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CONTENTS

The Application of Situational Simulation Teaching Method in Marketing Course Teaching

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Abstract: The improved scenario simulation is to present the learning results in the form of scenario simulation after the learning group learns independently. The scene simulation has changed from the previous live interpretation form to the form of micro-electric film, namely 5~10min video. Then, teachers organize each study group to hold a sharing meeting, and complete the learning tasks by playing microfilms, group discussion and mutual evaluation. This is a kind of confluence of modern education method and electronic information technology.

Key words: Scenario Simulation; Teaching Method; Marketing; Course Teaching

1. INTRODUCTION

In the scenario simulation method, students are the dominant, and students are required to boldly participate in teaching activities. Introverted students often resist this teaching method. They did not dare to perform in front of the students, and if they were forced to perform, they were shy of showing themselves. Therefore, in the beginning of teaching often because the students do not cooperate and cannot obtain the desired effect. The study group completed the interpretation privately, and the shooting relieved the students' resistance to some extent. Repeated practice can build up their confidence. In the study of specialized courses for a short time, to carry out individual training with this method is better than the scene of deduction. It can have sufficient time for students to understand and digest the learning content [1-5]. At the same time, the deduction can more truly reflect the degree of understanding of knowledge, and can help teachers effectively judge the students' grasp of knowledge points so as to make correct adjustments. However, it is undeniable that the deduction method of micro films also has its shortcomings. In the post-semester stage of comprehensive practical training and comprehensive inspection of students' mastery and application of sales skills, the scene simulation can be closer to the real work situation [6-11].

2. FEASIBILITY OF DEDUCTIVE METHOD FOR MICRO-FILM IMPLEMENTATION

2.1 Source of ideas

The difference between micro-film deductive method and the situation simulation operation in the past lies in the way that the learning results are presented in the form of micro-film and video. The inspiration came from a day during the break when students were interested in watching some micro films made by college students to commemorate campus life on the Internet and said that one day, we should make a micro film. Coincidentally that time is just ready to give students to assign a simulation of sales for the industry, a brainwave, it is better to let them take the interpretation of the process with a mobile phone when the homework to hand it over, or let them have a director, screenwriter, star addiction. Unexpectedly, most of the students were very excited and applauded.

2.2 Feasibility of implementation

With the improvement of living standards, almost every student now owns at least one mobile phone, and many of them are powerful smart phones. Therefore, for the ordinary shooting work is basically no problem. Many students are quite proficient in the use of electronic products. A lot of people post little videos of themselves on WeChat. Therefore, for simple micro films, most students can still complete the task. Although the shooting Angle, lighting control and post processing are not comparable to the professional team, the basic content can still be presented. For the post-shoot production, the problem is not big. At present, many mobile phones have their own film editing, editing and processing functions. There are also a lot of related software on the Internet and the operation is easy to understand. In addition, students are willing to search, explore and try things they are interested in online. Therefore, the ability of the students is beyond the author's imagination. Some of the team's micro films are very wonderful, not only with subtitles, sound effects, but also some with special effects.

2.3 Advantages of deductive method in micro films

Deductive method of micro-film is improved and implemented on the basis of over-situation simulation method, which makes up for the deficiency of previous operation to a certain extent.

2.4 More prominent teaching effect

The idea of the implementation of the situational simulation teaching method is that the learning group experiences the process of work and tests their mastery of work skills in the process of deduction. Other students learn the strengths of the performers and help them find out existing problems, give suggestions for improvement and take advice from them, that is, take the essence and discard the dross ".However, the previous situational simulation method is by thousands of live deduction, the moment of the performer's expression, subtle movements fleeting, teachers and students may not be able to immediately find the existing problems in the deduction process, especially some small sections. On the other hand, even if there is a problem or a bright spot, we can not

interrupt the timely comment. When the interpretation is over, the comment will be made. Comparing with thousands of invisible materials, the explanation is somewhat feeble and not profound, and the teaching effect is often poor. This is the past implementation of scenario simulation method often encountered in the vexed problem. Record by means of micro electric video frequency, deductive process can be through the slow-motion replay, repeated viewing these ways can see the whole deduction, carefully find out when the purpose can be suspended at any time and targeted at specific image contrast, clear bright, competence can see there is a real problem, also can reference and learn from other students, the teaching effect will be better than it used to be that kind of form.

3. DEDUCTIVE METHOD OF MICRO-FILM HAS BETTER TRAINING EFFECT ON INDIVIDUAL SKILLS

3.1 Help teachers to control the teaching links and improve the teaching effect of scene simulation

Due to the uncertainty of the specific content and form of the interpretation, teachers can only make corresponding adjustments to the specific teaching content according to students' on-the-spot performance. Sometimes, there may be a big discrepancy with the content of the teaching plan, and the teaching link is in a passive position. Therefore, teachers are required to have strong teaching organization ability. This is also a big challenge for Qianxin teachers.

3.2 Evaluate students more scientifically

Evaluation system is an important part of vocational education reform. Formative evaluation is a better evaluation method in current vocational education evaluation. Talents are evaluated through multiple and multi-faceted assessments. Therefore, formative assessment is more scientific and reasonable than summative assessment, which can better promote the all-round development of talents. The situation simulation method implemented in the past often sees a performance of students, is a kind of final evaluation. However, the performance of micro films is formative evaluation. The study group was asked to provide the official version of the micro film and some of the tidbits, namely "NG" shots, to make various evaluations. From these tidbits, we can see how the students communicate and brainstorm ways to improve the task in the process of completing the task. This method is particularly suitable for exploratory learning tasks. It not only records the learning process of students, but also shows how they master new knowledge points bit by bit in the exploration, and sees the growth process of students and the final learning results.

In the process of completing the task, team members will have different ideas and opinions. In the end, how to form a unified opinion and finish the task well requires effective communication and cooperation among members and teamwork spirit. These are precisely the future into the workplace and society will be prepared for the ability. In addition, it is also a challenge for students to present their learning results in the form of micro films. Students in the right way will get twice the result with half the effort. Teachers should choose suitable teaching methods

according to subjects and teaching contents in the teaching process. Moreover, the teaching method is not mechanically applied, but should be flexibly applied and in the work to have the awareness of learning, innovation, innovation. The process of making micro films is basically completed by self-study. This is conducive to cultivating students' ability of self-inquiry and self-learning. This is also one of the necessary abilities to survive and develop in the future society.

3.3 Help teachers to play a comprehensive guiding role

Throughout the traditional theory teaching, teachers' guidance to students is very limited, and the knowledge that students have learned is also very limited, and the teaching effect is not ideal. However, in the whole process of situational simulation teaching, teachers can not only understand students' understanding and mastering of the knowledge through the performance and reaction of middle school students in the whole process, but also give comprehensive guidance to students' language expression and strain ability, so as to help give full play to the role of teachers' comprehensive guidance.

4. SITUATIONAL SIMULATION TEACHING METHOD CAN EFFECTIVELY IMPROVE STUDENTS' LEARNING EFFICIENCY

Compared with traditional teaching methods, situational simulation teaching method is a teaching method that guides students to actively participate in the analysis and discussion of the problem from the point of view of the problem, so as to obtain the solution to the problem. Students are the main body of the whole situational simulation teaching method. By creating different scenarios, students can actively participate in the teaching course, increase the teaching interaction between students and teachers, and improve the learning efficiency of students.

4.1 Forms of situational simulation teaching method

(1) Leaderless group discussion

Leaderless group discussion refers to a method in which students are divided into several groups and each group discusses a hot topic together. The moderator of each group is not designated in advance. Teachers observe and record a series of behaviors of students and finally make an evaluation. For the question or topic discussed, the content should be familiar to everyone, so that every student can be involved. The topic of discussion is neutral, there is no absolute right or wrong, so that students can more fully show their ability. In this process, teachers can see how strong each student's leadership is, how independent opinions are, whether they can listen to others' opinions and how possessive they are, which has a positive effect on cultivating students' comprehensive ability.

(2) Talk to people

Talking with people is a commonly used form in situational simulation teaching method, which generally has three types: telephone conversation, receiving relevant visitors and visiting relevant people. A telephone conversation can be either a telephone conversation or a telephone conversation. Through the telephone conversation can examine the students' relevant etiquette,

emergency communication ability and so on. Reception of the relevant personnel refers to receive to the enterprise or company visit, these people can come to talk about the business, to promote the sale of products, to consult a problem, to complain, etc., the purpose of inspection is in the face of different stakeholders, how the students' ability to control the conversation in the process of reception, how ability to handle problems quickly. Visiting relevant people refers to actively looking for others to talk with, in order to test students' language skills, relevant professional knowledge and communication skills.

(3) Role play

As an important teaching form in situational simulation teaching method, role playing means that teachers create a specific simulation scene according to the teaching content and the teaching practice, allowing students to play a role according to the created scene and carry out actual operations in accordance with the specified tasks and other actual conditions. Through this teaching form of role play, students' practical operation ability can be exercised.

(4) The form of instant speech

Instant speech refers to an assessment method in which teachers design a teaching-related topic for students and make them speak according to the requirements of the topic after brief preparation, so as to understand the related psychological quality and internal potential of students. In this way, it is helpful to cultivate students' ability of comprehension, reaction, language and thinking.

(5) System simulation

System simulation refers to the method that allows students to conduct operation simulation of business management on paper or with the help of computer. Through simulation operation, students can get feedback information of business management in time, so as to understand their own business effect, and finally reflect students' business ability and comprehensive ability with the economic benefit of the enterprise.

4.2 Implementation steps of situational simulation teaching method

(1) Create the scene

In the creation of the situation at the same time to guide students to understand the content of the situation simulation, clear the purpose of the situation simulation, and point out the main problems should be paid attention to in the whole process, put forward the corresponding teaching requirements. In the process of creation, the simulated situation needs to be closely combined with the teaching content and the characteristics of students, so that students can have a deeper understanding of the theoretical knowledge of the textbook in the teaching process, consolidate the theoretical knowledge they have learned, and be able to better apply it to practice.

(2) Scenario simulation

After the creation of the scene is completed in accordance with the requirements, students can carry out the practice simulation. The process of the scene simulation should be as real as possible to create an immersive feeling for students. In the scene simulation teaching process, students can through their different role to understand the

characters of job functions, learned to combine theoretical knowledge and practical ability, to further improve their understanding of their own simulation role position and cognition, exercise their practice ability and the team cooperation ability, improve the ability of handling himself to the strain of different events. Different groups of students can also exchange roles with each other, so that students can have a comprehensive understanding of each position in a complete structure, which plays a positive role for students to master the situation of each department in the management process of the enterprise and improve the management efficiency.

(3) Teacher guidance

In the whole process of scenario simulation teaching, teachers should carefully watch and record students' simulation process in detail, and try not to interrupt students' simulation process, so as not to interfere with students' simulation thinking and affect the integrity of the whole simulation process. When the simulation deviation is caused, guidance should be given in time, and appropriate correction should be made for the problems. So that students in the whole process of scenario simulation closely around the teaching task, not deviation, not divorced from the teaching practice, to ensure the smooth development of the whole teaching activities. Through the appropriate guidance of teachers, the expected effect and the actual practical results should be compared, to find out the gap between the two, and analyze the reasons for the gap, so that the next simulation teaching process can be constantly improved, so that it can more effectively help students to study theoretical knowledge.

5. CONCLUSION

Scene simulation teaching method in the management of colleges and universities teaching is a kind of active teaching method, it in promoting teachers' teaching effect, stimulate students' learning motivation plays an important role, at the same time, through this kind of teaching method, students have more exchanges between image and more comprehensive understanding of theoretical knowledge. It is of great help to students' practical ability, teamwork ability, expression ability and so on. Therefore, teachers of management courses should pay attention to the application of this teaching method in this kind of course teaching, and constantly carry out innovative research, so that it can better adapt to the characteristics of management courses teaching, and contribute their own strength to cultivate excellent management talents.

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Research on Fuzzy Query Technology of Airborne Navigation Database

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Abstract: Flight Management System is one of the main systems necessary for transportation aircrafts, And the navigation database is an important part of Flight Management System. In the process of editing Flight plans, pilots may frequently use the navigation database, so developing the navigation database function is very convenient for pilots to use. Navigation database has a large amount of data. When fuzzy query is carried out, the fuzzy query function must be realized without affecting the system performance. It is a very important key technology in the design process of Flight Management System. This paper proposes an optimized system architecture, which can realize fuzzy query of navigation database without affecting the system performance.
Keywords: Navigation database; Fuzzy query; Flight Management System

1. INTRODUCTION

Flight management system is the main component of modern aircraft avionics system, it can not only support the pilot to make flight plan, guide the aircraft in accordance with the predetermined horizontal and vertical trajectory flight, and can monitor the whole guidance process, so as to reduce the burden of the pilot in the flight process and improve the accuracy and safety of the flight process [1-2]. In the transport aircraft, the flight management system is already an essential system.

Most functions of the flight management system cannot be supported without the navigation database, so the application of the navigation database has become a key technology. The navigation database contains navigation information for the entire area of the aircraft from takeoff to landing. Navigation database can not only support the pilot information such as real-time query beacon, route, able to support the pilot flight plan at the same time, the navigation database is an essential part of flight management system, and then the navigation is a huge amount of data in the database, query process is very expensive, so the application of the navigation database efficiency is related to the performance of the flight management system. The data content of airborne navigation database may involve waypoints, navigation platforms, airports and other information of the whole country or larger regions with the increasing proportion of people using aircraft as their main means of travel [3], the data volume of navigation database is also increasing. In the process of use, pilots may not always be able to accurately input the name of each point, and there are many waypoints with the same name. Therefore, it is very important to solve the fuzzy query technology of navigation database so as to facilitate the use of pilots. This paper discusses and optimizes the system architecture of fuzzy query technology in navigation database, to improve the operation efficiency and performance of flight management system.

2. FUZZY QUERY KEY INDEX ANALYSIS

The fuzzy query of navigation database mainly involves four kinds of data, namely waypoint, navigation platform, airport and route list information. Among them, waypoints may contain tens of thousands or tens of thousands of pieces of information. The flight management system needs to quickly retrieve the required data in a short time according to the search conditions entered by the pilot in real time and send it to the display unit for display and preview for the pilot. The delay of manual input is about 1 second. If the fuzzy query is carried out in real time, it means that the pilot needs to search the database once for every character input. Since the navigation database belongs to the flight management system and the bus delay of the system, it is difficult to achieve the delay of 1 second. The process of fuzzy query mainly involves two indexes. First, the amount of data and calculation of fuzzy query are very large. Due to the large amount of data and the need for the flight management system to run the retrieval algorithm in real time according to the retrieval conditions, the amount of calculation is very large. Second, the flight management system needs to quickly retrieve and display the data to the query interface according to the retrieval conditions. The amount of data sent by the bus is large, so the real-time requirement is high.

3.SOLUTION

3.1 Common solutions

Navigation database belongs to an important function of the Flight Management System showed that the Processing Unit also belongs to an important functional component of avionics System, so the common relationship between component deployment as shown in **Figure 1**, which shows that Processing Unit DPU (Display Processing Unit -- DPU) and Flight Management System for FMS (Flight Management System - FMS) belong to two different nodes, mutual communication through the airborne bus. Because the flight management system frequently visits the navigation database, the navigation database resides in the FMS with strong function coupling and is deployed under an operating platform.

In the solution due to the DPU and FMS belong to different nodes, if you want to realize the navigation database fuzzy query, there must be a lot of data access, if retrieval conditions are too simple, could reach hundreds of retrieval results, at the same time due to the pilot in the process of retrieval, frequently change the retrieval condition, FMS need to constantly fuzzy retrieval, not only cost computing resources, the bandwidth of the

instantaneous impact is bigger also.
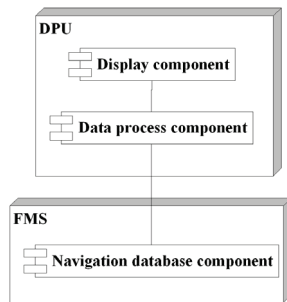
Figure 1: Typical database query function component deployment diagram

Analyzing the above solutions, the system delay in the whole query process is mainly composed of the following parts:

T1: time taken to query each waypoint;

T2: number of waypoints in the navigation database;

T3: bus delay;

T4: Running time of other functions of the flight management system;

Therefore, the total time of query process is T = T1 + T2 + T3 + T4;

3. 2 Improve the solution

In view of the problem of large bandwidth consumption and possible system delay in common solutions, the following solutions are proposed.

Solution a: as shown in **Figure 2**, different from common solutions, the deployment of a navigation at the DPU and FMS end database components, including DPU side navigation database component is mainly used for frequent data query, FMS the navigation database component is mainly used to support editing, the flight plan data within the DPU end such fuzzy query not airborne bus bandwidth, so there is no the problem of bandwidth consumption, at the same time the inside of the DPU data processing module and the navigation database component belongs to dependencies, real-time performance of the system can be fully guaranteed.

Technical innovation: By deploying the navigation database component in the DPU end, the bandwidth consumption of the airborne bus is avoided, and the total delay of the system changes:

T1: time taken to query each waypoint;

T2: number of waypoints in the navigation database;

T5: Running time of other functions of the display processing unit;

Therefore, the total time of the query process is T = T1 + T2 + T5;

The bus time disappears, and the running time of other functions of the flight tube system is replaced by the running time of other functions of the display processing unit. If the two delays are equivalent, the time delay of fuzzy query must be reduced at the same time.

The solution also has its own disadvantages, namely the system maintainability is bad, because the same database component nodes exist in the two systems, if there is a navigation database content or format of the update, will need to maintain two nodes at the same time, and because the two nodes different demand for the navigation

database, component interface is different also, it is not necessary to set up two of the same navigation database components [4]. Therefore, the second solution is proposed for the above problems.
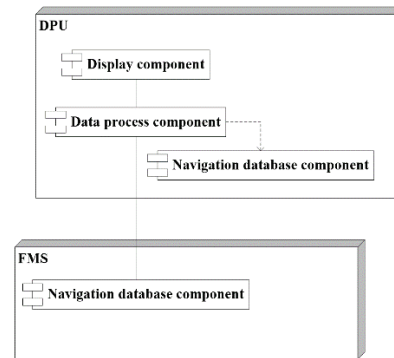
Figure 2: Solution I system deployment diagram

The system deployment diagram of Solution 2 is shown in **Figure 3**. In the diagram, a navigation database component is deployed at the FMS end and a simplified navigation database component is deployed at the DPU end. The navigation data source resides at the FMS end and is used for data updating through external devices. Through the analysis of system usage scenarios, when pilots in fuzzy query, need only in a large amount of information found in the string list to string, when choosing the name to edit the flight plan, only involves specific route, airport and navigation information, therefore the navigation database component interface definition as shown in **Figure 4** and **Figure 5**.
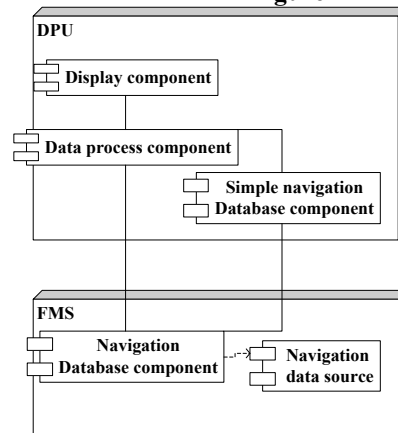
Figure 3: Solution 2 system deployment diagram

RealNavigationDB
-airport_lst
-rwy_lst
-navplat_lst
-waypoint_lst
+GetAirportNameLst()
+GetRwyNameLst()
+GetNavPlatNameLst()
+GetWaypointNameLst()
+GetAirportInfoByID()
+GetRwyInfoByID()
+GetNavplatInfoByID()
+GetWaypointInfoByID()

Figure 4: Navigating the database component interface

definition

SimpleNavigationDB
-airport_name_lst
-rwy_name_lst
-navplat_name_lst
-waypoint_name_lst
+GetAirportLstByName()
+GetRwyLstByName()
+GetNavPlatLstByName()
+GetWaypointLstByPointName()
+LoadNavDBNameInfo()

Figure 5: Simplify the navigation database component interface definition

Figure 4 describes the interface description of the navigation database component. The interface is divided into two types. The first type is used to simplify the initialization of the navigation database component, and the second type is used to edit the flight plan. The description of data elements taking airport data as an example is shown in **Table 1** [5].

