



網球運動文化的變遷

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一、前言

網球運動隨著近年來的經濟發展，呈現一股蓬勃的現象，加上週休二日的來臨使得運動休閒變的重要。網球是深受大眾喜愛的運動，是因為它不再是貴族運動而高不可攀，不論是在網球場設置的普及化甚至在球具周邊的器材都以便宜、方便、易學（迷你網球）的因素做考量，其盡可能符合網球運動的便利性，這是使得網球能人人接受，進而人口快速成長的原因。有了廣大的網球人口自然對競技的人口也隨之提昇，這對提升國家網球運動的發展皆有深遠的影響。任何一種運動都有其歷史淵源，網球運動也不例外，經由長時間的演變而形成不同時期的文化特徵，這些文化代表這項運動的演變進程。茲以「文化」一詞於定義上有許多不同的版本，而且在不同之領域及學者亦有不同的詮釋及註語，因此要確切的界定實為不易。然就「文化」之德文 Kultur、英文 Culture、兩者皆源之於拉丁文字 Cultura，意思即耕作、培養、教育、發展、尊重等（易劍東，1998）。美國學者懷特（White, L.A.）認為文化定義綜合了物體（工具以及由工具製造成的產品）、行為（各種類型的行為）、觀念（信仰與知識）和感情（態度與價值）等四大部分（曹錦清等譯，民79）。是以運動文化（Sport Culture）一詞而言，引用「體育大辭典」對運動文化的定義是：指身體運動文化領域而言，是無法很切確地說出其概念。於今人類的社會生活中，為了解決身體、運動或其他生活的問題，利用了種種的辦法，創造出各式各樣的運動型態與方式，且經過了時間的演繹，以及社會的變遷，或予以淘汰，或予以積存下來。這就是運動的樣式、理論、理念及思想，進而造成一種獨



自的語言、設備、器材等，那麼運動文化可說是含蓋了這些。宏觀網球運動的文化，其歷史約為八個世紀（最初從12世紀前）。然現今的所見競賽方式其歷史亦有一世紀了（鄭元慶譯，民72），無論從場地的變化、網子的高度及網球器材（包括拍子、球、衣服），皆涵蓋於網球運動文化中。而於今的網球特性與普遍性皆與商業脫不了關係，然而這些文化的變遷，是一種商業的革命，亦或是追求更完美、更客觀、更公平的表现，似乎牽繫著網球不斷改革的一種驅動力。本文茲以「文化」及「運動文化」所界定的精神，試加以闡明細述之。

二、網球運動簡史

網球的名稱有許多種的稱呼，而每一稱呼起因於不同的區域所致，是不同的文化背景所造就出的詞彙。而今全世界的統一稱呼網球

正——“Tennis”。

一、世界上的網球遊戲，計有三種：一種是屬流傳於世界各國的網球（Tennis），一種是屬流行於英、美、澳的草地網球（Lawn Tennis），另一種是屬流行於中、日、韓的軟式網球（Soft Tennis）（體育大辭典，民81）。網球之名稱在於不同的區域及國家而被賦予不同的名字。在早期英國即稱為Tennis，或者更細分即稱為Real Tennis，或Royal Tennis；在美國則稱之為Court Tennis；法國稱之為Jeu de Paume（Hand ball）；在澳洲亦稱為Royal Tennis，因此不同的名稱起因於各國網球歷史的發展而略有不同。但早在十二世紀之前，網球便已在法國開始成形，可以說是網球的源頭（網路資料a，民89）。在1555年以前，網球運動只流行於皇族中，被稱為「宮廷遊戲」，至今仍有人稱之為是貴族的運動項目。

二、網球在1896年成為雅典奧

運會的比賽項目之一，但1924年在巴黎奧運會正式被刪除，然而在1984年洛杉磯奧運會又重回奧運會示範項目中，1988年正式成為韓城奧運的項目（許樹淵等，民89）。在此之前，大滿貫的網球職業賽是許多選手莫不爭取比賽的機會，進而言之，即是有積分排名和優渥獎金的制度。倘沒有這些誘因則世界頂尖網球選手對比賽會感到興趣缺缺，尤其奧運比賽因為他們一年的賽事已經排的滿滿，要多一個無關的賽事安排，也只會增加負擔而已。我們亦可以看出，包括早期在足球、籃球、高爾夫等在職業賽中的水準，都遠超過正式的奧運會，因此在奧運的精神所標榜的業餘精神，無非對最高的競技舞台設了一個門檻，因此會有美中不足之處，但後來為實現奧運是最高競技舞台，也就破除此障礙。在早期溫布敦的網球比賽也發生同樣的事情，即限



制職業選手的比賽，因此許多優秀選手紛紛轉戰至美國來參加（許樹淵等，民89），無形中溫布敦不再是優秀選手參加的賽事了。網球或許因太過職業化、商業化的結果，導致選手為追求更高的名次與獎金而迷失其中，甚而捨棄能代表國家參加奧運是一種崇高的榮譽，在追求高水準的舞台演出之同時，選手心理、道德、榮譽心及相關組織賽事的限制，倘能以健全、遠見及宏大的視野來面對，相信對網球運動文化的推展與提升水準上會有所助益。

三、網球運動文化的進化

從「文化」與「運動文化」的定義套用在網球運動的文化裡亦包含了，場地、物體（器材）、理論等。以下分別從特性與美觀（場地）、力量與速度（器材）等文化來探討網球運動的演變。

一、特性與美觀場地

（一）、最早期的網球場地發現最早比賽用的網球場是草地球場（在法國城堡的中庭或是修道院中被建築包圍的四邊形場地（網路資料a，民89）。而具有網球場雛形的場地應說是成砂漏計時器，兩邊頭大，中間細成葫蘆形狀，在1874年由英國人Wingfield少校所設計的網球場（Buchanan，1951；聯廣圖書譯，民81）（兩端的網柱寬6.4M，發球中線長6.9M，底線寬11.1M，長25.9M，發球區只有一邊，只要發入球場中央即可），是現今網球場的前身。而現今的標準網球場地呈長方形。十六、十七世紀時，光是在法國巴黎就已有超過1800個網球場，而史書記載，在十六世紀曾有球場被建在法國一艘2000噸的船上，由此可看出當時對網球的狂熱程度（網路資料a，民89）。

（二）、網球場地是經過長時間的演變，最早期的場地在宮廷內的大廳，它是作為網球遊戲的場地。而

（三）、網球場地的演變，從簡易的場地（場地中間不用繩籬，在十七世紀初才改用方格子網）進而發展及改良出不同性質的球場有草地（人工和天然）、紅土、硬地。



這裡試以四大網球公開賽的場地及特性做介紹，因為它在網球的歷史文化裡代表了不同國度及區域的精神及文化的特色，在網壇文化來說是具有舉足輕重的地位。四大網球公開賽，最具吸引全世界頂尖好手齊聚一起切磋、較勁一展身手的地方，電視及傳播媒體也都會不約而同地投向四大網球賽焦點上，是公認的重大賽事。

1. 在墨爾本的Fendick Park所在地舉行澳洲公開賽。首次加入比賽時間在1905年，至今已經有96年的歷史。而由於當地的氣候炎熱且濕度又高因此對選手來說會消耗大量體力，而由於在比賽場地的材質(Rebound Ace)少鋪了一層塑膠，不但表面看起來沒有那麼光滑，在場地的速度也會沒有那麼快。

