences between pre and post practice ($p < 0.01$). The mean diastolic blood pressure and pulse pressure decreased from 98.14 ± 11.6 mmHg and 49.02 ± 10.7 mmHg to 85.11 ± 8.5 mmHg and 42.75 ± 8.1 mmHg, there were significant differences ($p < 0.05$). Average systolic blood pressure of the other 8 patients with hypertension decreased from 148.12 ± 10.6 mmHg to 139.46 ± 6.2 mmHg, the average diastolic blood pressure and pulse pressure decreased from 98.14 ± 11.6 mmHg and 49.02 ± 10.7 mmHg to 90.11 ± 8.5 mmHg and 45.37 ± 8.1 mmHg, there were no significant differences between before and after exercises ($P > 0.05$), though there is a downward trend in the value.

CONCLUSION: Long-term BaDuanJin exercise has good effect on blood pressure in elderly female patients with mild to moderate essential hypertension.

KEYWORDS: BaDuanJin, elderly female, mild hypertension, ambulatory blood pressure

The Influence of Training Loads on the Stroke Volume in Elite Boxers

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INTRODUCTION: It is well known that functional ability of cardiovascular system in the athletes depends from the character and direction of training loads. The highest values of the stroke volume are revealed in the athletes of cyclic kinds of sports: running, swimming, rowing ect. (Alla Yashchenko, 2006). All these kinds of sports are foreseeing the training direction on endurance increasing. Boxing with its high intensity as also number and duration of fight rounds is conditioned also by high value of the special endurance (M. Burnley, A. M. Jones, 2007). Till now there is not enough knowledge as concern the functional ability of cardiac muscular in boxers.

METHODS: The main hemodynamic parameters: stroke volume (SV, ml), heart rate (HR, beats min^{-1}), stroke index (SI, ml m^{-2}), cardiac output (CO, l min^{-1}), cardiac index (CI, $\text{l min}^{-1} \text{m}^{-2}$), diastole duration, (DD, ms) and systole duration (SD, ms) with its components (isovolumetric contraction, IV, ms; ejection period, EP, ms) were registered by impedance method in 43 elite boxers, $24,3 \pm 2,1$ years old. The special workability at boxers was determined by chronodynamometry method.

RESULTS AND DISCUSSION: The main values of SI in elite boxers before the start of training's mesocycle were equal: $SI - 71,28 \pm 3,45 \text{ ml m}^{-2}$, $CI - 4,01 \pm 0,17 \text{ l min}^{-1} \text{m}^{-2}$, $HR - 58,31 \text{ beats min}^{-1}$, $SD - 394,25 \pm 6,35 \text{ ms}$, $DD - 652,50 \pm 36,13 \text{ ms}$, $IV - 114,00 \pm 3,12 \text{ ms}$, $EP - 280,28 \pm 6,40 \text{ ms}$. After the training period the value of SI might be diminished from 9,6 till 36,5 %. In these cause the HR in some athletes significantly increased. The HR increasing more than 15 % from initial level was followed with some shifts in the duration of systole components: the IC is increased (the correlation between SI and IC is - 0,56; $p \leq 0,05$), the EP is decreased ($r = 0,66$; $p \leq 0,05$), the SD is increased ($r = - 0,58$; $p \leq 0,05$) and the DD is decreased ($r = 0,65$; $p \leq 0,05$). In the cause when SI decreasing was not attended by HR increasing, the shifts of systolic structure's components were expressed, it concern only with diminishing in EP duration ($r = 0,75$; $p \leq 0,05$).

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The Model Levels of Morpho-functional Index of Volleyball Players

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RELEVANCE OF THE RESEARCH PROBLEM: Athletes with a certain body type can achieve higher achievements in sports, because the morphological characteristics of a human largely predetermine its functionality, physical development that characterize the predisposition to different types of activities. Anthropomorphological signs are individual and reflect the specific characteristics of the organism, as the factors that determine the functionality, physical development and influencing on the manifestation of the physical qualities of athletes.

Evaluation of the morphological status of volleyball players allows to allocate measures that should be considered when selecting and manning teams from among the most perspective sportsmen. It is felt that the greater the scope individual values of morphological parameters in the same team, the higher the possibility for the stability of its performance.

THE PURPOSE OF WORK: define the model level morphological parameters of volleyball players of high qualification.

In this paper we used the following **METHODS:** analysis of literary data, educational studies, anthropometric research, statistical methods of research. The studies were performed on 10 of high qualification volleyball players who have determined the linear dimensions of the body length of the upper and lower extremities, girth of size limbs, breath holding on inhalation and exhalation.

RESULTS OF OWN RESEARCHES: Analysis of the correlation coefficient between morphofunctional parameters of linear and girth of body size of high qualification volleyball players, allowed to find the weak links between the growth and the length of the shoulder $r = - 0,261$, between the growth indicators and the length of the forearm. However, the high enough correlation between growth indicators and girth shoulder and is $r = - 0,883$. Revealed a high negative correlation between the length of the brush and the growth $r = - 0,883 (P < 0,01)$.

Length of the lower extremities has not a robust interrelation of growth, and the length of legs connected sufficiently robust negative dependence, which reaches $r = - 0,655 (P < 0,05)$. Coefficient of correlation between growth and the length of the body characterized by an average negative dependence and is $r = - 0,489 (P < 0,05)$.

