The Application of Sports Education in the Cultivation of Digital Media Technology Talents

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Keywords: Digital media technical talents; Physical education; Non-technical ability; Teamwork; Creative thinking

Abstract: The purpose of this study is to explore the application and effect of physical education in the cultivation of digital media technology talents. This paper deeply analyzes the current situation of digital media technology talents demand and the challenges existing in the traditional training mode. In view of these challenges, this paper puts forward a new mode of integrating the concept of sports education into the training of digital media technology talents, and expounds it in detail through specific implementation strategies and cases. The research shows that the physical quality, psychological quality and teamwork ability of students majoring in digital media technology have been significantly improved by combining sports activities. The introduction of sports activities not only effectively strengthens students' physique, but also subtly cultivates their team spirit, pressure resistance and innovative thinking. The promotion of these non-technical abilities has a positive effect on the future career development of digital media technology talents. This study confirms the positive effect of physical education in the training of digital media technology talents, and provides a useful reference for relevant educational institutions to improve the talent training model.

1. Introduction

With the rapid development of science and technology and the advent of the digital age, digital media technical talents have become an indispensable force in today's society [1]. However, in the process of talent cultivation, we should not only pay attention to the improvement of technical ability, but also pay attention to its all-round development, including physical quality, psychological quality and teamwork ability [2-3]. Physical education, as an all-round educational concept, is gradually being valued by educators. The purpose of this study is to explore the application of physical education in the cultivation of digital media technology talents, with a view to providing useful reference for related educational practice.

Driven by the digital wave, the demand for digital media technology talents has surged, and various educational institutions have set up related majors to meet the social demand for such talents [4-5]. However, in the process of cultivating talents, we find that many students pay too much attention to technical learning and neglect the improvement of physical and psychological quality [6]. This technology-oriented training mode may lead to students' lack of adequate coping ability in the face of pressure and challenges, thus affecting their future career development [7]. Therefore, it is particularly important to seek a more comprehensive training model.

The purpose of this study is to explore the application of physical education in the training of digital media technology talents, and analyze its function and effect, so as to provide reference for relevant educational institutions to improve the talent training mode. By introducing the concept of physical education, this paper hopes to help students improve their physical quality, psychological quality and teamwork ability, so as to cultivate more comprehensive digital media technology talents. This will not only help students' personal growth and development, but also have a positive impact on social progress.

  DOI: 10.25236/icfmhss.2024.085

2. Overview of physical education

Physical education is to cultivate people's all-round development through physical activities. This educational concept emphasizes improving students' physical quality, psychological quality and social adaptability in physical exercise, thus laying a solid foundation for their future study, work and life.

2.1. The definition and importance of physical education

Physical education is a comprehensive educational concept, aiming at promoting students' physical and mental development through physical activities. It not only pays attention to the improvement of students' physical quality, but also emphasizes the cultivation of students' willpower, teamwork spirit and pressure resistance during exercise [8]. In modern society, these non-technical abilities are equally important, even more critical in some cases. Through physical education, the school can cultivate all-round talents with both professional skills and good psychological quality and teamwork ability.

The importance of physical education is mainly reflected in the following aspects: ① It helps to improve students' physical quality and provide a solid physical foundation for their future study and work; ② By participating in sports activities, students can exercise their willpower, teamwork spirit and stress resistance, which are very important in modern society; ③ Physical education can also help students establish good interpersonal relationships, expand social circles and create more opportunities for their future career development.

2.2. Physical education practice case

In recent years, more and more schools and educational institutions have begun to attach importance to the concept of physical education, and have achieved remarkable results in practice. For example, a university has introduced regular sports courses in computer science and technology, including football, basketball, badminton and other events. These activities not only enrich students' after-school life, but also enable them to learn teamwork, communication and problem-solving skills in sports. The comparative effects before and after the implementation of sports events are shown in Table 1.

