

Research on the Reform of Physical Education from the Perspective of Health Communication

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Abstract: in recent years, with the continuous improvement of education reform, building a strong country in sports, improve the level of comprehensive quality education in China, has become the top priority of the current education content. The method of developing physical education reform from the perspective of healthy communication has become an urgent task that needs to be solved urgently. With the guidance of health communication, the relevant departments should make great efforts to change the current development of physical education in various colleges in China. Education departments should vigorously promote the healthy spirit of sports, deepen the measures of school teaching reform, and root the healthy spirit of sports in the campus.

1. Introduction

Health communication, in a literal sense, can be understood as a communication behavior that integrates a series of contents such as medicine, sociology and communication, and is aimed at developing health. By using scientific professional knowledge as the communication background and implementing it in the reform of physical education teaching, it is conducive to improving the effect of communication, and also enables the recipient to quickly understand the meaning of the communication content and accept it^[1]. Looking back at the Fourth Session of the 13th National Committee of the CPPCC held this year, the speech about CPPCC member Tang Jiangpeng was really impressive, and the sentence of “a good education should be the cultivation of lifelong activists, responsibility bearers, problem solvers and elegant life people, and give children a sound and excellent personality” is worthy of the listeners’ reflection. As the saying goes, only with a strong body can we have the capital to build our strong country. This requires the education department to make changes in content and develop physical education into a career that can build a healthy soul.

2. Measures for the Development and Reform of Physical Education

2.1 Establish Lifelong Physical Education as the Guiding Ideology of Physical Education

With the progress of science and technology, China’s social production level is also improving, the production of physical labor gradually reduced, mental labor producers in the majority^[2]. The high-intensity work rhythm brings both physical and mental pressures. Lack of body regulation

and exercise will lead to various health problems in the long run. A large number of studies have found that long-term physical exercise has become the most effective way to enhance physical fitness. It is an important task of current physical education to root the idea of lifelong physical education in the minds of students. The establishment of the concept of lifelong physical education is not only beneficial to help students develop good habits of physical exercise, but also can help students to establish a healthy body and a healthy soul.

2.2 Take the Adjustment of Curriculum Objectives as the Focus of Teaching Development

The establishment of physical education curriculum goals should adhere to the premise of people-oriented, formulate teaching content that meets the physical and mental development of students, take the development needs of the current actual situation as the foundation, and take the following points as the adjustment direction.

First, pay attention to and grasp the knowledge, skills and methods of physical education teaching in time. Paying attention to physical education teaching method can arouse students' interest, stimulate students' active cooperation and response in physical education teaching, and lay a solid foundation for developing lifelong sports belief in the future.

Second, attach importance to the development of students' personality. Respect the individual differences of students, fully understand the physical and mental characteristics of each student, take the cultivation of sports competition consciousness and creative ability as the goal of physical education teaching.

Third, the scientific nature, logic, diversity and interest should be regarded as the breakthrough point of physical education reform.

Fourth, clarify the characteristics of physical education, and form a form of physical education that is versatile, national, flexible, and transferable.

2.3 Adhere to Comprehensiveness as the Keynote and Earnestly Implement the Goal of a Comprehensive Development of the Teaching System

The evaluation of the teaching system should be carried out centering on students. It should be understood that a good teaching system can not only meet the individual development of students, but also meet the needs of social development, so as to achieve a win-win situation for sports undertakings in both individuals and the society.

2.4 Improve the over-Standardized and Integrated Teaching Management

In the traditional physical education teaching, the goal, requirement and action are always unified. This reduces the students' interest in physical education courses, and even obliterates the enthusiasm of some students with sports talents in class, which seriously hinders the development of teaching activities. In this regard, it is necessary to keep in mind that the needs of students' physical and mental development are the foundation and advocate the use of autonomous management methods. Make students clarify their rights and responsibilities, cooperate with teachers to comply with the teaching outline, and adopt novel and more professional teaching methods to achieve a relaxed, healthy and natural learning environment.

2.5 Improve Teaching Methods That Place Too Much Emphasis on Injection and Training

There are many differences between physical education and other subjects in content and method. It is very difficult for students to achieve the goal of moral and physical education in physical

education before they learn the necessary basic knowledge, principles and methods of physical education. In the past, physical education used excessive injection and training teaching methods, which made it difficult for students to devote their energy to the learning of physical education courses. This passive acceptance of the content of physical education courses creates a boring situation in physical education classrooms.

2.6 Improving the Assessment Method of Only Focusing on Reaching the Standard

The traditional physical education assessment method is old, and the education department does not pay attention to physical education, which makes most of the physical education tired of developing innovative forms. Since the country began to vigorously develop sports, the status of physical education in schools has also taken a qualitative leap^[3]. By improving the professional skills of physical education teachers, changing the teaching methods, assessment content and methods. Make students learn sports knowledge and improve their sports skills on the basis of following the basic examination outline. Through the flexible selection of self created items to participate in the test evaluation, improve the students' sports learning enthusiasm, so that students develop a good sense of fitness. It is more conducive to improve students' flexibility, creativity and participation in physical education learning.

3. Conclusion

The research on the current physical education reform in China shows that the gradual emphasis on physical education makes the status of physical education teaching in the teaching work of various subjects in the school changed significantly, and the proportion of teaching content increased significantly. The so-called strong physique cultivation should be carried out from the campus, and help the construction of healthy soul and healthy physique with healthy communication vision. The education department should make the healthy sports consciousness and high-quality healthy physique full of campus, make more healthy and interesting soul to help the development of the country, and show the heroic posture of the Chinese people.

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