

# *An Effective Path for High Quality Development of College Physical Education in the New Era*

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**Abstract:** In the new era, the development of physical education in universities has an important strategic mission and is one of the key links in cultivating talents and promoting social progress. However, facing various challenges, how to effectively promote the comprehensive development of physical education in universities has become an urgent problem that needs to be solved. The author discusses the development of sports in universities in the new era as the theme. Firstly, a brief introduction was given to the background of the article, followed by an analysis of the mission of the development of university sports in the new era, and the challenges faced by the development of university sports from multiple perspectives. Based on the above analysis, countermeasures were proposed for the development of university sports in the new era.

## **1. Introduction**

Under the framework of socialist ideology with Chinese characteristics in the new era, the higher education system faces both new opportunities and challenges. Physical education within universities plays a crucial role not only in fostering students' physical health and psychological well-being but also serves as a vital platform for promoting sportsmanship and comprehensive quality education. As society advances and health becomes increasingly important, the quality of sports development at universities directly impacts both the national sports industry and the overall health of the population. Therefore, exploring an effective path for the high-quality development of university sports in the context of the new era has significant practical and long-term strategic significance. Firstly, in the context of the new era, the rapid development of the economy and society has provided a solid material foundation and broad development space for the high-quality development of university sports. The high attention and policy support from the state towards sports have created a favorable environment for the development of university sports. At the same time, the development of information technology and intelligence has also provided new means and approaches for innovation in university sports. Secondly, the development of high-quality university sports not only requires the improvement of hardware facilities, but also the enhancement of software services. Including the construction of teaching staff, optimization of curriculum system, and cultivation of sports culture. Only on the basis of synchronous development of hardware and software can we truly achieve high-quality development of university sports. Ultimately, the high-quality development of university sports relies on the broad participation and support from all sectors of society. Schools, governments, enterprises, and all sectors of society should work together to form a joint force and provide

comprehensive support and guarantees for the development of university sports <sup>[1]</sup>.

In short, in the context of the new era, the high-quality development of university sports requires comprehensive consideration of multiple factors, adopting various effective paths and measures to achieve the comprehensive development of students and the improvement of social health level.

## **2. The Mission of Sports Development in Universities in the New Era**

### **2.1 Improving the Physical Health Level of College Students and Supporting the Construction of a Healthy China**

The Party Central Committee, under the leadership of the Secretary, has initiated a significant strategic plan to build a Healthy China, outlined in the "Healthy China 2030" Plan. This plan aims to advance towards this goal. Additionally, the 19th National Congress of the Communist Party of China stressed the importance of "Implementing the Healthy China Strategy... offering comprehensive and full-cycle health services for the population." However, data from seven large-scale student physical health surveys since 1985 show that the overall level of physical health among college students has shown a decreasing trend year by year. Over the past decade, the increased focus on the physical health of primary and secondary school students, along with efforts to reform the physical education and health curriculum in basic education, has resulted in an upward trend in the physical health levels of these students. This indicates that the physical health shortcomings of the student population have shifted to the college student population, and this issue urgently requires high attention from higher education, as it seriously affects the overall promotion of the construction of a healthy China <sup>[2]</sup>.

The primary reason for the ongoing decline in the physical health of college students is their insufficient participation in sports. Additionally, fostering interest and engagement in sports is a long-term, continuous process. As the "last mile" in the national education system, if universities neglect the development of sports activities and the cultivation of students' sports habits, it can disrupt the interests and behaviors cultivated during primary and secondary education, thereby hindering the achievement of the national school sports training system's goals. In fact, the curriculum arrangement in universities is relatively limited, and students have more free time. In addition, most students choose to stay on campus, which greatly enhances their autonomy and divergent behavior compared to primary and secondary schools. Therefore, the university stage is not only a critical period for cultivating student sports behavior, but also a sensitive period for behavior interruption, which needs to be highly valued. Therefore, universities need to place greater emphasis on the development of sports, effectively enhancing the physical health of college students, and fulfilling the mission of achieving the "last mile" goal in the national education system. This is also an important task assigned to university sports by the construction of a healthy China in the new era <sup>[3]</sup>.

