

Research on the Innovative Transformation and Development of Physical Education in Colleges and Universities in the New Period

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Abstract: Sports power is the goal and task of the reform and development of sports work in China in the new period. With the strategy of sports power put forward, the society has entered a new period of national fitness. During this period, physical education in colleges and universities has fallen behind the overall pace of society. Colleges and universities must carry out innovative transformation and realize the informationization and scientization of physical education in colleges and universities, in order to effectively play the role of physical education, to improve the physical quality of college students, to send applied sports talents with professional abilities to the community, thus achieving the great rejuvenation of the Chinese dream.

Currently, national development has entered a new normal, and there are also some structural contradictions in higher education. As an important part of higher education, physical education also faces some challenges. In order to realize the real transformation in the current physical education in colleges and universities, we should start from the aspects of teaching concept, teaching content and teaching mode, speed up the innovative transformation and development of physical education in colleges and universities, and improve the quality of physical education in colleges and universities, thus implementing the strategy of sports power.^[1]

I 、 The change of physical education environment in colleges and universities in the new period

At present, the development of our country has already entered the new normal, the information technology develops rapidly, the information technology is widely used in the teaching, the current renewal speed is faster. Under this background of the times, all walks of life must keep up with the development pace of the times. In the new era, great changes have taken place in the environment of physical education in colleges and universities. First, great changes have taken place in the material elements. The current universities and colleges pay attention to the construction of sports infrastructure, stadiums with good site facilities and full-featured instruments have sprung up, providing a good infrastructure for the launch of physical education in colleges and universities. Moreover, the social environment has changed. With the proposal of the strategy of sports power, sports fever is springing up all over the country. People from all walks of life in the society are beginning to put themselves into physical exercise. Under this new era background, physical education in colleges and universities promotes students to be able to exercise actively and improve their own quality, meanwhile, the key is to cultivate the students' abilities, ideas, habits and interests, and to encourage the students to physical education and exercise from the angle of their self-need, thus stimulating them to participate in the sports education actively. For this purpose, in the new period, physical education in colleges and universities must carry on the innovation reform, in order to realize sports power and the Chinese dream of national rejuvenation. ^[2]

II 、 The innovative transformation and development of physical education in colleges and universities in the new period

Under the new era background, physical education in universities and colleges must carry on the creative reform, thus enhancing the quality of physical education in universities and colleges. The reform of innovative transformation and development of physical education in universities and colleges must be carried out from the aspects of physical education management, physical education mode, physical education method, physical education content, and student evaluation, so as to cultivate the health concept of college students, thus promoting the development and progress of physical education.

1. Reform of physical education management in colleges and universities

In the new period, the innovation and reform of physical education in colleges and universities should start with the management of education. In the teaching of physical education in colleges and universities, the idea of keeping pace with the times should be persisted, the teaching mode should be innovated and optimized constantly, so as to improve the quality of physical education. Under the background of big data era, the management of physical education can be carried out with information technology, so as to manage the staff and information of physical education in colleges and universities in a scientific and orderly way, thus making physical education work more orderly. In the education management, we should renew the idea of physical education management, make the students participate in the physical education and physical exercise actively, and cultivate the health idea of college students, so as to realize the lifelong physical exercise. In addition, if we want to improve the quality of physical education in colleges and universities, we must fully mobilize the enthusiasm of the staff, adopt the management by objectives in the management of educational staff, make clear the specific responsibilities of each staff member and supervise every staff to perform their duties to effectively, thus improving the quality of physical education. In the new big data era, it is necessary to combine information technology and establish information management system, so as to realize the scientization, standardization, institutionalization and informatization of physical education management and continuously improve the quality of physical education in colleges and universities.^[3]

