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Newsletter

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## International Sports Events go Head-to-head You Decide the Most Popular Sports Event



People are invited to vote for the most popular Taiwan brand international sports events and they will also have the chance of winning a prize

The eyes of the world are on the Tokyo Olympics and all competitors are doing their best to perform well. Even though the games were postponed by a year due to COVID-19, to increase the international exchange and interaction and expand the international vision of Taiwan's international sports event organizing (undertaking) units during the epidemic period, the Sports Administration will hold the first 2021 Taiwan Brand International Sports Event Online Vote. The vote will be held in August and participants have the chance to win a prize.

Through online submission and sports event review, the Sports Administration invites sports

event organizers (undertakers) to compete to see which events are the most popular and revisit the emotion and passion of the international sports event. June 1-July 16 was the submission period and attracted many sports event organizing (undertaking units,) including locally representative events put forward by local governments such as Taipei Marathon, New Taipei City Wan Jin Shi Marathon and popular student competitions such as the Jhu-luo Shan International Junior Baseball Tournament and WBSC U-12 Baseball World Championship. In total more than 30 sports events are taking part, offering rich variety that adds to the interest of the activity substantially.

Voting for the Taiwan Brand International Sports Events Online Vote will run from August 1-31. People can vote through a Facebook or Google account. Votes can be cast every day with a maximum of five votes per day per person. People who complete voting and are eligible will be entered in a lucky draw with prizes including iPhone 12, Apple Watch SE and Bluetooth earphones to be won; the winners will be announced on September 15. Also, if people post activity information on the graffiti wall on Facebook they can take part in the weekly lucky draw. The more votes are cast, the greater the chance of winning a prize. Everyone is invited to vote on <https://funsports.org.tw/vote/> and view the latest information on the Fun Sports in Taiwan FB Fan Page (<https://www.facebook.com/huntSportsinTaiwan>). We call on everyone to vote for their favorite international sports events to decide the most popular Taiwan brand international sports events!

**Together We Move Countdown to the Tokyo 2020 Paralympics  
The Sports Administration Calls on People to Cheer on Taiwan's National Team**



Together We Move Countdown to the Tokyo Paralympics and the Sports Administration calls on people to cheer on Taiwan's national team

Due to COVID-19, the Tokyo 2020 Paralympics were postponed until August 24-September 5, 2021. 10 athletes from Taiwan have qualified. Sports Administration Director-General Chang Shao-hsi visited National Taiwan Sport University to offer encouragement to the athletes undergoing intensive training and called on everyone to support Taiwan's national team.

Held every four years, the Paralympics is the highest-level competition for the physically visually and intellectually impaired as well as the stage on which athletes' dreams come true.

The Paralympics were first held in 1948. During the Sydney Olympics in 2000, the International Olympic Committee (IOC) and International Paralympic Committee (IPC) signed the agreement that the Olympic host City will host the Paralympics after the Olympics and to enhance their cooperation. This edition of the Paralympics will begin 15 days after the Olympics end. Through the coordination of the Sports Administration, Chinese Taipei Olympic Committee and Chinese Taipei Paralympic Committee, Taiwan's Olympic and Paralympic teams will wear the same uniforms at the opening ceremony for the first time. Through participating at different times, the athletes in the Olympics and Paralympics hope they will be Stronger Together and bring the highest honor back for themselves and their country.



Director-General Chang Shao-hsi said that the Sports Administration launched Paralympic athletes preparatory work in December 2019 to support athletes so they can stand on the stage of their dreams. Compared to the two to three months of intensive training before, athletes have been aided by sports science and have had ample time for preparation and resources. In the first half of 2021, with full medical protection and after being vaccinated, athletes have taken part in the last 10 international competitions. The Sports Administration will join together with the Chinese Taipei Paralympic Committee to align with the experience of the Olympic team to ensure the results of hard training of our athletes are converted into good performances at the Olympics.

The qualifying athletes this time are led by table tennis players Lu Pi-chun, Cheng Ming-chih and powerlifter Lin Ya-hsuan who, together with middle generation athletes such as track and field athletes Yang Chuan-hui and Liu Ya-ting and judoka Li Kai-lin, will lead newcomers table tennis players Tian Hsiao-wen and Lin Tzu-yu, badminton player Fang Chen-yu and swimmer Chen Liang-da in pursuit of their dreams. As well as preparing best they can, athletes also call on people to support the IPC vision of "Make for an inclusive world through Para sport" so that more people with impairments "love sport" and "sport has no barriers".

The golden pair of Taiwan's Paralympic table tennis team Tian Hsiao-wen and Lin Tzu-yu once said "Going to the Paralympics is the dream of every athlete. The Paralympics needs the support and accompaniment of you, you and you!" Table tennis player Lu Pi-chun said "Taking part in sport gave me a way out in life. I hope more people will give their support so that more athletes with an impairment can enjoy sports!" "Like Sport has the power to change the world and our future" put forward by the 2020 Olympics and Paralympics. The Sports Administration calls on everyone to support Taiwan's national team and together build a social atmosphere of Together We Move.

### Online Physical Class Resources: Sports Administration Calls for the Teaching Proportions to be Adjusted to Induce Learning Motivation and Nurture the Habit of Regular Exercise

**停課不停學/線上資源大進補**

善用資源, 豐富你的實體/線上體育課程囉!!

 <p><b>OPEN</b> - ACTIVE HOME (親子在家可做的遊戲、運動) - PE NOW RESOURCES (每周最新教材) - Curriculum Resources (教材教育階段分類)</p>	 <p>美國健康與體育協會 -其他資源分享 (1)點擊" Resources and Publications" (2)" Teacher' s Toolbox"</p>	 <p><b>PE Central</b> - Lessons (課程教材) - Assessment (評鑑方法) - Videos(影片分享)</p>
<b>【QPE教學實驗計畫線上增能研習活動】</b>		

Effectively using Online PE Class Resources, using online materials, tools, teaching plans and sports learning skills to play sports

Regarding the online physical education (PE) classes that have been implemented for two weeks, the Sports Administration called on schools of high school level and under to return to the initial teaching design objectives of the start of the semester, suitably adjusting the

proportions of the four dimensions of PE teaching of "Sports knowledge level," "Sports spirit of mutual cooperation and non-stop effort," "Standard skills of physical movement," and "Implementing the habit of sports in daily life." The four categories of performance in K-12 education of "Understanding, situation, skill and behavior" to induce students learning motivation and nurture the habit of regular exercise.