Figure 5 describes the interface description of the simplified navigation database component. The interfaces are also divided into two types. The first type has only one interface, loadNavdBnameInfo (), which is used to simplify the initialization of the navigation database component, and the second type has other interfaces, which are used for fuzzy queries of the navigation database. The description of data elements taking airport data as an example is shown in **Table 2**.

Table 1: Navigation database airport data description [7]

type	The data type	The scope of	unit
The name of the airport	string	4 bytes	There is no
ID	plastic	[0, 1000]	There is no
longitude	floating-point	[-180.0, 180)	The degree of
The dimension	floating-point	[-180.0, 180)	The degree of
highly	plastic	[-300, 5000]	meter
The area code	string	2 bytes	There is no

Table 2: Simplified navigation database airport data description

type	The data type	The scope of	unit
The name of the airport,	string	4 bytes	There is no
ID	plastic	[0, 1000]	There is no

According to the data difference between Table 1 and Table 2, the complete navigation database information is maintained in the real navigation database component, while only name and ID information is maintained in the simplified navigation database component.

As shown in the running sequence diagram of the navigation database access process in Figure 6, the system simplifies the initialization of the database through the LoadNavdBnameInfo () interface during the initialization process, and the access interface between the simplified navigation database and the real navigation database is realized by sending messages on the airborne bus. Although the amount of information is large, the initialization process only exists in the system initialization process, so when the system is running, it will not occupy a large amount of airborne bus.

Taking fuzzy query of airport data as an example, in the process of fuzzy query of airport data, as shown in Figure 6, the data processing component only needs to access the getAirportLSTByName () interface to realize fuzzy query

of airport data. Because all airport fuzzy query data are already local, this interface can be used frequently for fuzzy query without involving airborne bus access according to different query conditions. When the pilot has determined the airport to select, as shown in Table 2, the data processing component can get the airport ID directly to quickly access the desired airport information by accessing the interface getAirportInfoById () of the real navigation database component[6], which avoids the waste of computing resources caused by the frequent traversal of the airport information list by the navigation database component through the airport name, which is also a highlight of this scheme. Obviously, if the data of the navigation database needs to be updated, it only needs to update a navigation database source to realize the update of the navigation database, and the maintainability of the system has not been reduced.
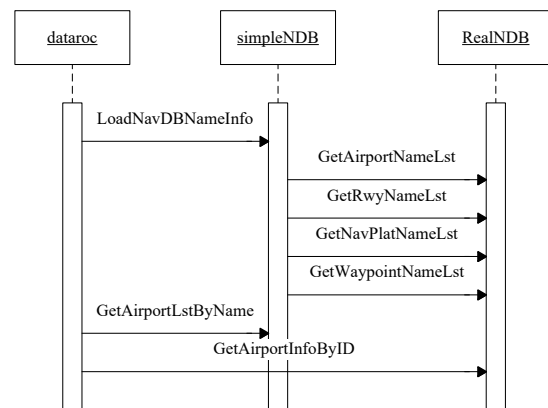
Figure 6: Navigation database access process run sequence diagram

Technical innovation: By deploying the simplified navigation database component in the DPU terminal and completing the initialization of the database component during the system initialization, the problem of high maintenance cost is solved while the delay of fuzzy query system is solved.

The total delay of the system changes as follows:

T1: Time taken to query waypoint information after each simplification;

T2: number of waypoints in the navigation database;

T5: Running time of other functions of the display processing unit;

Therefore, the total time of the query process is $T = T1 + T2 + T5$;

Because waypoint information is simplified, T1, It must be less than T1, so the query time of the optimized scheme must be less than scheme 1.

4.CONCLUSION

The merits and demerits of system design not only consider whether the system has completed the corresponding functions, but also the performance, complexity and maintainability of the system, which depend on the merits and demerits of the system architecture. This paper analyzes three different solutions to the fuzzy query problem of airborne navigation database, and it is obvious that the improved solution 2 is better in the performance index of the system and the maintainability of the system. The fuzzy query technology

of navigation database is a key problem in the application of navigation database. The solution of this problem has important reference significance for the development of flight management system.

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Research on the Construction and Practice of Tai'an City PE Core Literacy Evaluation System for Primary and Secondary School Students

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Abstract: The primary and secondary schools in many cities of our country have carried out the evaluation of the core quality of campus sports, and the reform of primary and secondary sports is also imminent. Core skills are basically a common, transferable ability that plays a key role in the future development of workers. In the Scottish education system, the concept of using core skills refers to a wide range of transferable skills that are necessary to be a fully active and responsible member of society. How to use primary and secondary school campus to cultivate students' core quality. What are the contents of the evaluation of the primary and secondary schools integrated into the cultivation of core literacy? What are the evaluation indicators? What is the relationship between the indicators? These are questions that need to be studied urgently. In view of this, this paper takes the core quality of sports as the guiding concept, combined with the physical and mental characteristics of students at various levels, preliminarily designed the Tai'an City evaluation system of primary and secondary school campus.

Key words: Tai'an City; Primary and secondary school physical education; Core literacy; Evaluation system

1. INTRODUCTION

It is found that foreign scholars have studied the core literacy more. However, due to the different types of languages and cultural differences, the core literacy is finally translated into the unified core literacy in combination with China's own traditional cultural concepts. In order to encourage countries to focus on the core qualities of their citizens, the OECD has been experimenting with large-scale transnational research projects since the mid-1990s, from 1997 to 2005.The definition and selection of literacy: the theoretical framework and conceptual basis to become the optimal representative of the project related to core literacy. Core literacy is defined as the collection of knowledge, skills and attitudes needed for individual self-realization, lifelong development, integration into mainstream society and full employment [1-5]. They are transferable and play diversified functions. In the introduction of compulsory education, learners should have these basic key qualities, and continue to play a fundamental role in the subsequent life-long learning. In the definition of core literacy in OECD, it also emphasizes the teachable and learnable qualities of literacy. Literacy can not only be planned, designed, implemented, taught, and evaluated, but must also be cultivated by the learning process. In other words, qualities such as the ability to use tools interactively, interact in heterogeneous social groups, and act autonomously can be acquired through school education and curriculum, and evaluated accordingly when students have completed their studies [6-10].

2. UNESCO'S DEFINITION OF CORE LITERACY

In February 2013, LMTF released its study Towards Universal Learning: What Every Child Should Learn. The study on the deep analysis in various countries and various areas all over the world education quality monitoring project, based on fully solicit the opinions of the world more than 500 experts and scholars and put forward seven dimensions to detect student learning outcomes, namely the most important thing for children and adolescents seven learning: health, society, culture and art, text communication, learning method and cognitive, Numbers and math, science and technology [11-13]. The European Union defines core literacy as something that young people should acquire before the end of compulsory education and development, which will enable them to live a good adult life and serve as the basis for lifelong learning. At the same time, according to the view of lifelong learning, it is emphasized that all education and training systems, as well as the adult education sector, should be included in it. It is hoped that these qualities will be continuously developed and maintained and renewed throughout the adult life. In the English education system, core competencies are the key skills and qualifications that young people need to learn, live and work to be ready for life.

3. CONSTRUCTION AND PRACTICE OF EVALUATION SYSTEM OF CORE PHYSICAL EDUCATION ACCOMPLISHMENT

The core quality of sports includes students' sports ability, sports morality, and healthy behavior. Sports ability is embodied in students' physical and psychological ability during activities, which is the premise of students' activities. Health behavior refers to the behavior made by students in the process of adapting to the environment, which can stimulate students' health awareness and help students develop good and civilized health habits. Sports morality refers to the code of conduct and values that students need to follow in the process of sports, which can help students to observe social norms independently and is conducive to the creation of a good social atmosphere.

3.1 Relationship between core physical education literacy and campus physical education

The core quality of sports is common in school sports. It refers to helping students collect health information in the form of sports, and then using health information to help students protect their physical and mental health, to be in line with the society and achieve a good state of physical and mental well-being. The cultivation of core quality of physical education is an important manifestation of the implementation of educational policy and an important carrier and bridge to guide educational practice by using macroscopic educational concepts. As one of the important tasks of the contemporary campus physical education teaching, the campus physical education teaching should also take the development of the students' core quality of physical education as the training goal, that is, to train the students' core quality of physical education by means of sports. Based on the guiding ideology of the development of Chinese students' core quality of physical education, this paper designs a practical evaluation system of physical education in primary and secondary schools. In the process of research, on the reference basis of social indicator theory and Tai'an City talent development system, Delphi method and mathematical statistics method are used to construe Tai'an City he BBB1 school physical education evaluation system based on the core physical education accomplishment.

3.2 Principles of construction

First, follow the principle of rigorous science to ensure the credibility and effectiveness of research results. Second, the index of the evaluation system should comprehensively cover the six core qualities of sports, take the students who participate in Tai'an City campus sports activities as the main body, uphold the people-oriented and systematic research benchmark of cultivating perfect people, and combine with the training objective Tai'an City of BBB1 campus talents. Thirdly, the index system should pay attention to the distinction and applicability of the index. According to the physical and mental development of students at different levels, the corresponding emphases of the core quality system of sports are not the same. Therefore, the index setting should be divided according to the level stage. When constructing the indicators of the evaluation system, the formulator should consider the practicability of all the indicators, and the evaluation indicators should be measurable and comparable to ensure that the indicators are concise, practical, and repeatable.

3.3 Selection of Methods

Document method. To grasp the research results and cutting-edge trends in this field, this paper uses the data of Chinese Social Science Citation Index (CSSCI) and China National Knowledge Infrastructure (CNKI) and other network resource sharing platforms as citation sources and uses the Tai'an City evaluation system of sports core literacy campus as the key words to collect data and materials. Delphi method, which is a method to summarize the experience and judgment of various experts, is commonly used in the establishment of the evaluation index system. In the index establishment link

of this study, 20 education experts, Tai'an City coaches and physical education teachers from education departments, schools, professional Tai'an City clubs were surveyed and interviewed respectively to make the evaluation indexes representative and objective, to complete the screening of the evaluation index system. Evaluation index system of evaluation index selection and weight build, empirical primary in this paper, using the Internet platform for academic journal literature statistical yearbook, carding policy outline data information, based on the theory and method of evaluation index system, evaluation system of the core literacy campus Tai'an City to sports for the keyword classification and summary of relevant indexes and form including three level indicators, 12 secondary indicators, the evaluation index system of 22 empirical primary and tertiary indicators. The experimental pre-selection of the evaluation index system often evaluates the value of things relative to a certain value subject. There are individual differences among students, and it is difficult to reflect comprehensiveness and accuracy in setting indicators only based on teachers' experience. Therefore, teachers need to carry out practical research. This article takes sports core literacy, school sports, school sports theory as the research basis, follow the basic ideas of the primary and middle school campus sports core accomplishment evaluation system, constructing principles and the overall model, from Tai'an City sports ability, behavior and moral character index system of three dimensions for screening, with the aid of the education department, schools, professional club related personnel for the first round of the questionnaire survey result, preliminarily determines the primary and middle school campus sports core literacy evaluation index system of overall framework, formed including three level indicators, 9 secondary indicators, three-level index 20 empirical primary evaluation index set. Perfection and Determination of Evaluation Index System The second round of expert questionnaire was designed according to the pre-selected evaluation index system, and the Delphi method was used to screen the evaluation indexes of relevant experts. The questionnaire scores the importance of each evaluation index, and the scoring criteria are especially important (5 points), ordinary (4 points), moderate (3 points), unimportant (2 points), and very unimportant (1 point), a total of 5 levels. The average, standard deviation and variance analysis of each evaluation index data were carried out by statistical experts' scoring results, and the fuzzy comprehensive evaluation method in the field of fuzzy mathematics was used to classify multiple evaluation indexes, to determine the overall framework of the evaluation index system. Evaluation index scale construction of analytic hierarchy process (AHP) is a complicated multi-objective decision-making problem as a system, the target is decomposed into multiple, and multiple indexes of several levels, through qualitative index quantitative method to calculate the fuzzy hierarchy single order and the total order, as the goal, multiple optimization decision method of system.

This study uses analytic hierarchy process to divide the evaluation indexes and construct a scale. First, with the

develop of the indicators of evaluation system design of the third round of expert questionnaire, the questionnaire design index of relative importance in scale, is divided into 9 scaling method, its purpose is to let the experts under the same standard of all levels index pairwise comparison, for its relative weight, and the relativity of the index system of evaluation weight is obtained. Secondly, the establishment of index evaluation system, that is, three. Athletic ability refers to the ability of participating in sports and training, which is manifested as the comprehensive performance of physical form, physical ability, skills and psychology. Students' athletic ability includes cognition of sports, technical and tactical ability and physical condition, which is also the most intuitive and comprehensive evaluation content. From the time axis, students from the beginning of the contact sports, is preliminary established the cognition to the sport, and as the year the acquisition of motor skills, students in sports techniques, tactics, and psychological ability, and through the competition to further consolidate the form of sports ability, eventually to improve sports ability, the purpose of increasing energy.

3.4 Behavior and evaluation

In the process of participating in sports, students will show different subjective consciousness and behavior performance due to individual differences, and the most intuitive performance is the enthusiasm and persistence of participation and the corresponding physical appearance activities. To begin with, students' enthusiasm for participation is as follows: First, they take the initiative to participate in extracurricular training and competitions, and gradually develop habits, thus laying a foundation for lifelong participation in sports;   Secondly, in the training and competition to have a normal emotional performance, the right to deal with the success or the right to face the failure, to do the normal heart;   Finally, we should correctly understand and attach importance to sports safety, so as to be a perfect person with healthy development of body and mind. Campus sports based on the core quality of sports should pay more attention to students' sports moral education, that is, before kicking the ball, to teach students to obey the rules, attach importance to the team and have good qualities. First, there are complex rules in sports competitions, so players need to have a clear sense of the rules. Teachers can let students learn the rules of sports competition and understand that only by observing the rules can they adapt to the society. Second, as a team sport, students can only achieve excellent results if they have good teamwork with their peers. Third, in the fierce competition and training, it is valuable for students to develop the attitude of respecting opponents, coaches and teammates, which is not only the potential key content of sports training, but also the key point to evaluate students' sports competitive level. Evaluation methods. In the specific use of the campus sports evaluation system, first, the campus sports evaluation scale (student edition) under the core quality of sports is issued to students. After screening and screening, the collected results are analyzed, and the scores are calculated. Calculation method: the student will be scored

according to the performance of the three-level indicators. For example, if a student is judged to be excellent in a certain project, a full mark (i.e., 100 points) will be scored. The score will be multiplied by the three-level index coefficient. The sum of the indexes of the same level is the score of the second-level indicator, and then the score is multiplied by the coefficient of the second-level indicator to get the score of the first-level indicator. Secondly, the same method is used to calculate the value of the first level index, the sum of the final score of the student's evaluation. Finally, according to the proportion of the assessment results in the national physical health standards, taking the class as the unit, the proportions of the four grades were set as the excellent rate > 10%, the good rate BBB>%, the pass rate BBB2 9> and the failure rate < 10%. This determines the student's final rating.

4. CONCLUSION

Through the study, we draw the following conclusions, on the theoretical basis of the development of middle school students' core physical education literacy, according to the principle of index evaluation system construction, the establishment of elementary and middle school campus physical education evaluation system based on Tai'an City physical education core literacy. The system mainly includes 3 first-level indexes of sports ability, sports behavior, and sports moral character, 9 corresponding second-level indexes and 20 third-level indexes. According to the PE evaluation system of primary and secondary schools based on PE core literacy, a scientific, reasonable, and operable Tai'an City evaluation index weight system for primary and secondary schools is designed. According to the expert evaluation, the index weight system can objectively reflect the ability of school physical education of primary and middle school students and provide some theoretical reference for the development of school physical education. The evaluation system of primary and secondary school physical education based on the core quality of physical education should be comprehensive, systematic, and visual. In the process of evaluation, we should pay attention to the intuitive evaluation of students' sports cognition, technical and tactical ability, and physical condition, and pay attention to the intrinsic evaluation of students' emotional attitude and values. When using the evaluation system of primary and secondary school physical education based on the core quality of physical education, attention should be paid to the objective and fair evaluation methods, and the selection of the index system can be adjusted appropriately according to local conditions, so as to form a more objective index evaluation system.

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Characteristics of Passing Skills of Asian Elite Volleyball Players

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Abstract: Passing is a delicate and precise technical movement, which requires not only the ability to control and adjust the ball with high fingers and wrists, but also the coordination of upper and lower limbs. Based on the characteristics of Asian volleyball, this paper sets up a model of influencing factors of passing technique, finds out the main factors affecting passing technique, and improves the performance of volleyball effectively. It provides a scientific and powerful reference and guidance for the teaching and training of volleyball. So as to form a perfect system to provide the basis, so that training and selection of talent more reliable. The research results will provide theoretical guidance for the training and selection of players, further improve the level of Asian volleyball, and provide scientific guidance for the development of Asian volleyball. Passing can be done with either two hands or one hand, or with a jump pass. In order to avoid holding the ball foul, the ball should not stay in the hand, so the passing action must be coordinated, accurate, reasonable, and skilled.
Key words: Statistical Model; Volleyball; Pass Hit Rate

1. INTRODUCTION

Especially after it was defined as one of Olympic events, a general improvement came to its attentions from countries all around the world, and then such techniques and tactics development of volleyball has entered a new phase [1-3].So far Asian volleyball has still remained at the stage of competitive sports to a certain level, teaching contents are single, not focusing on teaching according to interests, initiative and learning positivity of athletes.

As far as volleyball such a specific sports event is concerned, it has common training processes and rules as other competitive sports but still has own unique features. Therefore, finding a suitable training process and rules in such special features from numerous factors and constantly carrying out studies and exploration among these main factors are just the processes that Asian volleyball such an event gradually moves forward success. Rapidly advancing and continuous developing volleyball performance level, applying more and more modern science and technology in volleyball training is beneficial to performance of Asian volleyball, so to speak. Continuously enhancement of requirements on volleyball performance, increasing difficulties of the demands of scientific training correspondingly, and so dependence on modernized high-end techniques and means has also enlarged [4, 5]. This needs lots of sports researchers to provide scientific and reliable theoretical basis for the training and selection of athletes relying on all sorts of research achievements. In view of certain gaps between Asian volleyball present research status compared to that of international and the needs of volleyball further development, finding out Asian volleyball pass influential factors through researching, facilitating volleyball training and personnel selection, and so it forms perfect system and provides evidences, making training and selection more scientific, improving orientation and emphasis of training to shorten gap, and continuously improving and developing Asian volleyball level. Volleyball pass technique is one of crucial factors in volleyball match. Thus, the paper establishes models to carry out research on factors that affect pass, finger flexibility and wrist elasticity, teaching method of pass, goal setting and volleyball types these four factors, analyzes and finds out whether every factor is important or not, and meanwhile it finds out decisive factors that affect volleyball pass success rate and provides corresponding suggestions.

