

IMPACT 2008 OLYMPIC GAMES IN BEIJING FOR INCREASING THE MOTIVATION OF THE CHINESE POPULATION TO SPORTS

Abstract: The Olympic Games are always a huge incentive for the development of sports in the country – organizer. Formation of motivation for physical exercise is one of the important stages of familiarizing the Chinese people to physical culture and sports. The article analyzes the existing literature on the subject.

Keywords: Sport, The Olympic Games in Beijing, popular sports, material and technical base.

Relevance. It is well known that the Olympic Games are always a great incentive for the development of sports in the country – organizer, as not only contribute to the promotion of physical culture and sports among the population, but also supported by a remarkable material and technical base, which remains held by a major event in the country for a long time. Cities that host the Games, with the Olympic cycle several years developing its infrastructure, build new sports facilities, etc. This coincidence helps draw in physical training and sports the maximum number of people. Therefore, the Olympic Games, held in Beijing in 2008, was given the maximum attention from both the government and various non-governmental organizations, and businesses.

The goal – to identify the impact of the Olympic Games in Beijing on China's population increased motivation in sports.

Tasks:

1. To study the influence of the motives of the Olympic Games in Beijing to attract Chinese people to physical culture and sports.
2. Consider the most popular sports of the country's population.
3. Investigate the material and technical base for training in Chinese sports.

Results and its discussion. According to scientists , the most significant motives for attracting people to regular physical training and sports are:

- Interest subject to the sports activity;
- Promotion of sports in the country;
- The state of the material and technical base for physical culture and sports.

To determine the influence of the Olympic Games to improve the motivation to regular physical training and sports is necessary to conduct sociological research population.

Analysis of available sources for the problem under study showed that the maximum increase in interest in physical culture and sports in the Olympics has caused the age groups up to 30 years [1].

They are students of secondary schools and students of secondary and higher educational institutions, working youth.

Parents Council – 15 % teachers Council 12 %, sports selection 32 %, on their own initiative 24 %. After Olympics 17 %, with friends for the company 10 %.

A significant indicator of the impact of the Games in Beijing, according to the researchers, are the reasons for respondents to sports [2] .

To this end, young people were interviewed directly attack or are already involved in sports. Analysis of available data shows the maximum number of respondents have started to be engaged as a result of a conscious choice. This indicates that people are sensible approach to the choice of both the sport and compliance with the individual characteristics of the chosen sport. Nevertheless, the holding of the Olympic Games attracted to sport 17 % of young people, and this is the reserve needed to replenish the national teams.

If we talk about the popularity of sport, the first thing it should be noted the light and heavy athletics, figure skating and speed skating, swimming, sports and artistic gymnastics, and of course, table tennis. In this sport athletes of the country occupy high positions in all sports. Such popularity of tennis in China due to the fact that, in fact, this sport is little expended so many available, it begin to play from an early age.

From team sports – it's volleyball, basketball, football and hockey. Very popular among Chinese fans today enjoys basketball. It is well known that the Chinese women's volleyball team is one of the strongest teams in the world. Hockey Team China at present preparing to debut at the Olympic Games in 2022, where he will participate as a representative of the host country.

Today, China is a huge construction site for the construction and reconstruction of sports facilities. Great influence on it had XXIX Olympic Games 2008. In preparation for the 2008 Olympics have been put into operation following the Olympic venues: Beijing National Stadium "Bird's Nest" National Aquatics Center "Water Cube", National Palace of Sports, etc. Twelve sports facilities rebuilt, reconstructed eleven, commissioned 59 training bases and platforms.

Conclusions. Studies of influence of the 2008 Olympic Games in Beijing to attract Chinese people to sports allow us to state that:

Games XXIX Olympic Games in 2008 have increased public interest in sports at all ages, but most – in the age groups up to 30 years.

The number of working in different provinces in China after the Olympic Games in Beijing has increased by almost 50 %.

Holding the Games in 2008, the increased popularity as a traditional sport for China, and the new – hockey, football, etc.

Preparations for the 2008 Olympics provided a modern sports infrastructure, which also provided an opportunity to a greater number of people to engage in sports.

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**ИЗОТОНИЧЕСКАЯ СИЛОВАЯ НАГРУЗКА НА ЗАНЯТИЯХ
ФИЗИЧЕСКОЙ КУЛЬТУРОЙ С УЧАЩЕЙСЯ МОЛОДЕЖЬЮ,
ИМЕЮЩЕЙ ДИАГНОЗ БЛИЗОРУКОСТЬ**

Аннотация: физические нагрузки изотонического характера должны сочетаться со специальными упражнениями для глазных мышц. Особое внимание должно уделяться специальным упражнениям для глаз с дозированным режимом фаз рабочего напряжения, расслабления и отдыха. Особенно важно уделять внимание физическим нагрузкам учащейся молодежи.

Ключевые слова: миопия, учащаяся молодежь, физическая культура

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**ISOTONIC POWER LOAD AT PHYSICAL CULTURE LESSONS
WITH STUDENTS WITH A DIAGNOSIS OF MYOPIA**

Abstract: physical activity isotonic nature must be combined with special exercises for the eye muscles. Special attention should be given to special exercises for the eyes with a dosage regime phase of the operating voltage, relaxation and recreation. It is especially important to pay attention to physical exercise for young students.

Keywords: myopia, schoolchildren, physical culture