The Sports Administration said that PE is not just about educating the body, it nurtures character, provides opportunity to learn teamwork, allows the brain to be actively use in strategy use and teaches sporting spirit. On May 28, the Ministry of Education issued a letter suggesting that online teaching account for half of class time in principle (20-25 minutes). The Sports Administration therefore suggests that current online PE teaching adopts a hybrid method combining simultaneous, non-simultaneous, physical and online, returning to the objectives of teaching and adjusting the teaching proportions of "Understanding, situation, skill and behavior" to induce student learning motivation and nurture the habit of regular exercise.

The Society of Health and Physical Education (SHAPE America) issued the Guidelines for K-12 Online Physical Education in 2018. It clearly states, "No matter what teaching form is adopted (physical, mixed or online,) the objective of PE classes is to "Nurture individuals with physical literacy, with related knowledge, skills and confidence who can enjoy lifelong heathy physical activity." It also points out that student learning requirements in all areas (understanding, situation, skills) must be achieved not just fitness activities arranged. Physical movement and sports skills should still be the most important elements of online PE classes, however, individual student differences need to be taken into account and suitable self-study, follow-up and evaluation arranged to ensure learning quality.

At present, most PE teachers design class contents according to the "Learning performance" and "learning contents" of the four learning performance categories of "understanding, situation, skills and behavior." Of these, understanding incudes skill concepts, sports knowledge and skill knowledge; situation includes PE learning attitude, sports appreciation etc; skills include skills performance, strategy use etc.; behavior includes sports plan and sports practice.

Director Lin Jing-ping of the Department of Physical Education of National Taiwan Normal University said that online PE teaching "Should adjust the "Skills, Understanding, Situation,



Behavior" teaching order and can, through teacher design and guidance, give extra weight to understanding and situation. These parts have always been ignored by physical teaching. She said, "The principles of sports are the basis of skills teaching, such as why does a ball spin? How to deal with the spin? Demonstration by video is clearer than actual demonstration. This can also be used to nurture student independence and ability to self-learn. For the aspect of situation, as well as appreciating athleticism and beauty, there are also various sports films on sports spirit and sports culture to be viewed."

Taking Hua-jiang Senior High School as an example, PE teacher Lee Zhan-wei said, "The school attaches great importance to student physical education performance and as well as skills accounting for 60%, situation accounts for 25%. After the move online, teachers mostly still follow these proportions when designing classes."

Banchiao Senior High School teacher Yang Hsin-jun combines online PE classes with non-simultaneous self-study and takes student characteristics into account to design sports classes. He teachers weightlifting knowledge online, introducing students to Olympic weightlifter Hsu Shu-ching and Kuo Hsing-chun, telling their stories of struggles and never-say-die sports spirit and explains weightlifting muscle movement and standard physical movements. It is also combined with non-simultaneous differentiated self-study, such as asking students to use what they have learned to make a two-from-three Upper Limb Massage video. In taekwondo teaching, students are asked to choose one from two study and practice options according to own level and to upload videos of them performing the set moves. He says, much PE knowledge is information that is seldom encountered by students on the field/court. The epidemic prevention online teaching period can be used to give students more sports skill knowledge.

## Epidemic Prevention Management Measures for Suitable Opening of Some Sports Venues During the Epidemic Level-Three Alert Period



Sports Administration Facilities Division chief Hsu Hsin-wen explains suitable opening of some sports during the epidemic level-three alert period

The Central Epidemic Command Center (CECC) stated on July 8 that the epidemic situation is under control due to the joint efforts of the people, however infections are still occurring. In light of overseas controls and experience, relaxation of epidemic control measures needs to be gradual to allow the epidemic situation to be steadily grasped. After assessment, to protect the health of citizens, the level three alert was extended to July 26 and with relaxation measures introduced. Following, related regulations, the Sports Administration will open some sports venues and has drawn up the "Epidemic Management Measures for the Suitable Opening of Competitive and Leisure Sports Venue in the Epidemic Level Three Alert Period" for compliance by the competent authorities, sports venue personnel and the public.

The period of suitable opening is July 13 to 26, 2021. The subjects of opening are indoor and

outdoor sports venues that have commercial registration as Competitive and Leisure Sports Venues (such as gyms, sports centers, sports training classes, badminton halls basketball halls,) however, swimming pools, bowling halls and pools halls are not included. Fitness and leisure centers that the CECC has directed must stay closed during the extended level three alert period means slimming and beauty parlors with massage and sauna facilities not the indoor and outdoor sports venues that are registered as "Competitive and Leisure Sports Venues" that have been suitably opened by the Sports Administration this time.

If operators are able to adhere to the general principles of measuring temperature, wearing facemask throughout, real name system, maintaining social distance, disinfection with alcohol and people flow control and follow the epidemic management measures drawn up by the Sports Administration for indoor and outdoors sports venues, they can suitably open. However, facilities such as showers, saunas, steam rooms and dry sauna cannot open; restaurants should follow the "Food Service Industry Epidemic Management Measures" drawn up by the Food and Drug Administration.

To allow people to easily understand the contents of the epidemic prevention measures this time, the meaning of "borrowed or changed user" in the "Epidemic Management Measures for the Suitable Opening of Competitive and Leisure Sports Venue in the Epidemic Level Three Alert Period" is as follows:

1. Personal equipment such as racquets, gloves, bats, pads, yoga mats cannot be borrowed;
2. Indoor and outdoor equipment provided by an indoor or outdoor venue (such as mechanical fitness equipment) and personal equipment should not be used by others when being used by an individual and before being disinfected (used by different people at the same time);
3. Sports equipment that is directly touched such as basketballs, footballs can only be used by one person.