2. MAIN INFLUENCE FACTORS

Generally speaking, volleyball is an action and technology that utilizes coordinated strength all over to meet the ball also by finger and wrist elasticity from the perspective of volleyball players' finger flexibility and wrist elasticity. In case fingers are not flexible enough or arms strength is too small, the success rate of pass will greatly be decreased [2].

From the perspective of pass teaching method, volleyball teaching method plays an important role in the promotion of volleyball in current society, and so does pass teaching method and pass success rate. For instance, procedures of pass teaching can be divided into two phases, it adopts simplification of volleyball learning conditions in the first place, and subsequently exercising difficulties of all kinds of exercising means can be greatly simplified; the second phase focuses on increasing ontology feeling about volleyball pass and increasing exercises of control ability. After taking statistical analytic treatment through experiment result, it is clear that experimental teaching plays great promotion role in students faster and more effective grasping technology and enhancing teaching effects.

From the perspective of the setting of teaching goals, goal setting is directly linked to direction of motivational goal and motivation of set intensity, correctly and effective goal could enable people to concentrate efforts, inspire and guide as well as organize masses physical activities, and possess important driving and guiding functions. Correctly apply goal setting approach in sports teaching can effectively enhance students' technical actions and overall levels, improve teaching quality that plays an important role in making students clear about learning purposes.

From the perspective of volleyball types, volleyball pass

technique can be divided into pass techniques of traditional hard volleyball and balloon volleyball. These two are basically compatible though they are different; usually the innovation of the latter is seen in techniques of leaf ball with two hands, service after tossing up with two hands and pass after setting up with single hands. The innovative techniques thereof tend to be favored by the masses and particularly more important for its effects on pass success rate.

3. MOLD ESTABLISHMENT AND SOLUTION

Define comparative matrix of criterion layer weight in target layer in model establishment to solve. So the maximum feature root of matrix A is: $\lambda = 4.2430$. According to the theory of analytic hierarchy process, w is the weight of criterion layer in target layer, larger weight represents bigger influence factors, the sequence decreasingly that affects volleyball pass success rate is soft volleyball, adopted various pass methods (presentation practice, induce method, restriction, and changing exercise method etc.), teaching with setting method, finger flexibility and wrist elastic force training. Table results suggests that wrist elastic force training is a main factor that affects pass success rate of Asian volleyball player, its occupied weight is 0.3700. The next is the weight of teaching with setting method that is 0.2419and ranked second in influence factors, finger flexibility ranks the third of the weight of 0.2246. The smallest influence among studied influence factors is goal pass method, its influence weight is 0.1635. Among which it is clear that wrist elastic force training has the largest influence, surpassing 0.128 the second, which is almost close to goal pass method that ranks last. However, no bigger difference here between influence level of setting teaching method and finger flexibility. Researching on the importance of influence factors can provide relative reliable reference evidence for the selection and training on Asian countries' national volleyball team members.

4. CONCLUSION

Various teaching means provide advanced teaching means to pass on teaching, which makes up for shortcomings in traditional teaching, enhancing positivity and sense of responsibility of participated students, and deepening students understanding of knowledge, revealing essence of things, converting abstract into concrete so that helpful for optimization of teaching process. Goal-set teaching method is worth promoting and applying in volleyball class. It can also provide more reliable reference basis for selection and training of volleyball players in Asian countries. Asian volleyball players lay behind players in European countries and America in height and strength by comparing. Therefore, it still suggests that Asian volleyball players should strengthen themselves training in strength. In view of gaps between Asian volleyball current research status and international as well as necessity of volleyball further development, excavating regular factors from numerous factors, facilitating volleyball training and personnel selection, and further forming perfect system and providing evidence to make training and selection to be more reliable. We may believe

that such research achievement will of important theoretical and guiding significance in training and athletes' selection, and will of very important practical significance and extraordinary practical value. Evaluate on relevant technical indicators so that increase scientific in training process. As far as Asian volleyball present development status is concerned, volleyball is well received by the masses, with continuously improvement of Asian volleyball competition system and rapidly development of Asian economy these factors, volleyball not only enhances national interests in sports but also provides material guarantee for Asian volleyball development that greatly enhances national physical quality.

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A Research on The Features of Eye Movements of Talent Football Strikers' Gaze Allocation and Modes of Gaze

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Abstract: Whether a football player is able to take effective tactical actions in an intense football game depends largely on the efficiency of his receiving and processing information on the pitch. Therefore, theoretically, talent footballers should be capable of highly efficiently receiving and processing information. In order to prove this hypothesis, in this article, we took use of Tobii eye tracker and made comparision of Features of eye movements between excellent young football players (excellent group) and normal young players (control group) when they gazed really pictures of football games. As a result, players in different groups have different info-receiving and processing rate. Also, this research shows that talent football strikers' selection could be assisted by testing their Gaze allocation and Different modes of gaze.
Key words: Football striker; Features of eye movements

1. RESEARCH OBJECTS, TEST PROCEDURES AND METHODS

Whether football players can adopt effective tactics in the fierce football match is an important sign to judge their competitive ability. In the fierce football match, whether effective tactical action can be adopted depends largely on the efficiency of information capture and information processing. Therefore, in theory, excellent football players should have the ability to capture and process information efficiently. Excellent young men's football forward players should have the ability of high-efficiency visual information capture and information processing, because the forward players in the game are mainly to break the other side's goal, to get more goals for their own side to win the game, and the way of visual information collection determines the quality of information processing, which in turn determines the effect of the whole tactical decision-making and technical action. Therefore, from a certain point of view, it can be said that the visual ability is the key factor to ensure the success of the team.

At present, the research on the visual characteristics of athletes is mainly completed by eye tracker. Some scholars have carried out experimental research on the visual information capture ability of excellent athletes in basketball, volleyball, and other events through eye tracker, and achieved certain results. At the same time, it also provides theoretical basis and experimental experience for the study of eye movement characteristics of football players. Domestic and foreign experts use eye tracker to study the eye movement characteristics of athletes [1-8]. The results show that the visual search mode of athletes is closely related to the task type, and

athletes with different task types have different eye movement characteristics [2]. In this paper, Tobii's eye tracker (Shanghai Xinyi Electronic Technology Co., Ltd.) was used to study the eye movement characteristics, visual search mode and fixation mode of young male football forward players with different training years when they gaze at real pictures of football matches.

The experimental objects of this study are: 13 men forward players with 8 years or more football training experience from the youth football players of Tianjin TEDA football club are selected to form excellent group, with an average training life of 8.6 years; and some students' football teams from the football representative teams of Tianjin University (5 Tianjin University of technology, 4 Tianjin Normal University and 4 Tianjin University of Technology) are selected The athletes were in the control group, and their training years were all within 3 years, with an average of 2.3 years. The visual acuity of the two groups was normal, and the naked eye vision was above 0.9.

Five football experts selected 6 pictures of attacking side when attacking into the opponent's half-time from football match video as eye movement characteristics test map, which requires that the pictures can reflect six different attack situations, including 3 are complex situations, 3 are simple situations, and the ball control parties in the picture are all forward players.

During the experiment, the subjects sat in the front of the table and their heads were fixed on the U-shaped bracket. After the test, the subjects could not move freely. The participants used headphones to listen to the recorded live sound of the game in advance. Then, under the guidance of the subject, the subjects looked at 9 points on the color LCD screen about 1.2 meters away, and recorded them with an eye tracker [2]. After the eye calibration, the subjects were asked to look at the experimental materials on the screen and make judgments and choices according to the captured image information, that is, the forward player who controls the ball in the picture should choose to pass, break or shoot on the spot next.

2. ANALYSIS AND DISCUSSION OF EXPERIMENTAL RESULTS

2.1 Analysis of experimental results

2.1.1 Fixation time and frequency of young male football forward players

From Table 1, we can find that the fixation time of the excellent group is significantly shorter than that of the control group, and there is a significant difference between the two groups. This shows that the excellent

football forward players can capture information quickly and obtain information efficiently. At the same time, it can be found in Table 1 that the fixation frequency of the excellent group is lower than that of the control group in the simple situation picture, but the fixation frequency of the excellent group is higher than that of the control group in the complex situation picture. There was no significant difference in fixation frequency between excellent group and simple group, but the frequency of complex group was lower than that of simple group.

Table 1 Comparison of average gaze time (s) and average gaze frequency (s) of young men football forward players

Group		Excellent group		control group		
		M	SD	M	SD	F
Fixation time	Simple situation	4.13	0.67	6.22	1.20	7.921 P < 0.05
	Complex situation	3.21	0.43	5.42	1.19	8.974 P < 0.05
Frequency of gaze	Simple situation	3.11	0.64	3.46	0.89	7.852 P < 0.05
	Complex situation	3.31	0.67	3.23	0.86	8.833 P < 0.05

2.1.2 On the spot decision making of young men's football forward players

Table 2 Comparison of correct rate of on-the-spot decision-making of young men's football forwards

	Picture 1	Picture 2	Picture 3	Picture 4	Picture 5	Picture 6	F
Excellent group	93.3%	83.5%	99.6%	93.7%	100%	93.7%	6.381
control group	84.2%	75.2%	851%	91.4%	91.3%	82.2%	P < 0.05

In this comparative experiment, the on-site decision refers to the way that football forwards decide to deal with football after observing the actual game scenes in the picture. The correct answer is to extract the running track of the actual football match in the game scene, because the selected matches are high-level events, and the treatment of forward players is basically reasonable. It can be seen from table 2 that the accuracy rate of the excellent group is higher than that of the control group, and there is a significant difference between them, which shows that the excellent group is significantly better than the control group in on-the-spot decision-making.

2.1.3 Gaze distribution of young men's football forwards

Table 3: fixation distribution of young men's football forward players (Times)

	Fellow players	Defenders	Void area	Football position
Excellent group	9.63	3.12	5.31	0.80
control group	4.34	11.23	4.57	2.43

Table 4: Comparison of average fixation times

	Excellent group		control group	
	M	SD	M	SD
Simple situation	6.27	2.11	9.37	3.02 6.210 P < 0.05
Complex situation	8.73	1.98	11.17	4.10 6.119 P < 0.05

It can be seen from table 3 that when the male football forward players pay attention to the real pictures of the football match, the excellent team members mainly allocate the visual capture to the fellow players and a small number of vacant positions, while the control group mainly allocate the visual capture to the defenders. This shows that it is very difficult for ordinary male forward players to find the good position of their peers and the space for passing or dribbling in the actual game, and they are occupied by the other side's defenders with the main attention allocation, while excellent forward players can see more of their peers' position and the line for passing or dribbling in the actual game, and can better complete the pass or breakthrough.

We can find from table 4 that the fixation times of the excellent group are lower than those of the control group in both simple and complex situations, and there is a significant difference between them. The experimental results show that, no matter what situation in the game, the excellent football forward players can quickly capture the game information in a short time, identify the situation on the field, and then provide more time and space for making technical actions and tactical decisions; while the common football players need to spend more time to observe the situation on the field, which is bound to affect their performance the efficiency of decision-making.

2.1.4 Saccade distance and fixation track of young men's soccer forwards

Table 5 Comparison of average saccade distance between the two groups

	Excellent group		control group		
	M	SD	M	SD	F
Simple situation	7.78	1.71	7.51	2.56	7.123 P < 0.05
Complex situation	6.15	1.42	6.86	1.84	8.942 P < 0.05
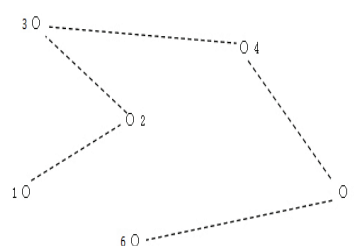
Figure 1 track of the eye of elite athletes
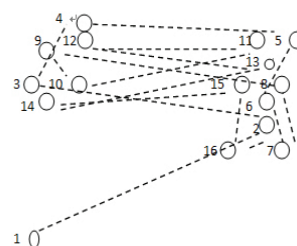
Figure 2 fixation track of the ordinary group

It can be found from table 5 that the saccade distance of the excellent group is larger than that of the control group

in simple situations, and is smaller than that of the control group in complex situations, and there are significant differences between the two groups in these two situations.(P < 0.05) from the observation of Figure 1 and Figure 2, it can be seen that the gaze track of the excellent group is relatively simple and the focus is relatively concentrated, while the gaze track of the control group is relatively scattered and the focus is more. The results show that the excellent football forward players can quickly and accurately find the relevant information in the face of the game situation, and the fixation efficiency is high.

2.2 Discuss

2.2.1 Analysis of visual information processing efficiency of young male football forward players

Research shows that the speed of information processing can reflect the efficiency of information processing, including the fixation time and fixation frequency [3]. The reaction time of the excellent group is less than that of the control group, and the processing ability of the control group is not stable, which will decrease with the increasing complexity of the game situation in the picture, that is, the ability of the ordinary football forward players to process the information will be affected by the game situation; while the processing ability of the excellent group to process the game information has no obvious change It shows that athletes have a relatively stable visual information processing efficiency. The rationality of technical and tactical decisions made by male football players immediately after watching the picture will also affect the processing efficiency of visual information capture. Through the comparative test, it is found that the technical and tactical actions made by the excellent group athletes after observing the pictures of the competition scenes are closer to the actual situation in the competition, while the choice of the control group is difficult to meet the requirements of the formal competition. This shows that the excellent group of football players are more accurate in judging the forward players' technical and tactical actions in the game scene on the picture, and they are more suitable for the actual situation. No matter the complexity of the game situation and the amount of information, they can quickly and accurately capture the effective information, and quickly make a certain level of on-the-spot decision-making. However, when the ordinary student football players face the complex situation of the game, they can't judge and extract the most effective information in time for processing. They need to compare each piece of information captured with the experience knowledge in memory before making decisions, which greatly reduces the speed and quality of their information processing. It can be seen that the visual information processing efficiency of excellent male football forward players is higher than that of ordinary control group.

2.2.2 An analysis of young football players' fixation allocation

Excellent football forward players should be able to use positive and effective visual capture, capture valuable content in many related information, and provide direction for the next action. The process of visual search is the process of optimizing the search for valuable information by looking at each link of the picture. Whether the football forward player can make the correct processing method and observe the effective information area, that is, the effective fixation position of the player, is the key [4].Through the experimental comparative test, it is found that the excellent group players occupy the main fixation allocation in observing the position of the same team members and the defensive loopholes of the opponents, while the control group players use the fixation to observe the position of the defenders and the obvious defensive vacancy of the opponents. This is because the elite football forward players have long professional football training experience and rich on-the-spot competition experience. They have a wide range of knowledge of all kinds of situations on the field, and it is easier to identify the defensive means and tactical system used by the opponents. Therefore, their requirements for the captured information are mainly aimed at the mistakes and loopholes of the opponents' defense, so as to search quickly and accurately A reasonable way to deal with the ball. For high-level athletes, their own active defense errors are less, so in order to cause the opponent's passive defense and errors, it needs the constant interspersed running of peers to disrupt the opponent's defense system. Therefore, the excellent football forward players will focus on the opponent's defensive holes and loopholes, and pay less attention to the defensive players themselves. Because of the short training period, poor competition experience, lack of experience in regular large-scale football matches, the control group players can't judge the situation on the field accurately, and can't focus on the opponent's defensive vacancy and the interspersed running of the peer players, but mainly focus on the opponent's defensive players' steals, obvious defensive vacancy and their own control of football. This also affects their ability to capture field information and processing efficiency.

2.2.3 Analysis of gaze pattern of young men's football forward players

Fixation mode is the information search method used by the subjects when they gaze at the picture, including the number of fixation times of the picture, the saccade distance of the subjects and the fixation track composed of connecting each fixation point [2-8]. The results show that the fixation point and fixation times of the excellent group are less than those of the control group, and the fixation track is simpler and more concentrated than that of the control group, which shows that the ability of the excellent group to capture the required information is higher than that of the control group. The orderly fixation track simply shows that the excellent group is orderly and orderly in observing the situation on the field Compared with the control group, the excellent group has a larger saccade distance when looking at the real pictures of simple football matches, but it has a smaller saccade distance when looking at the real pictures of complex football matches, which indicates that the excellent group can have a wider field of vision when facing the simple

game scenes, and can quickly move the players All the scene information capture, and in the face of complex game situation, the excellent group can capture more detailed specific information, which is conducive to quickly and accurately solve the complex dilemma and find a more reasonable way to deal with the ball. It can be seen that the excellent group of male football forward players is more reasonable than the control group in using gaze mode to observe the football match scene pictures.

3. CONCLUSION

3.1 The visual information processing efficiency of excellent young male football forward players is higher than that of the control group. The specific performance is that the reaction time of the excellent group is less than that of the control group after watching the pictures of different scenes of the football match, and the on-the-spot decision-making is reasonable.

3.2 When the excellent young men's football forward players look at the pictures of different situations in the football match, they always focus on the defensive vacancy of the same team members and opponents, which is more conducive to make a reasonable way to deal with the ball quickly, which shows that the allocation of gaze in the excellent group is more reasonable than that in the control group.

3.3 The fixation mode of excellent young men's football forwards is more reasonable and effective than that of ordinary players. The results show that the fixation points and times of the excellent group are less than those of the control group, and the fixation track is more concise and reasonable; the saccade distance of the excellent group is larger than that of the control group when watching the real pictures of the simple football game, but the saccade distance of the excellent group is smaller than that of the control group when watching the real pictures of the

complex football game, which indicates that the excellent group players can better adjust the saccade distance according to different matches In order to capture the required information quickly and accurately, the fixation mode should be adjusted reasonably.

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Reflections on The Reform and Development Path of Municipal Sports Schools Under the Background of The Integration of Physical Education

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Abstract: The young athletes trained under the traditional system, who are prematurely separated from the basic education of culture, generally have the characteristics of low level of culture and specialization of vocational technology. Coupled with the low rate of talent training, many athletes eliminated and retired in the middle of the difficult to adapt to the social status quo, difficult to find a foothold for survival, coupled with the lack of employment skills, employment competitiveness is insufficient, these factors affect the participation of young athletes in competitive sports training, resulting in the middle of the one-stop training system, the basic layer appears fault, training level decline. Sports competition is by region, industry system competition, all regions have not taken measures to prevent the loss of talent in the region, resulting in competitive strength, brain drain is serious, and because of the lack of communication will inevitably lead to the idleness and waste of some talent resources. The original intention of setting up all kinds of municipal sports schools is to send reserve talents to high-level sports teams.

