

<<奥林匹克双语课堂>>

图书基本信息

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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。

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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.

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