2. 在法國最浪漫的城市巴黎，舉行法國網球公開賽。在1925年首次加入大滿貫的比賽，至今已經有

76年的歷史。而比賽地點位於巴黎東郊一個叫Roland Garros的地方，法國公開賽為紅土球場，它的球彈跳速度慢且球彈跳的高度會比其它球場來得高，因此，以強力打法的選手會因場地關係，對選手發出來的力道及速度而影響原本占有的優勢，因此是黑馬出頭的大本營，相較於許多球王則是終結之地。法文有一句話說“terre battue”，就是“累死人的地方及讓你失敗之處”（李球，1997）「因頂尖選手較喜歡比賽較快的節奏-發球上網」。場地的彈跳有時正常，有時會彈跳的不規則（有碰到線邊）會讓你伸長了兩隻手都有可能碰不到球。

3. 在英國倫敦西南方的一個小鎮溫布敦(Wimbledon)的地方舉行溫布敦網球比賽。最早的網球比賽在1877年，至今有124年的歷史，是大網球公開賽歷史最悠久。「草地」與「傳統」是溫布敦最大的網球文

化特色。比賽的球場是草地球場，草地球場是世界上最難保養的網球場，因為草遇到下雨的時候，不但高低不平且不容易排水，所以世界上的草地球場越來越少，溫布敦跟其他草地球場不同的地方，它是用四種不同的燕麥草和蕎麥草等之類的草結合而成的天然草皮（網路資料，民89），跟一般的人工草地比較，球彈跳的高度及速度更多變。然而溫布敦草地會如此翠綠的原因

之一是因為英國的春雨下的細密又穩定，球場慢慢吸入雨水，對草皮的底層可以保住溼度（Bodo，1998），有助於草皮的生長，因此較一般草地球場在比賽中更能顯現它持久的特性。在第一週的比賽最難打，因草高低不平，球彈跳高高低低，到第二週的時候草地已經被磨平，選手也漸漸的適應了。

4. 現在在美國網球比賽的場地，是紀念已去世的偉大黑人選手艾許



(Arthur Ashe)，在1997年命名艾許球場。在1881年首次舉辦網球比賽，至今已擁有120年歷史。使用的是硬地球場，它跟澳洲公開賽的材質不太一樣，場地的材質(Deco Turf II)比澳洲公開賽的場地多鋪上了一層塑膠及壓克力。因此跟澳洲的硬地比較起來，球彈跳起來的速度比較快。

網球場地之所以有這麼多不同的屬性及特色，主要在於網球文化發展上的時代不同所造就出來，它正是代表那個區域文化的演變。然而相較於選手，須知道它的文化背景及場地的特色，因此須要充分的準備與適應，才能有完美的演出。

對許多選手而言，場地的性質會影響球技的發揮，不是每一位選手都能適應所有的場地，這其中還包括室內場地。以美國選手山普拉斯(Peter Sampras)來說，征戰了無數的大小比賽，也拿過數不清的獎

項，但他目前就缺法國網球公開賽的冠軍(紅土場地)，而無法如願以償「武林至尊，一統天下」的心願，因此，這些不同場地的文化背景及變化的確具挑戰性。另外一項我們可以確定的是球場的命名，在先前大多以城市的所在地來命名，現今以人物(尤其是艾許球場)、企業體(贊助商)來命名也不乏其數。近來

發現在室內的網球場地(ATP比賽)，在顏色上做了突破性的改變：藍色，這對場地文化的演變歷史也會記上一筆，然而這些改變的幕後推手：商業(企業、媒體)是扮演最重要的角色，而觀眾也牽繫其中(符合觀眾視野的需求)且緊密的結合。

二、科技材料：速度

網球在以前被稱為貴族化的運動項目，顧名思義就是以高尚、珍貴及稀少。因為它的特殊，因此只有錢、有地位的紳士才可享受這運

動，他們藉此來達到交誼性質的一種運動，因此所表現出的是一種溫柔、文雅的文化特色。曾幾何時網球運動文化經由不斷的改良，發展出以速度為趨勢的一種文化現象，就背後所帶來的影響，是網球便成具有高度科技化、快速化(Power)及技巧化的工業，對於這些文化的演變，主要於網球器具的改良，相較傳統的網球器具已有明顯的不同。為了要追求高強度、高水準的演出及滿足人類對極限刺激的欲求，在網球的器具的改良上引進高科技的材料與技術，的確引起了重大的變革，目的，就是要創造紀錄(速度)。

(一)球拍的發展上日新月異，在一定的時間就會有更符合人體工學新的產品問世，現已多得不勝枚舉。在早期沒有球拍，是以兩手掌來擊球，之後就利用木板來代替兩手，再演變由羊皮紙板來代替(體



育大辭典，民81）。球拍的演變從木製、鋁合金、鋼質、碳纖維複合物（由碳、石墨、尼龍、玻璃纖維、PI...）（張志純譯，民79）、到太空產物鈦合金（鋼）球拍等。而在拍形狀上有三角形、四角形及像劊子形狀彎曲的拍子（Buchanan，1951）、1976年有加大的拍面問世（Gray，1999），它可增加擊球面積。就網球拍文化的發展時間來劃分，可分為60年代的木製、70年代的金屬、80年代的碳纖維、玻璃纖維（江勁彥，2000）到現在的鈦合金等複合物的球拍。因此結合先進的航太技術材料，引起球拍革命性的改變，超輕、超硬、超靈活性和絕佳的控球性，的確為球拍的發展開啓了新紀元。在早期木製的球拍比現在的球拍短少了2吋（胡娜等，年代不詳），使用木拍的時間也約有450年之久（陳錫雄，1996）。而球拍的長度近年也有若

干的改變，例如華裔張德培使用的球拍（32吋）及國內王思婷等選手也都使用的加長型球拍，這些改變能提高先天體型上的不足，以張德培的這樣體型能躍入曾經是世界第二，長拍不無功勞。因此在1997年以前許多選手使用加長型的球拍，但2000年以後球拍長度不得大於29吋（網球協會，1998）。球拍的改變對網球的文化帶來了革命性的變化，無論在高度的競技化及大眾化，的確平衡及縮短了差距。在以往只有貴族才享有的運動，現已被日見的普及化，而球拍顏色、種類、數量上都琳瑯滿目應有盡有，甚至價格上比以前更便宜，一般人及選手更可針對個人需求而特別量身定做，這些都拜教育、經濟、科技之所賜，而普遍性的結果，網球運動已不在那麼遙不可及。

（二）球的改變上，最初是用布捲成圓形，再用繩子綁成（體育大辭

典，民81）。在顏色上早期是白色，黃色用球已經使用了30年（胡娜等，年代不詳）。球的變大比傳統的球大了6%，約7.08公分（標準的網球直徑約6.35公分至6.67公分之間）。1999年7月，國際網球總會（The International Tennis Federation）宣佈網球修訂案，這是經過是10多年來的提案與爭論允許大球使用於所有層次的比賽。自從這依次修正案之後，大球已開始在台維斯盃以及美國網協（USTA）聯賽中使用（Wilson，2000）。網球的現勢是一種強力的網球，對於強而有力及速度快的選手是非常有利的，尤其是在草地網球賽更是快速快決的比賽來形容。進一步的說，一切都發生的太快了，毫無精采可言。因此ITF修訂此次的條文有助於增加網球賽式的精采度，在業餘球員及教學上而言，這種較大、較慢的球，可增大目標、更有充分的時間準備、減



少失誤及延長擊球次數 (Gray, 1999)。但在職業選手而言，特別是男子頂尖球員，則呈現反對的聲音。

(三) 衣服的改变，早期選手的服裝女子選手大都以穿著裙子、頭頂大盤帽，男子選手穿著白色長衣、褲。1919年法國南蘭小姐 (Suzanne Lenglen) 已少見的作風，破除服裝上的束縛，第一位穿起無袖衣、短裙的女選手 (許樹淵等，民89)，是破天荒的頭一遭，對那時保守的年代無不是相當大的衝擊。然而商業化的結果，衣服不再只是純白，各式各樣的球衣、顏色陸續出現。在溫布敦網球公開賽很明顯不同於其賽事，在衣服的文化，它以保守的傳統服裝，相較於美國以盜匪 (詮釋上應是花俏、鮮麗) 穿著服飾著名 (廖秋煌，1998)，卻有明顯的落差。然而比賽當然是選手為主角，但是在商業化的影響，著名