Found that the largest percentage of variation is characteristic of growth (23%), weight (13%), the length of the lower limbs (15%), breath holding on inspiration and exhaling (15-18%), Brush length and girth of the hip (9%). Less susceptible to fluctuations in the length of the trunk and upper limb.

CONCLUSIONS:

1. The largest percentage of variation of high qualification volleyball players characteristic for parameters of height, weight, length of the lower limbs, brush length and girth thigh breath holding on inspiration and exhaling.

2. Average positive dependence was found between the growth indicators and hip girth, negative - the length of the thigh, upper limbs, forearms, and breath holding on breath, which should be considered in the selection and training process of volleyball players.

3. Considering that the specifics of body contributes to the achievement good results in volleyball, the trainer needs to organize the selection and training process with individualized evaluate the specificity of

Tubulin Cytoskeleton Linked to Muscle Mitochondrial Function

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OBJECTIVE: Tubulin is an important cytoskeleton because this cytoskeletal protein is known to interact with mitochondria. Tubulin shows saturable, high-affinity binding to intact mitochondria and hence to mitochondrial outer membrane, although the region of tubulin responsible for binding has not yet been identified. Immunoprecipitation experiments demonstrated a specific association of voltage-dependent anion channel (VDAC) with tubulin, which indicates that VDAC could be a receptor for tubulin binding to mitochondrial outer membrane. In our research, according to analyzing the relationship between microtubule associated protein 4 (MAP4) and mitochondrial membrane protein VDAC, we try to explore whether microtubule could affect the function of mitochondria induced by a bout of eccentric exercise.

METHODS: SD rats were divided into 7 groups: control group, immediately after exercise group, 6-hour after exercise group, 12-hour after exercise group, 24-hour after exercise group, 48-hour after group and 72-hour after group. Western Blot was used to detect both tubulin(including α -tubulin and MAP4) protein expression and mitochondrial function protein(VDAC, Cyt C and COXI) expression. Co-IP was used to detect the combination of MAP4 and VDAC. The transmission electron microscope was used to observe mitochondrial ultrastructure.

RESULTS: α -tubulin protein expression decreased quickly at 6 hours after a bout of eccentric exercise. At 12 hours after exercise, the expression was the lowest. Then the expression of α -tubulin gradually increased. MAP4 expression appeared a significant increase in the group of immediately after exercise. The highest expression appeared at 12 hours after exercise, and then the expression of MAP4 gradually decreased. The expression of VDAC gradually increased after a bout of eccentric exercise. The peak of expression was at 12 hours after exercise, and then the expression declined. Cyt C protein expression increased after exercise, and the expression was the highest at 6 hours. Then Cyt C protein declined slowly. There was no change in COXI expression. After a bout of eccentric exercise, the expression declined, and the lowest was at 24 hours after exercise. The combination of MAP4 and VDAC significantly increased at 12-hour, 24-hour and 48-hour after a bout of eccentric exercise.

CONCLUSION: Eccentric exercise could induce depolymerization of microtubules, microtubule could affect mitochondrial function by the combination of MAP4 and VDAC.

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Zones of Intensity of Workloads of the Qualified Oarsmen on Kayaks and the Canoe

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INTRODUCTION: Three important questions of training workloads quota setting in canoeing are: 1) general reduction of their amount; 2) increase of their amount in set (training) zones of intensity; 3) use of complex system of "feedback" based on registration of biomechanical and physiological indicators ^[1]. Training process often is carried out by a principle of "a black box" - attempts of influence on sports result of oarsmen without occurring the changes in their organism: that is, on the basis of training models developed until the eighties.

METHODS: HR and GPS - measurement of speed «Polar» RS800 G3. Analysis of exhaled gases: «Oxicon» Mobile. Methods of biochemical blood tests: «Dr. Lange», the analysis of diaries of trainings: «Polar Pro Trainer».

RESULTS, DISCUSSION, CONCLUSIONS: In the preparatory period of a year cycle of preparation the qualified oarsmen spend more than 80 % of time in 2nd zone of the intensity that is extremely inefficient. Thus, the development of base factors of functionality should be carried out in third zone of intensity and especially at level of anaerobic threshold (table 1).

Table 1. Zones of intensity of loading in canoeing on kayaks and a canoe on frequency of hart rate and speed of moving of a boat

HR	On speed	Zones of intensity of workloads
Methods HR - measurements.	Methods of measurements of speed.	and their thresholds
1	*	Zone of regenerative workload
Threshold of 1 st and 2 nd zones (Recycling of a lactate - recovery)	*	Level HR at 40 % from the maximum consumption of oxygen
2	*	Zone of aerobic workload
Threshold 2 nd and 3 rd zones	*	Aerobic threshold, nearby 2 mMol/l ¹ , a point of first refraction HR curve upwards
3	*	Zone of aerobic - anaerobic transition
Threshold 3 rd and 4 th zones	*	Anaerobic threshold, threshold of lactate, a point of refraction "Conconi"
4	a	Zone of workloads above anaerobic threshold at speed, that is below the competitive
	B	Zone of competitive workloads
	c	Zone of workloads above anaerobic threshold at speed,

(Development of anaerobic capacity)		that is above the competitive
	d	Zone of the maximum workloads

Notes: * - speed corresponds set HR;

x - HR it is in correctly to characterize an intensity zone by HR.

The creation of an impellent stereotype on remote speeds by preparation for competitions should be carried out in an intensity zone 4в. Thus, the zone 4a (mainly used by trainers) is the most dangerous for creation of a high-speed barrier.

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