

<<奥林匹克双语课堂>>

图书基本信息

书名：<<奥林匹克双语课堂>>

13位ISBN编号：9787564401320

10位ISBN编号：756440132X

出版时间：1970-1

出版时间：北京体育大学出版社

作者：裴东光 著

页数：161

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<奥林匹克双语课堂>>

内容概要

奥林匹克教育与媒体建立和保持良好的关系很重要。
国家奥委会的媒体官员和体育主管机构不仅在体育方面，而且在奥林匹克主义价值和奥林匹克教育方面也精通这些事务。
奥林匹克运动教育的效果一部分要借助媒体。
例如，英国奥委会委托一些奥林匹克的权威人士，每月出席一次BBC的周末体育节目中，保证了在整个一年当中，对体育界人士作了一次简介。
BBC的5频道也制作了一个名为“奥林匹克之梦”的节目，着重于奥林匹克学院所有方面的工作，包含了奥林匹克基金会和奥林匹克教育的开展情况等。

<<奥林匹克双语课堂>>

书籍目录

Theme 1 The Olympic Idea Theme 2 Olympic History Theme 3 Olympic Education Theme 4 Sport, Art and the Olympics Theme 5 Olympic in China Themes 6 Olympic in China Reading : Olympic Education in China Olympic Marketing Olympics and the Mass Media 主题1 奥林匹克理念 主题2 奥林匹克历史 主题3 奥林匹克教育 主题4 体育、艺术和奥林匹克 主题5 早期奥林匹克运动与中国 主题6 中国奥委会、中国台北奥委会与国际奥委会关系问题的最终解决方案

章节摘录

For Olympism is a social philosophy which emphasizes the role of sport in world development, international understanding, peaceful coexistence, and social and moral education. De Coubertin understood, towards the end of the nineteenth century, that sport was about to become a major growth point in popular culture and that, as physical activity grounded in rule-adherence, it was apparently universalisable, providing a contact point across cultures. A universal philosophy by definition applies to everyone, regardless of nation, race, gender, social class, religion or ideology, and so the Olympic Movement has worked for a coherent universal representation of itself a concept of Olympism which identifies a range of values to which each nation can sincerely commit itself whilst at the same time finding for the general idea a form of expression which is unique to itself. Generated by its own culture, location, history, tradition and projected future. De Coubertin, being a product of late nineteenth-century liberalism, emphasized the values of equality, fairness, justice, respect for persons, rationality and understanding, autonomy, and excellence. These are values which span nearly 3000 years of Olympic history, although some of them may be differently interpreted at different time. De Coubertin said: "but now Olympia... has been rebuilt or rather renovated under forms which are different because modern, yet steeped in a kindred atmosphere ?

"The contemporary task for the Olympic Movement is to further this project: to try to see more clearly what its Games (and sport in wider society) might come to mean. This task will be both at the level of ideas and action. If the practice of sport is to be pursued and developed according to Olympic values, the theory must strive for a conception of Olympism which will support that practice.

<<奥林匹克双语课堂>>

编辑推荐

《奥林匹克双语课堂》：北京市属市高管高校人才强教计划资助项目

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>