

(installation of simulators and equipment) often contradicts safety rules, which also affects the effect and safety of fitness training [4].

Optimization strategies for integrating theory and practice.

To promote in-depth integration of fitness theory and practice, targeted strategies should be adopted:

1. Strengthen the popularization of the scientific theory of fitness: popularize basic knowledge of fitness, such as sports principles, standards and movement techniques, and injury prevention, for the public through short videos, online courses and public lectures to improve the scientific value of public fitness.

2. Improve the professional skills of practicing trainers: improve the training and certification system for fitness trainers and incorporate theoretical knowledge (exercise physiology fundamentals) and practical skills (ability to plan individual training sessions) into the training content to ensure that trainers have both professional theory and proficiency in fitness training techniques.

3. Optimize the construction of fitness facilities and facilities: it is reasonable to install fitness equipment (for example, separate strength training areas from aerobic training areas) in accordance with the principles of scientific suitability, as well as constantly instruct and remind about safety during training.

4. Promote personalized fitness plans: by expanding databases and smart technologies (such as fitness apps and physical testing equipment), analyze fitness needs and exercise environments, and formulate personalized plans to achieve an accurate match between theory and practice.

**Conclusion.** Fitness classes are an important means of improving the health of the population and promoting the healthy development of society. Its theoretical system is based on multiple disciplines, and practical forms show the trend of developing diversification and individualization. Currently, the integration of fitness theory and practice still faces challenges such as "insufficient public awareness of the theory, insufficient popularization of the theory, and insufficient professional level of practicing coaches."

By strengthening the popularization of the scientific theory of fitness, improving the professional quality of trainers, optimizing the construction of fitness centers and promoting the development of personalized fitness plans, the integration of the theory and practice of fitness sports can be effectively promoted, which helps the public to carry out scientific and effective fitness activities and contributes to the sustainable development of the fitness industry.

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## **A COMPARATIVE STUDY ON THE GLOBALIZATION AND LOCALIZATION DEVELOPMENT OF THE CHINESE AND AMERICAN PROFESSIONAL BASKETBALL LEAGUES (NBA AND CBA)**

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**Keywords.** Professional Basketball Leagues, Globalization, Localization, NBA, CBA, Comparative Study.

Against the backdrop of the rapid development of the global sports industry, professional basketball leagues, as important vehicles for sports commercialization and cultural exchange, have seen their globalization and localization paths become a focus of academic and practical attention. The American NBA league has successfully achieved international expansion through

its mature business model and global strategy. Meanwhile, the Chinese CBA league actively explores development paths suited to its national context while drawing on international experience. These two leagues exhibit different characteristics and challenges in their interaction between globalization and localization [1, 2].

Current research on professional sports leagues often focuses on analyzing single leagues, lacking a systematic comparison of the two-way interaction between Chinese and American leagues in terms of globalization and localization. Therefore, this study aims to compare the similarities and differences between the NBA and CBA in development paths, operational mechanisms, market development, and cultural dissemination, to reveal the development patterns of professional basketball leagues in cross-cultural contexts.

The purpose of this study is to compare the development models of the NBA and CBA in the processes of globalization and localization, exploring the patterns of professional basketball leagues in cross-cultural contexts and providing references for the development of professional sports leagues in China [3].

**Material and methods.** This research employs the methods of literature review, comparative analysis, case study, and statistical analysis. By systematically reviewing policy documents, academic papers, annual reports, and media coverage related to the professional basketball leagues of both countries, an analytical framework was constructed. The NBA and CBA were selected as research objects for comparative analysis from dimensions such as league development history, operational mechanisms, market development, player cultivation, and cultural dissemination.

Research methods include literature review, comparative analysis, case study, and statistical analysis. Data were collected from official league reports, academic publications, and media coverage to ensure comprehensive and objective comparisons.

