

《东方剑桥专业英语系列》

图书基本信息

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内容概要

《东方剑桥专业英语系列:体育英语:规范与应用》以运动项目为中心,以运动项目的普及性为序,分为两部分。第一部分共九章,主要介绍奥运会项目中比较受欢迎的项目。每部分内容紧紧围绕项目的专业词汇展开,力求学生在短时间内记住体育英语的词汇,从而提高体育的国际交流能力。

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版权页： 插图： The games were given free of charge for the Chinese market until 1998 in a far-sighted move to build up interest. The NBA even covered the costs of sending a CCTV broadcast team to the US to report on its all-star games. Now 89 percent of Chinese people aged 15 to 54 are aware of the NBA, according to findings in a 2008 survey conducted by leading global market researcher TNS. China is the NBA's largest international market and has grown at an annual pace of 30 to 40 percent in recent years. Jerseys featuring Yao Ming's name are the 10th most favored by Chinese basketball fans in retail stores opened by the NBA in China. He trails behind such superstars as Kobe Bryant and LeBron James. More than 1,000 basketball fans queued for goods on July 15 last year for the opening of a Beijing NBA store, where sales were 70 percent above expectations in the first two weeks. The association predicts retail sales in China to rise 60 percent this year and another 70 percent in 2010. "Today, NBA programming airs on 51 stations and reached more than 1 billion viewers last season and we are on pace to break that record again this season," said David Yang, vice-president of business development and marketing partnerships for NBA China. "NBA merchandise is sold in 30,000 retail locations in China, where the league has opened five NBA stores since June and plans to open 20 by the end of 2009." Office workers unable to watch games on television have made websites featuring live coverage, such as zhibo8.com, very popular. "An important game such as the Cavs versus Lakers would attract 300,000 to 500,000 online viewers," said a spokesman for zhiboS.com. "And, if there's a Rockets game, online viewers usually exceed 1 million. The website shows one fan called Luo Xiaoxiao has watched 215 hours of basketball live online."

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