The Sports Administration said that operators will be tasked with filling in the "Epidemic Management Measures for the Suitable Opening of Competitive and Leisure Sports Venue in the Epidemic Level Three Alert Period Self-check Table" and local governments will be requested to enhance checking in line with the management measures and the Communicable Disease Control Act. The Sports Administration will carry out irregular spot checks to protect the health of related personnel and customers. If members of the public find that sports

venue operators violate the aforementioned "Epidemic Management Measures," they can report the matter directly to the local government or the Sports Administration. If the report is found to be true, a penalty will be imposed under the Communicable Disease Control Act. Any sports venue operator that is penalized by a local government during any level of epidemic control alert should halt operations for three days; in the case of two penalties, operations should be halted for seven days; for three or more, operations should be halted for 30 days.

### Joint Olympics Broadcast Sports Lottery to Offer Various Events for Betting in Support of Taiwan's Olympic Athletes



## 2020東京奧運 收看方式



平台	IPTV	網路OTT	無線電視	有線電視
轉播單位	 MOD 中華電信	 愛爾達  Hami Video	 公共電視	 EBC 東森電視
轉播時數	超過800小時	超過800小時	180小時	120小時
轉播頻道	愛爾達體育1台 愛爾達體育2台 愛爾達體育3台 愛爾達奧運1台 愛爾達奧運2台 愛爾達奧運3台	愛爾達體育1台 愛爾達體育2台 愛爾達體育3台 愛爾達奧運1台 愛爾達奧運2台 愛爾達奧運3台	公視主頻 公視3台 公視台語台	東森新聞台51頻道 東森財經台新聞台57頻道 東森綜合台32頻道 東森超視33頻道
備註	愛爾達體育1、2台採4K 超高畫質播出 愛爾達奧運1、2、3台 為原音頻道	Hami Video提供VR奧運 轉播服務 愛爾達奧運1、2、3台 為原音頻道		東森新聞台LIVE直播，東森財經 新聞台、東森綜合台、東森超視 接力重播，全天候24小時播出。

Tokyo 2020 Olympics to be broadcast jointly on wireless, cable and IPTV channels

The Tokyo 2020 Olympics was postponed until this year due to COVID-19. After overcoming various difficulties, the countdown to the start of the event is underway and the opening ceremony will be held on July 27. Taiwan's national team is all set and the athletes will do their

best to win a medal. Due to the epidemic, spectators will not be allowed in venues. To allow people in Taiwan to watch broadcasts of the events, the Sports Administration has teamed up with ELTA, ETV and PTS and joint broadcast will be carried out July 23-August 8. It is also expected that more than 15 Olympics sports will also be made betting subjects by the Sports Administration, including weightlifting, archery and taekwondo in which Taiwan has medal hopes and team sports popular in Taiwan such as baseball, basketball, football and volleyball.

Taiwan has 66 qualifying spots in 18 sports for the Tokyo Olympics, including shooting, track and field, archery, swimming, gymnastics, cycling, table tennis, equestrian, boxing, rowing, kayaking, taekwondo, karate, weightlifting, golf, judo, tennis and badminton.

Taiwan's national team is about to depart. As well as preparing the team for participation, the Sports Administration has not forgotten the right to view of the public and has arranged for live broadcast; wireless TV (PTS,) IPTV (ELTA,) and OTT (Hami Video) etc. will all broadcast exciting competitions during the Olympics, not only covering the media channels often used by people in Taiwan, also including the channels sports fans are familiar with. The hope is that people will watch Olympic broadcasts and support Taiwan's national team.

Also, to drive interest in the Olympics domestically, the "Sports Administration has raised the payment cap on the Sports Lottery." The Taiwan Sports Lottery has also coordinated with the policy by offering various events to bet on and ways to bet to allow people to take part in the grand occasion. The planning direction for events to bet on is team sports that are popular such as baseball, basketball, football and volleyball and events in which Taiwan's athletes are competing.

Taiwan Sports Lottery will also hold the "Taiwan's Heroes Win Gold, You Win cash on the Sports Lottery" activity, prizes including 20 commemorative coins worth NT\$50,000 and 10 prizes of NT\$100,000 cash. There is also the Medal Prize; for every gold medal that Taiwan's team wins, one million can be won; for every silver or bronze medal won, NT\$30,000 or NT\$20,000 can be won. The more medals our team bag, the more cash can be won, with no limit on prize money.

Affected by COVID-19, the course of planning this Olympics was tough. Amidst a challenging environment, Taiwan's athletes stayed in the best condition. Units including the Sports Administration, National Sports Training center and the Chinese Taipei Olympic

Committee also cooperated to prepare all competition related matters. The opening ceremony of the Tokyo 2020 Olympics will be held at 7pm on July 23, formally opening the curtain on two weeks of competition. With the time difference of just one hour between Taiwan and Japan and the various channels broadcasting the Olympics this time, it is to be hoped everyone watches Taiwan's athletes do their best with family and friends, cheering on Taiwan's national team and together witnessing the moment of glory when a medal is won.

From August 10 to August 23

## Level 2 COVID-19 Alert Extended

### Strengthened Level 2 Measures:

- Masks must be worn at all times when outside except when consuming food and beverages.
- Contact information registration and social distancing.
- Crowd control or capacity limit management at commercial business venues and public venues: at least 1.5 meters/person (2.25 square meters/person) indoors and 1 meter/person (1 square meter/person) outdoors.
- Limit on the number of people in gatherings: 50 people indoors and 100 people outdoors. An epidemic prevention plan is required if the number exceeds the limit.
- Places with dine-in services shall follow MOHW regulations.
- Wedding banquets and public memorial services are allowed.
  - Public memorial services shall abide by epidemic prevention regulations issued by the Ministry of the Interior.
  - Each partitioned area at a wedding banquet must not exceed 50 people indoors and 100 people outdoors. Toasting at each table is not allowed.
- Convenience stores can resume selling hot food items, including tea eggs and oden, with staff assistance.
- The following venues that meet the epidemic prevention and management regulations are allowed to open: Community colleges, senior learning centers, locations providing community care and support services, parent-child play centers, board game cafes (only general retail sales), swimming pools and vocational training centers.