的運動贊助廠商 (Nike、Adidas、Rebok、Fila...)，無不卯勁的透過比賽來宣傳其產品，來達到促銷的目的，但伴隨而來的是，球員不但比球技更比新潮的運動商品，因此競技場也便是他們展示服裝的伸展台。衣服穿著除講究美觀、舒適性外，更強調還能增加選手表現的高科技產物，因此若沒有這些優秀的選手作為代言人相信會失色不少。因此服裝上的文化變遷的確是活絡了整個運動世界，也豐富了觀眾的視野。無獨有偶的是在英國溫布敦還是承襲傳統，維持他們既有的文化特色，球員須穿著純白球衣，不但講求秩序、且須有禮貌的向觀眾致意，甚至在裁判、球童依然穿著傳統草綠色的服裝，場地、建築也都以綠色作為標記。在現今科技文明快速變遷的時代，它有如在大漩渦裡不被淹沒的文化鬥士，還能堅持及保有傳統的文化特色且呈現一

種返璞歸真的風貌，在現代與傳統拉鋸裏卻有著不同的感受及在文化上的價值。

四、結論

網球運動文化是經過無數次的演變，而形成豐富的特色色彩。宮廷式的運動、一般市井小民甚至到最高競技舞台的職業比賽，所呈現的是每一時期的文化特色。經濟的發達、科技的文明，帶給了網球運動文化的改革。職業化、商業化的結果，是否會影響球員在追求理想而奮鬥的最初理念，在演出的動機裡會因追逐獎金而迷失了方向？；在玩家及運動家精神的淡然。人類的文明在追求真善美的心理催促下，孕育及豐富了網球文化，且在物換星移的巨大世界潮流中，如何能保有網球運動既有的文化而又能跟上時代潮流卻又不失其本質，也是值得我們未來努力及探究的方向。許多的修改是針對不合時宜而



作的改變，尤其在網球的運動上，如何能增加它的可看性、方便性及娛樂性那就能捉的住廣大的Fans，這對網球推展上是不容忽視，而這些的改變才能在瞬息萬變運動潮流中屹立不搖，確保它最好的呈現。

在現今的趨勢裏，運動與媒體的良好結合裡，其影響甚鉅，更是無遠弗屆，尤其對任何運動推展而言。

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報 導



教育部



重要體育工作報導

體適能檢測安全注意事項

各位親愛的老師，為了讓體適能檢測順利安全進行，減少意外發生，在檢測時，請老師們注意下列安全相關事項，謝謝。

學生體適能護照實施理念

「學生體適能護照」是關心學生健康而設計的，為提升學生體適能，教育部特別提出「提升學生體適能333計劃」，希望藉由每週運動至少「三天」，每天至少「三十分鐘」，且運動期間的心跳率可厲達到每分鐘「130次」左右，並持之以恆，養成規律運動習慣，進一步擁有好的體適能，使身心更健康。

「學生體適能護照」共有五個檢測項目，希望檢測教師及受測學生都能保持安全為原則實施檢測，以鼓勵代替責難，事先調查學生的身體狀況，檢查場地、設備、天候等外在因素，充分熟知「運動意外傷害處理程序」，對於身體不適或不宜接受檢測的學生絕對不應該強迫檢測，並告知學生檢測過程僅以自身的能力合理適當盡力完成，不宜有過度競爭的心態。教導學生了解要擁有健康的身體，保持良好的體適能，是促進自己健康的重要方法。而保持良好的體適能，就應該養成規律的運動習慣。

在現代科技掛帥，電腦化與機械化使靜態的生活方式形成一種趨勢，「學生體適能護照」的實施期望能經由運動333的方法；在態度、認知與行為上重視體適能及規律運動習慣；並期盼學生、家長和教師共同參與，一起為關心學生的體適能與健康而努力！



一、檢測前

1. 請先熟悉下列運動之傷害處理程序：

(1) 迅速查看病情，做必要之緊急處理措施。

(2) 傷害嚴重時，速尋求校內健康中心(保健室)醫護人員協助，同時電二〇召救護車或替代車送醫。

(3) 醫護人員尚未到達前，如狀況緊急，應當機立斷，先行送醫。

(4) 請校內醫護人員或同學共同前往照料。

(5) 通知家長、體育主任、訓導處及校長。重大意外傷亡時，應報教育行政主管機關。

(6) 請自填貴校最近之醫院資料，以備急需：

a. 醫院，電話： 地址：

b. 醫院，電話： 地址：

c. 健康中心(保健室)電話(分機)：

(7) 緊急處理流程圖，如附件一。

2. 檢測前先瞭解學生的身體狀況，如有心臟病、心律不整、高血壓、氣喘、癲癇、胸痛、胸悶、懷孕、關節炎、腰痛、頭昏、身體虛弱者，並不適合做體適能檢測，千萬勿強迫學生測驗。(體適能網站上提供相關問卷，可上網列印使用)

3. 檢查場地、設備是否安全，例如跑道有無障礙、坑洞、濕滑或危險物品等，立定跳遠場地是否太滑、太硬等。

4. 檢測時，如天氣太過炎熱，可以延期再測。

5. 檢測前務必做熱身運動。

6. 各項檢測可以讓學生先練習。

7. 提醒學生，800或1600公尺跑走只要盡自己的能力即可，切勿勉強，萬一不能持續跑時，可以改用快走的方式進行。800和1600公尺跑走，請安排到最後一項測驗。

