

Physical Education Reform in Colleges and Universities Under the Guidance of Ideological and Moral Education

Bai Bing

Sports Department of Hainan Medical University
Hainan, Haikou, 59100, China

Zhao Yunpeng

Sports Department of Hainan Medical University
Hainan, Haikou, 59100, China

Abstract: The reform of physical education in Chinese colleges and universities is crucially guided by ideological and moral education. Traditionally focused on athletic ability, the current training model neglects holistic development. This paper argues for the integration of scientific, cultural, and humanistic education into physical education to cultivate athletes' personal and social skills. By diversifying educational goals, physical education can promote not only physical fitness, but also intellectual and moral growth. This approach aims to prepare athletes to excel not only in sport, but also as responsible members of society.

Keywords: Physical Education; Reform; Colleges and Universities; Ideological Education; Moral Education

1. INTRODUCTION

The development of competitive sports in China has unique characteristics, especially in the training of outstanding athletes. At present, the training model of sports talents is mainly based on the standards of athletes, emphasizing competitive training as the core. Therefore, when selecting sports talents, athletic ability (physical fitness) is taken as a key indicator. Under this model, it is often easy to neglect the cultivation of scientific, cultural and humanistic qualities, as well as the development of personal social skills. For a long time, a system with competitive performance as the main evaluation standard has been formed, and the training system of competitive sports talents is based on the "elite genius theory". This theory believes that competitive sports is more of a performance activity for a few people. In the clear training goals, the multiple functions of sports are limited, and the significance of sports in ideological education and moral quality education is weakened. Therefore, the structure and system functions of competitive sports are limited. Relatively speaking, competitive sports are more limited to a closed cycle system. In the future, in order to better promote the development of competitive sports, it is necessary to review and expand the scope of sports talent training. We should not only focus on the sports performance of athletes, but also integrate the comprehensive education of science, culture and humanities to cultivate the personal and social skills of athletes. Through the diversified educational goals and comprehensive development models, competitive sports can play the greater role in society, not only promoting the improvement of physical fitness, but also promoting the comprehensive growth of athletes at the intellectual, moral and social levels.

Sport is not only the material basis for cultivating students' moral education, aesthetic education and work education. Mao Zedong clearly pointed out in "The Study of Sports": "Sport is not only a supporting means for intellectual and moral education, but moral education is completely dependent on sport. Without sports, there can be no moral and intellectual education. Sport is a means of transmitting knowledge and a way of practicing morality. This view deeply emphasizes the important role of sports in the education of young people. Therefore, in the teaching process, physical education teachers should not only pay attention to teaching skills and cultivating physical fitness, but also organically

integrate ideological and moral education into physical education and physical exercise. Through sports activities, students can not only improve their physical health, but also cultivate the qualities of self-discipline, cooperation and perseverance. For example, in team sports, students learn how to cooperate with others, how to remain calm under pressure, how to accept victory and defeat, and how to respect opponents when winning or losing a game.

In addition, physical education teachers should teach students in accordance with their aptitude and scientifically design physical training plans based on students' psychological characteristics and growth and development conditions. Through personalized physical education, physical education teachers can better stimulate students' interest and enthusiasm in sports, thereby enhancing their enthusiasm and initiative in participating in sports activities.

2. PROPOSED METHODOLOGY

2.1 The tremendous development of sports science and technology requires the use of sports ethics to regulate the correct development direction

The rapid development of modern science and technology has profoundly affected all aspects of competitive sports. Almost all sports have adopted scientific and technological achievements to varying degrees. Technology has become an indispensable and important factor in the development of competitive sports, including the innovation and improvement of sports technology, such as the significant improvement in the height of the high jump through new high jump technology, as well as the introduction of new materials and new equipment, such as specially made runways and high jumps. Performance Swimwear. With the continuous advancement of the science and technology, its impact on competitive sports has become increasingly significant, and it has also played a key role in promoting the continuous improvement of the technical level and athletic performance of competitive sports. However, technological development has a dual nature. It not only promotes the rapid improvement of the level of competitive sports, but also brings new moral, legal and ethical challenges. In pursuing the dream of becoming a sports power, the country, society and individuals have made great efforts to effectively enhance the

international reputation of our country. However, in the context of emphasizing the "gold medal" strategy, our country has long regarded the development and research of technology as the core of the progress of competitive sports, but has ignored the in-depth discussion of the relationship between science and technology and society, and has even overemphasized the technological benefits and neglected the ideas, moral and humanistic tendencies.

Therefore, in order to achieve the sustainable and healthy development of competitive sports, we must strengthen the examination and guidance of moral ethics based on scientific and technological progress, and maintain a balance between scientific and technological innovation and humanistic care. Only in this way can competitive sports, while advancing technology, truly realize its full potential in education and social influence, and bring more benefits and value to athletes and society.

2.2 Feasibility discussion on strengthening ideological education in university physical education courses

Physical education is different from other courses and remains irreplaceable in achieving practical learning goals. As an important way to promote ideological and moral education, physical education not only teaches students essential skills and improves their physical fitness, but also plays an important role in cultivating their ethical values. Therefore, physical education teachers are tasked with teaching students basic sports skills, improving their physical abilities, and integrating moral education into their teaching process. Elements such as game rules, sports regulations, physical exercises, and team cooperation in physical education are key factors in instilling moral values in students. Therefore, during the teaching process, teachers can use these aspects of physical education to help students understand that only with a strong moral character can they succeed in the competitive environment of the market economy.