Competent authorities: Ministry of Education, Ministry of Health and Welfare, Ministry of Economic Affairs, Ministry of Labor

### Venues that must remain closed:

- Singing and dance venues, nightclubs, clubs, hostess bars, bars, MTVs, KTVs, beauty parlors (tourist parlors and audio-video parlors)
- Arcades, video game arcades, Internet cafes, mahjong clubs, and other similar venues
- Study centers

## 國際運動賽事拚人氣 超夯運動賽事由你來決定

全球最大盛事東京奧運，熱烈開賽中，選手們無不卯足全力，只為取得最佳表現。儘管因新冠肺炎（COVID-19）疫情影響，東京奧運延遲一年才重新啟動，在疫情期間，為增進我國賽事主（承）辦單位與國際的交流互動、拓展國際視野，教育部體育署今（110）年首度辦理「110年臺灣品牌國際賽網路人氣票選」活動，8月份將辦理網路投票活動，參與民眾有機會獲好禮。

教育部體育署透過網路徵集與賽事回顧，邀請各賽事單位一同比拚人氣，重溫國際運動賽事的感動和熱情，網路人氣票選活動在6月1日至7月16日徵件階段，就吸引相當多的賽事主（承）辦單位報名參加，包括各縣市政府皆推出具地域代表性的國際運動賽事，像是臺北馬拉松、新北市萬金石馬拉松等；或是火熱的學生比賽，像是諸羅山盃國際軟式少年棒球邀請賽、U12世界盃少棒錦標賽等，總計超過30場國際賽事共襄盛舉，參加票選的運動項目多元豐富，為活動增添許多精采度。

「臺灣品牌國際賽網路人氣票選」將從8月1日至8月31日，為期一個月的投票時間，屆時民眾可自行選擇登入Facebook或Google帳號進行投票，活動期間每日皆可投票，每人每日最多可投5票，完成投票並符合投票規定的民眾即可參加抽獎活動，就有機會獲得iPhone 12、Apple Watch SE、知名藍芽耳機等多項精美好禮，得獎結果將於9月15日公布；另民眾若將票選活動訊息公開分享至個人Facebook塗鴉牆，還可參加週週抽好禮活動，投票次數越多中獎機率越高，歡迎大家踴躍於「夯運動 in Taiwan」活動網頁（<https://funsports.org.tw/vote/>）線上參與投票，及「夯運動 in Taiwan」臉書粉絲專頁（<https://www.facebook.com/huntSportsinTaiwan>）瀏覽最新消息，號召全民一同投下心目中最喜歡的國際運動賽事，超夯臺灣品牌國際賽，由你來決定！

## Together We Move 東京帕運備戰倒數 體育署號召國人為中華隊加油

2020東京帕拉林匹克運動會（簡稱帕運）因嚴重特殊傳染性肺炎（COVID-19）影響，延期至2021年8月24日至9月5日舉辦，我國已有10位選手取得參賽資格，體育署張少熙署長特別前往國立體育大學為集訓選手加油打氣，號召國人攜手支持中華隊。

4年一屆的帕運，是全世界肢體、視覺及智能障礙者競技水準最高的體育運動盛事，更是選手實現夢想的舞台，帕運起源於1948年，國際奧林匹克委員會（International Olympic Committee, IOC）與國際帕拉林匹克委員會（International Paralympic Committee, IPC）於2000年雪梨帕運時，為加深合作關係，達成「奧運主辦國在奧運結束後舉辦帕運」的協議。本屆東京帕運將於東京奧運結束後15天登場，在教育部體育署、中華奧林匹克委員會及中華民國殘障體育運動總會協力下，東京帕運與東京奧運代表團將首度穿著同一套入場團服參與開幕典禮，在不同的時間點代表我國在東京奮戰，期待Stronger Together，為自己及國家帶回最高的榮耀。

張少熙署長表示，為支持選手站上夢想競技舞台，體育署於108年12月即啟動帕運選手備戰工作，



導入運動科學訓練資源，相對過往 2 至 3 個月的集訓規劃，本屆帕運選手有更充裕的準備時間與資源挹注，110 年上半年度選手在完備醫療防護、疫苗接種的狀態下，衝刺參與最後 10 場次國際賽事，而體育署將與中華民國殘障體育運動總會攜手，接軌奧運代表團參賽經驗，讓選手得在東京為自己辛勤訓練的成果，打下絢爛標記。

本屆賽事已取得資格選手中，由桌球選手盧碧春、程銘志及健力選手林亞璇領軍，與田徑楊川輝、劉雅婷與柔道李凱琳等中生代選手，率領桌球田曉雯、林姿妤、羽球方振宇與游泳陳亮達等新秀追逐夢想；選手除全力投入備戰外，並藉此機會，號召國人一起支持 IPC 提出「透過帕拉運動打造融合世界（Make for an inclusive world through Para sport）」的願景，讓更多身心障礙者「愛運動」的心都能「運動無障礙」。

帕運中華隊女子桌球團體賽黃金搭檔田曉雯及林姿妤曾言：「打入帕運是每一位選手的夢想。帕拉運動員，需要你、妳、您的支持與陪伴！」，而桌球選手盧碧春並表示：「參與運動讓我生命找到出口，期盼更多國人一同支持，讓更多身心障礙者能體驗運動的美好！」，如同 2020 東京奧運及帕運籌委會提出的「運動擁有改變世界和改變未來的力量」，體育署號召國人一起為中華隊加油，共同營造《愛運動動無礙》的社會支持氛圍，與選手一起 Together We Move。

## 線上體育課 體育署呼籲調整教學比重 誘發學習動機 養成規律運動習慣

針對已施行 2 週的線上體育課，教育部體育署提出呼籲，全國高級中等以下學校線上體育教學，可回歸學期初的教學設計目標，適時調整學生對「運動的知識程度」、「互助合作與努力不懈的運動精神」、「肢體活動的標準技能」、以及「落實日常生活中運動習慣」等四大面向的體育教學比重，亦即 12 年國教中的「認知、情意、技能、行為」等四項學習表現類別，誘發學生學習動機，養成規律運動習慣。

