

Cultivation of Values in Physical Education Teaching in Colleges and Universities

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Abstract: *The fundamental task of colleges and universities teaching is to train qualified socialist builders and reliable successors. Physical education, as an important part of higher education, shoulders an important historical mission in the process of talent training. This article takes the cultivation of values in the physical education process as an entry point. Through research methods of literature and logical analysis, it puts forward ardent hopes and pertinent suggestions on the cultivation of values in college physical education teaching, hoping to contribute to the new era of college physical education teaching reform provides effective reference value and useful help.*

Keywords: *physical education, values, value orientation*

1. Introduction

China has entered a new era, and the core values of socialism have become the common value pursuit of all Chinese people [1]. The value orientation of young students is very important, because it determines the value orientation of the entire society in the future. Higher education shoulders the important historical mission and responsibility of talent training. "For whom to train" and "what to train" are related to the development of society and the future of the nation. Higher education teaching reform must be innovative and advance with the times. In the whole process of instilling the cultivation of values, input the correct value orientation and other aspects to make more efforts. As an important part of talent training, college physical education should pay more attention to the cultivation of students' values while imparting physical skills. How to cultivate students' values on the basis of traditional physical education is the direction of the reform of college physical education in the new era. The fundamental follow of college physical education in the future. In the process of college physical education reform, respecting the cultivation of values means respecting the development of human nature. Therefore, the cultivation of values should be regarded as the practical principle of the reform of college physical education, and the choice of values is an important indicator to measure the rationality of the value of college physical education reform. This research aims to discuss the cultivation of values in college physical education reform, including the cultivation of humanistic values, goal values, utilitarian values, and development values. It is not only the starting point for elaborating the reform and development of college physical education, but also the study of college physical education reforms and the foothold of development.

2. Cultivation of humanistic values

2.1 Humanized physical education

Humanized education is an educational philosophy that takes people's intrinsic attributes as the foundation, respects people-oriented, and puts people's intrinsic needs and individualized development as the primary goal [2]. Physical education is based on the thought of humanized education and the physical education activities implemented in accordance with the growth law of human nature. This kind of educational concept that emphasizes the free development of human nature plays a role in promoting students' all-round development and the pursuit of life and quality of life. The main ideas of "people-oriented" and "student-oriented" should not only be deeply rooted in technical teaching thoughts and lifelong sports thoughts, but also in system teaching thoughts and health education thoughts.

2.2 Perfect physical education based on the physical and mentality

As the main body of teaching reform, students should start from caring about students' psychology and paying attention to the development needs of students' personality. In the entire physical education teaching process, that is, teaching content, curriculum settings, methods, attitudes, evaluations, concepts and system settings, we must pay attention to the elements of human nature, based on human nature, teach students in accordance with their aptitude, and aim to stimulate people's potential. Gradually abandon the old indoctrination teaching method. Achieve specific analysis of specific issues, classify students' different physiques and fitness levels, and then set up different courses of difficulty, strength, and weakness according to students' interests, preferences, and opinions, give students the freedom to choose courses, and fully reflect their human dignity. In the end, students can benefit from teaching, help them improve their various sports abilities, physical exercise skills and various physical and mental qualities, and get comprehensive development. Due to the changes in the social environment, the development needs of students will also change accordingly, so it is necessary to update the physical education curriculum and sports selection. The traditional teaching content and methods should not only be used, but should be timely and innovative. The traditional teaching content and methods can be combined with the new ones. While meeting the developmental needs of students, we should not let go of everything. The basic physical quality learning content cannot be changed, and its importance should be emphasized as the prescriptive assessment content of optional courses. With this as a prerequisite, help students lay the basic requirements of physical fitness, so that they can obtain exercise value, realize the connotation of sports, and improve their physical and mental experience in a variety of unique sports that are unique and attractive. Only by organically combining specific sports for cultivating basic physical fitness with multiple-choice sports for acquiring sports skills and developing good exercise habits can it serve the physical and psychological development of students.

3. Cultivation of target values

3.1 Set practical teaching goals

The ultimate goal of college physical education reform is to enhance students' physical fitness, improve their health, and improve physical education. In the process of college physical education, the first task is to clarify the teaching goals. At present, there are certain problems in the setting of physical education teaching goals in most colleges and universities. For example, in the implementation of the teaching goals, the students' personal goals of physical education have not been organically combined with their future development goals in the society. Therefore, setting physical education goals should focus on the current state of students and their future development, so that they can be harvested in three aspects: physical, psychological, and social development. It should also focus on students' sports interests, focusing on the organic combination of interest and teaching, sports events and sports concepts to help students realize their personal and social values.

3.2 Update the goals of teaching reform

In the current physical education in colleges and universities, the guiding ideology of "health first" should be regarded as the primary teaching goal, and teaching concepts should be changed in accordance with the requirements of the times. The development of the goal should gradually move toward health requirements, individual requirements and satisfy lifelong needs. Cultivating students' awareness of lifelong participation in sports through teaching and helping them master one or two sports skills, exercise methods, and sports interests is an effective way to realize the goal of higher physical education, taking diversification and turning to autonomous sports ability training. Physical education is not based on abstract and perfect people to set the educational goals, but to plan the development of students according to the needs of the society, so as to determine the teaching goals and content, and ultimately to meet the needs of the society to measure the results of physical education.