Table 1 Comparison effect table before and after the implementation of sports events

Index	Before implementation	After implementation
After-class activity	Learning and a small amount of personal entertainment activities are relatively monotonous.	Rich and diverse, including football, basketball, badminton and other sports activities.
Team cooperation ability	Generally, lack of effective teamwork experience.	Significantly improve, learn teamwork and teamwork.
Communication ability	Poor communication and lack of effective communication skills.	Learn to communicate effectively, including conveying instructions, sharing information and resolving conflicts.
Stress tolerance	Weak, showing discomfort in the face of pressure.	Significantly enhanced, learn to remain calm and respond effectively under pressure.
physical quality	May not be in the best condition, lack of regular sports activities.	Significant improvement, including muscle strength, cardiopulmonary function, endurance and flexibility.

After a period of implementation, the school found that the overall quality of students has been significantly improved, especially in teamwork and pressure resistance. This case fully illustrates the potential value and practical application effect of physical education in the cultivation of digital media technology talents.

3. Present situation of digital media technology talents

With the rapid development of digital technology, digital media technicians have become an

important force to promote the process of social informatization and digitalization [9]. However, while there is a strong demand for digital media technology talents, we must also face up to the current situation and challenges of talent training.

Nowadays, the digital media industry has penetrated into many fields such as advertising, film and television, games, education and so on, and the demand for talents who master digital media technology is increasing day by day. These talents need to have a solid foundation of digital media technology, including image processing, animation production, audio and video editing, three-dimensional modeling and other skills, as well as good creativity and design ability to adapt to the ever-changing market demand.

At present, many universities and educational institutions have set up digital media technology majors and are committed to cultivating professionals in this field. However, there are still some challenges and problems in the existing talent training mode, as shown in Figure 1.

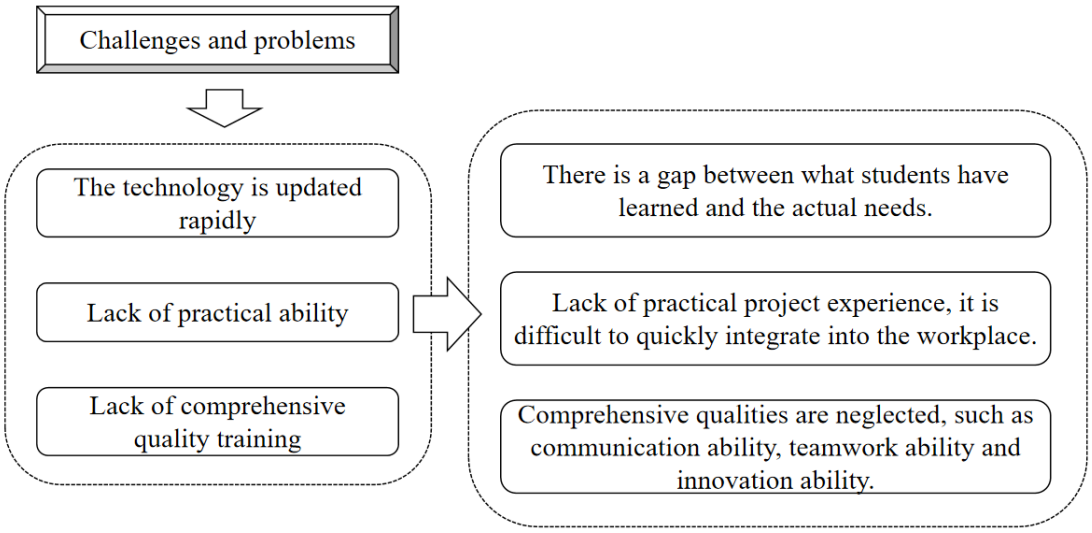

Figure 1 Challenges and problems of talent training mode

4. The application of physical education in the cultivation of digital media talents

4.1. Combining the advantages of sports education

Facing the challenges in the training of digital media technology talents, the concept of physical education provides a brand-new solution. By combining sports activities, we can not only enhance students' physical fitness, but also enhance their non-technical ability in a subtle way, so as to cultivate more comprehensive talents for the digital media industry. The advantages of combining physical education are as follows:

① Improve physical fitness: Digital media work often requires sitting in front of a computer for a long time, and good physical fitness is the basis for coping with high-intensity work. Physical activities can help students build up their physique and prevent occupational diseases.

