

# Research on the Development Path of Cheerleading in Colleges and Universities under the Background of Education Reform

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**Abstract:** Under the background of the current education reform, it is emphasized that stimulating students' enthusiasm, promoting the ability of interaction and cooperation and cultivating good moral quality are the core goals. La operation is China's new sports projects, by virtue of its unique aesthetic value and fitness effect, widely spread in the education departments at all levels, improve the campus vitality, to a certain extent, ease the students' learning pressure. With its emphasis on teamwork, cheerleading enables students to deeply experience the value of cooperation and improve their social skills in the process of working together to achieve their goals. Based on this, this paper mainly analyzes the problems existing in the development of cheerleading in colleges and universities under the background of education reform, and puts forward a series of countermeasures.

**Keywords:** Education reform; University cheerleading; Development path

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## Introduction

China's education mode is experiencing a change from traditional exam-oriented education to pay attention to quality education. In the face of the continuous deepening of quality education, many colleges and universities are attaching more and more importance to the all-round development of students and cultivating college graduates with balanced development of morality, intelligence, physical, beauty and labor and excellent quality. Due to the differences in the current physical condition of college students, it is necessary to set up a series of courses to strengthen the physical function of students. In physical education, cheerleading has become an indispensable part of college physical education because of its unique aesthetic feeling and the perfect combination of sports, and comprehensively improve the physical quality of students.

## 1. The development of cheerleading in colleges and universities under the background of education reform

### 1.1 Insufficient promotion and popularization

The development time of China's cheerleading movement is relatively short, and some education departments have not fully realized the importance of cheerleading courses, and are faced with the problem of insufficient teacher resources. At present, the promotion and development of cheerleading teaching in the physical education course of colleges and universities is still insufficient. The development of cheerleading activities depends on many resources, including necessary facilities and professional teachers, but most colleges and universities have not established special teaching facilities, due to the lack of resources, lack of necessary training equipment, there is no suitable venue for students to train, resulting in students' cheerleading skills training needs can not be met, not only hinder the effective promotion of cheerleading teaching. It also affects the development of students' skills in this project.

### 1.2 Lack of professional cheerleading teachers

The teaching quality of cheerleading courses is highly dependent on the teaching ability of teachers, which directly affects the teaching effectiveness. However, as such courses are not yet popular in some colleges and universities, there is a shortage of professional guidance talents for cheerleading. In addition, there are some deficiencies in the professional quality of the existing teachers. Some colleges and universities often assign teachers of other subjects as part-time cheerleading guidance, which not only increases the work pressure of teachers, but also fails to meet professional standards due to the lack of systematic cheerleading training programs and necessary dance foundation. In this case, it is difficult to effectively improve students' skills in cheerleading.

### **1.3 Lack of systematic teaching design**

With the full implementation of quality education under the background of education reform, universities have gradually introduced cheerleading courses, which combine rhythm, fashion and other elements. However, the teaching standards of cheerleading courses are relatively high, and some schools still face many challenges in course design and execution strategies. The teaching method adopted by some teachers is too simple, only focusing on the imparting of theoretical knowledge, failing to combine<sup>[1]</sup> theory with practice closely. In addition, students are under great learning pressure, teachers fail to fully consider individual differences of students and lack personalized teaching methods, which leads to a lack of interest in cheerleading among some students and affects their enthusiasm for participation. The content planning of cheerleading courses fails to keep pace with The Times, the teaching structure shows a lack of coherence, the lack of diversity of teaching materials and other problems, so that students encounter many difficulties in mastering skills, and then affect the improvement of students' ability in cheerleading.