Keywords: Integration of Physical Education; Municipal Physical School; Development Path; Thinking

1.INTRODUCTION

Combined with the implementation of the CPC Central Committee, the State Council Health China 2030 Program Outline, the National Fitness Program (2016-2020), the Opinions of the General Office of the State Council on Strengthening School Physical Education to Promote the Comprehensive Development of Students' Physical and Mental Health, as well as the 13th Five-Year Plan for Physical Education, Education, Sports and Education Departments around the integration of physical education, play government functions, formulate and issue policies related to the integration of physical education. The sports department further improves the public service system for youth sports, strengthens the construction of youth sports training system, strengthens the construction of facilities, constructs the multi-level sports competition system for young people, the education department constructs a new pattern of sports education, actively improves the quality of one hour of sports activities on campus every day, promotes the construction of campus sports teams led by three major balls, strengthens the development and comprehensive utilization of school sports stadiums, strengthens the construction of traditional sports schools,

and improves the prevention mechanism of campus sports risks.

The integration of physical education is a cross-sectoral, multi-run, consensus-seeking work, the need for a strong working mechanism to ensure, first, the establishment of physical education integration reward and punishment and communication mechanism, the establishment of sports, education, culture, league committee, the National Development and Reform Commission and other member units, held regular joint meetings.

2. ACTIVELY EXPLORE THE MODE OF EDUCATION OF THE INTEGRATION OF PHYSICAL EDUCATION AND THE DOUBLE STUDY OF STYLE

Base construction is an important measure for the integration and development of physical education, and an important platform for the further discovery, training and selection channels of municipal sports schools. After the establishment of a unique training base, can enable municipal sports schools to carry out layer-by-layer pull-net-type primary elections, material selection tentacles deep into most primary and secondary schools, material selection is half of the success. Municipal sports school teaching regularly to other schools to organize training, sports teams are taking the form of training, the impact on students' cultural learning is small, parents support is strong, the implementation of dynamic selection, optimize the spire, to ensure the training team's excellent quality, and constantly improve the overall level of competition.

2.1 Improve sports laws and regulations and strengthen the construction of sports legal system

Sports law is the mother law of sports, and it is the basis for the revision and improvement of local administrative legislation and local regulations and articles, especially for the occupation of sports stadiums and the protection of sports facilities. Mass sports is the hotbed of competitive sports reserve talents, establishing a good sports culture environment, establishing the modern cultural concept with sports culture as the mainstream, is the ideological basis for the training of reserve talents and the development of municipal sports schools, strengthening rural sports work, paying attention to the training of rural youth athletes is an important source of municipal sports school students. The construction of the coaching staff should have both the old coaches, they lead the team experienced, excellent quality. There must be a core gold medal coaches, they are energetic, active thinking, really

form the old belt new, new and promote the old, and gradually form a benign competitive pattern of the band, athletes on the training flexible organization of winter and summer training camp platform, organize the team of coaches to participate in local training camps, under the base supervision and inspection work, guide the normal training.

2.2 Adhere to the principle of human subjectivity

As the deepening of the combination of physical education, the fundamental purpose of the integration of physical education is to cultivate the athletic ability of athletes, at the same time, to promote the full play of their potential and self-realization, and to develop their optimistic and positive human nature and complete personality. In the educational process, we should adhere to the main position of athletes, respect and protect the development of human personality, recognize their own value, pay attention to the cultivation of athletes' complete personality. In the process of promoting the integration mode of physical education, we should not only adhere to the fundamental requirements of serving the all-round development of human beings, but also adhere to the basic orientation of serving the development of national competitive sports; While respecting the basic laws of competitive sports, we should also respect the basic laws of education. To realize the all-round development of the reserve talents of competitive sports, so as to realize the sustainable development of competitive sports.

2.3 Principles of Coordination and Sustainable Development

Coordination requires the full coordination of all factors in the all-round development model of municipal sports schools, especially athletes, school policy management, etc., to change the idea of re-training and light learning in municipal sports schools, with all-round development as the principle, only in this way can the various factors in the training model be brought together to realize the value and significance of the training model. In order to promote the sustainable development of competitive sports, we should clarify the training objectives of athletes in municipal sports schools, scientific training methods, dilute the concept of heavy training and light learning, suggest a scientific management system, promote the all-round development of athletes' moral, intellectual and physical beauty, attract more young people to participate in sports training, reduce the shortage of reserve strength of competitive sports, and thus achieve the coordination and sustainable development of competitive sports.

2.4 Training, competition and cultural guidance integration of the physical education sub-mode

Training or competition and cultural guidance integration of physical education training mode, the responsibilities of the various elements are: during the training period, coaches should be responsible for the athletes training plan, training content, training methods, training load and other aspects of the formulation, guide athletes to carry out scientific training, improve the quality and efficiency of training. During the competition, the coach shall be responsible for the physical training, technical guidance, organization and arrangement of the competition schedule during the competition to help the athletes complete the competition successfully.

Teachers need to make study plans and carry out teaching behavior for students according to training arrangements and schedules. Coaches and teachers should discuss the arrangement of students' training and learning time, so that athletes' training and learning do not disturb each other, do not affect each other, carry out in an orderly manner, and improve the efficiency of learning and training. Training, competition and cultural guidance integration of the operation mechanism of the integration of physical education sub-model: First, the importance of cultural counseling status awareness. During training or competition, athletes devote most of their energy to training or competition, neglecting cultural lessons, which inevitably delays the study of students' cultural classes. This first requires teachers to correct their teaching attitude, thus affecting students to recognize the importance of cultural lessons, necessity, training and learning in the same important position, to promote the integration of physical education. Second, to protect the time of cultural counseling. Especially during the competition, limited by the schedule, will have an impact on students' cultural class learning, can no longer accept cultural class teaching at normal times. Cultural tutors should discuss with coaches in advance, draw reasonable time for students, tutors should be flexible in mastering students' time, not affect students' training and competition, but also in order to ensure the efficiency of students' learning to complete teaching tasks. Finally, the diversity of forms of cultural counselling. UUnder the circumstances of the competition, cultural tutoring will be influenced by uncertainties such as the place of tutoring, the time of tutoring and the number of tutors, which will lead to the teaching form of teachers being irregular. Tutors should choose the appropriate teaching form according to the specific situation, flexible sports various forms of tutoring, students self-study and teacher explanation combined, time-rich teaching and scattered time teaching combined, class teaching and individual tutoring combined to improve the efficiency of students' learning.

3. IMPLEMENTATION AND RECOMMENDATION OF THE MODEL OF INTEGRATED TALENT DEVELOPMENT IN PHYSICAL EDUCATION

3.1 Implementation of the integrated talent training model for physical education in municipal sports schools

Physical education can be said to be an essential part of education. In order to realize the win-win situation of sports and education, strengthen the mutual promotion and coordinated development of school sports and competitive sports, we should make full use of the resources of the two departments. Professional coaches into the campus, can stimulate students' sports fun, improve students' sports interest, for talented athletes, can coordinate the introduction of students, into the municipal sports school for more professional training. This can improve the quality of municipal physical school students, improve the yield, the same ordinary school physical education

teachers can also improve the professional level, so as to improve the popularity of sports. First of all, we should solve the contradictions arising from the material conditions such as time and teaching ground. In order not to affect the students' cultural courses, enhance the flexibility of teaching forms, establish a network teaching platform, multimedia, laboratory and other teaching equipment and places to improve learning efficiency. Strengthening the construction of training venues and facilities, adding equipment to promote the scientific training and meeting the needs of school material conditions, physical education can be said to be an essential part of education. In order to realize the win-win situation of sports and education, strengthen the mutual promotion and coordinated development of school sports and competitive sports, we should make full use of the resources of the two departments. Professional coaches into the campus, can stimulate students' sports fun, improve students' sports interest, for talented athletes, can coordinate the introduction of students, into the municipal sports school for more professional training. This can improve the quality of municipal physical school students, improve the yield, the same ordinary school physical education teachers can also improve the professional level, so as to improve the popularity of sports.

3.2 Make reasonable arrangements for athletes' training and study time

Insisting on the study and training of students and athletes in municipal sports schools, we should vigorously strengthen the supervision of the study of the cultural courses of the students and athletes, strengthen the construction of the cultural education mechanism of the students and athletes, formulate and improve the relevant policies, and ensure the cultural learning of the athletes. Student-athlete competition time should be arranged on weekends or winter and summer vacations, avoiding students' school hours. Cultural education funds are included in the budget, two-way incentive policies are built, and students and athletes are rewarded with excellent cultural courses and coaches, and student-athletes are rewarded with excellent training results and cultural teachers. The cultural basis of the students and athletes of municipal sports schools is relatively weak, lack of interest in learning, coupled with the lack of study time, due to training ground reasons or go out to train, will further delay the cultural lessons of athletes. At the same time, different classes of athletes, training or competition time is different, to the cultural teacher's work added resistance. In order to meet the needs of society and train sports talents with comprehensive quality and all-round development, we should establish flexible teaching methods of cultural courses and diversity of educational means. According to the current scientific and technologically developed society, municipal sports schools can set up online classes, give out-of-training students and athletes the same opportunity to learn, or cultural education to the training base, teachers and training, coaches with classes, training and learning closely integrated, and jointly assume the education and management tasks of student-athletes.

3.3 Improve the scientific nature of training methods

Develop a complete training system, change the traditional training thinking, so as to improve the quality of training and improve training efficiency. Municipal sports school youth sports training in some areas there is a phenomenon of seedlings, should follow the law of physical and mental development of young people, to avoid premature retirement of student-athletes due to injury and illness. Avoid the one-sided pursuit of training time and the intensity of training load, to pursue the benefits of training. According to the characteristics of physical and mental development of student-athletes, follow the laws of training, make a reasonable training plan, with targeted selection of training content, training methods, training load, create an ideal training environment, complete the training work.

3.4 The sports and education sectors should strengthen cooperation to promote comprehensive development

The integration of physical education is the need of market economy, the unified goal of the two departments, the training of all-round development of talents, and conscientiously implement the municipal sports schools by the local sports, education departments jointly manage, to the sports administrative departments management-oriented management system. We will establish a system of joint meetings and supervision of athletes' cultural education, bring cultural teachers into the scope of management of the education department, and the cultural education of students and athletes in municipal sports schools shall be subject to the supervision of the education department, strengthen cooperation between the sports department and the education department, improve the integration of physical education and promote all-round development. Municipal sports school to students as the main body, into the municipal sports school students, he first as a student, second as an athlete, municipal sports school students to primary and high school stage, mostly in the compulsory education stage, so the municipal sports school students not only to ensure the completion of training tasks, but also to ensure the completion of learning tasks. Because of the long-standing problem of demarcation between physical education and cultural education, students with better talents are in training for a long time, and the study of cultural lessons is delayed, cultural learning is neglected, and the overall development cannot be balanced. The new educational sub-model of physical education integration is to integrate physical education into education and education into physical education, so as to achieve the goal of cultivating all-round sports talents. TThe transformation of talent training mode needs a long process, has a certain complexity, the formulation of relevant rules and regulations, can play a certain role in the protection of talent training. The integration of physical education does not mean the integration of the education system and the sports system, it requires considering the relationship between the whole and part of society, establishing a new system of mutual promotion and coordinated development in the fields of athletes and students, coaches and physical education teachers, physical education system and

education system, school physical education and competitive sports, making full use of the resources of the sports department and the education department under the decision-making and guidance of government departments, so that sports can return to education and achieve a win-win situation in education and sports.

4.CONCLUSIONS

The number of students in municipal sports schools is abundant at present, but the quality of students is poor, and some sports have insufficient students. Because the city sports school students and athletes cultural class learning can not be guaranteed, the way out narrow, in the selection of materials and the introduction of students in the main resistance is parental resistance. The main way out for student-athletes is to transport provincial teams, transport colleges and universities, enter the gym to do coaching, etc., transport into the high-level sports team leader is a minority, the general goal is to obtain the athlete grade certificate into the university. According to the coaches, the number of colleges and universities enrolled in individual sports is very small, and the way out for students is not optimistic. School style construction is very important. Transforming the culture of heavy training and light learning in municipal sports schools, cultural learning and sports training have the same important position, and initially construct the talent training mode of physical education integration, including guiding ideology, training objectives, training basic principles, main tasks and so on.

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The Specific Causes and Solutions of Sports Injuries Between Students in Ordinary Colleges and Universities

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Abstract: Sports to college students, in addition to physical improvement, but also psychological pleasure, college students will participate in the process of sports to liberate themselves, release pressure, so that the whole person presents a positive state. With the development of society, modern college students' understanding of the value of sports has become more and more profound, and they have begun to take the initiative to participate in sports, rather than indulging in the online world. But the shortcoming is that, because college students master the action is not skilled, irregular, but also lack of relevant sports theory, coupled with psychological immaturity, under the influence of many factors, the probability of sports injury of college students is much higher than in the past. This not only inhibits the initiative of college students to participate in sports to a certain extent, but also brings some inconvenience to college students' study and life. Therefore, how to prevent and reduce the probability of sports injury has become a problem that colleges and universities must think about when carrying out physical education teaching. For the above purposes, the author wrote this article specifically, this article is mainly divided into three parts, the first part of the first part to briefly introduce what sports injury is. The second part introduces the main causes of sports injury between college students. The third part, on how to avoid college student's sports injury this topic published the author's own views.

Keywords: Sports Injury; General College Students; Causes of Injury

1. INTRODUCTION

In colleges and universities to expand enrollment, teaching reform efforts, the status of college physical education has also undergone great changes, teaching activities more and more rich and diverse, college students' sports awareness is more intense than before, the rapid development of college students' physical education. But with it, the probability of sports injury among college students is increasing. This provides obstacles for the further development of college sports, not only fails to achieve the goal of promoting the healthy growth of college students, but also inhibits their initiative to participate in sports to a certain extent. To sum up, sports injury has great influence on physical education teaching at present. How to prevent the occurrence of sports injury has become particularly important. If this problem can not be properly handled, it is not only not conducive to the smooth progress of normal teaching activities, but also to increase its difficulty, and finally affect the normal development of the overall work of colleges and universities. Therefore, this paper thinks that colleges and universities should comb and summarize the various situations of injury to college students as soon as possible, and analyze the causes of sports injury in depth accordingly, as far as possible to prevent and detect early. Broadly speaking, the so-called sports injury mainly refers to the human body specifically in the actual process of participating in various physical activities caused by the injury. In a narrow sense, the so-called sports injury mainly refers to the physical injury in the actual process of participating in sports. As far as the actual situation is concerned, there is a certain connection between the damage caused by the human body during exercise and the technical action, the sports environment and conditions, the training level, etc. [1-4]

2. CAUSES OF SPORTS INJURIES

At present, the causes of sports injury between college students are investigated and summarized in the following points:

(1) The warm-up was inadequate, and the importance of the warm-up was not realized. Some teachers or college students do not attach importance to warm-up exercise, there is a perfunctory phenomenon, in the absence of the central nervous system, sports organs and body muscles mobilized, directly into the movement, because the muscles are still in the stiff stage, joints are not yet flexible, so prone to sports injury.

(2) The proficiency of the action is not enough. Some college students are not only not familiar with technical movements under the influence of time, energy, attitude and other factors, but also have misunderstandings or misinterpretations, resulting in the practice of technical actions that violate the principles of mechanics and the characteristics of body structure.

(3) Environmental factors. The so-called environmental factors, in this case mainly refers to the site and climate and other conditions. Physical education teachers in the selection of training venues need to pay attention to the following things: First, pay attention to the selection of a sufficient number of venues, that is, the venue should be relatively tolerant; Climate as an uncontrollable factor, physical education teachers should pay close attention to it, in addition to pay attention to temperature, but also for humidity, wind speed and other conditions to pay attention to, to avoid the weather causes to college students' health harm.

(4) The amount of training is too large, and the intensity of training is too high. Some physical education teachers

out of the mentality of quick success, in the arrangement of training content, there is a phenomenon of seedling promotion. This is not conducive to improving the physical fitness of college students, but also to a certain extent to increase the probability of college students injured. In this regard, physical education teachers should make reasonable planning for the training plan, pay attention to teaching according to their talents, according to the characteristics of students in different colleges and universities to arrange specific training plans, to avoid the phenomenon of excessive training volume, excessive intensity.

(5) Awareness of sports injuries is not in place. Some college students have a lack of awareness and understanding of the concept of sports injury, which leads to their understanding of the prevention of sports injury and understanding is only to stay shallow, so in training or competition is also to take some negative measures, resulting in sports injury in the training ground frequently occur.

(6) Distraction, not concentrated. If college students can't effectively control themselves in training or competition, that is, they can't keep their concentration at all times, or they can't keep their concentration for a long time, the probability of sports injury will increase greatly.

3. COUNTERMEASURES AND MEASURES FOR THE SPORTS INJURY OF STUDENTS IN COLLEGES AND UNIVERSITIES

3.1 According to the actual situation of college students, reasonable arrangement of training content, to avoid the situation of excessive training intensity, overload

College students are in a special period, on the one hand, their physical development is in the physiological maturity period, on the other hand, the study pressure of college students is heavy, learning time occupies the main time of the day, for them to carry out physical training time is very effective, coupled with their diet can not maintain regular eating, so most college students' body before the exercise has been in a tired state, at this time if continue to carry out sports activities, will lead to an invisible probability of sports injury greatly increased. Therefore, in view of this situation, how to work out the appropriate exercise content and exercise frequency according to the physical fitness of college students is particularly important for physical education teachers to carry out follow-up physical training. In order to achieve the above, first of all, physical education teachers should pay attention to the specific analysis of specific problems, adhere to the teaching according to merit, that is, the physical condition of college students, master the degree of skills based on the corresponding training objectives, reasonable arrangement of training plans, after which physical education teachers should also pay attention to the actual situation of college students to step by step to improve training objectives, in order to gradually improve the physical fitness of college students Quality, remember too anxious; secondly, physical education teachers should pay attention to the combination of labor and ease, pay attention to the training for college students to arrange a certain rest time, so as not to produce excessive fatigue; In addition, physical education teachers should also pay attention to consider objective factors, that is, must be climate, venues and training equipment objective factors into the scope of consideration, to avoid due to poor consideration of objective factors leading to sports injuries of college students.

3.2 Focus on preparation activities

In addition to the above reasons, not doing a good job of warm-up activities or preparation activities is also one of the important reasons for the current sports injury probability of a significant increase. Before carrying out physical training, physical education teachers should organize college students to prepare activities in advance, which can make college students' bodies ready, adapt to the training status after advance, can greatly avoid sports injury. In addition, the correct preparation activities, but also can effectively improve the quality of training in follow-up training, as far as possible to ensure that college students as soon as possible to master motor skills. It is worth noting that physical education teachers in the arrangement of preparatory activities must pay attention to do specific problems specific analysis, that is, according to the characteristics of specific sports to make targeted adjustments to the preparation activities, so that college students can enter the sports state as soon as possible, in the field can achieve good sports results, and then for college students in the follow-up training and competition to achieve excellent results to lay a solid foundation.