體育署表示，體育教育除了身體的教育之外，還包含人格的養成，學會團隊合作、活用腦袋運用策略，以及學習運動家精神。自教育部 5 月 28 日發函，考量學生學習效果與身心發展，建議學校實施線上教學時間，以占每節課二分之一為原則（約 20 至 25 分鐘），因此，體育署呼籲，中小學目前的線上體育教學，可採同步、非同步、實體或線上的「混成教學」方式，回歸教學目標並適時調整「認知、情意、技能、行為」的體育教學比重，透過教學設計來誘發學生學習動機，引導養成規律運動「行為」習慣。

依據「美國健康與體育協會」（Society of Health and Physical Education, 簡稱 SHAPE America）在 2018 年公布「K-12 線上體育課指引（Guidelines for K-12 Online Physical Education）」，在該份文件開宗明義闡述，「不論使用何種授課形式（實體、混和或線上），體育課的目標皆在『培養具有身體素養的個體，使具備相關的知識、技能與自信並能享受終身的健康身體活動』」。另外，也指出達成學生在各方面（認知、情意、技能）的學習需求，而非僅安排體適能活動。「身體活動量」和「運動技能」仍應是線上體育課最重要的要素，然而必須要考量到學生個別差異，並且安排恰當的自主學習、追蹤與評估手段來確保學習的品質。

目前大多數體育教師皆依據「認知、情意、技能、行為」四項學習表現類別的「學習表現」與「學習內容」設計課程內容，其中「認知」包含技能概念、運動知識、技能知識等；「情意」包含體育學習態度、運動欣賞等；「技能」包含技能表現、策略運用等；「行為」包含運動計畫、運動實踐等。

國立臺灣師範大學體育系林靜萍主任表示，線上體育教學「應調整體育課『技能、認知、情意、行為』的教學順序，可透過老師的設計、引導，加重認知、情意面，這是實體教學一直較忽略的部分。」她說，「運動的原理原則也是技能學習的基礎，如球怎麼產生旋轉？怎麼應對旋轉？透過影片呈現得比現場示範清楚。也藉此培養學生獨立、自主學習的能力。情意面除了運動力與美的欣賞外，也有運動精神、運動文化等各種類型運動電影可欣賞」。

華江高中體育老師李展璋以該校為例，「學校很重視學生的體育表現，其中除了『技能』佔 60%，也注重『情意』的學習，佔了 25%；現在改成線上上課後，老師大多仍依循這個比例設計在進行教學。」

板橋高中體育老師楊幸鈞則結合同步的線上體育課與非同步的自主學習，配合學生特色設計出體育課程。他利用線上體育課教授關於舉重的知識，帶著學生認識奧運舉重國手許淑淨、郭婞淳，講述她們奮鬥的故事與堅持到底的運動家精神，並講解關於舉重的肌肉活動及標準肢體運動。此外，結合非同步的差異化自主學習作業，例如請學生運用所學完成錄製三擇二的「上肢運動按摩」影片。在跆拳道教學中，則請學生依自己程度二擇一學習與練習，上傳自己的一段跆拳道完整操作影片。他說，有許多體育學科知識，是平常在球場上學生較沒有心接收的資訊，剛好可以趁這段防疫線上授課期間，讓學生瞭解更多關於運動技能的知識。

## 疫情三級警戒期間適度開放運動場館防疫管理措施

依據中央流行疫情指揮中心 7 月 8 日表示，在國人共同努力配合下，國內疫情已在控制中，惟仍有部分感染事件發生，參酌世界各國管制作為及經驗，防疫措施鬆綁須逐步執行，才可穩定掌握疫情狀況，為確保國人健康，指揮中心經評估後決定，延長全國疫情警戒第三級至 7 月 26 日止，並適度鬆綁部分措施。教育部體育署於符合相關防疫規範下，將適度開放部分運動場館，特別訂定「疫情三級警戒期間適度開放競技及休閒運動場館業防疫管理措施」，以提供主管機關、運動場館從業人員及民眾遵循。

本次適度開放執行時間自 110 年 7 月 13 日起至 7 月 26 日，開放對象為凡屬商業登記為「競技及休閒運動場館業」之各室內、外運動場館（如：健身房、運動中心、運動訓練班、羽球館、籃球館），但游泳池、保齡球館、撞球館不在本次適度開放對象；另有關指揮中心公布於三級警戒延長期間仍須關閉之健身休閒中心，係指如提供指壓、三溫暖等設施之美容瘦身場所，並非教育部體育署本次適度開放商業登記為「競技及休閒運動場館業」之各室內、外運動場館。

業者如能符合量體溫、全程佩戴口罩、實聯制、保持社交距離，並配合酒精消毒、人流管制等共通性原則，並遵循體育署針對各室內、外運動場館所訂定之防疫管理措施，則可適度開放。但各場館之附屬設

施如淋浴間、三溫暖、蒸氣室、烤箱等不得開放，餐廳應依衛生福利部食品藥物管理署訂定「餐飲業防疫管理措施」辦理。

為利民眾可更加瞭解本次防疫措施內容，有關「疫情三級警戒期間適度開放競技及休閒運動場館業防疫管理措施」中之「借用或轉換使用者」意思如下：

1. 屬於個人自備之器具、器材：如球拍、手套、腰帶、護具、瑜珈墊等，不得互相借用。
2. 室內、外場館如提供器具、器材及設備（如機械式健身器材）及個人裝備，於個人使用期間，且未完成清消前，不得混用（不同人員間交叉使用）。
3. 如屬肢體直接接觸之運動球具：如籃球、足球，只限個人自行使用。

體育署表示將責成業者依「疫情三級警戒期間適度開放競技及休閒運動場館業防疫管理措施自我查檢表」填寫自主檢核表，並請各地方政府依據管理措施及傳染病防治法加強查核，體育署將不定期派員抽查，以維護相關從業人員及顧客之健康，民眾如發現運動場館業者有違反「疫情三級警戒期間適度開放競技及休閒運動場館業防疫管理措施」之情事，可逕行向各地方政府或本署檢舉，如查獲屬實，各地方政府將依傳染病防治法裁罰。另運動場館於各級警戒期間受地方政府依違反防疫規定，處罰確認一次者，應停止營業 3 日；累計兩次者，應停止營業 7 日；累計三次以上，應停止營業 30 日。

