

- expand venue resources through school-enterprise collaborations, utilizing technology like simulators to lower barriers to entry;
- organize campus tournaments and public welfare experience events to strengthen the integration of rules education and practical experience.

Conclusion. The value of golf for young people goes far beyond skill acquisition itself. Its core lies in cultivating qualities such as self-discipline, integrity, and resilience through the medium of sport, fostering harmonious interaction between individuals, society, and nature. In the future, we need to further break the stereotype of "aristocratic sport" and promote the deep integration of golf education with school sports goals, so that it can become an effective way for the comprehensive development of young people.

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FEATURES OF SPORTS TRAINING OF FOOTBALL PLAYERS AGED 12–16

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Keywords. Football, sports training, football players, aged 12-16 years, physical development.

This paper focuses on the features of sports training for football players aged 12–16. At this stage, the physical and psychological development of young football players shows unique characteristics. Physically, they are in a period of rapid growth, with significant changes in body height, weight, and physical functions. Therefore, training should pay attention to promoting balanced physical development, including strength, speed, endurance, and flexibility training [1]. Psychologically, they are in the process of forming values and self - awareness. Training needs to stimulate their interest in football, cultivate teamwork spirit, and enhance psychological resilience. In terms of technical and tactical training, due to their relatively low level of physical development and cognitive ability, the training should be step - by - step, starting from basic ball - control skills and simple tactical cooperation. Moreover, considering the differences in individual development, personalized training programs should be designed to meet the needs of different players.

The purpose of the research: to develop a system of exercises to increase the effectiveness of the training process of football players aged 12-16 years.

Material and methods. In order to solve the tasks, this study comprehensively and scientifically explores the characteristics of sports training of soccer players aged 12 to 16 by using a variety of research methods to ensure the accuracy and reliability of the results.

Literature method. The author utilized electronic resource databases from university libraries such as China National Knowledge Infrastructure (CNKI), Wanfang Data, VIP Information, as well as foreign databases like EBSCO and Web of Science. Additionally, attention is paid to official guidance documents and research reports on youth football training issued by organizations such as the International Football Association Federation (FIFA) and the Union of European Football Associations (UEFA), providing solid theoretical support and rich practical references for the study [2].

Questionnaire survey method. A specialized questionnaire was designed to survey football players aged 12-16, coaches, and sports education experts. The athlete questionnaire focused on

training content, intensity, frequency, physical responses, and satisfaction levels. A random sampling method was employed to select a representative sample size. Collected data underwent systematic organization and statistical analysis to reveal practical insights into the actual conditions of sports training for 12-16-year-old football players and perspectives from various stakeholders.

Interview Method. The study conducted face-to-face interviews with experienced football coaches, sports science researchers, and representative 12-16-year-old soccer players along with their parents. These interviews provided in-depth insights into the realities and challenges of soccer training for adolescents aged 12-16, offering authentic data to enhance research depth and authenticity.

Observation Method. Conduct on-site observations of daily training and match activities for soccer players aged 12-16, documenting their performance in drills, technical execution, tactical applications, as well as physical and psychological changes. Through long-term systematic observation, this study identifies practical characteristics and existing challenges in sports training for 12-16 year-old soccer athletes, providing direct first-hand data to support research.

Results and discussion. The ages of 12 to 16 mark a critical phase in adolescent growth and development, during which physical structure, bodily functions, and physical attributes undergo significant changes. Physically, rapid increases in height and weight occur alongside continuous development of bones and muscles. Training during this period must account for the body's growing characteristics to avoid overloading growth plates. In terms of physical functions, while the cardiovascular and respiratory systems gradually improve, they have not yet reached adult levels. Therefore, training intensity and volume should be moderately arranged to avoid overexertion. It is crucial to focus on enhancing both aerobic and anaerobic endurance to meet the demands of football matches. Regarding speed and agility development, ages 12-16 represent a critical growth window. Training should emphasize specialized speed and agility exercises such as sprinting, directional changes, and reaction drills to boost athletes' performance capabilities.

Technical proficiency forms the cornerstone of football. For players aged 12-16, training should emphasize comprehensive and fundamental skills. Core techniques like passing, receiving, dribbling, and shooting require repeated practice to establish proper movement patterns.