3.3 Strengthen the self-protection ability and awareness of college students

In the course of daily training, physical education teachers should not only teach college students action technology, but also pass on the ability to protect themselves and consciousness to college students in the process of subliminalization. What is self-protection ability and self-protection consciousness? Self-protection ability is a kind of college students in the actual process of participating in physical training to protect themselves from harm, this ability can guide college students to avoid each other's attacks. Self-protection consciousness is an instinctive consciousness that guides college students to avoid risk. Self-protection awareness can be formed through long training. Physical education teachers must realize the importance of this work, will cultivate college students to form self-protection ability and awareness as a classroom goal, and through the change of venue, to consciously train college students in the face of collision, impact, dodge and other actions, improve the sensitivity of college students, so that they can make correct judgments and actions in the face of danger. In addition, physical education teachers should extend this thinking into life, so that this instinctive consciousness can gradually evolve into an ability.

3.4 Improve the professional level of physical education teachers

With the development of society and the progress of the times, physical education teachers should keep pace with the times, with a learning, open attitude, and constantly improve their business ability. In view of this, colleges and universities can, according to their own conditions,

appropriately arrange further education opportunities for physical education teachers to ensure that the professionalism of physical education teachers is improved, which can reduce the probability of injury to college students to a certain extent. In addition, the relevant colleges and universities can also strengthen teachers' knowledge of this aspect by offering special courses in this field. In addition, colleges and universities can also invite relevant well-known experts to lecture, strengthen the external contacts of colleges and universities, so that our teachers and students to accept more advanced concepts, which is very useful for the follow-up training activities.

3.5 Strengthen the management of site equipment

At present, one of the common causes of sports injury among college students is the poor condition of field equipment. In this regard, the relevant management personnel of colleges and universities must improve this aspect of management, the implementation of logistics system, regular arrangements for special inspection and maintenance of sports venues, equipment, timely detection of the site and equipment problems and maintenance, to ensure that the responsibility to individuals, which in addition to as far as possible to avoid the occurrence of sports injuries, but also to ensure that college physical education teaching, after-school exercise, physical training to provide a good foundation.

3.6 Teach college students the key points for dealing with sports injuries

When college students have suffered physical injury, to avoid secondary injury, physical education teachers must teach college students a certain degree of treatment knowledge, as follows:

First, although avoid moving, moving college students, as well as preventing other college students and dangerous sources close to college students, in order to protect the damage site.

The second is to ask college students to stop all activities that may cause pain in the affected area and ensure that the patient has enough time to rest until the doctor agrees to continue participating in the exercise.

The third is to ice the injured area. Note that when applying ice, remember not to apply ice directly to open wounds and to shallow nerves. Also, be aware that the time of each ice application should be controlled to less than twenty minutes. Once the time is too long, not only does not help to stop the bleeding, but also reduces the ability to limit blood flow back to the region.

Fourth, use elastic bandages to control joint or limb tissue to deal with early bleeding and reduce swelling. Specifically, the effective scientific practice of compression bandages should start at the far end of the wound and wrap it in a spiral-covered way toward the heart. Note that the winding force should be moderate. In addition, it is important to check the damage site occasionally, according to the winding of the skin, color, temperature, feeling and other factors, to determine whether the winding force has not pressed to any nerves or arteries.

Fifth, you can use cantilever straps, triangular scarves, pillows, chairs and other items of height difference, the injured area to raise, so that it is higher than the heart, and then in conjunction with the ice and compression, which will reduce internal tissue bleeding and relieve swelling will be more effective.

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The Present Situation and Challenge Analysis of Sports Options Course in Chinese Colleges and Universities under the New Perspective

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Abstract: In recent years, along with the promulgation of the relevant national policies, the development of the campus sports in our country has made great strides, but we have to admit that China's sports undertakings in colleges and universities still faces huge challenges, this paper analyzes the present situation of the sports option class in colleges and universities found that university sports option class open content is rich, meeting the needs of most of the students. 71.5% of the students chose courses according to their own interests and hobbies, but they were also influenced by other factors, including the class chosen by their classmates. The assessment of the optional course mainly focuses on techniques, tactics, theories and scores. In the process of research, we also found the following problems: the curriculum needs to be improved, and the communication between students and teachers needs to be strengthened. The arrangement of course selection does not accord well with students' reality. The teaching evaluation is too simple and the teaching content is not comprehensive enough. The teaching ideas and teaching level of college teachers need to be improved.
Keywords: Ordinary Colleges and Universities; Sports Optional Course; Factors Affecting

1. PRESENT SITUATION OF THE ELECTIVE COURSE OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2016 printing and implementation of the "healthy China 2030" planning outline (hereinafter referred to as the outline) explicitly proposed the youth sports curriculum goals, and the detailed rules for the implementation of the guidelines mentioned sports curriculum to cultivate teenagers sports interests in the first place, efforts to ensure that students learn more than a sport skills, at the same time is put forward in the outline of teenagers can exercise time not less than 1 hours a day, but also the intensity of training to deploy, for juvenile moderate intensity exercise at least three times a week, etc. At the same time, the No. 3 Middle School of the 18th session also established the strategic position of school physical education. In the meeting, it was mentioned that we should strengthen physical education class and extracurricular exercise to promote the physical and mental quality of teenagers. Based on relevant policies and with the joint efforts of the whole society, the physical fitness of Chinese teenagers has been greatly improved. According to the data of "National Physical Health Standards for Students", the qualified rate of Chinese students' physical fitness monitoring has reached 91.3%, and the physical fitness promotion plan for teenagers has achieved a phased victory. Teenagers in our country shoulder the important mission of national rejuvenation and national prosperity. Having a strong will and strong body is one of the important foundations for self-breakthrough. College sports play a comprehensive role in improving students' personality and quality and improving their will. College physical education is an important way to implement quality-oriented education and promote the development of students. It is of great significance to promoting the modernization of education, building a healthy China and a powerful country in human resources, and realizing the Chinese dream of the great rejuvenation of the Chinese nation [1-12].

However, there is no denying that contemporary students are under great employment pressure. In order to better stand out from their classmates and improve the standards of postgraduate admission, direct doctoral education, going abroad and recommendation from supervisors, students devote themselves to the study of professional courses all the year round, and seldom take part in physical exercise. At the same time, the concept of "excellent in study is an official" prevails among students, and the mismatch between study quality and physical quality causes the decline of college students' physical health level. Physical education, as a basic subject, has not received enough attention in some colleges and universities. Physical education has become a weak link in college education. With the implementation of the teaching reform and implementation, the sports option class promotion and conduct the students taking part in physical exercise provides platform, access to professional sports skills, after a long practice and reform, more and more perfect physical education curriculum setup by the teachers and students of the positive comments, but in the actual teaching and students learning under the influence of various factors in the process of sports, the sports option class by including site factors in the process of development, the influence of factors such as teacher resources. By summarizing the previous studies and investigating the teachers and students participating in the elective course of physical education, this paper intends to discuss the current situation and reveal the existing problems of the elective course of physical education in colleges and universities, hoping to provide

some reference for the development of the elective course in ordinary colleges and universities.

1.1 Setting of sports optional course items

Good physical education curriculum can improve the enthusiasm of students and stimulate the motivation of students to take part in exercise. In the research, we found that various colleges and universities offer more sports optional courses. According to statistics, 71.5% students can find their favorite and willing to participate in the sports optional courses. Football, basketball, volleyball, track and field, as a high degree of public participation of the courses, are widely opened in the school physical education curriculum; The research also found that some colleges and universities combined with their own characteristics and regional advantages to set up optional courses with their own characteristics, for example, some colleges and universities in the north set up ice and snow programs, while some colleges and universities in the south set up swimming and dragon boat programs. In addition, some schools offer special sports optional courses, such as dragon and lion dance, shuttlecock, billiards, martial arts and other programs to meet students' interests.

The rich arrangement of course contents provides support for the development of students' interests and hobbies, and enables more students to understand, participate in and improve their level in various projects, so as to love and actively participate in this project. All these have a positive impact on the development of students' lifelong sports career

1.2 Participation mode of sports optional course

The establishment of the optional course reflects the guiding ideology of "people-oriented", which greatly stimulates the motivation of students to participate in the physical education course. Students choose to participate in projects, teachers and courses at different levels according to their own actual situation; In addition to referring to their own interests and hobbies, students' choice of courses is also influenced by the comprehensive influence of relevant factors, including personal specialties, teacher teaching, partner selection, difficulty of assessment and so on.

Most colleges and universities use the educational administration system to choose the optional physical education courses. The school sets the number of students, gender requirements, teacher profiles, class content and other relevant instructions for students to judge and choose. Most universities choose courses for the next semester at the end of the semester. For the excess number of courses in the process of course selection mainly adjusted by the following way: 1, automatic into fewer than class 2, Suggestions or adjust the class the teacher to start class number 3, before class to make a first selection, select the conform to the students in class teaching task arrangement, the other students in the second choice; For the classes with insufficient participants in the course, the following methods are used to adjust the personnel: 1. The students who have not been selected for the course will be selected for the second time. 2. Cancel this class, and the selected personnel will be transferred to other classes. 3.

If the number of students is not convenient to adjust, the course will start according to the actual number of applicants; Colleges and universities try their best to ensure that students can choose their favorite courses during course selection.

1.3 Present situation of PE teachers' teaching

Different from the previous teaching of physical education teachers take more courses, now the sports option class teaching in teachers often take 1 to 2 courses teaching, according to the individual teacher's expertise in the arrangement of the teaching work and develop, at the beginning of the semester teacher according to the request for the submission of the new semester teaching outline, and carried out in accordance with the syllabus of course teaching of the new term. The establishment of PE elective class alleviates the work pressure of teachers and is beneficial to enhance the enthusiasm of teachers to participate in the work.

1.4 Assessment method of optional courses

The assessment methods of sports optional courses are different, but they mainly focus on the assessment of technology, theory and physical quality. The assessment contents are as follows:

(1) theoretical examination, assessment is divided into open shut in two ways, and the main content including training content, teaching arrangement, the history and development trend of the project profile, the referee method, such as basic content, students through the usual training, the theory study and combined with the usual understanding, often can easily grasp, the assessment of score is not high (usually 10% of the total - 15%).

(2) Technical assessment. Teachers select 2-4 technical contents for assessment according to the teaching content and students' actual training. The selection of contents conforms to the following characteristics: 1. Technical movements that can represent the characteristics of the event; 2. Three, the degree of difficulty in line with the students' actual learning situation. Technical examination is the main means of examining the training effect of students, which occupies a higher score in the actual teaching (generally 40% - 60% of the total score).

(3) Physical quality assessment. As a bridge for students to master the sports function and participate in physical exercise, the sports optional course is not only beneficial to the formation of lifelong sports consciousness, but also conducive to promoting the improvement of students' physical quality. The examination of physical quality can well reflect the characteristics of the project and also reflect the learning effect of students; The assessment content mainly focuses on the assessment of special physical quality (such as the assessment of vital capacity in swimming, the assessment of round-trip running in football, the assessment of lateral movement in badminton and tennis); At the same time, some teachers take routine physical fitness tests as the assessment content (such as speed: 50 meters, 100 meters run; Endurance: 3000 meters, 5000 meters, 12 minutes; Bouncing: touch high, standing long jump, etc.) to examine the students' comprehensive ability.

(4) Usual performance assessment. Usual performance

assessment is mainly carried out in two aspects: 1. Attendance, teachers will deduct points as appropriate for students' absence, late attendance, sick leave and other situations. Second, the class situation. Students' positive class attitude and excellent personality quality, such as actively helping classmates in class, are often recognized by teachers. Teachers will give extra points as appropriate, and the usual scores can comprehensively reflect students' attitude of participating in the course.

The comprehensive evaluation method can better grasp the learning situation of students; At the same time, in the physical education optional course examination, the teacher indexes the examination content, reflects the students' actual achievement with the objective data such as the drop point, the number of rounds, the score, and so on, which provides the train of thought for the students to improve their practice after class.

2. EXISTING PROBLEMS AND SUGGESTIONS

2.1 The curriculum setting needs to be improved urgently and the communication between students and teachers needs to be strengthened urgently

The physical education course is fundamentally the transmission of sports skills. It is intended to help students develop good sports habits and master perfect sports methods. Students can apply what they learn in class after class to shape a healthy and strong body, body and mind. Then, the survey found that only 12% of the students kept two or more times of exercise after class, and the sports optional class became the main way for students to participate in physical exercise. But most of the college offers options class time for 1-2 years, open and focused on university in grade one and grade two class only once a week, students affected by the course and other courses of study pressure to actively participate in physical exercise after class time is very short, it also leads to students to senior physical quality is lower, it has become the university student's a normal phenomenon.

There are obvious differences in the number of physical education courses offered by colleges and universities in China. The number of optional physical education courses offered by some old colleges and universities in developed regions ranges from 23 to 43 items, while the number of optional physical education courses offered by most colleges and universities ranges from 9 to 21 items. It can be seen that the selective courses in colleges and universities in China are generally less. Some colleges and universities fail to take into account the comprehensive factors of students, teachers and equipment venues in setting up the optional courses of physical education. They set up "more but not better" courses, set up special items for the sake of characteristics, and implement the course setting under the idea of "just about enough".

Most of the college sports option class open project is a large mass base, wide coverage and conform to the actual situations of the colleges and universities, but not well combined with the actual situation of students, at the same time of option is not able to take care of a minority - physical abnormalities or special students, only a few schools have the option of the rehabilitation and health care class lessons.

With the expansion of colleges and universities, each school is full or even overenrollment of students, the increase in the number of students also causes the increase of teachers' work pressure; The learning time of sports optional courses in colleges and universities is 1-2 times a week. In a short time, it is difficult for teachers to grasp the actual situation of students in the class and make a reasonable assessment of the comprehensive situation of students. Therefore, it is difficult for teachers to vary their teaching from person to person, leading to the fact that most teachers still carry out unified teaching in the way of "big pot of food". Although this method reduces teachers' class pressure, it does not pay good attention to students' reality and ignores students' needs to participate in the course, which is detrimental to students' personality and psychological learning. The optional course of physical education in colleges and universities should be built into a platform for exchange. Students should communicate with each other in the course to increase understanding, and the exchange between teachers and students should strengthen trust and understanding. In addition to insisting on improving students' physical quality, cultivating and cultivating sports skills, and forming the training goal and task of lifelong sports consciousness, college physical education courses should lay more emphasis on creating a good teaching environment. Active physical education courses and good communication environment are conducive to enhancing students' motivation to participate in physical education courses. But the current classroom students mobility is large, students can not well experience the fun of sports.

Closer to with the implementation of the national fitness, national sports education in colleges and universities to improve site equipment invested a lot of money on, but with the enrollment expansion of colleges and universities per capita activity field increasingly reduced, combined with the shortage of indoor space and a single, venue equipment aging problems such as failure to solve and improve, to the sports option class normal efficient increased the difficulty, leading to substantial decrease in option class teaching effect.

2.2 The course selection arrangement does not conform to students' actual conditions

The establishment of PE optional course is based on the concept of student-oriented teaching. The school provides diversified and characteristic courses. When choosing, students select courses according to the actual situation and interests of the courses. In order to save time, some colleges and universities adjust the time of course selection to 1-2 days in the process of implementation. Usually, students rush to select courses before they have a good understanding of the course or even don't understand it at all. According to statistics, 20.56% of students blindly follow the crowd when selecting courses. Students' lack of understanding of the course makes it difficult for them to understand the teaching idea and purpose of the teacher in the course of class. If the teaching content is too difficult or too simple, students' enthusiasm to participate in the physical education course will be reduced, which goes against the original intention of setting up the physical

education optional course.

And most of students in colleges and universities of teaching content, teaching teachers, examination method and so on curriculum knowledge is not enough, so the student is often with the help of doubt course choice, students choose the "most popular courses, but found not suitable for their own actual situation, but also by including difficulty in coordination, suits own enrollment is full of comprehensive factors such as difficult adjustment of the course, students are not suitable for yourself or don't like the course is very difficult to develop their interests and serious finish class arrangement, this also is completely reflects the student-centered teaching thought.

At the same time, the optional course setting requires students to choose only one project in each semester and cannot repeat the choice in future semesters. Such course setting also causes obstacles to students' consolidation and in-depth learning, and is not conducive to digging and cultivating students' interest in sports and in-depth grasp of sports ability.

2.3 The teaching evaluation is too single and the teaching content is not comprehensive enough

To better reflect the students' learning and teachers' teaching level, often in the end of the semester or term introduced to examine the teaching evaluation, good teaching evaluation can greatly promote the students' learning motivation, improve teachers' teaching level, at the same time, good teaching evaluation can intuitively reflect the reality of the students learning situation, after learning for students, teachers teach later offer reference, with the further development of teaching reform in colleges and universities and promote, establish and improve the good teaching evaluation mechanism is particularly important; But we must also realize that physical education evaluation is not the purpose of physical education, physical examination is to better cultivate students' all-round development and form the ability of lifelong physical exercise; However, from the perspective of the current physical education curriculum assessment in colleges and universities, there is no unified mode of physical education assessment, and most colleges and universities still adopt the traditional way of "one examination fixed tone", which ignores the progress of students and is unfair to students with weak foundation.

Sports theory class as a important part of the university sports teaching, good theory of sports training is good for improve the students' sports culture quality, provide theoretical basis for sports practice course of study, but for a long time physical education curriculum content and evaluation are focus on technology and physical quality evaluation, as the premise of PE curriculum, sports theory course in colleges and universities often can not get attention, learning and assessment process are too formal, ignored in the theoretical teaching of sports health care knowledge, method of physical exercise, the exercise trauma rescue and treatment of common knowledge of learning, not enough theoretical knowledge, It is difficult for students to master the perfect knowledge of physical fitness, the ability of self-monitoring and evaluation in

sports is limited, and the ability to participate in sports independently is insufficient, which leads to the weak awareness of self-exercise of students. They are not conducive to the maintenance of students' health level and can not form a long-term physical exercise habit, which is detrimental to the construction of students' lifelong physical education.

2.4 The teaching Settings, teaching ideas and teaching level of college teachers need to be improved

"Teacher, preacher by industry to solve doubts", the teacher plays a very important role in the process of students' growth, is the imparting of knowledge in the process of students' growth, the guide of life. Good teaching content setting can often enable students to achieve greater progress; In the arrangement of teaching contents, most college physical education teachers arrange teaching plans with their own training and teaching experience. In the process of practice, teachers carry out teaching implementation by virtue of their own cognition of the project. This kind of teacher-centered teaching thought seriously stifles students' creative thinking and fails to truly understand the student-centered teaching thought in the physical education course.

The modern college physical education thought is "lifelong physical education and health", taking health first as the guiding ideology; Such a change is not only a sublimation of our PE teaching objectives, but also an important factor for the sustainable development of school PE. But at present, more than 40% of college teachers regard "promoting students' physical health" or "mastering sports skills" as their primary guiding ideology. With the advancement of teaching reform, some teachers have not kept up with the cognition of teaching guiding ideology, and have not integrated and adjusted well when dealing with the contradictions in physical education teaching. The teaching concept has not kept pace with The Times. In teaching, the teacher's teaching role has been excessively played, and the autonomy of students has been neglected. The training of students' skills has been paid attention to, but the cultivation of students' lifelong sports consciousness has been neglected.

Traditional teaching methods are still used in most teachers' classes. In the teaching process, teachers are the theme. In the content transmission, teachers' demonstration and students' imitation are emphasized. As for why the action to do so, do what good, how to do can be better no issues related to own understanding, "I don't know why" physical education curriculum teaching only improved the students' ability to imitate but student autonomy is not strong, at the same time, this way of teaching, students are often act specification but poor practice ability, innovation ability and independent thinking ability of students is also got the limit, to a certain extent for the students to further study or maintain the enthusiasm of learning, is not good for students' lifelong physical culture played a role.