## 無畏疫情聯合轉播看奧運 運彩開盤力挺為中華隊加油

因新冠肺炎（COVID-19）疫情影響延至今（110）年舉辦的 2020 東京奧運，歷經種種困難進入最終倒數，將於 7 月 23 日揭開序幕，我國奧運代表隊也蓄勢待發，期盼奪得最高榮譽。而本屆奧運受疫情影響，將限制民眾進場觀賽，為使國人能透過賽事轉播方式觀看精彩賽事，為我國選手加油打氣，教育部體育署攜手愛爾達、東森及公共電視，於 7 月 23 日至 8 月 8 日進行聯合轉播。此外，體育署也預計將本屆奧運 15 種以上的運動納為運彩投注標的，其中包含中華隊奪牌希望的舉重、射箭、跆拳道及受國人喜愛的棒球、籃球、足球、排球等團體運動種類。

我國正式取得東京奧運 18 個運動種類，共計 66 席的參賽資格，其中包括射擊、田徑、射箭、游泳、體操、自由車、桌球、馬術、拳擊、划船、輕艇、跆拳道、空手道、舉重、高爾夫、柔道、網球及羽球。

中華隊代表團出發在即，除了整備團隊的組團參賽事務，體育署也不忘照顧國內民眾的觀賽權益，安排各個媒體平台進行實況轉播，包含無線電視（公視）、有線電視（東森）、IPTV（愛爾達電視）以及 OTT 新媒體（Hami Video）等，都將在奧運期間播出精彩賽事，不但涵蓋國人日常使用的媒體通路，更是喜愛觀賞體育賽事的民眾最熟悉的頻道，期盼國人透過轉播收看東京奧運精彩賽事，支持我國奧運代表隊。

此外，體育署為帶動國內奧運熱潮，放寬運彩獎金支出率上限，台灣運彩也配合政策全力開盤相挺，提供豐富的項目及玩法讓民眾參與奧運盛會，目前開盤項目規劃以國人喜愛的團體賽事，包括棒球、籃球、

足球及排球，以及我國代表選手參賽項目為兩大方向。

台灣運彩也特別舉辦「台灣英雄來奪金 運彩乎你抽現金」活動，獎項包括價值約 5 萬元的限量版紀念金幣 20 枚以及 10 萬元現金 10 份；另外還加碼「奧運奪牌獎」，中華代表隊每奪一面金牌，就加碼抽出 100 萬現金，每奪一面銀牌或銅牌就加碼抽出 30 萬或 20 萬現金。代表隊奪牌數愈多，加碼抽出的現金就愈多，獎金無上限。

本屆奧運受到全球疫情影響，籌辦歷程艱辛，而我國奧運代表隊也在嚴峻的環境中持續維持備戰狀態，體育署、國訓中心及中華奧會等相關單位也通力合作準備所有賽務事宜。2020 東京奧運開幕式將於 7 月 23 日（五）晚間 7 點登場，正式展開為期半個月的賽事，由於日本東京和臺灣時差只早一小時，加上今年轉播賽事頻道眾多，期盼所有民眾呼朋引伴觀賞我國選手的精采表現，一起為中華隊加油，共同見證奪牌的榮耀時刻。

## Sport Terms

## 運動詞彙

Competitive and leisure sport venue industry

競技及休閒運動場館業

Paralympics

帕拉林匹克運動會

Sports lottery betting

運動彩券投注

Brand international sports events

品牌國際賽事

Regular exercise

規律運動

# Event Branding Course

## Session 13

### The Secrets of Successful Presentation

The Design Principles for Giving a Memorable and Eye-Catching Presentation -Key Points (Lecturer: Chloe Lin)

#### **I. Planning presentation contents that move people**

1. How will the audience explain your proposal to others.
2. How will the audience make a decision to accept the proposal?
3. The presentation is actually answering four audience questions: W (What is it?) representing the core of the opportunity, H (How does it work?) representing method of achieving, A (Are you sure?) representing verification of the claim and C (Can you do it?) representing execution ability.
4. Presentation (proposal type) content planning steps: set presentation objectives and key points, write 30 key words, add key word value explanations, use the WHAC method to categorize the explanations, order core information, set the proposal trump card (story/case), arrange story line.

#### **II. Subtraction in the presentation - information design**

1. Less is more: The basis of information design is making complex information easy to understand.
2. Visualization: Use visualization to help understanding and memory.
3. Direction: left to right, top to down.

# Event Branding Course

## Session 13

### III. Addition in the presentation-layout design

1. Color: Understand the meaning of each color; no more than three colors in combination; use single colors for extended application.
2. Font: Computers and webpages often use sans-serif font (such as Microsoft JhengHei, Ariel, Verdana etc.) Set three types of font-titles/text/special; avoid using italics or deformed characters
3. Basic graphics and graphics application: unified graphics and line style; maintain alignment, reduce 3D and shadow.
4. Pay attention to comparison, neatness, repetition, and similarity

### IV. Network resources and familiar PPT functions

1. High definition/ commercial use stock photography: Pixabay, Pexels, Pxhere.
2. Icon/illustration: Noun Project, freepik, flaticon.
3. Make good use of these functions: alignment, view, graphic format, color

**秘訣① 顏色組合≤3**

**秘訣② 單色系的應用**



30張 31張 32張 33張 34張 35張

**重點① 使用無襯線字體**

常用:電腦/網頁

Arial Verdana 正黑體

**重點② 設定三種字體**

1. 強調字體-標題 (易讀性)
2. 正文字體-內文 (最重要)
3. 焦點字體-僅用於特殊強調/少用

**重點③ 避免斜體/變形字**

The photos provided by Chloe Lin.

# Event Branding Course

## Session 14

### You have to be able to talk it as well as do it- Training presentation oral expression ability

For this week's Event Branding Course we invited Annie Mok, language consultant at CLN to share English presentation making and expression skills. Annie is from Hong Kong and has experience of working with people from five continents. She first said that you have to nurture your English brain before making an English presentation because Westerners and Oriental people have very different thinking logic and meaning, making Chinese and English presentations are very different.