Football players aged 12 to 16 begin to gradually understand and master the tactical principles of the game. Tactical training should focus on developing athletes' tactical awareness and teamwork skills. Starting with basic tactical combinations like flank-to-center coordination and localized plays, coaches should progressively guide players to comprehend tactical objectives and enhance their execution capabilities. Meanwhile, it's crucial to develop tailored tactical strategies based on specific opponents and match conditions. During training sessions, simulate various game scenarios to help athletes enhance their adaptability and tactical decision-making skills through practical application. Additionally, focus on cultivating defensive awareness and tactics to strengthen the team's overall defensive capabilities.

Psychological factors play a vital role in football. Football players aged 12 to 16 are psychologically immature and vulnerable to factors such as winning or losing matches and external evaluation. Therefore, psychological training should be integrated throughout the whole training process.

For football players aged 12-16, training should incorporate diverse methods and approaches. Beyond traditional technical drills, tactical exercises, and physical conditioning, incorporating game-based activities and competitive elements can enhance the fun and appeal of training. Furthermore, modern technological tools such as motion monitoring devices and video analysis systems should be fully utilized to conduct real-time monitoring and analysis of athletes' training progress, providing scientific evidence for optimizing training programs. Simultaneously, interdisciplinary integration with fields like sports nutrition and rehabilitation should be strengthened to ensure comprehensive development of athletes.

As organizers and coaches of football training, their professional expertise and teaching abilities directly impact athletes' training outcomes. For players aged 12 to 16, coaches should possess extensive experience in youth education and football expertise, enabling them to develop tailored training programs that account for the athletes' age and individual differences.

The training environment plays a vital role in determining the effectiveness of football training. Well-equipped facilities, high-quality gear, and a supportive atmosphere can significantly boost athletes' motivation and performance. This is why it's crucial to invest more in youth football infrastructure, upgrade training spaces, and create optimal conditions for players' development.

Conclusion. The athletic training of soccer players aged 12-16 exhibits unique characteristics. It requires a comprehensive approach that considers physical development, technical skills, tactical awareness, and psychological factors. By implementing scientifically sound training methods and approaches, we can establish a solid foundation for athletes' all-around growth. Furthermore, enhancing coaching team development and improving training environments will elevate the overall quality of youth soccer training programs.

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FORMATION OF A FINANCIAL-LEGAL DISCOURSE IN THE LOCALIZATION OF TAEKWONDO IN CHINA: AN ANALYSIS OF COMMERCIALIZATION, REGULATION, AND LEGAL PRACTICES

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Keywords. Taekwondo, sports industry, localization, financial discourse, legal regulation, China.

Taekwondo is one of the most popular martial arts and sports in the world, and the case of its dissemination in China is a significant case of cultural and economic globalization.

While much academic work has focused on its pedagogical methods or cultural adaptation, the underlying financial and legal frameworks of its successful localization remain an under-researched area. This is a critical gap because the rapid growth of Taekwondo in China is not only a cultural phenomenon but also a complex economic process built upon specific business models, market rules, and regulatory structures.

The commercial success of Taekwondo in China catapulted it from a minor martial art into a big sports industry. The transformation required a change of orientation from traditional teaching to modern business management.

Success with Taekwondo is inseparable from its market-oriented development strategies that include analyzing its strengths, weaknesses, opportunities, and threats within the setting of a viable business model for competitions and training centers, dojangs.

This shows that the expansion of the sport greatly depends on a structured financial discourse wherein profitability and market share are important driving motors.

The aim of this paper is to give a critique to the formation of this certain financial-legal discourse during the course of Taekwondo's adaptation in China. This paper explores how commercial practices and regulatory mechanisms interact in support of making the sport develop by creating a unique ecosystem, moving the analysis beyond simple cultural acceptance to economic and legal realities of its operation.

Material and methods. This study is based on the qualitative analysis of the existing scholarly literature, industry reports, and publications concerning the sports market in China.

It will synthesize findings on how Taekwondo has been commercialized, the role of the governing bodies, and common legal challenges faced within the industry.

The main method used will be one of discursive analysis, looking at the way in which financial and legal language constructs practices and regulations for the Chinese Taekwondo community [1].

Results and discussion. The analysis shows that the financial discourse of Taekwondo in China is focused on the "dojang economy." Since the 2000s, popular Taekwondo has emerged as