### **2.2 Cultivate sports ethics among college students and implement the fundamental task of cultivating morality and nurturing talents**

Sports have a unique path in cultivating the moral literacy of college students. Through sports, students can experience firsthand how to cooperate with others, how to compete fairly, and learn to solve problems in complex situations while adhering to rules. In this process, they not only cultivated the qualities of decisiveness, bravery, tenacity, and pursuit of excellence, but also learned the spirit of respecting others, helping each other, and unity and friendship. As the famous educator Mr. Cai Yuanpei advocated, "A complete personality, first in sports", and Mao Zedong pointed out in his youth: "Sports, together with moral education and intellectual education, are all based on physical fitness." "Without a body, there is no virtue or wisdom." During the meeting with the Chinese delegation at the Rio Olympics, the Secretary also emphasized, "The performance of athletes at the Rio Olympics

has demonstrated strong positive energy and the spirit of striving for 'how many setbacks can one make in life'. To achieve the 'Two Centenary Goals' and the great rejuvenation of the Chinese nation, such spirit is needed."

As the pinnacle of the education system, higher education is responsible for cultivating the nation's elite talents and plays a leading role throughout the entire education system. In 2016, the General Office of the State Council released the "Opinions on Strengthening School Physical Education and Promoting the Comprehensive Development of Students' Physical and Mental Health." This document emphasized the need to "comprehensively enhance the quality of physical education, improve students' personal traits, and effectively utilize the comprehensive role of physical education in fostering and practicing socialist core values and promoting quality education." Therefore, universities should attach great importance to the development of physical education, fully play the special role of physical education in cultivating healthy personality and good morality of college students, and better fulfill the fundamental mission of moral education, providing solid support for building an education strong country <sup>[4]</sup>.

### **2.3 Enhancing the Sports Culture Literacy of College Students and Promoting Socialist Sports Culture with Chinese Characteristics**

The flourishing of culture determines the destiny of a country, and the strength of culture determines the strength of a nation. The 19th National Congress of the Communist Party of China highlighted that "the culture of socialism with Chinese characteristics stems from the rich traditional Chinese culture nurtured over more than 5,000 years of the nation's history. It is shaped by the revolutionary culture and advanced socialist culture developed under the Party's leadership during the revolution, construction, and reform, and is deeply rooted in the great practice of socialism with Chinese characteristics." As an important component of the cultural system, sports have formed a unique socialist sports culture pattern in the revolutionary, construction, and reform practices led by the Party and the people. The development of modern information technology has made the means of cultural dissemination more convenient, and the opportunities for college students to be exposed to different cultural trends have significantly increased. However, due to their recent departure from their parents and lack of corresponding cultural guidance, their ability to identify themselves is relatively limited, making them susceptible to negative influences from Western ideologies such as nihilism, anarchism, and consumerism. As an important battlefield for national talent cultivation, universities should bear the responsibility of promoting and educating Chinese socialist culture among college students. In the development of sports in universities, we should shoulder the mission of promoting and educating college students on socialist sports culture with Chinese characteristics. By improving sports cultural literacy, cultivating patriotism and the spirit of continuous struggle, we can enhance our sense of identification with excellent traditional Chinese sports culture <sup>[5]</sup>.