When making English presentations there are three common problems: 1. Too much information, so you don't know where to put it; 2. The contents are too concise and you don't know what can be added; 3. The contents are too complex and you don't know how to do the layout. Based on her own experience, Annie shared her suggestions with everyone regarding these three questions.

Before making a presentation, first think clearly what themes and key points you want to express and your target audience (who are you give the presentation to, what is your objective)? When giving an oral presentation, first use the W.I.S.E. principle to introduce yourself: clearly state your name, which company and department you are from and then tell everyone the theme of the presentation, and the key points of the content.

Contents of the Report	
1 Understanding	<ul style="list-style-type: none"> <li>The 17 Sustainable Development Goals</li> <li>Objectives</li> <li>CEO's Message</li> <li>Creating an Impact</li> </ul>
2 Prioritization	<ul style="list-style-type: none"> <li>Priority Goals</li> <li>Methodology</li> <li>Targets and Indicators</li> </ul>
3 Measurement	<ul style="list-style-type: none"> <li>Progress Update</li> <li>Data Analysis</li> <li>Next steps</li> </ul>

The photo provided by Annie Mok.

# Event Branding Course

## Session 14

In terms of key points, each key point should be displayed in a slide, with unified title font and size. The main content can be displayed with titles, pictures, icons and key points and then the objective or detailed contents explained, with one slide used to explain each key points. The explanation can also be supported with photographs, videos and charts; when the conclusion stage is entered, you must briefly state the key points of the whole presentation and the response and feedback you hope to get from the audience. Apart from these, you should also think in advance about what questions might be asked as there may be a Q&A session.

Finally, Annie provided the checklist she often uses herself before giving a presentation for everyone's reference. This list can help the speaker prepare the whole presentation better. She also provided various use terms and phrases that can be used in English speeches or presentations. The presentation courses for two consecutive weeks included exterior design, content making, oral presentation and other content. Many participants said they had learned a lot and had improved their presentation capability by attending and now had a better understanding of the methods of expression when giving a presentation.



The photo provided by Annie Mok.



# Event Branding Course

## Session 15

### Boosting Sports Events Visibility with Marketing Strategies

For this week's Event Branding Course, we invited the Vice President of Asian Association for Sport Management, Dr. Wirdati Mohd Radzi and the Commissioner of the Philippine Sports Commission, Dr. Celia Kiram to share the sports events held in their respective countries. We also invited Secretary General of Taiwan Society for Sport Management, Mr. Chou Yu-Hui to join in the discussion and carry out key point analysis of the content shared by the lecturers.

Dr. Radzi introduced Le Tour de Langkawi. This annual event has been held since 1996, mostly in February. 2020 was the event's 25th anniversary and it also became an event on the International Cycling Union's Pro Tour series Asian tour, offering more prizemoney than any other cycling event in Asia. She said that the Prime Minister at that time wanted to balance the regional development of Malaysia so chose Langkawi as the race venue. According to Malaysian government figures, citizens spend around 2.874 billion on sport and leisure annually and Malaysia's 2019 tourism revenue was around NT\$575.81 billion, therefore, she feels the government should attach more importance to the development of the sports industry or think of ways to combine sports and tourism. Funding for Le Tour de Langkawi comes mostly from the government, however, the biggest aim is not profit it has other clear goals and benefits and hopes to attract the participation of many people.

She then said that the event generates a large amount in advertising benefits and has clearly grown in terms of social media operation. In terms of broadcast, the event is shown live as well as highlights produced for viewers to watch. Around USD198 million in media value is created. With Malaysia a multi-ethnic country, the event displays the country's multi-cultural character and showcases the beautiful scenery in different place, giving everyone a deep impression., She hopes, however, that progress can be made in terms of quality and hopes that the government and organizers can, in the epidemic period, think of how the event can be improved, such as in terms of enhanced development of peripheral merchandise.

# Event Branding Course

## Session 15

Dr. Kiram shared the 2019 Southeast Asian Games from the angle of a government official. The Southeast Asian Games is an integrated sports event held alternately every two years by 11 countries. The 2019 Games was the 30th edition and the fourth time the Philippines has served as host. This time there were 56 sports, including some rare ones such as e-sports, underwater hockey, sambo and Brazilian jujitsu.

In the relatively short planning period, the organizing committee quickly designed the official logo, mascot, and prepared competition and non-competition venues, including facilities and processes. The logo concept had 11 circles representing the 11 Southeast Asian countries; the colors of the circles came from the flag of the Philippines, and they were arranged in the shape of the country. The official slogan “We Win as One” displayed the unity of participating athletes and their strong desire to win honor and glory for their country. The mascot Pami represented every competing country, every athlete and everyone gathered together mutually supporting each other. Peripheral merchandise were also sold during the event, such as jackets, t-shirts and souvenirs. These products were required to have a unified brand image; the event logo was also seen in many places near the venues.

In terms of marketing, printed advertisements, Internet, TV, traditional and digital platforms were used for maximum exposure and promotion. In terms of sponsors, many corporate sponsors and partners joined in. These sponsors were categorized and cooperated with in different ways. Each host city held a parade and other activities so that the public knew the content of the event, to facilitate their interaction and participation. The organizers also licensed some startups allow them to sell various products during the event. In terms of ticket sales, because the President of the Philippines wanted to attract as many people as possible to the stadiums to create an exciting atmosphere, most events were free entry. Around USD 31.69 million marketing, sponsorship and ticket sales value was created.

# Event Branding Course

## Session 16

### Seeing a city from a sports event — Unmissable sports spectating travel

For this week's Event Branding Course, we invited the Chairman of Japan Sport Tourism Alliance, Mr. Harada, Munehiko and the Organizing Committee of the World Masters Games 2021 Kansai and the host city teams to share how to stimulate local development through sports travel and the Kansai World Masters Games. We also invited Prof. Yeh Kong-Ting of the Department of Recreation and Leisure Industry Management of National Taiwan Sport University to join discussion with the foreign lecturers and carry out main point analysis of the content.