2.5 Physical education courses are not paid attention to, and some teachers are under heavy work pressure and have low enthusiasm

In many non-physical education colleges and universities,

physical education courses are often ranked after other courses, and even some colleges and universities do not pay attention to the teaching of physical education courses, reduce the related treatment of physical education teachers; This kind of different treatment seriously hit the enthusiasm of PE teachers; As a result, many PE teachers are content with the status quo, muddle along, and seriously ignore the new knowledge related to PE and the new study advocated by the reform of PE teaching. The rigid teaching methods and backward teaching methods also seriously affect the learning and progress of students. Along with the improvement of the requirements and the assessment of teachers in the requirement of "mastering many skills while specializing in" comprehensive talents, colleges and universities teacher strict selection conditions caused a number of teachers in colleges and universities can't match with the increasing number of students, physical education teachers in colleges and universities tend to be "full" or "overload" work, a person has been teaching several classes at the same time also need to undertake other projects teaching (e.g., mainly engaged in ball games professional teachers engaged in teaching martial arts, swimming and so on), in the teaching of non-professional project often cannot very good demonstration, lead to teachers in teaching lacks charisma; It is also difficult for teachers to have time to improve and learn when they are under a "full load" of work.

College students are in the critical period of ideological maturity, the good guidance of teachers has a very key role in the growth and progress of students, physical education teachers show the positive, sunshine, fighting spirit will have a long-term impact on students; At the same time, college students are in the most active period of creativity. Fresh and progressive teaching methods and content arrangements are more acceptable, while outdated and rigid teaching will make students reject physical education courses and physical exercises.

3.CONCLUSIONS AND SUGGESTIONS

3.1 Perfect site construction to meet students' needs; At the same time, we should strengthen the site management of colleges and universities and provide socialized services on the premise of meeting the needs of students.

3.2 Pay attention to the development of teachers, tap the potential of teachers, train young teachers, and promote their all-round development.

3.3 Accelerate the improvement of the course selection system and course types, and set up classes of different levels for each project course; It is suggested that students should try the course before choosing the course.

3.4 In the process of teaching, teachers should pay attention to the cultivation of students' ability and the dissemination of students' theoretical knowledge. Improve the communication between students and between teachers and students through group training and game training.

3.5 Improve the teaching evaluation, highlight the process assessment, and emphasize the comprehensive evaluation of students' learning ability and progress in addition to the overall level.

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Research on the Way of Aesthetic Education in Physical Education Curriculum

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Abstract: Aesthetic education is an important aspect to carry out the fundamental task of "cultivating people by virtue" and to train socialist builders and successors with all-round development of morality, intelligence, body, beauty and labor. Aesthetic education is permeated into physical education curriculum, and the two can play a role of mutual promotion. The infiltration of aesthetic education in physical education curriculum can stimulate students' interest in physical education and promote the formation of physical beauty, athletic beauty, health beauty and health beauty. By optimizing classroom teaching content, using reasonable teaching means, carrying out personalized and diversified classroom evaluation, and improving the aesthetic education ability of physical education teachers, the role of physical education courses in enhancing students' aesthetic ability is realized, and its educational value in aesthetic education is brought into play.

Key words: Physical Education Curriculum; Aesthetic Education; Path

1. INTRODUCTION

"Cultivating people by virtue" is the central link of current higher education, and aesthetic education is an important aspect to carry out the fundamental task of "cultivating people by virtue" and to train socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. The Ministry of Education put forward in the Opinions on Effectively Strengthening the Aesthetic Education Work of Colleges and Universities in the New Era, "Promote the reform and innovation of aesthetic education teaching. We will promote the integration of aesthetic education with moral education, intellectual education, physical education and labor education in colleges and universities, and integrate it with professional teaching in various disciplines, social practice, and innovation and entrepreneurship education. " There is a natural connection between sports and aesthetic education, and the mutual integration of the two can promote each other and contribute to the enhancement of students' aesthetic ability and humanistic quality.

2. THE RELATIONSHIP BETWEEN PHYSICAL EDUCATION AND AESTHETIC EDUCATION

Sport is an art that combines health with beauty. It is not only the education of strength and beauty, but also the education of dignity. Baron de Coubertin, the father of the modern Olympics, said, "Anyone who has studied the ancient Olympic Games knows that the most glorious thing about the ancient Games was its two principles: beauty and dignity. " Sports can not only shape the beauty of body, show the beauty of movement, but also cultivate the beauty of spirit. Mr. Cai Yuanpei once said, "Game is also aesthetic education. " The interrelation between physical education and aesthetic education is also clarified. There are rich aesthetic education elements in sports. Connecting sports with aesthetic education can make sports more charming and attractive, promote students' pursuit of beauty and enhance their aesthetic ability. Sports and aesthetic education are integrated and permeated with each other, which can add more vitality and vitality to aesthetic education and enhance the effect of aesthetic education. The combination of physical education and aesthetic education can improve students' comprehensive quality and realize the goal of education.

3. THE VALUE OF AESTHETIC EDUCATION IN PHYSICAL EDUCATION COURSES

(1) It can stimulate students' interest in sports learning

Physical education is mainly through the form of physical activities to stimulate students' interest in sports learning, to enhance physical fitness, improve psychological quality, improve moral quality. If students have no interest in the learning process, it is difficult to achieve the effect of classroom learning and achieve the teaching objectives. Interest is the best teacher. In teaching, it is very important to stimulate students' interest. Everyone has the desire to pursue beauty, and students are no exception in sports learning. In track class, they want to run perfectly, throw perfectly and jump perfectly. In ball class, they want to shoot perfectly, shoot perfectly, serve perfectly and swing perfectly... Seizing students' psychological demand for the pursuit of beauty, adopting appropriate teaching methods and means in teaching can stimulate students' interest in sports learning, improve their enthusiasm to participate in sports learning, reduce the sense of boredom and fatigue in sports learning, and achieve better learning effects and teaching objectives.

(2) can promote the beauty of the body of students

The outstanding ancient Greek art work Discus Thrower not only shows the artistic beauty of the art work itself, but also shows the beauty of the body combining strength and beauty perfectly with the strong and powerful limbs and balanced and crisscrossed muscle lines. Shaping a healthy body is one of the characteristics of physical education, and the process of shaping a healthy body is also the process of aesthetic education for students.

Physical education class, through a variety of physical activities and physical exercise means, so that students' bodies have a purpose, plan and organized improvement, help them to shape a perfect figure, to meet their pursuit of body beauty. This can not only mobilize the initiative of students to learn, but also let them personally experience the process of shaping body beauty, cultivate

their ability to shape and appreciate beauty in practice, which has a positive effect on the improvement of aesthetic ability.

(3) It can enhance the beauty of student sports

Sports beauty is the process of physical activity, and it is also the basic way of presenting dynamic beauty in various sports activities. Sports beauty presents a combination of static and static sports beauty, can produce a visual sense of abrupt, cast a fresh visual impact. [1]Running posture on the track and field, wonderful three-point shot on the basketball field, wonderful shot in the air on the football field, aerobics field full of dynamic and rhythmic body movements, beautiful dancing posture on the sports dance field, superb air skills on the ski field...... Sports are full of elements of sports beauty. This is also one of the goals that people pursue in sports activities. The basic elements of sports beauty include beauty of technique, beauty of tactics and beauty of style. In the study of physical education, in order to pursue technical perfection, students will repeatedly increase the number of exercises; In order to achieve tactical perfection, many designs and drills are carried out; In order to perfectly display the characteristics of the technique and tactics style, they will strive for the perfection of the technique and tactics. The combination of sports and beauty highlights the infinite charm of sports, and at the same time stimulates students' pursuit of perfect skills and tactics in sports, and cultivates their ability to recognize, perceive and create beauty.

(4) It can promote the beauty of students' health

One of the goals of the physical education curriculum is to promote the physical and mental health of students. Let students correctly understand health, is the premise of forming a healthy body and mind. The arrival of the Internet era, to bring people efficient and convenient working and living conditions. But the prevalence of online games, so that many students are infatuated with them, the lack of regular work and rest time, some play games all night, not only have an impact on their own studies, but also affect the development of physical and mental health. In physical education curriculum based on health knowledge, sports knowledge and interpretation and analysis of the way of physical exercise, let the students to form a correct concept of health, lead to set up the correct health behavior, help them to correctly recognize the importance of healthy beauty, promote the harmonious development of student's body and mind, body and good state of mind. The love of beauty is universal. Some college students, in order to pursue a "slim" figure, go on a diet excessively to lose weight, and even some students, in order to pursue a "slim" beauty, do harm to their bodies. In the physical education course, the physical education teacher can help the students to correctly understand the weight loss through the positive guidance of the sports beauty, so that they realize the positive effect of sports on the body change, promote the formation of a healthy body, so that they know that the health and beauty is the most important.

(5) It can promote the spiritual beauty of students

Physical education curriculum contains rich spiritual beauty. In the relay race, each group of players have a strong desire to win, but in the race, some players suddenly fell down, some students will take the initiative to help the fallen students, reflecting the spirit of mutual help and friendship between students; In the basketball game, the players abide by the rules, respect the opponent, respect the referee, the tacit cooperation between teammates, mutual cooperation, constantly break through themselves, tap the potential, brave and confident, show a good sportsmanship. This is also an important embodiment of sports shaping the spirit of students. In the physical education teaching, not only through the way of preaching, let the students form positive enterprising, dare to fight, mutual help and fraternity of moral quality, but also through the specific sports activities, cultivate student's unity and mutual help, perseverance, courage to fight the spirit of quality, embodies the content of an aesthetic education in physical education.

4. THE PATH OF AESTHETIC EDUCATION IN PHYSICAL EDUCATION CURRICULUM

(1) Optimize classroom teaching content and cultivate students' ability to recognize and appreciate beauty.

Teaching content is the carrier of the implementation of aesthetic education, in the teaching, according to the students' gender, age and psychological characteristics, combined with the teaching content, reasonable design of classroom teaching, excavation of aesthetic education factors, physical education and aesthetic education organic combination, improve the aesthetic ability of students. First, according to the characteristics of the teaching content project, music is integrated into it. Accompanied by beautiful music, students can shape their bodies, enlightening their minds and show the beauty of sports, which can not only improve the learning effect, but also promote the harmonious development of body and mind and enhance the effect of aesthetic education. Music itself is the important content of aesthetic education, so that music and physical education can be integrated, and the effect of physical education in aesthetic education can be improved. Appropriate music can be added to different teaching links of PE classes before, during and after class, which can not only reduce the boredom of students in the learning process, but also increase the fun of learning and stimulate their interest in learning, and is more conducive to improving students' ability to recognize, discover and appreciate beauty. Second, increase the content of sports appreciation. The network teaching platform is effectively utilized to carry out online and offline mixed teaching. In the learning of sports skills, students can appreciate the technical movements of elite athletes, understand the beauty of movements and techniques through their senses, and experience the beauty of sports in practice. It can also be combined with network platform teaching, so that students can enjoy sports games and inspirational films, students through watching, thinking, understanding, doing, in sports personally experience the spirit of sports, enhance students' cognition of sports spirit, can better show the spiritual beauty of sports.

(2) Reasonable use of teaching means to create a good teaching environment.

Teaching process, teachers should according to the characteristics of the teaching objects, teaching contents project and environmental equipment of site condition, choose the suitable teaching method, in-depth excavation of the different sports spirit, take the student as the main body, through the rich, novel and interesting teaching organization form, stimulate students to actively participate in class activities enthusiasm, realize different sports spirit, keep the exercise interest, confidence, curiosity and passion, feel the health and beauty, beauty of spirit and form of exercise. Beautiful teaching environment is an important aesthetic elements and media, teachers should make full use of curriculum carrier, with the help of equipment, the establishment conforms to the site environment of classroom teaching activities, for students to build a beautiful and harmonious classroom learning environment, lets the student with a pleasant mood to feel the beauty of sports and promote their aesthetic ability and aesthetic emotion.

(3) Conduct personalized and diversified classroom evaluations.

In teaching evaluation, teachers should play the guiding function of evaluation and guide students' all-round development with the goal of gaining athletic skills and improving their mental outlook. [2]In the evaluation, we should not only reflect the objective and fair evaluation of the students' physical development, emotional development, cognitive development, social development and moral development, but also make personality evaluation according to the students' personality characteristics, interests and hobbies, and age characteristics. Evaluation is always combined with the teaching process, and the content of evaluation is the teaching goal and the driving force of development, so as to truly achieve the goal of promoting development by evaluation.

(4) Pay attention to the improvement of physical education teachers' ability of aesthetic education.

Physical education contains rich resources of aesthetic education, and physical education teachers are the pioneers, leaders and practitioners of these precious wealth. [3] To conduct aesthetic education for students, teachers should first have the ability to discover beauty, create beauty and practice beauty. First, in teaching, physical education teachers should pay attention to cultivate their own aesthetic ability, be good at excavating the content of aesthetic education in teaching, carry out reasonable teaching design, use effective teaching means, cultivate students' ability to appreciate beauty and create beauty. Secondly, physical education teachers should constantly improve their professional ability and level, enhance the teaching ability of cross penetration of physical education and aesthetic education, increase the study of aesthetic education knowledge, and improve the innovative ability and pioneering ability of teaching. Third, teachers should set a good example. Teachers as students aesthetic object, the dress is beautiful and easy, natural teaching attitude, smooth demonstration action can give students leave a good impression, therefore, the teachers are strict with themselves hold everywhere accuracy, standardization, systematic and scientific teaching, the correct and elegant aesthetic feeling passed to students, to cultivate the students' aesthetic consciousness. [4]

5. CONCLUSION

Contains a lot of aesthetic education in physical education curriculum content, teachers must be good at teaching found in the aesthetic content and aesthetic value, and in combination with the practical situation of students, innovative teaching methods and means, creating a harmonious teaching environment, make full use of teaching evaluation guidance function, trains the student to know beauty, find beauty and create beauty and show the beautiful ability, improve students' aesthetic ability, strive to achieve to aesthetic education, to beautify people, with the aim of the school, play sports curriculum in the educational value of aesthetic education.

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Optimization of Teaching Mode of Human Resource Management Courses from The Perspective of Online Course Platform

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Abstract: Entered the information age, the development of modern communication technology changes with each passing day, the demand of lifelong learning is increasingly prominent, the education system has been established in each country, an important basis for its development is distance education. The development of distance education has entered a good situation and become the first choice of lifelong learning in the century. After correspondence education, radio and television education, the third generation of distance education, which is based on modern information technology, computer technology, network technology and communication technology, has attracted much attention just since its emergence. Our country started the pilot work of modern distance education project very early. So far, there have been many pilot colleges and universities to carry out modern distance education in human resource management courses, and the enrollment scale is expanding day by day.

Key words: Online Course; Platform; Human Resource Management; Teaching Mode

1. INTRODUCTION

The network course optimization production mode mainly has the following two kinds: by the teacher himself optimization and by the professional production company jointly with the teacher optimization. The first kind of optimization method has high requirements for teachers, who should master more comprehensive network course optimization skills. The second way gives full play to the respective advantages of teachers and professional optimizers, which is similar to industrial production and greatly improves the work efficiency. The network course production cycle is short and the level is high, which is conducive to the development of the teaching mode of human resource management courses [1-6].

2. THE OPTIMIZATION STATUS OF ONLINE CLASSROOM IN CHINA

2.1. Process management of online classroom optimization

At present, the network education colleges of pilot universities in China are still not perfect in the management of network course optimization process, which is mainly manifested in the following aspects:

In terms of course optimization team members, they mainly include managers, lecturers and media technicians. Most of them lack teaching designers and researchers and lack of collaboration and communication among members. They pay little attention to the optimization process of online courses, and some respondents suggest that the motivation of staff needs to be improved. In terms of the monitoring of the optimization process, most online education colleges carry out the monitoring through the mid-term review, without tracking the progress, quality supervision and cost monitoring of the whole optimization process. It is learned from the interview that some online education colleges have never evaluated the construction of online courses. In terms of specific links of the optimization process, learners' characteristic analysis and course trial are often ignored, which also reflects that the overall planning and evaluation feedback of the optimization of online courses are not in place.

2.2 Importance and necessity of introducing HRM curriculum methods

Good organization structure and effective management method are the basis of network course optimization. Scientific and effective management methods will improve the management efficiency and work performance of the optimization process, with distinctive characteristics of the project. According to the analysis of the current situation, it is concluded that the process monitoring and process optimization of online course optimization should be further standardized, and effective methods and strategies of team building, time management and cost management should be explored at the same time. However, these contents all belong to the category of human resource management courses. Human resource management courses emphasize the realization of goals and the quality of products, adopt a team-based working mode, and reflect the people-oriented concept. The evaluation criteria for its success include five aspects: time, cost, scope, quality and resources. All these are consistent with the optimization goal and concept of network courses. Human resource management curriculum development has formed its own unique method system and knowledge field, which includes a series of methods to achieve goals and ensure product quality, including the overall management, time management, human resource management, cost management, communication management and other nine knowledge fields of standard management. This series of methods will provide effective guidance for standardizing and perfecting the process management of online classroom optimization [7-11].

2.3 The application of human resource management in online classroom optimization

Many foreign researchers and practitioners have long recognized the importance and necessity of adopting the

scientific method of resource management curriculum for the optimization of course resources in distance education. Various distance education institutions represented by the Open University of Britain have had many application cases in the practice of course resource optimization. The Open University of Britain has successfully applied the online course method in the two stages of course planning and course optimization, effectively implementing the refinement of work, course design, optimization and evaluation. In our country, many practitioners for online platform is very familiar with, some institutions also network optimization adopted management course system is put forward, in spite of this, practitioners specific methods and tools of the course of human resource management is poorly understood, that with online courses are naturally the human resources management course teaching mode. Practitioners only realize the importance of online teaching, but this does not mean that they can put the HRM curriculum approach into practice. At present, the application of human resource management and methods to guide the optimization of online courses in China is still in its infancy, and there are few specific application cases. Among them, the School of Medicine of Peking University has applied the human resource management course in the optimization process of distance learning material - Medical Overview, which is a relatively successful case. Can say, many network educations institutes have taken the online course optimized to perform as a project, but is lack of conscious use of human resources management course will involve tools, skills and knowledge, in all aspects of the organization personnel to use limited resources in a limited time, to better achieve the intended target, the optimization of high-quality network courses. The large-scale distance education is an industrial industry, and the corresponding resource construction, optimization and management should also take a professional road.

3. THE INSPIRATION OF HUMAN RESOURCE MANAGEMENT TO THE OPTIMIZATION OF ONLINE CLASSROOM

The most important point of the network course optimization project is that it is learner-centered, the results must meet the needs of distance learners, and the teaching process must be related to the learning characteristics of students. The application of human resource management curriculum method can better promote the implementation of this core concept. To divide the process of human resource management and knowledge management of the online classroom optimization divided into phases and contents revelation, as defined in the process of human resource management courses are divided into online classroom optimization project management process provides a clear classification standards and achievements, to further standardize the optimization process at the same time, in the field of knowledge is defined as the content of the optimization of human resources management courses online class provides the reference, to improve the network curriculum optimization management content, improve the efficiency of management.