8. 告知學生體適能檢測的目的是要讓學生瞭解自己的體適能狀況，與體育成績無關，以免學生為了成績而發生意外。

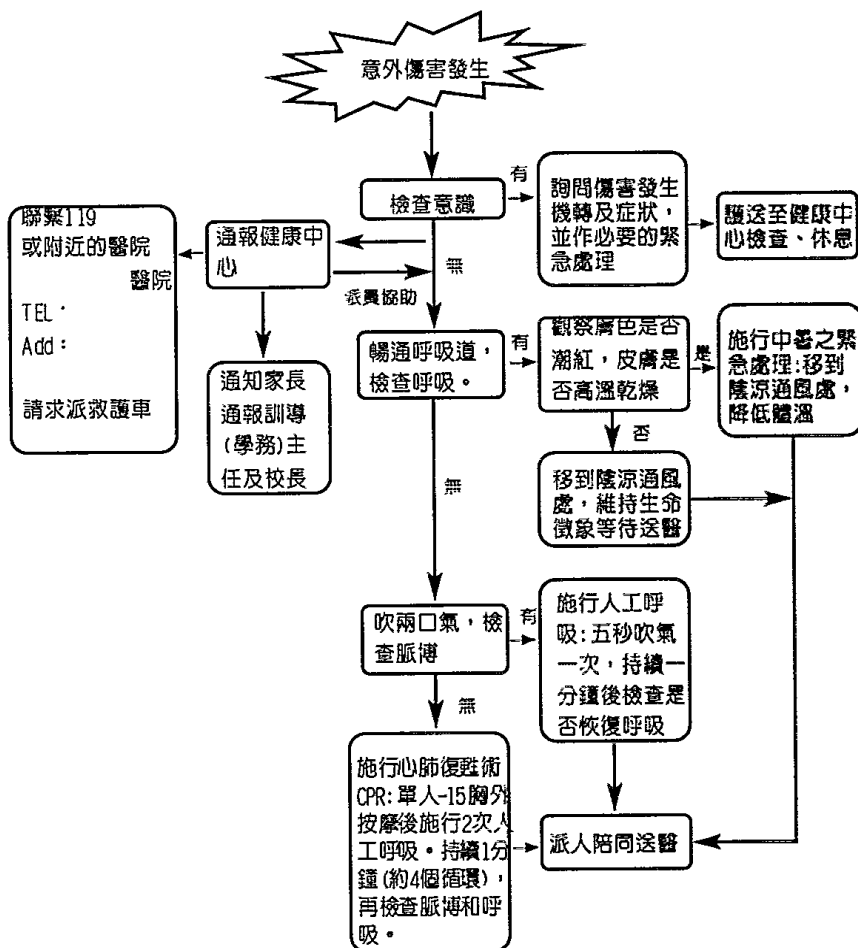


生完成整個檢測。

1. 老師務必親自在場指導學生測驗。
2. 觀察每一位學生的跑步狀況，如有發現情況不對，無法持續檢測者，應請其休息，勿勉強學生完成整個檢測。
3. 勿讓學生打赤腳做800公尺或1600公尺跑走測驗。
4. 提醒學生，立定跳遠時勿臀部著地，以免造成腰椎受傷。

9. 告知學生，檢測時不要與同學互相競爭或比賽，以免發生意外。
 10. 若學生主動提出不能參與檢測，老師應完全接受學生的意見。
- 二、檢測中

意外傷害緊急處理流程圖





三、檢測後

1. 瞭解是否有身體不適的學生，以便處理。
2. 測驗完後仍應做緩和運動。
3. 養成遵守紀律的習慣，勿讓學生先測完先下課。

九十年年度各級教育行政機關學校體育衛生業務 主管研討會

九十年三月十三日、十四日兩天，假花蓮市辦理九十年年度各級教育行政機關學校體育衛生業務主管研討會。會中就（一）如何落實提昇學生游泳能力中程計畫（二）如何落實學生體適能護照制度（三）如何發揮國民中小學體育促進會之功能等三項專題加以討論。計有各級教育行政機關體育衛生業務主管及承辦人員共六十人參與。

二十一世紀·體適能新契機記者會

九十年三月一日，部長主持「二十一世紀·體適能新契機」記者會，宣布八十九學年度第二期全面實施「學生體適能護照」，自國小四年級至高中(職)三年級，估計有近三千所學校、三百萬名學生將人手一冊體適能護照。會中並與民間企業十一家贊助廠商代表舉行簽約儀式，以宣示政府與民間企業首度之合作；同時特別邀請藝人卜學亮擔任學生體適能活動代言人，親自至學校推廣體適能活動，期增強中小學學生參與規律運動之習慣。

中等以上學校運動成績優良學生升學輔導

依「中等以上學校運動成績優良學生升學輔導」辦法，輔導運動績優生升學方式，主要分甄審、甄試、插班考試及獨立招生等四種，其中甄審甄試升學作業，本年度由輔仁大學承辦。本（九十）



學年度計有二四一校提供二、六六一個名額供國中畢業之優秀選手升學，有二、六一〇個名額供高中畢業之優秀選手升學。有關各校獨立招生部分，核定辦理本年度重點運動項目績優生單獨招生之學校計有十五所。

九十年全國各級學校拔河比賽總決賽

九十年五月十八日至二十日假國立體育學院舉辦「九十年全國各級學校拔河比賽總決賽」，本項比賽為國內最大規模之拔河比賽，世界拔河總會會長更讚許為全世界最大規模的拔河比賽，本年度共分九組，約有一、五〇〇隊報名參加各縣市或各區的預賽，經選拔共有二〇三隊晉級總決賽。

二〇〇一年全國高中校園自由撒野拉力總決賽

九十年五月十九日假台北市立大同高中舉辦「二〇〇一年全國高中校園自由撒野拉力總決賽」，由二〇〇〇年雪梨奧運跆拳道銅牌得主紀淑如擔任代言人，台北市長馬英九也親臨現場與青年朋友一起同場競技，比賽共分為教師男子、女子組、高一男生、女生組、高二男生、女生組等六組，總計有全國高中超過一九〇支隊伍，近二、四〇〇位青少年朋友參加決賽。

八十九學年度全國中小學校健身操總決賽

教育部委託臺北市立體育學院舉辦之全國中小學健身操比賽，經過數月來各校的激烈競賽後，於六月七、八兩日假臺北體育館進行最後總決賽。

教育部表示今年健身操預賽，計有一千一百一十隊，分別來自全國二十五縣市，而獲得參加總決賽資格則有七十五隊，係數月來於全國分區複賽中的菁英隊伍，其參賽人數約有二七七五人，將



於總決賽中一決勝負。

健身操決賽組隊方式是分為國小、國中及高中(職)組，依健身操內容區分為規定組及編創組，規定組以班級單位，編創組則以校為代表。新式健身操依學制及年齡不同又分為：國小低年級組的「剪刀、石頭、布」、國小中高年級組的「GO!GO!跑、跳、碰」，國中組的「挑戰130」、高中(職)組的「超越巔峰」，均以打破傳統制式體操之結構與型態，以律動和舞蹈的型式呈現，使學生在充滿活潑的旋律中，快樂的學習，透過自然律動及自由編創意識展現運動之力與美。

一年一度的健身操比賽已為全國各中小學列為重要的活動競賽項目之一，各校亦積極配合教育推行，所展現的不僅是剛健及動態之美，其富有節奏韻律，更展現宇宙生命的創造活力，透過健身操的比賽，讓學生學習高度的團隊及合作精神，並期達到運動、健康、快樂的目的，培養青春、朝氣、活力之社區環境。

八十九學年度國民中小學學校午餐營養師專業精進營

九十年五月二十七、二十八日假台南縣走馬瀨農場辦理「八十九學年度國民中小學學校午餐營養師專業精進營」，以落實本部推動學校午餐食物內容及營養基準政策、實施與評估午餐教育成果、展望中央廚房之供餐新技術及供膳管理電腦化等，計有國民中小學學校營養師、直轄市政府教育局及各縣市政府營養師共一五〇人參加。

九十年年度加強學童視力保健種子師資研習

九十年三月二十六、二十七日兩天假台北縣舉辦「九十年年度加強學童視力保健種子師資研習」，藉由此研習會，培養各縣市視力保健眼科專科醫師，依據「學童視力保健考評及獎勵要點」配合各



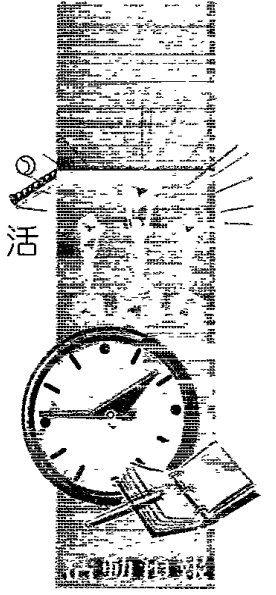
縣市政府進行視力保健複評及宣導教育工作，並負責擔任轄區內國小及幼稚園（托兒所）教師視力研習之講師，以落實推動學童視力保健工作。計有各縣市眼科專科醫師及各縣市教育局負責視力保健考評之督學或業務承辦人約一三〇人參加。