3.3 Improve the teaching model to achieve the reform goals

The reform of college physical education has determined the development of physical, psychological, and social needs, and gradually deepened the value orientation of physical education. Therefore, it is necessary to continuously improve the physical education model according to the actual

situation. In the formulation of teaching goals and content, it must not only satisfy the society the needs of development also need to take into account the needs of the students' physical and psychological balance development. Combining theory with practice, starting from the actual situation of current physical education, we must provide students with a variety of options, in addition to the courses required by the syllabus, but also add optional courses that students need and are interested in. The establishment of the physical education model should not only pay attention to the acquisition of students' sports skills, and improve their physical fitness and skill levels, but also pay attention to the cultivation of students' awareness of participating in sports and self-health care.

4. Cultivation of utilitarian values

The utilitarian value orientation is an external goal in the education quality policy, which seeks to obtain material benefits and tool value from education. Taking instrumentality and practicality as its important characteristics; obtaining obvious benefits as its criterion; meeting the needs of the country and society, and enhancing comprehensive national strength as the development goal and direction [3]. During the planned economy period, physical education in colleges and universities was a tool to achieve the country's political goals, mainly serving the cultivation of top talents in the country. National consciousness controls the development of physical education, manifested in the unification of physical education teaching materials, teaching methods, methods, and evaluation standards. During the market economy period, college physical education must not only meet the needs of the country's economic and social development, but also serve the country's politics, economy, science and culture, etc. It must also emphasize that physical education is a planned promotion of students' physical and mental health and meets the free development of students demand. Physical education in colleges and universities pursues utilitarianism, and non-utilitarian education does not exist. However, the current important problem in the teaching values of colleges and universities is to pay attention to the immediate and partial needs and meet the one-sided needs. This kind of narrow teaching utilitarian value generally exists in major colleges and universities. Therefore, it is necessary to reverse the situation of restricting students' ability to a specific professional knowledge of physical education, that is, to cultivate a comprehensive person who is a comprehensive development of body and mind, morality, talent, taste, and realm, and possesses the knowledge and ability of sports knowledge of talents"[4]. According to the essential characteristics of physical education, college physical education is a purposeful, organized, and planned social activity for teachers to impart sports knowledge, sports skills and social experience, and cultivate lifelong sports, that is, it has the function of imparting sports skills to promote the healthy development of individuals, and has the function of serving the country and society. Therefore, the physical education reform that integrates the inheritance of sports skills, personal needs and social needs is bound to be the road for future development.

5. Cultivation of develop values

The reform of physical education in colleges and universities has fundamentally changed the relationship between physical, psychological, and social development, and promoted the improvement of sports values from "enhancing physical fitness" to "promoting health" to "satisfying social needs", and clarified the values in sports values. The unification and coordinated development of the "human-oriented and social-oriented" of the university reflects the unity of meeting the value orientation of individual development and adapting to the value orientation of social development in college physical education, and allows the utilitarianism and humanism of sports value to be obtained in the correct value orientation coordinated development and unification. According to the report "Education-Wealth Contains" submitted by the International Commission for Education for the 21st Century, the four pillars of education in the 21st century are "learning to recognize, learning to do things, learning to live together, and learning to survive", high quality requirements and new ideas for human education [5]. As far as physical education is concerned, people's needs for sports have both biological aspects—enhancing physical fitness and improving health; more psychological needs, that is, through sports and competitions to satisfy people's spiritual internalization, character formation, self-realization, and life experience the value and initiative of the human value needs, and to meet the needs of people's self-transcendence and spiritual sublimation. Physical education is a special teaching process. It contains rich humanistic connotations and values. Physical education itself condenses the outstanding qualities of human competition, pioneering, innovation, forge ahead and forge ahead. The courage and spirit that he and his life possess to constantly affirm, discover, realize and surpass oneself is the highest state we humans are pursuing today. In today's world, science and technology are

advancing with each passing day. Modern information technologies such as mobile Internet, cloud computing, pervasive computing, big data, Internet of Things, and artificial intelligence have changed the way human beings think, produce, live, and learn. The ecological environment of college physical education has undergone earth-shaking changes. The boundary between formal learning and informal learning has been blurred. The classroom is no longer a necessary learning space. The college physical education teachers are gradually losing their status as knowledge imparters. These factors have an impact that cannot be underestimated on college physical education and college physical education teachers. The innovation of physical education in Chinese universities is insufficient in other traditional industries. Affected by the popularization of higher education, ordinary colleges and universities still adopt the large-scale industrialized batch teaching mode of "one size fits everyone" due to the limitation of educational resources. Due to the lack of institutionalized evaluation and supervision and accountability mechanisms for teaching resources, and the outdated teaching and learning model of physical education in colleges and universities, the phenomenon of the evaluation system of learning results in physical education is serious, and the content and methods of physical education evaluation are monotonous and one-sided lack of personalization and diversification. The reason is that there is a lack of in-depth consideration of the cultivation of values in the reform of physical education teaching in colleges and universities, and the lack of grasp of the core concepts and related relationships of the reform. The reform of physical education in colleges and universities must pay attention to the system, integrity, innovation and coordination, and conform to the changes and requirements of the development of the new era.

6. Conclusion

The fundamental task of physical education in colleges and universities is to train qualified socialist builders and reliable successors. The four values of humanism, goals, utilitarianism and development are the starting point to grasp the direction of reform and development of physical education in colleges and universities. It is based on college physical education and colleges and universities. The teaching reform for students' actual needs and development, instead of implementing teaching activities based on one thought, one goal, and one model, and gradually improving the quality of physical education in colleges and universities, fully reflects the student-oriented and satisfying society development needs, so as to better serve the society.

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