

# **Analysis on the Innovation Path of College Physical Education Teaching in the Era of Self-Media**

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**Keywords:** College sports, Innovation, Teaching

**Abstract:** With the progress and development of modern information science and technology, smart electronic devices such as computers and mobile phones are becoming more popular, and people's lives and work are increasingly affected by the media. In the context of the self-media era, college physical education needs to fully maintain the innovation of teaching content and fully consider the employment prospects of students. In the process of reforming teaching methods, we pay attention to its positive impact on students' future professional development. Through investigation, research and analysis, it can be seen that most colleges and universities have not carried out physical education in accordance with the employment status of students, and the teaching process also lacks clear employment orientation. Therefore, it is difficult for students to effectively improve their professional abilities, and the teaching content is also in urgent need of innovation.

## **1. Introduction**

Nowadays, our country is working hard to carry out the related work of college physical education reform. The ultimate goal is to promote students to improve their physical fitness and to ensure the effectiveness of college physical education on this basis. From a realistic point of view, only through reform and innovation activities can college physical education gradually catch up with the pace of development of the times. Under the background of this new era, traditional teaching methods can no longer meet the learning needs of students in the current period. Teachers need to actively guide students to establish the concept of lifelong sports, and then make mathematics classrooms gradually become more interesting, systematic and scientific.

## **2. Problems in Physical Education in Colleges and Universities**

### **2.1 Physical Education is in a Subordinate Position**

In the process of physical education in colleges and universities, physical education is an important part of quality teaching. Although it has a relatively high position, it has not received too much attention. This has also made physical education in a subordinate position for a long time. Physical education is the quality of students. Promotion plays a driving role. Teaching management in colleges and universities mainly concentrates teaching in the classroom teaching method, which makes teaching mainly based on professional courses, and shows obvious formal characteristics, which also makes it difficult to complete physical education courses with quality and quantity. When most teachers make teaching arrangements, they will first consider professional teaching and then arrange physical education, which also shows the subordinate status of physical education.

### **2.2 The Management of Physical Education Equipment is Unscientific**

A lot of sports equipment and facilities are involved in the development of physical education activities, which is also an important basic condition to ensure the effect of physical education. However, due to the influence of many factors, the physical education equipment of many schools is in a relatively backward state. Due to relatively limited capital investment, most sports equipment has not been updated and maintained in time, so the functionality of sports equipment has also been

adversely affected. In addition, most physical education teaching is out of touch with the teaching content. When selecting equipment, the future development trend is ignored, and the related equipment cannot be used to its maximum effect. Even most equipment is left idle for a long time. The effect of physical education construction.

### **2.3 Weak Capacity in Virtual Construction of Self-Media**

In college physical education activities, sports associations occupy a relatively high proportion, and the associations also have significant cohesion, centripetal force and binding force, which have also exerted a great influence on the effect of college sports teaching<sup>[1]</sup>. Judging from the current situation, the physical education activities in the We-Media era in China's universities have a significant problem of weak Self-Media virtual construction capabilities, and sports staff cannot fully play the role of Self-Media. The organization of sports teaching has always been It is based on the actual human-oriented organizational form, and physical education activities are also greatly restricted by time and space. The connection between the intake and security groups is not close enough, and the teaching effect cannot be significantly improved.

## **3. Innovative Measures for College Physical Education in the Self-Media Era**

### **3.1 Enhance the Penetration of Self-Media Awareness in Physical Education**

At present, most colleges and universities in our country have a relatively weak awareness of self-media in the physical education teaching in the self-media era<sup>[2]</sup>. Colleges and universities need to be fully aware of the necessity and importance of enhancing the awareness of integrating self-media in physical education, so as to promote physical education to better meet the development needs of the times. Specifically, it needs to start from the following aspects: First of all, from the perspective of the country, it is necessary to grasp the advantages of playing the role of self-media in the new media era from a macro perspective in the process of college physical education, and provide necessary policy support and financial support for the integration of college physical education and self-media. Secondly, from the school's perspective, university leaders need to gradually improve their in-depth knowledge and understanding of new media, clarify the huge potential contained in the media, and provide sufficient human and material support for physical education activities.