「親愛的小朋友·部長把格子變大了」記者會

九十年四月二十日部長親自主持「親愛的小朋友·部長把格子變大了」記者會，本部經與眼科醫師、衛生單位、兒童發展、人體工學、國語文教科書編輯委員等學者專家參照國際標準，已研議修正我國國民小學學生作業簿格子尺寸，以減少學童在小格子內近距離地費眼力書寫複雜國字，造成眼球睫狀肌過度緊張、近視度數增加。會中宣布將國小低年級作業簿格子長寬由1.5公分×1.5公分，修正為2公分×2公分；字旁注音格子長寬由1.5公分×0.5公分，修正為1.5公分×0.8公分。本部已函請縣市政府教育局規範國民小學採購低年級作業簿時依新標準辦理，更新時程自九十學年度配合九年一貫新課程實施。

「把eye找回來·愛眼天使 視力保健 親子 ——愛eye——嘉年華活動」

九十年四月二十二日假國父紀念館廣場舉辦「把“eye”找回來·愛眼天使 視力保健 親子——愛eye——嘉年華活動」，邀請台北市、台北縣、基隆市、桃園縣市、新竹縣市等地區各公私立國小低年級及幼稚園之學童與家長參與，希藉此活動推廣學童與家長共同培養視力保健觀念與習慣，以改善學童視力。活動內容有舞台區視力保健主題秀、園遊會闖關區及眼科專科醫師義診站等，並贈發愛眼嘉年華護照。范政務次長親臨會場致詞，並呼籲學校教師及學生家長共同推動視力保健工作。

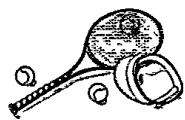


活動看板

高中體總（九十一年二月至五月）
中小學棒球運動聯賽籌備委員會（九十一年二月至五月）
師大體研中心（九十一年二月至五月）
（活動名稱／時間／主辦單位／電話及聯絡人）

●九十一年二月份高中體總重要活動事項

1. 九十學年度高中籃球聯賽甲級男生準決賽、甲級女生複賽／91.2.1-2.4／高雄市立高雄中學／教育部／(02)27783636-20競賽組——謝志成
2. 九十學年度高中籃球聯賽乙級複賽／91.2.1-2.7／北：臺北市師大附中；南：高雄縣鳳山商工、鳳山體育館／教育部／(02)27783636-20競賽組——謝志成
3. 九十學年度國中籃球聯賽乙級複賽／91.2.1-2.7／北：臺北市百齡高中、臺北市中正高中；南：高雄市三民家商、高雄市七賢國中／教育部／(02)27783636-19競賽組——謝志成
4. 九十學年度國中籃球聯賽甲級男生準決賽、甲級女生複賽／91.2.5-2.8／高雄市立高雄中學／教育部／(02)27783636-20競賽組——謝志成
5. 九十學年度國中籃球聯賽甲級決賽／91.2.22-2.24／臺北體育館、高雄市立高雄中學／教育部／(02)27783636-17競賽組——楊雅雪
6. 九十學年度高中籃球聯賽甲級決賽／91.2.22-2.24／臺北體育館、高雄市立高雄中學／教育部／(02)27783636-17競賽組——楊雅雪
7. 九十學年度國中排球聯賽乙級決賽／91.2.23-3.4／臺中縣立富春國小／教育部／(02)27783636-20競賽組——倪光毅
8. 九十學年度高中排球聯賽乙級決賽／91.2.23-3.4／臺中縣立體育館／教育部／(07)7813635競賽組——倪光毅



●九十二年三月份高中體總重要活動事項

1. 九十學年度國中排球聯賽甲級決賽／91.3.6-3.8／高雄市莊敬國小／教育部／(02)27783636-27 競賽組——倪光毅

2. 九十學年度高中排球聯賽甲級決賽／91.3.6-3.8／高雄市立前鎮國中／教育部／(02)27783636-20 競賽組——倪光毅

3. 九十學年度國中籃球聯賽乙級決賽／91.3.9-3.11／臺南市立延平國中／教育部／(02)27783636-17 競賽組——楊雅雪

4. 九十學年度高中籃球聯賽乙級決賽／91.3.9-3.11／高雄市中區立七賢國中／教育部／(02)27783636-17 競賽組——楊雅雪

5. 九十學年度運動聯賽總檢討會／91.3.20／高雄市／教育部／(07)7813635 競賽組——沈秋伎

●九十二年二月份至五月份師大體研中心活動事項

1. 辦理中小學體育訪視工作／91.1-91.6／國立臺灣師範大學體育研究與發展中心 23637399 林佳慧小姐

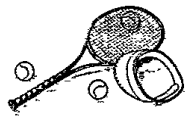
2. 辦理大專院校體育訪視工作／91.1-91.6／國立臺灣師範大學體育研究與發展中心 23637399 翁子惠小姐

3. 辦理九年一貫健康與體育領域體育教師研習會(初階)／91.1-6／國立臺灣師範大學體育研究與發展中心 23637399 林佳慧小姐

4. 辦理九年一貫健康與體育領域體育教師研習會(進階)／91.1-6／國立臺灣師範大學體育研究與發展中心 23637399 林佳慧小姐

5. 辦理學校體育教師運動急救課程研習會／91.5／國立臺灣師範大學體育研究與發展中心 23637399 翁子惠小姐

6. 辦理各類障礙學生融合式體育教學研習會／91.1-91.5／國立臺灣師範大學體育研究與發展中心 23637399 姜惠婷小姐



7. 編印適應體育簡訊／91.1-91.5／國立臺灣師範大學體育研究與發展中心 23637399 姜惠婷小姐
8. 辦理各類適應體育專題研討會／91.1-91.5／國立臺灣師範大學體育研究與發展中心 23637399 陳海瀚先生

9. 辦理適應體育國際研討會／91.1-91.5／國立臺灣師範大學體育研究與發展中心 23637399 陳海瀚先生
10. 辦理適應體育夏令營／91.1-91.5／國立臺灣師範大學體育研究與發展中心 23637399 陳海瀚先生
11. 辦理身心障礙者體適能活動營／91.1-91.5／國立臺灣師範大學體育研究與發展中心 23637399 姜惠婷小姐

●九十一年二月份至九十一年五月份中小學棒球運動聯賽籌備委員會重要活動事項

1. 協助及輔導各縣市辦理高中軟式組縣市預賽及全國決賽／91.1-91.3／中小學棒球聯賽籌委會／(02)27735903 競賽組

2. 協助及輔導各縣市辦理國中軟式組縣市預賽及全國決賽／91.1-91.4／中小學棒球聯賽籌委會／(02)27735903 競賽組

3. 協助及輔導各縣市辦理國小硬、軟式組縣市預賽及全國決賽／91.1-91.5／中小學棒球聯賽籌委會／(02)27735903 競賽組、裁判組

4. 訪視各縣市辦理三級聯賽事宜／91.1-91.5／中小學棒球聯賽籌委會／(02)27735903 競賽組

5. 協辦年代股份有限公司辦理金龍青棒賽全國決賽／91.2／中小學棒球聯賽籌委會／(02)27735903 競賽組、裁判組

6. 受理各縣市辦理基層教練、裁判巡迴講習申請及協助辦理講習會／91.2-91.5／中小學棒球聯賽籌委會／(02)27735903 訓輔組

7. 協辦中華職業棒球聯盟全國三級棒球菁英賽／91.1-91.2／中小學棒球聯賽籌委會／(02)27735903 競賽組、裁判組

English **A**bstract of **E**ssays

■Effect of Sport on the Social Life of the Old People

/ Wan-fu WU

"Late years" is the last period of life, which is the period for people to look back and review what to loss or get during the youth period, and enjoy the results achieved and fruits of efforts by hard working in the past. If people of this society may investigate in advance on the existing value and function of the old people, learning to rely on their wisdom and long time of precious experience, then, the happiness and well being of human society might be promoted to a higher level. For this reason, the author from the view point of person, family, society and country, the problems about old people shall be pay much attention. If we wish to rely on the old people's wisdom and precious experience, we have to pay attention to their physical and mental health as well as social life. With all these, the old people may have willingness to live on, and to get along with people. The best method to keep healthy is reasonable sports. And, these sports include physical sports, mental (brainstorming) sports, and human relations and inter act. Among these, the most inspiring and effective sport is to participate in old age sport club activities, if so, people can keep physical and psychological health as well as promoting human relations, enjoy meaning and interest of life.