JSTA Chairman Mr. Harada, Munehiko gave a brief report on the Tokyo Olympics situation and said that today fewer and fewer young people watch the Olympics. To address this situation, the IOC added sports dance and BMX to the sports in the Youth Summer Olympics in 2018 to attract the attention of the young. At present, Japan's population is aging fast; figures show that Japan's 124 million population in 2020 will shrink to around 87 million by 2060. This is a serious crisis and will cause problems for the country and society on different levels. However, there are many opportunities in the crisis. Holding sports events can attract many foreigners to Japan and their stay will generate a large amount of consumption. For the 2019 Rugby World Cup, around 400,000 people visited from overseas and brought enormous economic benefits, visitors spending around GBP 700 million. Holding largescale sports event can bring economic benefits and the building of venues boosts local development, for example a Japanese city has built a skateboard park to develop urban sports. The use of assets after sports events is also an important issue of sustainability.

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In terms of sports tourism, Chairman Harada, Munehiko said that Japan has diverse natural scenery that allows people to enjoy unique scenery when engaging in outdoor activities. Tourism resources are intangible resources and are very important for regional development. It is expected that sports tourism will explode after the pandemic ends. Prof. Ye Kong-Ting said that a sports event is a platform on which local government, sports associations and industries can be integrated. The JSTA has much positive experience in this area and it is well worth Taiwan learning from.

CEO Nakatsuka, Norio said that the World Masters Games (WGM) is a once every four year international sports event. Anyone over 30 years old can take part in. The first edition was held in 1985 and Kansai will be the 10th edition and the first time the WGM has been held in Asia. Due to the COVID-19 pandemic it has been set back until next year. This time the Games will have 35 sports, athletes in each separated by age and gender. Athletes are keen to win a medal so they can train hard and they also hope to meet people from around the world. The WGM also promotes lifelong sport. Director Tennoujidani, Keigo said around 50,000 people will compete in this event and travel in the Kansai area so a large amount of business opportunities will be generated. The Organizing Committee has integrated local government and enterprises and developed various concrete measures to link the world and Japan's regions to raise the level of tourism quality; for example, (1)placing importance on the method of transport of competitors; (2)giving bus and rail week passes; (3)providing special use hotels for the WGM and reservation website; (4)providing a multilingual translation APP to cross barriers; (5)building a WGM website so that competitors can obtain information or interact; (6)providing various WGM travel plans.



The services provided by WGM in Kansai.

# Event Branding Course

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Mayor Mr. Miyawaki, Masamichi introduced the natural resources of Tottori Prefecture. He said that, apart from local economic development, the government hopes that local elderly people will develop the habit of sports, which was why the sport of ground golf was developed; at present, Japan has around 3.6 million ground golf players. Tottori Prefecture has held ground golf competitions since 2015 and more and more foreigners are taking part in. To promote the sport's internationalization, the rules have been made into an 18-language video. Also, to increase overseas competitor and entice them to stay in local hot springs hotels, an exclusive subsidy system has been established by the prefectural government and souvenirs will also be given to visitors.

Office Head Mr. Masuda Hideshige said that Tokushima Prefecture will hold various events in the WMG. In planning the golf event, the Sports Tourism Promotion Office, Sports Promotion Division, Tokushima Prefectural Government went to Hong Kong and Taiwan to promote it and has also made multilingual promotion handbooks and many original products and souvenirs. As golf usually involves multiple rounds, the organizers plan to hold different rounds at different venues to promote golf tourism by competitors. Competitors can enjoy the local natural scenery and old street culture and other tourism resources in spare time out of competition. These will all be unforgettable.

The Japanese lecturers hope that competitors don't just go to Japan to compete, they could feel the local charm and become loyal fans. It is hoped that the areas where the WMG is held become sustainable tourism attractions in Japan.



The photo provided by Mr. Masuda Hideshige from Tokushima Prefecture, Japan.

# Voting opens for the 2021 Taiwan Brand International Sports Events Online Vote

*Choose the most popular international sports events!*

In 2021, many sports events were postponed or cancelled due to COVID-19. To maintain the momentum of international exchange, the Sports Administration host the 2021 Taiwan Brand International Sports Events Online Vote. Local governments and sports organizations completed registration of sports events in July; the Sports Administration invite people to vote on the Fun Sports in Taiwan webpage to choose the best and most distinctive sports events in August. Voters also have the chance to win great prizes in a lucky draw.

✦ Voting website: <https://funsports.org.tw/vote/>

✦ Voting time: August 1 (Sunday) to August 31 (Tuesday), 2021

✦ How to vote: select “I Want to Vote” on the event page, then log into a Facebook or Google account and vote. Each person can vote a maximum of five times a day. A person who completes voting one day must wait till the next day to vote again. Those who complete voting and meet the regulations can take part in a lucky draw. The more you vote, the more chance you have of winning a prize. Remember to vote every day! For more details, please refer to the voting website.

✦ For any queries about the vote, please contact the following staffs.

Ms. Lin (Tel.: 02-2366-0812, ext.182, [agnes\\_lin@nasmc.org.tw](mailto:agnes_lin@nasmc.org.tw))

Ms. Wei (Tel.: 02-2366-0812, ext.264, [zora\\_wei@nasmc.org.tw](mailto:zora_wei@nasmc.org.tw))



**2021 Taiwan Brand International Sports Events Online Vote**

**35** sports events **10** popular sports events

**Choose the most popular international sports events!**

Logo: 國立體育大學 (National Sun Yat-sen University)



**September 6 (Mon.) Announce voting results** **September 15 (Wed.) Announce prize winners**

The more you vote, the more chance you have of winning a prize.  
▶ Hundreds of prizes are waiting for you! ◀

**1st Prize** iPhone 12\*1  
**2nd Prize** Apple Watch SE\*2  
**3rd Prize** AirPods wireless earphones\*3

With 7-11 mobile phone coupon  
With 7-11 gift card (100 or 200)

Share to Facebook, get 7-11 gift coupons by lucky draw every week

Logo: 國立體育大學 (National Sun Yat-sen University)