2. Reform of physical education model

The goal of physical education in the colleges and universities in the new era is to promote the college students' physical and mental health development, and at the same time, to lay a good foundation for their lifelong learning of physical education. At present, the existing pattern of colleges and universities has deviated from the educational goal of colleges and universities, therefore, the physical education pattern must be reformed and innovated. The most important thing in physical education in universities and colleges is to give full play to students' enthusiasm and initiative, so that students can take the initiative to participate in sports activities. For this purpose, on the basis of carrying out the principal and subsidiary item system, universities and colleges enable students to choose physical education courses in accordance with their interests. At present, the physical education curriculum in colleges and universities can adopt the compulsory physical education curriculum for freshmen and sophomores, the optional physical education curriculum for juniors and seniors, and at the same time, extracurricular sports activities are supplemented, including the teaching mode of sports competitions and sports clubs, in order to satisfy the students' different sports interests and hobbies. Teachers can use the platform such as Moke, upload teaching video, so as to make students watch. Students can be free to choose their own interested physical education courses in the teaching system, to participate in sports activities consciously in daily life.

3. Reform of physical education methods

Under the new era background, physical education teaching in universities and colleges must innovate the physical education teaching method, in order to promote the physical education teaching quality. College students have mature thoughts and rich imagination, teachers should choose the way that students are willing to accept in physical education teaching. For example, in physical education teaching, teachers can use group games to teach. In the process of group games, students are more likely to stimulate their own potential, teachers set up certain rules and scenes

according to students' sports level and cognitive ability to stimulate students' creativity. In the course of the game, the students' sports consciousness is strengthened, their sports skills are promoted, and the collective activity is helpful to train the students' team cooperation consciousness. The principle of teaching students in accordance with their aptitude should also be adhered to in physical education in universities and colleges. Every student's ability is different, teachers can teach students in different levels combined with students' abilities, for example, when carrying out endurance training for students, teachers can divide the students into different groups based on their actual level, and choose the sports suitable for the group students to study and exercise, so as to promote the development and progress of all students.

4. Reform of physical education content

The innovative transformation of physical education in universities and colleges should adhere to the student-centered educational concept, adjust and optimize the teaching content, and promote the interest of college students. With the improvement of the quality of life, the physical quality of the young generation is deteriorating, the physical exercise of college students is less and their physical quality is gradually degenerating. Therefore, we should optimize the teaching content, encourage students to participate in sports practice, really improve students' physical quality, and help students develop the concept of life-long physical exercise. At present, the content of physical education mainly includes two parts: theory teaching and practice course. The practical type of physical education course should be added appropriately in the teaching of non-physical education major. In the theoretical curriculum, we should strengthen the theory of human kinesiology, so that students can understand the significance of physical exercise. However, in the practical curriculum, the teaching content should focus on training students' sports skills, teachers can combine basic types of sports activities with local sports activities, appropriately increase the local national traditional sports, in order to enhance the interest of students and make students take the initiative to participate in sports education.

5. Reform of student assessment

In the new period, the innovative transformation of physical education in colleges and universities should establish a set of scientific and perfect student evaluation system to evaluate students objectively. At present, in colleges and universities, students' achievements are mainly evaluated by teachers. This kind of evaluation system neglects the basic goal of physical education in universities and colleges. Physical education assessment for college students is not only to make students get credit, but also to make students really reflect what they have learned in the course of physical education in the physical education assessment. Therefore, physical education assessment for college students should adhere to the student-centered principle, set strict goals for each physical education teaching content, divide each semester into three stages, and pay more attention to the daily performance of students, evaluate students in each stage, establish the students' development files by means of information technology, and emphasize the students' development evaluation. Through the students' development files, teacher can know each student's learning situation of each stage in detail, which is helpful for teacher to adjust the teaching contents and methods, and to improve the students' physical quality.

III、 Conclusion

In the new period, physical education in universities and colleges emphasizes students' subjective consciousness, which aims at training and promoting students' health consciousness and cultivating students' consciousness of lifelong physical training. Therefore, in the new teaching period, colleges and universities should reform physical education, innovate the idea of physical management, and reform the model, content, method of physical education and student evaluation system. We should strengthen the construction of the infrastructure such as the gymnasium, apply the information technology to the physical education in colleges and universities, establish the informationalized student sports development files and adhere to the scientific development concept,

so as to cultivate the health consciousness of college students, then realize China's strategy of sports power.^[4]

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