3.1 Application scheme of human resource management course software in online classroom optimization

Online classroom optimization project not only needs reasonable and effective planning and management, but also needs the cooperation of project optimization team members. Based on the three schemes provided by the human resource management course software, the online classroom optimization project needs to combine the first scheme with the second scheme to ensure the smooth development of the online course optimization project. Full application software to complete the task scheduling, resource management, project tracking, and other functions, and optimize the team members can login server information sharing project, and through the interface to carry out the work, such as participate in the project achievements audit, upload network curriculum optimization project related information, upload the completion schedule, etc., all the members to participate the whole network curriculum optimization of project management and process monitoring.

3.2 Human resource management course process optimized in online classroom

The course process of human resource management is generally divided into five processes, including group initiation, planning, execution, monitoring and closing. In online classroom optimization project, execution and monitoring are carried out at the same time and influence each other, and the execution process is constantly adjusted due to the different monitoring results. The systematic characteristic of human resource management course is firstly manifested in the systematic process from the start to the end of the project. According to the process of human resource management courses, online optimization project implementation class can be divided into the project started, overall planning, implement control and project evaluation of four stages, stage main task is to perform monitoring network curriculum design optimization and process monitoring, monitoring is with the design, optimization, and the alternate. Each stage of the human resource management course has its corresponding human resource management course content and stage results, which clearly distinguish these stages.

3.3 Theoretical construction of online classroom optimization model

Distance education institution to optimize network course is often accompanied by a new professional open or teaching content, teaching model, the influence factors, such as the reform of thorough investigation, these factors are in senior management decisions, therefore, the network optimization project general launched by senior management, online class and head were determined to complete the project application. After the approval of the project, it is necessary to accurately locate the objective and scope of the online course optimization project, preliminarily complete the project overview description, and organize the project team accordingly. The optimization team consists of people from different backgrounds, different departments, and each member has a clear responsibility.

3.4 Planning of online course optimization project

The main purpose of the plan is to establish a detailed implementation plan for the online course optimization project. Online course optimization project team adopts participatory project method, through brainstorming, interviews, etc., to participate in the discussion of work breakdown structure together, on this basis, to develop optimization schedule, cost budget and human resource planning, etc.

3.5 Optimization and monitoring of online courses

The optimization team consists of members with different specialties. In the whole process, I need to combine my own experience, resolve conflicts, coordinate and communicate with different members and adopt different incentive methods. In the optimization process, I mainly collect and optimize progress tracking to improve work efficiency. Cost control and quality control are essential. Project processing and analysis of project related information, the recent or current work status of the project assessment, timely revision of the scheduled schedule and budget. The monitoring phase requires the application of human resource management course software to achieve management work, including tracking the percentage of completed work, comparing the actual cost of the project with the budget to understand the cost situation of the project, etc. The quality control needs to supervise the implementation of measures to the quality influencing factors, at the same time to carry out the review of the stage results, etc. In the stage of online course optimization and process monitoring, it is necessary to record the whole human resource management course of online course through project meeting minutes and project status reports.

4. APPLICATION PRINCIPLES OF ONLINE CLASSROOM OPTIMIZATION MODEL

As experienced HRM course staff know, there is no single way to manage a project. The strategies they apply to HRM courses and the order and rigor of the implementation process will have an impact on the effectiveness of project management. According to the systematic thought of human resource management course, the inspiration to the accumulation of process capital, combined with the inherent characteristics of online classroom optimization project, and combined with the idea of integrating optimization process management activities with optimization activities in this study, the application principles of online classroom optimization mode are proposed.

4.1 Educational principle

Human resource management courses have their roots in the business world and put economics first. There is a very important principle of human resource management without management gold plating, which means to accurately provide the services required by customers. Too much gold plating will only cause a waste of time and resources. Online Classroom Optimization Project is different from the general project, its purpose is to provide distance learners with quality course resources and learning process support services to improve the quality of distance learning. Therefore, education is the most

prominent feature of the online course optimization project, which does not mean that economic benefits are ignored. It is based on the accurate positioning of the online course optimization project, combined with the specific situation of human resource management and distance education institutions, to improve the performance of the project optimization.

4.2 Systemic principles

The systematic method is the general term of the method that puts the object in the process of system operation to be investigated according to the system of the thing itself. It has three characteristics: integrity, comprehensiveness and optimization. System thought runs through the whole process of management. The application of online class optimization mode needs to regard the online course optimization project as a complete system, decompose the optimization objective into multiple sub-objectives, decompose each objective into multiple tasks, and define the person responsible for the task. Finally, each result is summarized to form the final result. At the same time, the monitoring of each link should not be neglected, so as not to affect the overall progress or quality of the project.

4.3 Principle of integration

The typical online course optimization mode at home and abroad explains the activities of each link in the distance education online course optimization from different angles, among which the human resource management course activity is an important part of the online course optimization project. The so-called integration principle is to integrate the human resource management course method with the optimization activities of online class, which can also be called process integration, that is, the optimization process of online course and the management process of project implementation are effectively integrated. Especially in the planning stage and the implementation monitoring stage, the design of the work breakdown structure and the formulation of the schedule, the implementation monitoring stage of time, cost and quality control should be closely combined with the network course optimization activities. If these two types of activities are not effectively integrated, management activities will become an additional burden.

4.4 Procedural principles

Online course optimization and human resource management courses are both a process sequence, so attention should be paid to the accumulation of project implementation process assets, and the process information of the whole project should be recorded in the form of project documents, such as project overview statement, project log, meeting minutes and performance report. Project documents for the network course optimization project has a very important significance: one is helpful to summarize the experience and lessons, successful projects have lessons, failed projects will also have experience. At the end of the project, the project team will create a learning document through the report, sum up the experience and draw lessons, which will be a fortune. Second, it helps to improve project efficiency. Doing anything can be divided into two parts, the doing itself and the monitoring of the process of doing it, similar to the

concept of primary cognition. Distance education network course optimization project has its basic process and steps, each optimization of a network course is the process of knowledge accumulation.

5.CONCLUSION

The optimization model of online classroom based on human resource management is a time process model, including two closed-loop systems, three main lines, four stages and their symbolic activities. The two closed-loop systems carry out the cyclic alternation between the design optimization and process monitoring in the monitoring stage, and the interactive feedback between the monitoring and the planning scheme. The three main lines are the four process groups of the human resource management course, the management content of each stage, and the specific optimization activities of the online course. The four stages are project initiation, overall planning, implementation monitoring and project evaluation, and the corresponding landmark activities are project initiation meeting, planning scheme formation, online course improvement, project summary and reflection. Through the practical cases, the development mode of online course based on human resource management can effectively standardize the optimization process of online class, and effectively improve the planning, process monitoring, schedule management and team building of distance education online course optimization project.

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Studying the Impact Factor of Women's Career Development Based on The Context of Henan Province China

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Abstract: This article focuses on women's workplace development in Henan Province, China. There are two separate independent variables, one is work family balance (WFB) by studying how WFB affects women's career development after they get married. The other is networking, an independent variable that has an important role in the workplace in the Chinese context. And women's workplace networking also influences career development.
Key words: Women; Career development; Work-family balance; Networking

1. INTRODUCTION

In the past five years, China's economy has developed very rapidly, and changes in science and technology, mobile phones, and the Internet have all led to tremendous changes in China's internal and international trade.[1] Women have also played an important role in these changes. Since the COVID-19 virus epidemic, the Chinese economy has also been affected to some extent. Some small companies are facing economic contraction and even closing down, leading to job shortages. The workplace for women is facing even more serious challenges. This article mainly studies the career development of women in Henan, China.

Henan is located in the center of China and has convenient transportation. With the support of the state in the past five years, the economy has developed rapidly. At the same time, Henan is a province with a large population and a large agricultural province. Because there were a lot of people engaged in agriculture before, it created a conservative and stubborn cultural tradition. Traditional Chinese culture is Confucianism, which prescribes a male-dominated social position where the family is the primary job of women. Since the last century, Chinese women have started to enter the labor market in large numbers.[2]Henan province is located inland and will be slower to accept the new culture than the coastal provinces, so women in Henan province entered the labor market a little later.

As stated[3], women tend to do the lowest level jobs in the workplace and have few opportunities for advancement. Chinese women have lower job expectations than their peers.[4] Studies have shown that most Chinese women have higher life expectations for family and children and lower expectations for work. Workplaces are usually more willing to hire men because men are more invested in their work and conversely women are more committed in their families.

Unequal employment opportunities for women can also lead to waste and idleness of human resources. In Henan Province, China, some traditional family elders would suggest that women should return to the family, which results in a misleading value orientation of men and women. In the past two years, China has adopted a new policy of opening up the birth of a second child as its population begins to age. The implementation of the "comprehensive two-child" policy has solidified this concept, and both elders and husbands in the family are more interested in women returning to family responsibilities, which further expands the conflict between women's family roles and professional roles. On the other hand, having two children can intensify the conflict between family and professional roles. Due to limited personal energy, many women have to downplay or even give up their jobs in order to take care of their families. This also has a negative impact on women's career development. It deepens the social and workplace discrimination against women as having lower organizational commitment to work, so when hiring, HR departments often do not prefer to hire female employees. On the other hand, it affects the confidence and enthusiasm of the society and families to invest in female education, resulting in the waste of a large amount of social education resources. Then, in fact, women have many physical advantages, such as working meticulously and imaginatively, good at coordinating with people or environment around them, and some female workforce is not worse than men in terms of comprehensive knowledge structure and physical condition, but due to traditional culture and prejudice of secular concept, a large number of excellent female workforce is placed in some positions that do not play their strengths, resulting in a great waste of resources. This leads to social instability and affects sustainable development.

Considers career broadly defined as a lifelong process of activities related to work or work environment, including both objective and subjective aspects [5]. Career development is a series of sustainable stages with special focus and purposeful traits. The original age and stages of career development laid the foundation for the formation of career theory, which is backed by the basic assumption that there are predictable tasks that will essentially occur at predictable times during the course of a career. Researchers have found that such a traditional model of career development has shortcomings, as it is based primarily on the career experiences of men and does not reflect the progress of women. Research has found that the advantages of women's career development can be

characterized by personality and nature:

1.1 Good at communication, in daily management, men are logical thinking mode, good at managing work through male authority. But it often happens that they are not accepted and recognized by other employees. Women's soft work attitude and management methods are more easily accepted. Female employees often get twice as much work done in communication with customers because of the advantages of their own personalities, which improves work efficiency.

1.2 Loving and caring, caring makes women's nature, female managers or employees are more good at transposition mode, think more for each other, can create a more harmonious working environment.

According to the 2019 China Women's Workplace Survey Report, there is a 23% gap between the average salaries of male and female employees in 2019, and it is worth noting that women's promotion channels remain narrow: among top managers, the proportion of men is as high as 81.3%, while only 18.7% of women. This shows that the career path for women is still grim. After a preliminary survey, the industries with the most female employees in Henan Province, China are: hospitals, banks and sales. The position with the highest proportion of women in hospitals is nurse, which is a position with heavy workload, high responsibility and overtime, and the salary is from high to low according to the level of hospitals. Recruitment will be restricted to age, older women are difficult to be hired. The highest percentage of women in the banking industry are front desk attendants, but this position is usually made up of young women (Probably between the ages of 22-30).The salary level of this position is average. As most positions in Henan Province, China require a Bachelor's degree or higher. The lower the education the lower the required age. The sales industry, cosmetics, house sales, car sales, etc. These industries are the industry fields with the highest percentage of women, and the salary is proportional to the workload, but these women are also young women, thus it can be found that the employment situation in Henan Province, China is easier for young women to find a job than older women. However, young women have little work and social experience, which cannot surpass older women. Because of the vast area of China, each region has its own unique culture and localism, and its economic development is different. Considering the development of the Chinese economy in the particular period, This research aims to obtain the results of research on women's career development by studying the relationship between women's career development and work-family balance (WFB), and networking. The results of the study not only provide guidance for the career development of women in Henan, China, but also help them overcome the effects of the glass ceiling. It has a motivating effect on how to retain female employees.[3]In addition, China's rapid economic development in the last two years and its close ties with the rest of the world, as well as the opening up of the maternity system and the popularity of COVID-19, China's domestic economic system has also changed, and the survey of literature found no previous research on women's career development in Henan, China, and this study will fill these gaps.

2. LITERATURE REVIEW

2.1 Introduction

Bourdieu's cultural capital theory argues [6] for a specific division of capital into three major forms: economic capital, cultural capital, and social (relational) capital. Although an emerging field, but one that addresses key issues, cultural capital is a form of capital that expresses the culturally favorable or unfavorable factors of actors. Under certain conditions, it can be converted into economic capital, and the conversion process is institutionalized in the form of educational qualifications. Through the guidance of Bourdieu's cultural capital theory and a review synthesis of relevant and previous related research based on the framework structure of this paper, The relationship between the two independent variables, family work balance and network, respectively and women's career development

2.2 Definition of women's career development

Once said career development is generally defined as a series of ongoing phases that include particular concerns, themes and tasks [7]. They all share a common characteristic, which is that they all have a common goal. In China, including some developing countries around the world, the end of the last century saw a surge in the number of women entering the workplace and their social status. Because women's entry contributed to the increase in the workforce, at this time in organizations realized the need for a theory of career development that could better address the assumptions behind the stages of career development, with a predictable set of tasks that occur presumably at predictable intervals during the process. The women's career development argument differs from men's career development in that the differences include developmental differences between men and women, organizational differences, and societal factors.

As stated by[8], traditional career patterns are often divided into linear, progressive and hierarchical. Uninterrupted full-time employment within the confines of a particular organization provides access to career ladder progression.

2.3 Conceptualization of women's career development

The understanding of women's career development is not only about work, they are heterogeneous, women develop in a different way, they have a broader identity in social life and place more importance on interpersonal relationships. Women's career development will be shaped into a serpentine structure, assuming that in the future women's career development will be influenced by a gendered social context.[8]In Henan Province, China, women face role conflicts in the family model, concerns about childcare, lack of interpersonal relationships, and lack of government support in their career development process. As an example, the sales industry in Henan often gathers female employees, because women not only have to work, but also have to juggle family and children, they are often unable to expand their social life, and due to the lack of social connections, it becomes difficult to improve performance in this particular cultural context in China.

This leads to a barrier to career development for women employees.

2.4 Past studies about women's career development

In China, the role of women has changed considerably, and in the early 20th century, the traditional view of women put the status of women at the forefront. The last century saw the beginning of private enterprise in China and the opening of a career door for Chinese women under new career options.[9]to the changing times and the gradual rise in the status and awareness of women, a number of women managers have emerged in companies.In the workplace, women executives also face a "glass ceiling". Barriers to women executives in the workplace include: traditional attitudes, discrimination, and a widespread culture of male dominance in organizations, where women are often excluded from networking.[10]Also, organizational culture is a significant barrier to women's advancement to senior management positions.

Along with the development of society, researchers [11]found that women face two challenges, on the one hand, the organization and on the other hand, the society. Chinese working women are characterized by different social gender role expectations. For example, women need to sacrifice their careers to satisfy their husbands' careers and maximize the progress of their families. Lack of time and experience to devote to work, so women have low organizational commitment.

Has previously concluded that there are several stages of women's career development[12], each with different issues dominating. Early in their careers, challenges are important, and mid-career, family responsibilities are what they look forward to. It is in the later stages of their career that they express authenticity. Therefore, it was hypothesized that women's career development would have some relationship with the independent variables WFB, Networking.

3. DEFINITION OF WORK-FAMILY BALANCE (WFB)

Investigators[13] Research from the 1970s to the early 1980s, early scholars used the term "work-family conflict"; by the late 1980s, scholars realized that employees' non-work responsibilities and activities could take many forms and were not limited to the home. As a result, scholars began to use the term "work-life balance" extensively. In fact, the term "work-life balance" itself has been used frequently in everyday life for a long time, but was first used as a specific term in 1996 when the definition of role balance was introduced. This means that the individual and role partner work together to play different roles and are fully attuned to the needs of each role. The academic community then began to focus on the work-family relationship of married employees, and soon the situation of single employees was included. Work-life balance is now defined as a state in which individuals are able to allocate their personal resources, such as time and energy, in a balanced and satisfying way, and in which they have minimal role conflict.

Afterthe survey found from the study of WFB at the individual level of the organization[14], WFB was defined as the degree of responsibility of individuals to manage their work and family, leisure and community. WFB have difficulty meeting the expectations of mothers when dealing with work and family life.It is known through role theory that limited time and energy to manage two roles can lead to role conflict between work and family. And women who are married face even greater challenges and problems in managing both roles.

3.1 Conceptualization of work-family balance (WFB)

Recent studies have shown[15]that women are dissatisfied with their careers and the balance between career and family. This is because the corporate culture in many workplaces maintains a biased view of career-oriented married women, especially after they become "moms. However, the study did not fully demonstrate that workplaces use this as a reason to prevent women from being promoted after they have children. In recent years, more and more married women in China are giving up their jobs not only because of their families, but also because their career prospects are bleak, their work is uninteresting, and their family obligations are the main reason for giving up their jobs. However, family obligations are still considered to interfere with women's career commitments, while enhancing men's potential in the workplace. This study therefore suggests that women in high positions are less likely to marry and have children. However, the final results of the study also failed to prove this concept, which is suspected of being a generalization. It is common for women, even those with young children, to work. There are many reasons for this; for example, in China there is a tradition of elders helping with the children and one can feel comfortable leaving them in their hands. Secondly the pressure of working life in Chinese society increases year by year, and it is difficult for a family to support the family expenses with only the father working. Then more and more Chinese women want to prove their worth by working. This is the reason why more and more Chinese women are going out to work. There have been numerous empirical studies based on European and American countries[16] that show that women's work disrupts their lives or their lives interfere with their work due to their increased responsibilities and decreased energy after having children, which threatens their physical health and reduces their sense of well-being at the individual level; at the family level, it reduces life satisfaction and affects marriage quality and fertility; at the enterprise level, it affects work efficiency and hinders women's career promotion and development. At the corporate level, it affects work efficiency, hinders women's career promotion and development, and causes absenteeism and lower career commitment; at the social level, it leads to a series of social risks such as gender discrimination in job recruitment. Therefore, in recent years, China has enacted work-life balance measures to promote gender equality of opportunity and treatment in the workplace, such as flexible work, guaranteed leave, pay equity, and development of child care. However, China is a vast country, and only some highly developed economic regions are the best in this regard, for example, the workplace in Henan, China still needs to be developing.

So this study therefore hypothesizes:

H1:work-life balance has a positive relationship with women's career development

3.2 Definition of networking

It has been studied[17]that the term networking was introduced in the last century and can be understood as the process of making connections and building relationships. In this process information, resources and support are obtained to achieve occupational goals. Networking can also be derived as an behaviour of the self. Researchers [18] have found that the self comes from the creation of society, where social networking and social interactions produce the self. Single individuals and team organizations reshape the self by interacting with others, and this process of communication is the process of interpersonal networking formation. Connections between individuals can serve as a link to transmit information and resources, and women's staff networking often include social relationships with family, friends, organizations and colleagues, and clients, among others, and normative professional behaviors influence their identity.In China a network can also be called a "relationship", meaning that two or more individuals or groups have similar emotional and interest relationships.[19]It is similar to the networks proposed by Western societies, but there are also have different point. In Western societies, networks are more general and abstract. Based on the Chinese cultural context, building the right relationships and fitting into a group is the path to success in business.

