

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**

*He Enhui,*

*master's student Vitebsk State University named after P.M. Masherov, Vitebsk, Republic of Belarus  
Academic Supervisor – Navitskaya A.I., senior Lecturer*

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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

a separate sports industry in China, which was almost entirely driven by market forces, rather than by state support.

This market involves membership fees, fees for belt promotion tests, sales of uniforms and equipment, and participation in competitions. In addition, modern business models like franchising have been widely adopted by this industry, thus enabling quick expansion with brand standardization, but also introducing complex contractual and financial relations [2].

However, such rapid commercialization has also led to problems like inconsistent teaching quality, price fluctuations, and lack of management standardization.

Second, these issues reflect that effective measures are needed to ensure a sound and orderly development of the industry and based on a clear regulatory framework. This necessity has given birth to parallel legal discourse.

Correspondingly, the discourse ranges from national regulations for sporting organizations, standards imposed by the Chinese Taekwondo Association regarding instructor certification and curriculum, and micro-level legal practices like contracts signed between students and dojangs, based on which the liability, payment terms, and consumer rights are defined [3].

The interplay of the financial drive for expansion and the legal need for standardization is at the heart of the Taekwondo discourse in China. On one hand, the market competition encourages innovation in marketing and business approach; regulatory bodies and norms are constraining this innovation for the protection of consumers, safety concerns, and preserving the sport's integrity.

It also includes issues regarding intellectual property due to international brands like the World Taekwondo (WT) and management of disputes arising from bodily injury or contractual disputes.

**Conclusion.** The successful localization of Taekwondo in China was thus achieved through a dynamic interplay between financial and legal discourses. The sport indeed prospered through the establishment of robust commercial models that met market demand, coupled with the development of a regulatory framework to manage rapid growth. Such an analysis indicates that the globalization of a sport indeed cannot be understood without one going beyond the cultural appeal of the sport and examining the specific economic and legal structures in place that allow its integration into a new social context. This insight is particularly important for policymakers, sports managers, and investors who look to understand and navigate the new global sports landscape.

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## THE RELATIONSHIP BETWEEN SPORTS INJURIES AND HIGH-INTENSITY TRAINING

*Jiang Siyu,*

*master's student Vitebsk State University named after P.M. Masherov, Vitebsk, Republic of Belarus*  
*Scientific supervisor – Yanovskaya V.V., PhD in Biology, Associate Professor*

Keywords. athletic injuries, high-intensity training, strength training, load management, exercise technique.

High-intensity training (HIT) has gained widespread adoption in both competitive sports and general fitness communities due to its demonstrated efficiency in enhancing cardiovascular fitness, muscular strength, and athletic performance. However, the complex relationship between HIT and the risk of sports injuries continues to be a subject of persistent concern within sports science research.

The purpose of this work is to systematically investigate the complex relationship between high-intensity training and sports injuries.