■Swimming Sport of the Old People

/ Ho-mu CHEN

In the recent years, it is pointed out in many research papers, to perform proper recreational sports may keep physical and psychological well-being and healthy, improve life quality and keep long life as well as improving good personnel relations.

The most effective aerobic sports to prevent chronic diseases include walking, jogging, bicycle riding, swimming, aerobic dnace and Tai-chi Chuan. And, among all of the said sports, "swimming" is the most suitable sports for the old people, and bring less sport injury than other sports.

If the old people may refer to the various basic acknowledgements and concepts introduced in this article when they are performing sports, earnestly practicing what one advocates, it is deeply believed that swimming sport surely will bring you healthy and long life as well as happy life.

■Prescriptions of physical activities for the elderly

/Yong-Jen Huang

Prolongation of life expectancy and a shift in the population towards the older years have drawn our

English **A**bstract of **E**ssays

attention on the health status of the old. How to make old people to have a healthy, and fulfilling life, stay away from various kinds of illness as well as employ available human and medical care resources for the care of the elderly are on the top agenda.

Old people can train for themselves. This can be done by starting from increasing the capacity of the lungs, the muscles, muscular endurance and suppleness in the body. Taking parts in physical exercises help the prevention of cardiovascular diseases and also of fractures in the bones. Stamina in the heart and lungs is increased by means of aerobic training, which is effective in eliminating excessive fat; in particular those built up in the abdomen. Moreover, low depression and anxiety levels have been found in the elder people subjects, who just took part in exercises. This therefore indicates that physical activities also contribute old people's psychological health.

■ Training muscular strength in the old people.

/ Chuan-shou CHEN

Old people should not be seen as a burden on family and society. The increase in problems associated with the old population should receive full attention. What needs to be done includes the change of views on the elderly, the establishment of a sound social system, health care system and the development of the 'third medicine', which include sports and rehabilitation (Treatment and prevention of illness are the first and the second medicine respectively). The people in physical education and sports spheres have made a considerable amount of contribution in this aspect and among which is idea of the training of the strength in muscle. How to made such training as safe as possible and integrate it into everyday life is an important area for future research. Currently, the author of this article is doing a study on this field with a group of researchers. The study looks into various training methods and devices.

■ Prescriptions for the functioning of heart and lungs of the elderly /Shin-Tso Huang

The process of aging is the experience that everyone will inevitably go through. No-one escapes from getting old. Aging will gradually cause the degeneration of the functioning of our bodily organs which include the heart and the lungs.

The heart and the lungs are said to be the 'first window of the life' and are the most important organ

English **A**bstract of **E**ssays

to the sustaining of human lives. The functioning of these two organs is not only closely related to the exhibition of signs of life in a person but also the quality of the person's everyday functioning.

It has been shown in many researches on the relation between the elderly and sports show that regular exercise ameliorate, and/ or fortify the functioning of the heart and the lungs as well as to slow down the aging process.

Therefore, with the increasing shift in population towards the older years and the common disorders such as cardiovascular diseases found in the elderly, sports can play an important role in the advancement of the quality of life in the elderly as well as in the prevention of their health problems.

■ **The elderly, osteoporosis and sports**

/Hung-Lian Chang

The investigation above shows that osteoporosis is a common health problem among in the elderly. Evidence based on the World Health Organization studies indicate that 1 in 3 women aged between 60 to 70 years of age in the world suffer from osteoporosis and more than two thirds women aged 80 and above are with this illness.

Many people consider osteoporosis as a part of aging process. Furthermore, a lot of people who are suffering from osteoporosis are not even aware of it. Such kind of misapprehension and negligence can be attributed to a lack of understanding of the nature of the illness itself.

In fact, osteoporosis is an illness that can be prevented before its development. Taking part in physical activities such as sports has been found to be a prevention method to combat osteoporosis. Starting sports on a regular basis in early age is healthy for our bones.

Finally, one example will be given to demonstrate the importance of active participation in physical activities. Ho-Chin Lin is of 105 years of age this year and has been a typical provincial female in whole her life who helps the family with farms and all kinds of housework. When she was 95 years old, she was still physically capable of going to the hen house up in the mountain to do the chores. When she was asked how to remain so healthy at old age, 'take more walks' is her reply. Before she reached 100 years of age, she could walk for a long distance. This was done without the help of a cane. With a walking stick, she can still manage to take long walks everyday. Do you think she looks like a osteoporosis sufferer from her photograph?

English Abstract of Essays

■ The advancement of physical health and psychological value for the elderly by

Tai-Chi

/Shao-Chin Lan

Poor health and illness can lead elderly people to feel despondent, withdrawn, lonely and distraught. On the other hand, good health is associated with positive attitudes, energetic life styles, happiness, satisfaction, kindness and approachability. The introduction of Tai-Chi teaching that is orientated towards the physical capability of the aged group can encourage old people who are originally physically weak and seldom play sports to take up Tai-chi without much difficulty. By doing so, one cannot fail to see positive effects of Tai Chi's on the physical and psychological health of this particular segment of the population. It is never too late to take up sports if one wants to gain and maintain a sound health in body and mind. It is hoped that the elderly of the whole world have an opportunity to work out and fulfil their exercise plans instantaneously and easily in order to stay illness free and enjoy the rest of their lives.

■ Stretching exercise to increase the suppleness of the body for the elderly

/Ping-ping Huang

The degeneration of the functioning of the organs in human body can be attributed to insufficient amount of exercise and the aging process. Appropriate amount of physical activities can help slow down the degeneration process and therefore maintain a healthy body. Suppleness is considered as one of the prerequisites to a body's fitness. Having a supple body indicates a better resilience in the muscles and sinews. It also shows more flexibility in the movements of the joints. Stretching exercises that do not involve in too much physical strength can help the elderly improve their quality of life as well as ameliorate the damages caused by falling accidents. Old people are advised to take part in some daily stretching activities that are designed on the basis of the condition of their physical fitness. Stretching exercises should be part of their everyday life. However, the safety concern relating to any exercise should not be overlooked. The danger of taking too excessive exercise can be avoided.

■ The elderly and table tennis

/Shu-Chuan Shieh

Research evidence shows that there is a negative correlation between the capacity to take part in sports and age (King et al, 1992). As a person gets older, his/her physical ability level to participate in

English **A**bstract of **E**ssays

activities tends to decline. Therefore, how to make the elderly to attach more importance to sports and maintenance of health is a priority issue. People are likely to modify their health behavior after when they fully understand and accept the effectiveness of taking part in sports on health.

Table tennis is an easy sport to take up and it has been found to be able to promote good health. Table tennis can be easily integrated into the daily lives of the middle aged and elderly people. It can slow down the degeneration process of bodily functioning as well as to improve physical fitness. It can also advance the psychological wellness. On the whole, table tennis can effectively improve the physical capacities of the middle aged and the elderly as well as prevent the development of chronic diseases and improve active life expectancy. It can also contribute to a better quality of life. Table tennis is a sport that is worthy of active learning and participation.

■Strategy and counseling for people in old age: an example of sports and leisure activities.