### **3.2 Strengthen the Construction of Physical Education**

In order to fully ensure the best results of physical education, it is very important to attach importance to the work of physical education. When carrying out the construction of physical education, we must carry out scientific and reasonable management under the premise of clarifying the actual situation of physical education, and realize a reasonable overall plan. There is a close relationship between the level of physical education and the construction of physical education. Good physical education The construction work can promote the maximum utilization of teaching resources, which is very beneficial to the formation of a sports system with distinct functions and rich sports characteristics. When conducting physical education activities, it is of great significance to strengthen the internal management work. In order to promote the reliability of sports equipment functions, it is necessary to create a necessary maintenance and maintenance item-by-item system to achieve the update and upgrade of outdated equipment, which can be improved. The physical education equipment is reasonable and advanced. In addition, schools should establish a scientific and reasonable physical education evaluation system according to the actual needs of the development of physical education disciplines, and actively create relevant evaluation mechanisms that contribute to the development of physical education, so as to ensure that the level of physical education equipment is fully guaranteed. The function of physical education needs to be improved in time in the past subordinate status and used as an important training base for improving students' practical ability.

### **3.3 Establish a Team of Professional Teachers**

Actively forming a team of professional physical education teachers can effectively ensure the smooth implementation of various teaching plans. At the same time, it is also a basic safeguard measure to improve the effectiveness of physical education in colleges and universities. It can promote the smooth implementation of the plan of college physical education reform, and at the same time give full play to its due role. On this basis, university administrators need to pay attention to the degree of attention to the formation of outstanding teacher teams, and at the same time consciously realize the optimization of the age structure of teachers. Based on this, when recruiting talents, some younger PE teachers can be admitted first. Not only must the teachers' academic qualifications and majors be reviewed, but also the teachers' innovative abilities and their views on the reform of college PE teaching should be reviewed.<sup>[3]</sup> This can fully guarantee the basic comprehensive quality of the teacher team and make the teacher structure younger. Secondly, ensure the reasonable and completeness of teacher training activities, and constantly guide physical education teachers to participate in teacher training activities on a regular basis. At the same time, when receiving practical training activities, adhere to the content and direction of college physical education reform focusing on quality education reforms. With guiding concepts, etc., the teacher's comprehensive quality level and the students' learning needs are catered to, and the importance of cultivating the teacher's ability to use the media, as far as possible, ensures that the teacher's theoretical knowledge and the ability of the self-media are realized as much as possible.

### **3.4 Form a Good Teaching Environment**

Relatively good teaching activities generally require the support of teaching methods and teaching environment, but if there is a problem of disconnection between teaching environment and teaching methods, it will definitely have a negative impact on the effectiveness of teaching. Therefore, in response to this situation, teachers need to ensure the consistency of the teaching environment and method reforms when carrying out teaching reform activities. In order to cater to this phenomenon, it is necessary to first put the mode of fun teaching in place, and set up a relatively relaxed and pleasant teaching environment and atmosphere, use a humorous way to explain key knowledge, and use some rich and interesting expressions and bodies at the same time Actions, etc., vividly show students the skills of physical exercise, ensuring that in the process of improving students' intuition, students will gradually feel the fun of physical exercise.

## **4. Conclusion**

To sum up, in the self-media era, in the process of reforming college physical education, it is not only necessary to attach importance to students' sports skills, but also to complete corresponding innovations flexibly in accordance with the specific professional characteristics of students. There are still many problems in the current physical education teaching in colleges and universities, so schools and teachers need to reasonably promote the reform of physical education, realize the innovation of teaching mode, and continuously enhance the students' interest and enthusiasm in physical education courses. Fully integrate self-media awareness in physical education, attach importance to the construction of virtual sports associations, and promote the improvement of the quality and level of physical education in colleges and universities in China.

## **References**

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