## **2. The development path of cheerleading in universities under the background of education reform**

### **2.1 Strengthen the promotion of cheerleading**

At present, our country attaches great importance to the positive influence of physical exercise on the students' overall quality, and the LA operation is a kind of integrated sports activities with integration and coordination and team spirit, which plays an important role in the college physical education curriculum. Under the guidance of the new curriculum reform concept, the education department must pay enough attention to this, and should make full use of the school physical education and art education resources to promote the improvement of students' physique and sports skills. The education department should take cheerleading operation as a part of the sports health curriculum, increase investment, choose high-quality products when purchasing cheerleading equipment, build high-quality sports facilities and places, and provide a more superior sports environment for cheerleading activities. Some risky movements are involved in cheerleading training, and schools should take necessary safety measures when building related facilities. When investing funds and materials, the education department can designate a special area in the gymnasium for professional cheerleading training, and be equipped with gymnastics MATS, loudspeakers and other auxiliary equipment to improve the training effect and interest of students. In the process of setting up the cheerleading team, the necessary financial support should be injected to ensure that it is widely promoted and implemented in colleges and universities, so as to improve the training effect. The education department should take the initiative to establish cooperative relations with relevant departments such as society, expand more equipment and venue resources, and reduce the financial pressure on schools.

### **2.2 Improve the professional level of teachers and enrich teaching content**

The professional level of teachers is closely related to the quality of education. Due to the lack of professional education and guidance for cheerleading teachers in some colleges and universities, there are technical and movement problems in cheerleading teaching, which affect the teaching effect. The school management should actively build a team of high-quality teachers, actively attract outstanding talents, and establish a long-term and stable cooperative relationship with the national cheerleading publicity center to provide better guidance and support; It should improve the training level of professional teachers, enhance the professional quality of teachers through professional courses, keep up with the trend of The Times, and constantly absorb the latest cheerleading knowledge. For the outstanding cheerleading teachers, it should provide opportunities for further study, follow the experienced coaches to learn, improve the teaching quality, and provide students with better educational services<sup>[2]</sup>. Schools can also invite senior cheerleading instructors to provide customized training programs for teachers and provide professional guidance. Cheerleading is a kind of teamwork sport. If there is no diversified content in the education process, it will easily lead to boredom and thus affect students' interest in participation. Therefore, teachers should strive to expand diversified teaching methods and improve students' participation by integrating various forms of activities such as music and dance. To create a positive cheerleading cultural atmosphere and stimulate students' enthusiasm for participating in activities.

### **2.3 Develop scientific training plans and innovate training methods**

Cheerleading teachers in colleges and universities should work out scientific and reasonable training plans. For example, when guiding students to practice cheerleading, teachers should refine the training content so that students can practice in stages. At the initial stage, students need to warm up exercises, and then teachers should provide students with a variety of training options, including dance exercises, posture adjustment exercises and coordination exercises, etc., the practice content has its own focus, and should be included in the overall training plan, the main purpose is to ensure that students can master the skills efficiently and high-quality in the shortest time through scientific training programs. In the final stage of training, teachers should focus on students' mastery of training skills and methods, and fully consider the particularity of cheerleading activities. Therefore, teachers need to formulate corresponding training plans according to students' performance in sports, while students should choose appropriate training strategies according to their learning progress and physical condition, so as to ef-

fectively promote the development of cheerleading in colleges and universities.

Physical education teachers in colleges and universities should adopt creative training methods and explain them through concrete examples. For example, in cheerleading training, teachers should encourage students to actively participate in large-scale dancing competitions organized by the school to provide a platform for students to show their ability, which can not only enhance students' self-confidence, but also help students gradually overcome psychological fears in performance practice. Schools should increase the time, spirit and personnel investment in cheerleading competition and campus physical education, which plays an important role in improving students' skills and abilities in competitive cheerleading. While learning theoretical knowledge, students should also take an active part in the practice of cheerleading to deepen their understanding and mastery of this sport.

### 3. Conclusion

Under the background of education reform, colleges and universities can effectively promote and develop cheerleading in colleges and universities by enhancing the promotion and publicity of cheerleading, improving the professional level of teachers, enriching the teaching content, formulating scientific training plans and innovating training methods. While strengthening students' physical fitness, it also cultivates the improvement of students' comprehensive quality. It plays an important role in improving students' competitiveness and skill level in the field of sports competition.

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