

Problems and Countermeasures in the Management of Education Education under Media Environment

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Abstract: In the current society, the development of media network is becoming more and more rapid, and various media industries are rising rapidly, becoming an important force in social development, forming an overall atmosphere presented in the operation and management of mass communication institutions. The development of this power will have an impact on education, including the influence of the discourse dissemination of physical education, which will also have an impact on the people who pay attention to it, and its change will affect people's physical quality and psychological quality. This paper explores the influence of the discourse communication process of physical education in the media environment, finds out the problems in the management and points out the corresponding countermeasures to realize the good effect of physical education.

Keywords: Media environment; Physical education; Communication of discourse

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Introduction

physical education communication discourse refers to the physical education workers in communication with his people, building knowledge system, this process is conform to the law of communication, the content will fit with the current social sports concept, theory, conform to the intensity of people need, follow the social moral behavior. This paper studies the process management of physical education communication discourse, which not only finds some problems in the process, but also puts forward targeted countermeasures to solve the problems, such as a series of problems in the process of choosing teaching content, demonstration action and teaching theory. In the process of management, it must be scientific and reasonable, suitable for the needs of the masses, in order to achieve better physical education discourse communication, the efficiency and quality will be improved, to help them to develop good sports habits, and play the best communication effect.

1. Problems in the discourse management of PE education communication

1.1 Authority and nature are distorted

The media has been becoming more and more developed, and various industries have been affected by it. And this tool is used to continuously develop and expand their own development, followed by more and more information. The public will inevitably lose its correct and authoritative judgment in many information, and may blindly follow the wrong guidance. In the current media environment, the effect of sports communication discourse is really good, but in some cases, its essence and purpose are often misinterpreted, which may be caused by some profitable businesses, which is also the problem. The original message of physical education may be to advocate a healthy posture and achieve a healthier body by reducing fat, but it will generally improve the body shape, which is an unexpected harvest. However, in order to make profits, some businesses may spread the information of weight loss and shaping and high-intensity fitness, which distorts the original purpose of physical education discourse dissemination. Sometimes the public can not distinguish between good and bad, and have a bad impact. Therefore, it is very important to spread the discourse of physical education in a healthy and upward network environment, which is more authoritative in this environment, which is conducive to helping the public develop good habits of sports^[1].

1.2 Lack of competent leadership

The current media environment often advocate freedom of speech, both benefits, also have disadvantages, disadvantages are mainly there may be some false information, problems, so the role of physical education cannot be realized, after the public accept error, false information is very bad to them, light hurt their mind, heavy and even harm their health, it runs counter to the nature of physical education communication discourse. At this time, fairness and justice are essential, and a master of the truth. The remarks here are only elected after judgment, determination, in line with the social pursuit, and beneficial to the masses. In this way, we can set an example of healthy and positive energy for the broad masses, encourage more people to participate in sports, and carry forward the spirit of sports.

2. Countermeasures in the Management of Physical Education

2.1 Standardize and improve the process management

In today's media environment, the way of physical education in discourse communication must adapt to the development of The Times, reasonably foster strengths and circumvent weaknesses, and use the advantages of the network to realize the communication of physical education in discourse. First of all, good content needs to be guaranteed, good content is the premise, and content is an important part of the public contact. Secondly, the atmosphere of discourse communication should be suitable, so as to play properly. Meanwhile, a good atmosphere is conducive to process management and strict management. Then, the process management should be more rigorous, and the management personnel should strictly follow the rules and regulations, do their duties well, and have a strong sense of responsibility. Select competent and suitable supervisors, strengthen the supervision of the process, and have a certain deterrent to the staff below, so that the process management is more strict and efficient, which is conducive to the publicity and physical education. At the same time, in the process management, we should be flexible, take into account all aspects, but also need to anticipate the possible contradictions and problems that may occur in advance, and prepare in advance, in order to prevent emergencies, too late to deal with. These ways can be large to TV sports channels, small to the campus sports publicity board, no matter when and where, the rigor of the content must be guaranteed, at the same time according to different scenarios with the corresponding management policies, together to do a good job to promote physical education^[2].

2.2 Clarify the process management standards

To strengthen the management of the process of physical education, there will often be some final guidance and the use of the expression mode is not unified phenomenon, which is caused by the poor communication between the staff at all levels. Everyone is only responsible for their own part, do not communicate with the connection between each section and each section, maybe just the content is clear, but the final effect is not optimistic.

Here is required, each staff can not only have the perfect theoretical knowledge, more to make it to the maximum, that is to accept the Angle, take the way of public satisfaction, try to make the public to understand, willing to listen to the spread of sports discourse, various departments closely linked, sincere, clear their responsibility, to achieve better communication.

2.3 Strengthen mechanism construction

In order to improve the physical health status of students, many relevant policies and documents have been issued before, but they did not play a big role, which is related to the relevant policies do not keep pace with The Times. Physical education discourse communication process management should keep pace with The Times, in what kind of stage to meet what kind of public demand, process management system to scientific and reasonable, promote positive energy sports concept, help students to develop good habits, called for their love of sports, ensure healthy and reasonable system, cannot blindly pursue game concept, but make the students start interested in sports, help them the all-round development^[3].

At the same time, in the process management, the supervision and supervision mechanism also plays an important role, creating an independent supervision mechanism, we supervise each other, and make progress together. On the one hand, it mobilizes the initiative of relevant departments in the process of physical education dissemination. On the other hand, it better improves the dissemination of knowledge and realizes a win-win situation. For example, students in school may have physical examination every semester at school, and these data can be regularly introduced into a third party to supervise from the perspective of schools and hospitals to ensure the perfect completion of both work. At the same time, the third party can also put forward suggestions on existing issues, and jointly promote the dissemination of physical education discourse for the progress of students. On the other hand, appropriate reward and criticism systems are very useful in process management. In the process of management, to the formulation of physical education rules and regulations, to the teaching effect of physical education classroom, all need some objective evaluation. Of course, in the medium-term supervision of these work and evaluation, suggestions and measures can be put forward for bad places, and good places

can be rewarded and praised appropriately, so as to promote workers' enthusiasm for the discourse communication work. Of course, the perpetrators of the reward and criticism will also make mistakes, so in the end of these work or to all the workers to make progress together, gradually improve, and work together to promote the improvement of the process management to contribute a part of their own strength.

Conclusion

To sum up, in the current media environment, there are still some problems in the discourse communication of physical education, but it is undeniable that this is indeed the most efficient and effective way of discourse communication. Today's media development is an inevitable product of the development of The Times. The Times are progressing, and science and technology is developing. The dissemination of physical education discourse by making full use of this effective way is indeed very useful for its development. Students will be the recipients of discourse communication, for some problems in the process of management, lead to improper expression, may affect their use, if caused the wrong understanding may also have a bad influence on them, affect their values, when found the problem, must be timely targeted solution. At the same time, in the process of management, also want to keep the spirit of learning forever, times are changing, management concept also want to update, according to the current era background, build a suitable system, all workers, managers, users cooperation, timely communication, enhance discourse communication effect, strengthen everyone's movement consciousness, through sports to improve everyone's physical quality, mobilize everyone to join the sports, promote the common development and progress.

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