/Li-Chin Yeh

Kou-Yen Huang (1994) suggested 4 ways of living a happy life in the old age: (A) Be ware of the state of finances: maintaining a sound health and good financial state; (B) Cherish your spouse: A good relationship with the family members is crucial for the maintenance of health and wellness in life. It also helps combat sense of loneliness. Sharing a life, solving difficulties with a spouse and also giving mutual support can be seen as the most joyful experience that a person can have in old age. (C) the importance of establishing and maintaining companionship: Anxiety and stress can be alleviated by having talks with friends. Hence having a network of friends is good for psychological health. (D) Not being intervening: One's high spirits can be maintained by staying poised and not intervening in every triviality encountered.

Fisher (1995) argued that an successful aging for an individual is the one that combines the past and present life time experiences which is then used as ingredients for planning for the future. An elderly who are classified as successfully going through the aging process can make use of their past experience to make their current life more fulfilling and also set goals for their future. They are constantly involved in learning and developing themselves. 5 characteristics associated with a successful aging elderly by Fisher are: (A) Being able to interact with others; (B) Having a goal in life; (C) having a sense of self-acceptance; (D) Involving in self-development; (E) having a sense of self-control. One of the crucial

English **A**bstract of **E**ssays

factors for successful aging is the procession and maintenance of vanity (Russell, 1987). Below is some suggestions on how to make an life of an elderly more satisfying:

1. Everyone experiences transitions in different life stages. The quality of adaptation to a new lifetime transition is likely to be affected by the situations and society a person is in. Therefore the best way is to make use of the available resources in one's surrounding environment.
2. The elderly should actively take part in all kinds of social activities and develop healthy habits. If one's physical condition is allowed, he/she can volunteer to provide services to the public which can in return increase the elderly's senses of self-esteem and self-worth.
3. If a retired elderly can experience the positive effect of leisure activities on the quality of life, and also take some healthy sports, he/she can go through a more successful aging process.
4. Establishing a sound financial plan before retirement to secure the life in old age.
5. Building up a close interactive relationship between parents and children. Children should spend more time with their elderly parents and try to see things from parents' viewpoints. If it is allowed, giving parents financial support is favorable.
6. The elderly often have lower senses of self-confidence and self-esteem. Hence support offered by family members are of great importance.
7. The elderly should develop and maintain a habit of taking exercise, pay attention to their diets and life style as well as have regular healthy check-ups.
8. The elderly are encouraged to take part in outdoors activities and joint in different societies in which they can extend their network of friendship and obtain new resources.
9. The elderly should share their life time experiences with family and friends with a more open heart. They should be aware of the change of times and have respect and hence accept the ideas of the new generation.

■ Aerobic exercise Fitness Sport Pedagogy for the Elderly

/ Huei-lan Chiang

Aerobic exercise programmes for the elderly should be devised as easily as possible for old people to learn. Also, melodies to accompanied those programmes should be the ones with which old people are familiar. For example, the 60's, 70's music, folk songs, jazz, Latino music, POP, Swing, Big Band and

English **A**bstract of **E**ssays

Christmas songs. The use of the above mentioned music can add more fun to this exercise.

The most suitable exercise for an individual is the one that is seen as most enjoyable. People normally take part in such kind of exercise with a will and with ease. Therefore, coaches / instructors involving in teaching the old should be full of confidence, kindness, energy, sincerity, devotion, patience, cordiality as well as be helpful. Coaches/ instructors are able to construct a relaxing learning environment. Such kind of environment is beneficial to the learning process in which students gradually make exercise as part of their everyday life and therefore develop a healthy way of living. Coaches/ instructors teaching the old how to do aerobic exercise should encompass safety concern, creativity as well as adopt a devoted attitude in their teaching philosophy. They themselves should also constantly learn new things and evaluate the effectiveness of their teaching methods.

■ **Functionalist views on participation in sports among the old people** / Li-shih HU

An increase in the old population has been noticed in the majority of developing countries in the world and the problems associated with the aging structure of human population cannot be ignored. It can be considered as a great achievement of the mankind to have more elderly in our population since it shows that there has been an improvement in the living standard in our society as well as advancement in the medicine. On the other hand, it can also be seen as a challenge. Whether or not prolongation of life is an indication for an improvement of quality in life is a point that we should be concerned with.

The phenomenon of an increase in the old population is also found in Taiwan. However, less than a quarter of this particular population claimed that they are contented with their lives. Evidence shows that 24.7 in 100000 elderly people in Taiwan committed suicides. This suicide rate is higher than in United Kingdom, where the rate is 8.9 in 100000, and than in United States where is 20.6 in 100000. One of the contributing factors for the high suicide rate among the Taiwanese elderly is found to be associated with health conditions. Among them, 55.5% are with some kind of health disorders. On average, one elderly person is found to suffer from more than one type of illness. Similar health problems are also found to prevail among the elderly in developed countries such as Japan, United States, and Germany ...etc.

The participation in sports for an elderly person is closely connected with his/her view on sports and his/her willingness to take part when he/she is young. Hence sports for the old should be considered

English **A**bstract of **E**ssays

as part of sports for all. We all hope to remain healthy in our old age and sports can help us achieve this. Care for the elderly in our society is tantamount to care for ourselves. That is, if we can provide a more comprehensive support and facilities of sports for elderly people now, we can all benefit from all these later when we reach old age.

From a functionalist point of view, the whole society can benefit from encouraging old people to take part in sports. The expectation is to carry out the plans designed to increase the participation of the elderly in sports activities to allow the various ideas of functionalists to be realized.

■ Strategies for increasing the number of participants in sports

/Chin-shong Kou

While the efforts on sports products are being made by the government, private enterprises, sports organisations and schools, three wireless television companies in Taiwan have decided to cut down the budget for the production of sports programmes. Changes are also found in sports cable television companies such as ERA and Tong-sen. They have also decided to transform the nature of their production from specialized sports programmes to more diversified ones. In addition, many research shows that the population who take sports in Taiwan are fewer than those who do not. Evidence from the above leads to the conclusion that maybe the people in Taiwan after all do not enjoy sports and also sports management is not something that is worth investing in. Although we have not pessimistically given up the hope regarding the attitude towards sports among the people in Taiwan, it is necessary to adopt more practical and strategic action plans to deal with the problems associated with low participation rates in sports. They may include making sports more attractive to the public, retaining the numbers of people who regularly take sports as well as extend sports to the potential participants. An analogy can be drawn here. Two salesmen from different sports goods companies go to Africa on a market research tour. Two opinions are formed after seeing the fact that many Africans do not have shoes on their feet. One thinks that there is no market in Africa for shoes while his/her counterpart sees the opposite. The one who sees a potential market in Africa considers it necessary to devise appropriate and strategic ways to tackle the market situations in Africa and the investment should be made on a long-term basis.

English **A**bstract of **E**ssays

■ Strategic Application of Conflict Management in School Physical Education

/ Chia-wen Hung

Recommended Conflict Strategy:

(1.) Information Disseminating: If a leader may take good use of communicating channels, smartly delivering certain information that can arouse positive emotion response of the staff, which will be helpful to raise level of conflict, and create good reaction. For example, since the college physical education course has become elective course, many college and university will face embarrassing situation to lay off employees. Via spreading the information of lay off, the school physical education authority may stimulate the organization to have danger conscious, and even working harder on duty, and achieve the goal of promoting the level of organization.

(2.) To recommend new blood: during the process of organization development, in order to stimulate the organization to be renewed or readjusted, the authority usually recommend new employees who have different background, standard of value, attitude or management style from the old. In school environment, people usually insist to recommend so called "pure bred" employee, which means that only graduate students of that same school will be considered. And this will result in a problem of similarity, the organization will have the phenomenon of lacking vitality and vigor. The authority of School management shall recommend different new employees in order to stimulate the crisis conscious in the organization.