For today's youth, who are still inexperienced in the ways of the world, the cultivation of a sense of integrity and shame is also indispensable in the realm of moral education. Integrity and shame are concrete manifestations of exemplary character in today's youth. By fostering an understanding of integrity and shame, adolescents learn to distinguish between truth and falsehood, virtue and vice, beauty and ugliness. A school environment that promotes such values cultivates a culture of high standards and decency. Similarly, physical training through athletic exercises can also foster a sense of integrity and shame in today's youth, guiding them to accurately evaluate themselves. This approach prevents them from crossing ethical boundaries and ensures that in competitive sports neither side resorts to dishonorable tactics to achieve victory in battle.

2.3 The further suggestions

In terms of relevance, effectiveness and timeliness, the ideological and moral education must be deeply integrated into the front line of the training of athletes. Only when we have a deep understanding of the athletes during their training, and discover and solve their possible ideological problems in time, can we effectively carry out the work of education and guidance. When athletes are training, we must help them clarify the purpose of training and establish a correct training attitude, so as to maintain a high level of concentration and mental state during training. This will not only help athletes increase their confidence in overcoming difficulties, but also

improve their technical ability and overall training level. Especially in high-intensity training, we need to accurately grasp and adjust the psychological, emotional and mental state of the athletes, encourage them to challenge their limits and withstand the arduous mental, physical and psychological tests. At the same time, we must attach importance to cultivating athletes' ability to educate and manage themselves, which is an important part of ideological and moral education. By adhering to a democratic style, penetrating deeply into sports teams, trusting and relying on athletes, and especially giving full play to the backbone and leading role of veteran players, we can effectively promote the ideological and political work of athletes. The ultimate goal is to build on the conscious participation of the majority of athletes and coaches so that they can show a higher mental outlook and technical level in the arena.

3. CONCLUSION

Reforming physical education under the guidance of ideological and moral education is essential to promoting the comprehensive development of athletes and advancing competitive sports in China. By shifting from a narrow focus on athletic performance to a more holistic educational approach, colleges and universities can cultivate athletes who are not only physically fit, but also morally and intellectually capable. Integrating ideological and moral education into athletic training ensures that athletes develop essential qualities such as self-discipline, cooperation, and resilience. Ultimately, this approach contributes to the broader societal goal of producing well-rounded individuals who make positive contributions to society beyond their athletic achievements.

4. REFERENCES

- [1] Ding, Yu, Yuhang Li, and Lei Cheng. "Application of Internet of Things and virtual reality technology in college physical education." *Ieee Access* 8 (2020): 96065-96074.
- [2] Lan, Shi. "The reform of physical education in colleges and universities under the background of physical education integration." *International Journal of New Developments in Education* 5, no. 26 (2023).
- [3] Zheng, Wei, Yu-Yu Ma, and Hung-Lung Lin. "Research on blended learning in physical education during the COVID-19 pandemic: A case study of Chinese students." *Sage Open* 11, no. 4 (2021): 21582440211058196.
- [4] Wu, Mengjun. "Discussion on the Problems and Countermeasures of College Physical Education Reform." *International Journal of Social Sciences in Universities*: 169.
- [5] Liang, Taiwei. "On the Reform of PE Teaching in Colleges and Universities and the Cultivation of Students' PE Consciousness." *Open Access Library Journal* 9, no. 2 (2022): 1-6.
- [6] Lu, Yikuan. "Analysis of Influencing Factors on the Quality of Teaching Reform of Physical Education Courses in Colleges and Universities Combined with Entropy Weighted TOPSIS Modeling." *Applied Mathematics and Nonlinear Sciences* 9, no. 1.
- [7] Junxia, G. A. O. "Discussion on the Method of Integrating Physical Education Teaching Reform into Outward Development Training." *The Theory and Practice of Innovation and Entrepreneurship* 4, no. 15 (2021): 158.

- [8] Yu, Linlan, Qing Lu, Tingting Yang, Junxiang Wan, Weijiang Wen, and Dayan Hu. "Research on the Reform of Physical Education in Colleges and Universities under the Background of Big Data Era." In 2021 International Wireless Communications and Mobile Computing (IWCMC), pp. 1519-1522. IEEE, 2021.
- [9] Ding, Yu, Nian Zhang, and Yupeng Li. "College physical education course management system based on internet of things." *Mobile Information Systems* 2021, no. 1 (2021): 5874390.
- [10] .Li, Zhaoxi. "The Application of Mobile Network Technology in the Reform of Physical Education Classroom Teaching in Universities."
- [11] Vilchez, Jocelyn A., John Kruse, Maryjane Puffer, and Rebecca N. Dudovitz. "Teachers and school health leaders' perspectives on distance learning physical education during the COVID-19 pandemic." *Journal of School Health* 91, no. 7 (2021): 541-549.
- [12] Yin, Weina, and Jiabin Zhang. "Research on Teaching Reform of Track and Field Course for Physical Education Majors Based on OBE mode." *Frontiers in Educational Research* 4, no. 13 (2021).