

Research on the mechanism of scientific popularization and promotion under the background of national fitness

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Abstract

The main use of literature method, through the China National Knowledge Infrastructure, Wanfang database, with "national fitness", "scientific fitness popularization", "health literacy" as the key words to search, summarized and concluded the current national fitness science popularization in China existing problems: the national dominant position of science popularization is obvious, but social participation is obviously insufficient; The main forms of popular science are activities and publicity, and the content and form need to be optimized. The awareness of scientific fitness is low, covering a single population; The institutionalization of scientific fitness popularization lags behind, and the integration of sports and medicine is low. By putting forward targeted suggestions, broaden the popularization channel of scientific fitness, and provide a more solid foundation for improving the national constitution and air defense diseases.

Keywords

Scientific fitness, Promotion and popularization, The general public, Popular science.

1. Introduction

With the popularity of the concept of national fitness, more and more people have joined the national fitness team, and the development of national fitness has achieved gratitizing results. The Opinions on Building a Higher level of Public Service System for National Fitness proposed that by 2025, the proportion of people who regularly participate in physical exercise should reach 38.5%; By 2035, the proportion of people who regularly participate in physical exercise will reach more than 45%. Therefore, in this process, in addition to driving more people to participate in the national fitness, it is also necessary to drive more people to master scientific fitness methods and promote the high-quality development of national fitness. As a part of the popularization of science, the popularization of scientific fitness should not only follow the opinions and suggestions of the development of national fitness, but also follow the opinions of the popularization of science and technology. The Opinions on Further Strengthening the Popularization of Science and Technology in the New Era pointed out that it is necessary to strengthen the responsibility of the whole society and strengthen the capacity building of science popularization. Among them, it is particularly important to strengthen grassroots science popularization services. The popularization of science focuses on the grassroots, so does the popularization of scientific fitness. The popularization of scientific fitness should adhere to the development thought of taking the people as the center, and actively carry out the popularization of grassroots scientific fitness activities relying on grassroots mass sports organizations, communities, schools, units, hospitals, scientific research institutes, etc. At the same time, we should establish a scientific fitness popularization team with excellent quality and comprehensive knowledge and skills of sports and medicine, and take multiple measures to carry out the popularization of scientific fitness.

At the same time, we should broaden the popularization channels of scientific fitness. Nowadays, the channels for people to learn scientific fitness skills are expanding, but in order to better popularize scientific fitness skills, we still need to work hard to broaden the channels. In particular, we should make good use of the "Internet +" model to further expand the coverage of excellent scientific fitness skills, combine fitness guidance with AR and VR technology through short video, online teaching and other forms in the 5G era, and build an all-weather, uninterrupted online scientific fitness guidance team. In addition, for traditional newspapers, radio, television and other media, it can also give full play to its inherent advantages, strengthen the production of scientific fitness popularization content, and provide a continuous stream of products. With the development of intelligent fitness equipment, intelligent fitness path, intelligent community gym and other intelligent fitness venue equipment should be further popularized in the future to help the public grasp the correct fitness method in the fitness process and understand their own condition in time. At the same time, according to the monitoring data of intelligent equipment, the participants were guided to increase or decrease the fitness intensity at a timely and appropriate time to avoid the occurrence of sports injuries. Popularizing and promoting scientific fitness knowledge and methods is a necessary and important link in the development of national fitness, which requires not only the sports department to shoulder the heavy responsibility, but also the active cooperation of other relevant departments and all walks of life. To work hard and innovate, we need to put more effort into the popularization of scientific fitness, strive to achieve high-quality development, and inject strong impetus into the construction of a healthy China and a sports power.

2. Research Results

2.1. The national science popularization is obviously dominant, but the social participation is obviously insufficient

First of all, the state has increased its investment and policy intensity in promoting science popularization activities year by year, and formed a relatively perfect science popularization system and mechanism. For example, the relevant laws and policies of the state in the field of science popularization are becoming more and more perfect, and governments at all levels are actively promoting the development of science popularization activities. At the same time, the number of domestic science and technology consulting institutions and universal education institutions has also increased sharply, providing a solid foundation for the cause of science popularization. However, the current social participation in science popularization still needs to be improved. On the one hand, some popular science programs and news reports are too specialized and obscure for ordinary people to understand and participate in. On the other hand, the content of some popular science projects and activities may be relatively single and not attractive enough for the public to actively participate in them. In addition, due to the guidance of national policies and the limitation of investment, some popular science projects may have certain limitations, and also need more social and market forces to improve and develop. In conclusion, although the country has achieved some successes in promoting science popularization, there are still some challenges and opportunities in promoting the wide participation of the public. To solve this problem, we can start by promoting the updating and upgrading of the content of science popularization projects, broadening the channels and methods of science popularization, and guiding the market investment.