(3.) Competitiveness Encouragement: in order to promote the level of competitiveness and potentials in organization, most of the organization and group have extra payment to that people who have outstanding achievement, and which is a crucial factor to stimulate or raise the level or effect of organization. Especially in the highly competitiveness society, school physical education cannot stand out of this trend or ignore it. Only the "quality" of school physical education being promoted, then, the competitiveness of whole organization will be raised, too. Therefore, it is crucial to recommend competitiveness function and system, especially in the positive competing, and forms a excellent quality of competitive culture. This characteristics is exactly what school physical education being lack of.

English **A**bstract of **E**ssays

■ Life and Philosophy: The Mind Leads the Body

/ Chieh-shan CHIANG

Philosophy seeks truth.

Truth discovers in wisdom.

Wisdom identifies direction.

The mind leads the body.

The body determined the lifestyle.

The dream of yesterday is the reality of today.

The reality of today is the inspiration of
tomorrow.

Holistic approach is the way.

Globalization approach is the key.

Health is the only thing that finally counts.

Health is the most important thing that one has.

It is our attitude.

It is our brainpower.

It is our commitment.

It is our determination.

It is all in our mind.

It is the way we approach the life.

That makes it all the difference.

We are the leaders of our mind.

We are the captains of our action.

We are the masters of our destiny.

Birthday reflection 2001

Age means reality.

It means acceptability.

Life goes on as moving clouds.

It passes as long flowing river.

Some things become less and less.

Other things become more and more.

Year in and year out the flower is the same.

Year out and year in the life is not the same.

Life searches for some things.

But it leads its own consequences.

Many things one can live without.

Some things one must have them forever.

They are difficult to differentiate.

As they often either comes too late or never.

Necessary changes must take place in time.

As no one knows how much time one has
left.

Life never means to be easy.

Much progress depends on struggles.

Grateful of what one has.

Much progress depends on struggles.

Grateful of what one has.

Make the most of what one can.

Peter Chen

25 Feb. 2001

Taipei

E *nglish* **A** *Bstract* *of* **E** *ssays*

■ Crisis and Turning Point of Sport Sponsorship Commercialization

/ chia-huei Hsiao

Sports Sponsorship has become a kind of strategic activity in enterprise marketing, which is the second fund resources next to TV Broadcasting, also a crucial factor of a successful sport Game. In fact, sport sponsorship has become a very successful and effective marketing communicating tool. Besides, the concerning activities of sport games under the patronizing of sport sponsorship from enterprise cooperation, resolving the embarrassing situation of fund shortage. Therefore, sport organizations have sufficient funds and resources to maintain normal running, developing concerning activities. More than this, there are more successful sports games are held. The sponsorship cooperation may be said that it is based on the all-wins cooperation model for both the enterprise and sport organizations.

Till today, the developing of the sport games has become the focus of mass media and magazines. Mass media rely on sport and develop gradually, also sport instigates by the mass media and grows prosperously. For sport fans, with mass media, they may easily enjoy and obtain competition report from mass media, and will not feel upset for unable to obtain competition results due to various life restrictions. It is just like that sports fan can get all information even without step out of home. Beside, in big scale of sport games or competitions, there often have many promotion activities, which enables the participants, audiences and inhabitants spend less money but get the same quality of merchandises and services.

Therefore, sports sponsorship on merchandise do have more advantages and less disadvantage for sport organization, enterprise organization as well as common people. In order to keep this cooperation for long, enterprise and sport organization both shall understand the essence of competition and activity, realizing mutual needs, and via the making, performing, communicating as well as modification, reasonable sponsorship contracts, the all-wins sport sponsorship environments could be created.

English **A**bstract of **E**ssays

■ Strategy to enhance women's participation in leisure activities

/Min-Ling Chin

Marketing should be carried out on the basis of the results of continuous appraisals in (leisure) activities in order to ensure its efficiency in fulfilling the needs of the participants of activities concerned. It is necessary to conduct continuous appraisals with standardized methods on activities which are characterized by low participation rate of women and then carry out plans based on those results of the appraisals which are then followed by sets of evaluation. Combining various results of different marketing researches can be used for analyzing the orientation of women's participation in activities at their leisure time. Those data is effective in use when the needs, interests and motivation in leisure activities among women needs further investigation.

There is no magic ways to attract women to take part in leisure activities. However, the need to conduct more research on women on this particular field becomes increasingly important when at the same time efforts are being made to create more opportunities in leisure events for people. Obstacles can be overcome if systematic marketing plans are carried out. It has been found that the majority of women are (constantly) in search of their stance and capability in leisure activities, as well as a balanced life style and a safe and convenient place to carry out those activities (Bialeschki, 1999). Promulgation of the research findings of similar kind is of great importance in this aspect. Activities, which may interest men, may not necessarily appeal to women. However, if women are found to take part in certain activities as the research findings indicate then the marketing strategies of the leisure activity developers can be considered as a success.

■ Analysis of Website Material Filing of Sports Organizations in this Country

/Chun-chiang WANG

The ninety decades of the 20th Century is the prosperous growth period of World Wide Web and Internet, has brought change in human life style and form. I may be seen from the world tide change, the 21st century must be a web scientific era. In the coming of the 21st century, web has become a new

English **A**bstract of **E**ssays

form of mass media, also face the competitiveness of mass media. Civil sport organization, especially national sport association, has "sole" and "unique" characteristics and advantages. Under the popular and famous advantages, how to promote its visibility, it is indeed the direction and focused working point in the future. In this competitive scientific and web era, promotion and propaganda is strive for everything. Web communication will be the best means for communication. Sports organizations need to pay efforts on their Website, which is the direction to develop and work for.

■ Training Specialty of Woman Weightlifting

/ Shen-yuan CHEN

In the training of woman weightlifting, it is crucial to catch each the characteristics of each period of growth, to apply in time, precise and focus training. In order to get excellent results in the next international competition, we have to strengthen and focus on woman weightlifting sport, and strengthen science selection, techniques, psychology, training nutrition, recovery measures, injury prevention, etc. To cultivate young athletes and promoting the development of woman weightlifting, winning the highest honor for this country. The 2000 Sydney Olympic Games has completed successfully, and the highest physical education authority of this country, National Council on Physical Fitness and Sport of Executive Yuan, will aim at the phenomenon of chaos and make a solution. The present physical education policy also will have big scale of change. We look forward to the new government may lead us to a new era of sport and physical education.

■ To Investigation of Sport on Women Bone Density

/ Chai-liang TSAI

The Contributing factors to the formation of Osteoporosis includes:

- Early menopause
- Ethnological differences
- Long-term insufficient intake of calcium
- Lack of regular exercise

English Abstract of Essays

- Underweight
- Family history
- Smoking
- Excessive drinking
- Excessive consumption of tea and coffee

Type U Osteoporosis is the result of gradual increasing loss of calcium in the bones.

■ Change Process of Tennis Sport Culture

/ Chien-ping LEE

Tennis sport culture has been through numerous changes, forms into abundant specific colors of its own. A palace sport, today common people even achieve the level of professional competition of the highest level. What it appears is culture characteristics of each period. Economic development, science and technology culture, bring revolution of tennis sport culture. The result of professionals and commercializing, whether it will effect the players' original ideals of fighting for goals, and missed in chasing for high prize of award? Human culture, under the goal of looking forward to truth, goodness and beauty, has created abundant tennis culture. Yet, it is worthy to thinking about that how we may keep the original tennis culture as well as to catch up with the trend of time under such a huge tide of change at this time.

Many fixing is aimed at the parts, which are no more suitable at this time. Especially in tennis sport, how to make it more entertaining, convenient and popular, and attracts huge amount of sport fans, it is a crucial issue in tennis development. And these changes may stand in the changeable trends as well as have best performance. For the trend of today, the good connection between sport and media will produce huge influence on any sport development.

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