② Cultivate teamwork spirit: Many sports require teamwork, which coincides with the requirement of teamwork in digital media projects. By participating in sports activities, students can learn how to play their role in the team and improve their teamwork ability.

③ Strengthening the ability to resist pressure: Stress training in sports competition can help students better cope with the challenges and pressures in future work, and improve their psychological quality and ability to resist pressure.

④ Stimulate innovative thinking: Strategy adjustment and improvisation in sports activities are helpful to cultivate students' flexible thinking and innovative spirit, which is especially important for the digital media industry.

4.2. Specific implementation strategies and cases

Combined with the above analysis, the specific implementation strategies are as follows:

① Offering characteristic physical education courses: For students majoring in digital media technology, physical education courses related to their majors can be offered, such as outdoor sports and outward bound training, aiming at improving students' physical fitness and teamwork ability.

② Organizing sports competitions: Organize regular sports competitions inside and outside the school, such as basketball matches and football matches, so that students can learn how to face challenges and adjust their mentality.

③ Incorporate the concept of physical education: Incorporate the spirit of sports into professional courses, encourage students to face difficulties in learning with a positive attitude, and cultivate their persistent quality.

Implementation case: The course of "Sports and Creativity" was introduced to the digital media technology major in a university, which combined sports activities with digital media creation (as shown in Table 2). In the process of participating in sports activities, students need to use the digital media technology they have learned to record and create related works, such as photography of moving moments and animation design of moving scenes.

Table 2 Table of Implementation Results of "Sports and Creativity" Course

Implementation aspect	Implementation details and effects
Course name	"Sports and Creativity"
Object of implementation	Students majoring in digital media technology in a university
Implementation content	Combine sports activities with digital media creation.
Specific requirements	When students participate in sports activities, they need to use digital media technology to record and create related works.
Creation type	Photographs of moving moments, animation design of moving scenes, etc.
Implementation effect	1. Improve students' physical quality.
	2. Stimulate students' creativity and design ability.
	3. Improve students' practical application ability of digital media technology.
Student feedback	Positive feedback, think that this course is both interesting and challenging, and has gained a lot.
Teacher evaluation	Students have shown a high degree of participation enthusiasm and innovative ability in the course.

Table 2 shows the implementation results of the course "Sports and Creativity" introduced by the digital media technology major in a university. This course skillfully combines sports activities with digital media creation, and requires students to use the digital media technology they have learned to create in the process of participating in sports activities, thus achieving an all-round improvement in physical fitness, creativity and design ability.

5. Conclusions

This research deeply explores the application of physical education in the cultivation of digital media technology talents, and draws the following main conclusions: Physical education has significant advantages and potential in the cultivation of digital media technology talents. By combining sports activities, students' physical quality, psychological quality and teamwork ability have been significantly improved. Sports activities not only help students to exercise their strong physique, but also cultivate their team spirit, pressure resistance and innovative thinking. These non-technical abilities are also crucial for digital media technicians.

Based on the above findings, this paper puts forward the following suggestions for the cultivation of digital media technical talents: strengthening the concept propaganda of physical education; Optimize the curriculum; Enrich sports competitions; Strengthen the practice teaching. Physical education plays an irreplaceable role in the cultivation of digital media technology talents. Educational institutions should be fully aware of this, and actively take measures to integrate the

concept of physical education into the training process of digital media technology talents, so as to cultivate all-round development talents with both professional skills and good non-technical ability.

Acknowledgements

The authors acknowledge the Shenyang Social Science Project for the Year 2023: "Research on the Digital Construction of Shenyang's Red Cultural Resources" (Project Number: SYSK2023-JD-40); Shenyang Social Science Project for the Year 2022: "Research on the Integration of Liaoning Model Spirit into the Training and Construction of Digital Media Technology Talents" (Project Number: L22DSZ020)

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