2.2. The main forms of popular science are activities and publicity, and the content and form need to be optimized

The Institute of Sports Science of the General Administration of Sport of China and sports popularization units at all levels have promoted the popularization of national fitness science

by means of popular science lectures, posters and dissemination of popular science materials, through the holding of "large lecture Hall for the popularization of national fitness science", "a long journey of national fitness" and "Sports to the countryside". Sponsored by the Youth Department of the General Administration of Sport of China, the National popularization of scientific fitness guidance for adolescents in 2018 was launched in Guangzhou, and the "Big campus" platform of campus and community integration was used to publicize and popularize new ideas and methods of scientific fitness in Beijing, Guangdong, Anhui, Hunan, Jiangsu and other provinces and cities. These activities were mainly activities, and the stage characteristics were more obvious. However, the local scientific fitness popularization institutions prefer to hold large-scale mass physical exercise activities, in the name of activities to promote publicity, objectively speaking, the effect of related knowledge publicity is not obvious. Many urban communities will post national fitness posters and distribute promotional materials, but such information publicity effect is very poor, it is difficult to attract people to stay. In reality, the coverage group of scientific fitness popularization is mainly the elderly, the youth is mainly the school physical education, and the middle-aged people's fitness needs are ignored to a certain extent. In view of this, the national sports administrative departments and related scientific fitness popularization institutions should provide diversified and enriched fitness contents and forms.

2.3. The awareness of scientific fitness is low, covering a single population

Although the Institute of Sports Science of the General Administration of Sport of China has carried out the popularization of national fitness science for many years, the awareness of the people in many parts of the country is still relatively low, and even the state has listed August 8 as the national fitness Day, the people participating in the national fitness activities are still relatively vague. At present, in the popularization of national fitness science in our country, the focus of attention is mainly on the middle-aged and elderly people, and insufficient attention is paid to the youth, the disabled and other groups. Although the majority of adolescents receive sports skills training in school, in the process of sports skills training, it is also necessary to shape the atmosphere of sports participation by the scientific popularization of national fitness and guide adolescents to continue to participate in sports activities. For the majority of people with disabilities, not only is there a shortage of accessible sports facilities, but also the scientific popularization of rehabilitation methods for people with disabilities is not the responsibility of the community but of professional service organizations. Compared with foreign community service centers to undertake exercise rehabilitation for the disabled, the support of scientific fitness for the disabled in Chinese communities is obviously insufficient. It is urgent to build a scientific fitness popularization and social integration system for the disabled.

2.4. The institutionalization of scientific fitness popularization lags behind, and the integration of sports and medicine is low

Although the popularization of national fitness science is very important and has been mentioned many times in related policy texts, there is no comprehensive and systematic work plan and guide for the popularization of national fitness science in China at present. In the Development Plan for Science Popularization of China Association for Science and Technology (2016-2020) formulated by China Association for Science and Technology, only the books and materials in the field of sports are introduced in a conceptual text, and the key areas such as the popularization of national fitness science are not mentioned, which is far from the requirement that national fitness rise to the national strategic position. China has formulated relevant science popularization systems in many fields, such as the Development Plan for Meteorological Science Popularization (2019-2025), but the sports administrative department has not yet provided construction opinions on the institutionalization of the popularization of national fitness science, and the degree of attention to the popularization of national fitness science is

obviously insufficient. In view of the current active integration of sports and medical fields, the popularization of national fitness science has been involved in the implementation of the strategy of "Healthy China" in some places. However, because the value of sports is identified as "non-medical rehabilitation" in the medical field, it is not involved to a high extent and the content of attention is extremely limited. All in all, although the Regulations on National Fitness stipulates that the scientific popularization of national fitness should be carried out, the current implementation agency is single and not attractive enough, and the public is not allowed to participate in it. As a result, the scientific popularization of national fitness develops slowly, which seriously restricts the sustainable development of national fitness in our country and affects the realization of the "Healthy China" strategy.

3. Conclusion

The national fitness cause is a national basic social public welfare undertakings, which contains rich science popularization resources. In the development process of national fitness in our country, the healthy and scientific methods and ideas are particularly necessary. In the face OF the current diversified fitness needs, we should play the importance of popularizing fitness science to the whole people, and disseminate the correct knowledge and methods of fitness to the whole people. In the process of the development of national fitness, through the popularization of scientific fitness knowledge, the people's scientific literacy of national fitness will be improved, the maximum benefit of national fitness will be realized, and the people's needs for an increasingly better life will be met.

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