**Results and Discussion.** Through comparative analysis, this study yielded the following main results:

1. NBA's Globalization Path: The NBA has successfully achieved global market penetration through game exports, media partnerships, star promotion, and digital platform development. Its localization strategy is reflected in deep cooperation with the Chinese market, such as hosting the NBA China Games, co-branding with Chinese companies, and conducting youth basketball training programs.

2. CBA's Localization Characteristics: While learning from the NBA's experience, the CBA focuses on integrating with China's sports system and cultural context, forming a development model characterized by "government guidance + market operation." Policies regarding foreign players, the youth training system, and brand building are still in the exploratory stage.

3. Comparison of Operational Mechanisms: The NBA leads significantly in business operations, brand value, and global influence; the CBA performs notably in local market penetration and social responsibility fulfillment.

4. Differences in Cultural Dissemination: The NBA emphasizes "American culture + global narrative," while the CBA focuses more on "local cultural identity and national image building."

5. Interaction and Reference: The NBA's localization practices in China provide experience for the CBA's internationalization, while the CBA is also exploring how to maintain local characteristics within a global perspective.

The results show that while the NBA has achieved remarkable success in global market penetration through media strategies and cultural exports, the CBA is still in the process of balancing localization and internationalization, facing challenges in talent development and commercial operation.

**Conclusion.** By systematically comparing the development paths and interactive relationships of the NBA and CBA in the processes of globalization and localization, this study draws the following conclusions:

1. The success of a professional basketball league depends not only on a mature business model but also on finding a balance between globalization and localization.

2. The NBA's globalization experience provides an important reference for the CBA, but the CBA must combine China's sports system and cultural context to forge a professional path with Chinese characteristics.

3. In the future, the CBA should strengthen exploration in areas such as the youth training system, brand building, and international cooperation to enhance the league's competitiveness and cultural influence.

4. The interactive relationship between the two major Chinese and American leagues reflects the dual logic of global sports culture integration and local identity construction, possessing significant theoretical value and practical importance.

In conclusion, the development of professional basketball leagues requires a strategic balance between global integration and local adaptation. The CBA can learn from the NBA's global strategies while developing its own localized path to enhance both competitiveness and cultural resonance.

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## ANALYSIS OF CHINA'S NATIONAL BREAKDANCING TEAM'S PARTICIPATION IN WORLD CHAMPIONSHIPS FROM 2023 TO 2025

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The World Championships are the apex of global breakdancing competition. From 2023 to 2025, China's National Breakdancing Team took part, a milestone in China's breakdancing.

This participation is not just about competing; it is for cultural exchange and skill – display [1]. Analyzing the team's performance in these years provides insights into China's breakdancing development on the world stage. We will explore performance, individual skills, and the impact on the team's ranking to understand progress and foresee future trends [2].

*The purpose* of this work is to make people realize Breakdancing as an emerging competitive sport, is gaining increasing influence on the international sports stage. The Chinese national breakdancing team actively participates in international competitions in this field, and its performance at the 2023-2025 World Championships has attracted much attention

**Material and method.** The materials used in this analysis mainly include official competition results, videos of the team's performances in the world championships, and interviews with the athletes and coaches. The official competition results provide objective data on the team's achievements, such as the ranking of each athlete in different events. The performance videos allow for a detailed analysis of the athletes' skills, styles, and performance levels. Interviews with the athletes and coaches can offer in - depth information about the training process, pre - competition preparations and the psychological state during the competitions. The research employs a comprehensive methodology including literature review, video observation, statistical analysis, and expert interviews.

**Results and their discussion.** According to video observations and various data statistics, the best performance of the Chinese national breakdancing team in 2023 is the gold medal in the women's category. In the breaking event of last year's Paris Olympics, Chinese male athletes were selected for the qualifying round, while female athletes achieved a historic bronze medal. The performance of Chinese athletes has rapidly improved in recent years, which is worth carefully analyzing and identifying shortcomings to improve. By 2025, the Chinese national breakdancing team will win both men's and women's gold medals. Thoroughly analyze the