## **3. The Challenges Faced by the High Quality Development of University Physical Education in China in the New Era**

### **3.1 Unreasonable setting of physical education goals**

Setting clear and reasonable goals plays a crucial guiding role in the development of physical education in universities. However, there are currently unreasonable issues in the setting of physical education goals in some schools. Specifically, setting goals too high can make it difficult for students to achieve these goals, causing them to feel frustrated when they fail to meet expectations, thereby losing interest and enthusiasm in physical education learning; If the goal is set too low, it will lead to poor results in physical education work, which cannot fully stimulate the potential and enthusiasm of

students, and thus affect the overall effect of the development of physical education in universities. Firstly, setting goals too high can increase the pressure on students. Many schools fail to fully consider the actual situation and ability level of students when setting physical education goals, and instead set high standards that are difficult to achieve. This unrealistic high demand not only makes students feel excessive pressure, but also easily leads to a sense of frustration when they are unable to achieve their goals, gradually losing interest and confidence in sports activities. In this situation, students may choose to give up physical exercise, which can have a negative impact on their physical health and overall quality. Secondly, setting goals too low can lead to unsatisfactory educational outcomes. Some schools set relatively easy to achieve low standards in order to reduce difficulty. Although this can ensure that most students can complete tasks, it cannot effectively improve their physical abilities and levels. This low goal setting lacks sufficient exploration and motivation for students' potential, and cannot enable them to make greater progress and growth in physical exercise. Over time, it will be difficult to significantly improve the physical health level of students, and the overall effectiveness of physical education in universities will also be affected <sup>[6-7]</sup>.

### **3.2 Unreasonable physical education teaching methods**

The implementation of physical education teaching activities is an important measure to cultivate sports talents. However, there are many unreasonable aspects in the current physical education teaching methods in some universities, resulting in insignificant effectiveness of physical education and unsatisfactory talent cultivation. For example, many universities only arrange 2 hours of physical education courses per week, which is relatively limited in time. This arrangement is insufficient to ensure that students have sufficient time for systematic physical exercise and skill learning, resulting in difficulty in effectively improving their physical abilities. Some physical education teachers mainly focus on explanation in the teaching process, lacking practical operation and interactive links. This single teaching method makes it difficult for students to master sports skills in practice and effectively improve their athletic abilities. In physical education teaching, some teachers lack systematic and targeted guidance on students' physical skills, showing obvious arbitrariness. Teachers did not provide personalized guidance based on the actual situation of students during the teaching process, resulting in unsatisfactory learning outcomes for students in sports skills. In physical education teaching in many universities, there are few practical activities, and students lack sufficient opportunities for practical training. Practice is an important way to master sports skills, but due to limitations in class hours and teaching methods, students have limited opportunities in practical training, making it difficult to transform theoretical knowledge into practical skills. Some universities overlook the cultivation of students' interest in sports in physical education teaching. A single teaching content and dull teaching methods can easily make students feel bored and gradually lose interest and enthusiasm for sports <sup>[8]</sup>.

### **3.3 Lack of external guarantees**

A significant issue faced by university physical education is the lack of external support, particularly evident in the need for improvement in the development of the physical education faculty. Physical education teachers are central to the success of physical education programs, and their qualities directly influence the effectiveness of these programs, thereby impacting the overall progress of physical education in universities. However, there are many shortcomings in the selection and management of physical education teachers in some universities at present, which are manifested as follows: the selection standards are not strict, and some universities lack strict selection standards in the selection process of physical education teachers, resulting in insufficient professional quality and teaching ability of some teachers. This not only affects the quality of teaching, but also restricts the

improvement of students' physical abilities. Insufficient training opportunities and limited training and further education opportunities provided by universities for physical education teachers make it difficult for teachers to access the latest educational resources and technologies. This not only affects their professional development, but also limits the innovation and progress of physical education teaching. The management system is not perfect. In the management of physical education teachers, universities often lack scientific and reasonable systems, leading to rigid management methods and difficulty in effectively stimulating the potential and enthusiasm of teachers. The lack of management also affects the stability and overall quality improvement of the teaching staff [9].

## **4. An Effective Path for High Quality Development of College Physical Education in the New Era**

### **4.1 Reasonably setting physical education goals**

For physical education teachers in universities, the first step in physical education work is to establish macro goals, that is, through their continuous efforts in physical education work, to cultivate more sports talents for the country, continuously improve the health level of college students through scientific guidance in physical education, and contribute to the development of school sports culture through the reasonable arrangement of physical education activities. Secondly, teachers should start from the micro level and set phased goals around physical education work, such as helping students proficiently master a certain sports skill within a certain semester and discovering potential talents from it, or stimulating students' interest in sports through their own educational guidance, so as to form long-term exercise habits. With clear goals in mind, a scientific teaching plan should be developed and implemented systematically at each stage. This approach aims to continuously enhance the quality of physical education in universities and effectively advance the development of university physical education programs.

### **4.2 Further Improve Teaching Methods**

In advancing physical education in universities, the effective application of teaching methods is a crucial strategy for enhancing the quality of education. This approach significantly contributes to the successful development of university physical education programs. Firstly, it is necessary to appropriately increase the physical education class hours in schools, in order to provide sufficient time for the training of students' physical skills. The improvement of sports skills requires students to undergo long-term and continuous training, and adding appropriate class hours on the basis of the original teaching hours can provide better time guarantee for students' sports training. Furthermore, it is essential to refine traditional physical education teaching methods to mitigate monotony in training, ignite students' interest in learning, and ultimately improve their educational outcomes effectively. For example, in the passing practice of football or basketball, teachers can arrange for students to practice running and passing the ball from four corners. For this purpose, teachers can arrange students to the four corners of a certain open space, divide them evenly into four teams, and then the student at the front of each team will pass the ball to other teams, and immediately run to the end of the team after passing the ball. In order to achieve precise passing, teachers need to provide scientific guidance on the passing methods of students, so as to increase the fun of their passing practice and complete the learning of passing skills in the fun. Guided by this philosophy, teachers can also combine passing training with sprint training, requiring students to dribble during fast sprints and ensuring the accuracy of dribbling through the scientific application of dribbling skills. Teachers can also guide students to engage in physical education learning through the establishment of specific teaching scenarios. For instance, teachers can innovate the warm-up routine by integrating running



games, where they actively join students in these activities. This not only helps students warm up quickly but also enhances teacher-student interaction, crucial for fostering an engaging physical education environment. By incorporating such dynamic teaching approaches, traditional sports training becomes more lively and enjoyable, sparking students' interest and encouraging their active participation in sports learning. This has an important promoting effect on the efficiency of sports education <sup>[10]</sup>.

### 4.3 Strengthening external guarantees

Strengthening external guarantee work is the key to the development of physical education in universities, and the core lies in building a high-quality team of physical education teachers. In order to achieve this goal, schools should take the following measures: Firstly, schools should regularly organize physical education teachers to participate in continuing education and professional training. This should not only include updating educational skills and methods, but also encompass the latest educational concepts and research achievements. Through continuous learning and training, teachers can continuously improve their professional quality and teaching ability. Secondly, schools should introduce advanced educational concepts and guide physical education teachers to scientifically implement them in actual teaching. This means that teachers not only need to master theoretical knowledge, but also need to apply new concepts to practice, explore and adopt diverse teaching methods to meet the diverse needs of students and the requirements of modern physical education. In addition, schools should establish a sound incentive mechanism to encourage teachers to actively participate in continuing education and research activities. By providing promotion opportunities, reward systems, etc., teachers are motivated to continuously pursue progress and improve their professional level. Through these measures, universities can build a team of physical education teachers with high professional quality, strong teaching ability, and modern educational concepts, further enhancing the standard of physical education in universities ensures robust support for students' comprehensive development and healthy growth.

## 5. Conclusion

In summary, the development of sports in universities in the new era is of great significance. Overall, universities have their own mission in the development of sports, but from the current situation, the development of sports in universities still faces certain challenges, leading to unsatisfactory results in sports development. Therefore, universities should continuously improve their physical education work from multiple aspects, in order to better promote the development of physical education in universities.

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