Scholars [20] argue that benefits at the individual level can be accomplished by accumulating social capital, and that for women workers, accumulating social capital involves developing networks of relationships. Based on the specific environment and cultural context of China, networking behaviour is an important factor in career development. China, especially the Henan region, is a rural society. This "rural" means that there is an agreed rule for relationships between people. Chinese culture is about harmony, so neighbours, friends, colleagues and clients form an implicit relationship, and the closeness of this relationship determines how much they help each other.The resources provided by the network can help women to progress through the ranks, develop women's professional networks and explore how professional networks can enhance women's career development and have a time-sensitive effect on women's career development.

3.3 Conceptualization of networking

Network relationships are divided into formal and informal networks, with formal networks being completed during normal working hours. For example, meeting with clients to communicate about business, corporate events, regular meetings, etc. However, this process involves a lot of relevant people and the occasion is formal and not as relaxed as an informal setting. Informal networking refers to actions that are done outside of work hours. Informal networking can help employees to access career development opportunities.[21]Due to the intransigence of Chinese Confucianism, a male party culture has developed and women are often excluded from these

gatherings. Secondly married women are often unable to attend gatherings outside of work based on family obligations. Women are unable to join such networks and in China they lack contact networks and are usually excluded from management as well, lacking opportunities for promotion and development in their careers.

Networking is also distinguished as face-to-face networking and online networking. Of face-to-face networking, researchers [21] have long recognised that women's networking is very limited and that men still dominate in the Chinese workplace. Women have little access to the best, leading to low self-esteem and even a sense of isolation among women employees, to the detriment of career development. Face-to-face interaction can facilitate emotional exchange between two people or with a group. This is a negative point for women employees. In the 21st century, online networking has become very popular and this is an era of information explosion. All kinds of social software and information can be found online. Of course women can also network online to find opportunities for career development. Online networking can help women staff to learn professional skills and interact with the best people in the industry. Enriching the networking for women employees. The hypothesis of this study:

H2: there is a positive relationship between networking and women's career development.

4. CONCLUSION

Research has found that in the Henan region of China the women's workforce is rising year on year. However, there are still many problems. Ultimately it was found that there is a positive relationship between work-family balance and women's career development, and that by maintaining a balance in WFB, women's organizational commitment in the workplace rises. Without family ties, women are keen to reflect their values in the workplace. On the other hand, a positive relationship between networking and women's career development was identified, and if WFB is an influencing factor in retaining female employees, then networking is an influencing factor in the promotion of female employees in the Chinese workplace. The results of this study could not only reduce the turnover rate of female employees in the workplace, but also break through the glass ceiling in the female workplace. It will enable companies to have a greater sense of direction in their future development.

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Means of Disseminating Chinese Ceramic Stories Overseas

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Abstract: China is becoming more more important in the world stage, yet its cultural influence is not compatible to its world status. The Chinese government should spare no effort to reinforce its cultural confidence and spread its culture overseas. Chinese ceramic culture has enjoyed a history of thousands of years and the Chinese ceramic story is a best carrier of Chinese culture. Therefore, it is strongly advised to adopt various means to disseminate Chinese ceramic stories overseas.
Keywords: Chinese culture; Ceramic Stories; Dissemination; Means

1. INTRODUCTION

Culture is a form of life(Liu, 2014), and it has been a core theme in the 21st century. All countries in the world endeavor to disseminate their own cultures to the world, in order to increase cultural influence on other countries and thus to gain competitive softpower in the contemporary world.

UNESCO points out in its *Plan of Action on Cultural Policy for Development* that in the future, if a nation aims to remain prominent in the vigorous international competition of culture, it must achieve prevailing discourse power, and this power is critical for the nation to gain a proper cultural status in the world. As is stated by Peter Drucker, an American Economic management scientist, in modern world culture has been the predominant resource.

In the new century, China's economy develops rapidly; in 2010, China became the second economy in the world. It is universally acknowledged that cultural influence should go with that of economy; nevertheless, the discourse power of Chinese culture has not achieved its appropriate status, and Chinese culture has not been widely known. China should disseminate its culture together with the influence of its economy, so as to make the world familiar with both China and Chinese culture. Therefore, it is urgent that China should enhance its cultural softpower in all respects.

2. CHINESE CULTURE AND CHINESE STORIES

2.1 Chinese cultural confidence

Cultural development is of crucial significance in the new era. China is now implementing the cultural strategy, in order to establish its cultural confidence. Cultural confidence is the recognition and belief in a nation's cultural heritages. An individual should and must believe in his own culture and try to advocate it. The rejuvenation of the Chinese nation depends on the overall revitalization of Chinese culture; its core issue is the communication between Chinese culture and those of overseas countries, and the dissemination of Chinese culture to the world. Chinese government is appealing the people to start telling Chinese stories overseas, to disseminate Chinese elements, Chinese culture, Chinese civilization. It is a great mission for realizing Chinese Dream as well.

2.2 Disseminating chinese stories

Americans especially lay emphasis on telling their stories to the world. There is a program called "The Making of a Nation" from the *Voice of America*, , telling the history of America to the world through radio service. Another example is Hollywood movies. By exporting Hollywood blockbusters, Americans reap not only box office returns, but also cultural influence. American culture is globally accepted and imitated, and some youths even advocate the supremacy of American culture. It is undoubted that America's cultural export is successful(Ai, 2014).

The experience of American culture going global is worth learning by the Chinese. Chinese civilization, with a span of thousands of years, is brilliant and profound; and Chinese civilization has great influence and inspiration in history and contemporary times. Chinese culture should be made well known to the world. There are many characteristic contents in Chinese culture and there are many unique stories in Chinese culture worthy of telling to the world. The mission of Chinese people is to learn to refine their culture, select the distinctive stories, and disseminate them abroad.

3. CHINESE CERAMIC STORIES

The Chinese have been making pottery for well over seven thousand years. There is some evidence that crude pottery was being produced in several parts of China by the Mesolithic period(Valenstein, 1975). The most representative porcelains of China is those from Jingdezhen, the ceramic capital of the world. there is a history of more than two thousand years for Jingdezhen to make ceramics, and Jingdezhen has the reputation to make imperial porcelains for more than one thousand years. the Imperial Porcelain-Making Factory has become a world-known tourist resort in Jingdezhen, and it represents a long ceramic story worth telling to the world.

Ceramics are the product of the combination of technological, cultural, and artistic developments. They are an important part of human civilization, and they represent China's extensive and profound cultural connotations. In the process of making and using ceramics, the Chinese people combine spiritual civilization in material civilization, and gradually integrate ceramic culture with historical culture, folk culture, religious culture, political civilization, economic development, technological progress, aesthetics, art, etc.(Dai, 2004). Chinese ceramic culture has formed a unique cultural content in its developing process, and it is a ceramic story appealing to the world. These stories include the long-term historical story of Chinese porcelain making, the

story of Chinese ceramic types, the story of Chinese ceramic crafts, the story of Chinese ceramic painting art, the story of Chinese royal porcelain making, the story of Chinese folk porcelain making, and the story of ceramic exchanges between China and the world.

In a sense, the Chinese ceramic story embodies Chinese history, Chinese culture, and Chinese civilization. The story of Chinese ceramics is a cultural resource accumulated through a thousand years of history, and it is a good Chinese cultural brand that can be shown to the foreigners.

4. MEANS OF DISSEMINATING CHINESE CERAMIC STORIES OVERSEAS

4.1 Build a chinese cultural discourse system

In today's world, Western cultural discourse power, represented by the United States, has an absolute advantage in the world. From the popularity of American fast food, holiday customs, and Hollywood blockbusters, the success of American cultural output can be perceived. Although nowadays China has made great progress in its political and economic discourse power in the world, its cultural discourse power is not commensurate with its political and economic status. China should learn from the American cultural export methods and strategies, and should build its cultural discourse system with a high degree of cultural confidence.

China is rich in cultural stories. To disseminate those stories, the construction of the Chinese cultural discourse system is a keystone. China must establish a cultural discourse system with Chinese characteristics and Chinese style. Chinese porcelain is well-known in the world, and the story of Chinese ceramics is the most appealing overseas. Chinese people's aesthetic concepts, tastes, values, pursuits and technological innovation can all make for attractive stories for foreigners; in this way, Chinese cultural discourse system can be set up.

4.2 Choose people-oriented ceramic stories

To tell Chinese stories, the storyteller must be people-oriented. The stories must be close to ordinary people's daily life(Yao, 2014). Porcelains are lifeless, and only by telling the stories of Chinese ceramics people-oriented, can the stories achieve their predetermined effect. The stories of Chinese ceramics are mostly concerned about porcelain workers. Therefore, Chinese ceramic stories must narrate the destiny, character, fate, and spirit of those people.

The characteristic of Chinese ceramic stories is that the characters are different from those of other countries. That is why Chinese ceramic stories are different from foreign ones, so that foreigners will be especially interested in Chinese ceramic stories. For example, in Jingdezhen, there is a history of making porcelain for thousands of years, and there are many ceramic stories about porcelain workers, such as the story of the "Wind-and-Fire God Tong Bin", and the story of the "Blue-and-White Girl". They are all stories about the porcelain makers. These stories reflect the historical development of Chinese ceramics and the level of ceramic technological advancement. They are the stories of porcelain making and porcelain workers, and they represent Chinese ceramic culture.

4.3 Employ a variety of media

In the present information age, the power and speed of media dissemination is amazing. It is suggested to make good use of the power of various media to contribute to the better dissemination of Chinese ceramic stories and ceramic culture.

First of all, the story of Chinese ceramics is of world significance, but it still needs to be told by celebrities in order to have a better influence. The celebrities have an international perspective, a sense of the times, humanistic care, and their own way of telling stories. These celebrities are important bridges for world cultural exchanges, so they can promote cultural communication between China and the world.

Secondly, telling the stories of Chinese ceramics should take advantage of ceramic literary works, and the dissemination of Chinese ceramic stories through publications should be achieved with the help of famous domestic publishing houses. If necessary, the domestic publishing houses can cooperate with foreign ones to publish ceramic works about Chinese ceramic culture so that the works can be disseminated abroad through foreign publishers. The dissemination effect by the foreign publishers is definitely better than that of domestic ones.

Thirdly, the film and television media are of vital significance for disseminating Chinese ceramic stories. Films and the television have a wide audience, and they have become an indispensable art style in people's lives. At the same time, great attention should be paid to the creation of documentaries, animations, and micro movies about Chinese ceramics. China has begun to pay attention to the role of screen media in the promotion of Chinese culture. For example, the TV documentary *A Bite of China* conveys the wisdom and creativity of the Chinese people to audiences around the world through the stories and production methods of each food(Zhang, 2013). The documentary has gained attention worldwide, making Chinese food culture spread to the world. Many foreign media have now started to pay attention to Chinese stories and Chinese culture. *Beautiful China,* co-produced by China and BBC, is a good example. In the documentary, Chinese stories are told through motion pictures, which are very vivid and attractive to interpret and disseminate Chinese culture and Chinese civilization. The story of Chinese ceramics should also be spread through film and television media. The effect of video transmission is the most intuitive, and it is a widely accepted medium for most people; therefore, Chinese ceramic stories and Chinese ceramic culture can be disseminated most effectively.

Finally, the disseminating power of network medium can not be overemphasized. In the new era, the users of the Internet are becoming more and more, especially for the mobile network, which has the characteristics of instance, simplicity and convenience, and the mobile network has been accepted by people of all ages. The dissemination of Chinese ceramic stories should focus on building a mobile network of communication, and the network ought to be the key communication base to spread Chinese ceramic

stories.

4.4 Take advantage of the confucius institute

The Confucius Institute plays the dual role of "messenger" and "model" for spreading Chinese culture, and is an effective way to tell Chinese stories and disseminate Chinese culture to the world(Han, 2013) The Confucius Institute has facilitated the understanding of Chinese language and culture by the people of the world, and promoted the development of the world's multiculturalism. In order to spread Chinese ceramic culture and stories, courses of Chinese ceramic culture should be offered in Confucius Institutes to spread Chinese ceramic history, ceramic crafts, ceramic paintings, ceramic designs, ceramic aesthetics and other contents. Using the Confucius Institute as a medium can play an important role in promoting the spread of Chinese ceramic stories and Chinese ceramic culture.

4.5 Make use of the chinese cultural year

In order to make people around the world understand Chinese culture and spread Chinese culture, China has currently held Chinese-Cultural-Year events in France, Turkey, Russia, Germany, Italy, Australia and some other countries. Many foreigners can feel the connotation of Chinese culture and understand Chinese stories through the Chinese Cultural Year. The storytelling of Chinese ceramics should make use of the cultural year to go overseas. In the process of planning the Chinese Cultural Year, the content of Chinese ceramics should be organically integrated into it, and the Chinese ceramic stories and ceramic culture will be disseminated naturally with the Chinese Cultural Year as a link.

4.6 Take the opportunity of international ceramic fairs and exhibitions

In the modern society, transportation and information technology are highly developed, making international cultural exchanges and cooperation more and more convenient. The International Ceramic Fair is held every October in Jingdezhen, having attracted many foreign ceramic lovers, scholars and tourists. By perceiving Chinese ceramic stories and ceramic culture, these foreign tourists and scholars will become the messenger to spread Chinese ceramic stories and ceramic culture. At the same time, Jingdezhen Ceramic Institute holds a ceramic high-tech forum every year. Experts and scholars from more than 50 countries will participate in the conference, which promotes the exchange of ceramic science and technology. In addition, in recent years, many Chinese ceramic artists have held ceramic exhibitions in foreign countries or at UNESCO headquarters. Telling the story of Chinese ceramics in the form of ceramic exhibitions is an effective way to disseminate Chinese culture abroad.

4.7 Cultivate ceramic translators

Translation plays an important and unique role in the progress of world civilization. In the process of disseminating Chinese culture, the translator assumes the important task of establishing Chinese discourse power, cultural power, and softpower. The role of ceramic translation in disseminating the story of Chinese ceramics is obvious. But nowadays there are few translators specializing in ceramic translation, which has been obstacles to the dissemination of Chinese ceramic stories overseas. Therefore, it is necessary to establish a training system for ceramic translators and cultivate translators who are good at translating Chinese ceramic stories, so as to have the backup for spreading Chinese ceramic culture.

5. CONCLUSION

The implementation of the "Chinese Culture Going Global" strategy has promoted the dissemination and promotion of Chinese culture throughout the world. China must tell the world a good Chinese story and convey its voice. The story of Chinese ceramics is full of rich and colorful Chinese culture, concerning Chinese history, society, economy, politics, religion, painting, design, crafts and other aspects. China must establish its own cultural discourse system and draw on the power of various media; the Confucius Institute, the Chinese Cultural Year, the ceramic fairs and exhibitions, the cultivation of ceramic translators can all be the means to disseminate the story of Chinese ceramics to the world, so that the Chinese ceramic culture can gain its due position on the world stage.

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Research on The Innovation of Ideological and Political Education in Colleges and Universities in The New Media Era

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Abstract: With the continuous maturity and development of new media technology in the new era, many colleges and universities have realized the great advantages and potential of new media in carrying out the ideological and political education of college students. They have carried out many explorations and trials on the ideological and political education of colleges and universities in the new media era and accumulated a lot of experience and practices. Under the background of the new media era, colleges and universities should continue to increase the research on new media technology, use new media technology to make ideological and political education "live", and promote the ideological and political education work in Colleges and universities in the new era, highlighting the sense of the times and attraction.

Key words: New media era; Ideological and political education in Colleges and universities; Innovation

1. INTRODUCTION

Contemporary college students are mainly after 00, and become one of the earliest groups to contact and use new media technology [1]. With the continuous development of new media technology, new media has been deeply integrated into the daily life and study of contemporary college students. Therefore, how to effectively use the new media technology to innovate and optimize the ideological and political education of college students has become one of the important issues for colleges and universities to implement the fundamental task of moral education.

2. ANALYSIS ON THE NECESSITY OF INNOVATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF NEW MEDIA ERA

The so-called new media, refers to the digital technology as the carrier, based on the network for information transmission media. The coming of new media era and college students becoming the main users of new media have brought new opportunities for the innovation of Ideological and political education in Colleges and universities. With the continuous maturity of physiology and psychology, college students' self-consciousness begins to wake up, their personality gradually moves towards independence, and their desire for self-development and self-improvement is increasingly strong. They are full of curiosity, ideals, active thoughts, and gradually move towards diversity and changeability in value orientation, which puts forward new challenges to the ideological and political education in Colleges and universities in the new period. The continuous maturity and development of new media technology provide an effective carrier for ideological and political education in Colleges and universities in terms of educational content, teaching methods and methods. Especially in recent years, the emergence and development of QQ group, wechat, short video and other media further break the time and space restrictions of communication between teachers and students, making communication between teachers and students more convenient. Colleges and universities should fully tap new media In order to effectively carry out ideological and political education for college students, we should study the law of new media communication, optimize the way of education.

3. ANALYSIS OF THE INNOVATION PATH OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW MEDIA ERA

The emergence of new media not only provides an educational carrier and platform for the ideological and political education in Colleges and universities, but also brings all-round and deep-seated changes to the ideological and political education in Colleges and universities in the new era [2]. As counselors and other ideological and political educators, they should embrace the new media with a more active attitude, strengthen the research and application of new media technology, change the narrative mode and educational means, and constantly improve the effect of Ideological and political education in Colleges and Universities under the new situation.

3.1 Strengthen organizational leadership

With the popularization and use of new media technology, the struggle in the field of ideology is becoming more intense and complex. In the process of using new media technology to carry out ideological and political education for college students, the majority of Ideological and political educators must first adhere to the party's leadership over Ideological and political education, shoulder the responsibility of building a strong "Great Wall of the network" and keep the "safety door" of Ideological and political education on the network "In the process of using new media technology to carry out ideological and political education for college students, we must first take a clear-cut stand against all kinds of wrong thoughts and improper speech, and regularly sort out, investigate and deal with the risks in the process of Ideological and political education on the Internet We should try our best to seek the greatest common divisor

and draw the greatest concentric circle of Ideological and political education by using new media technology.

3.2 Change the concept of Education

It has become an established fact that the new media has brought all-round impact and influence on the ideological and political education in Colleges and universities. As the ideological and political educators in Colleges and universities, they have to actively adapt to the opportunities and challenges brought by the new media, keep up with the development of the information network era, and actively update and change their own ideological and political education ideas Background and promote the ideological and political education work of college students to improve the quality and efficiency of the height to strengthen the planning and design of Ideological and political education work, be good at integrating the daily ideological and political education work into the new media, and use the "information power" of new media technology to enhance the "vitality" of Ideological and political education work in Colleges and Universities under the new situation.

3.3 Innovative education methods

Under the background of new media era, one of the most significant changes of Ideological and political education in Colleges and universities lies in the optimization and further enrichment of carriers and means. Under the influence of new media technology, revolutionary changes have taken place in the way of information dissemination, which is changing from the previous single and delayed dissemination to multi-dimensional, three-dimensional and instantaneous dissemination. This not only provides convenience for college students to obtain all kinds of information more freely and disseminate information, but also brings great challenges for ideological and political educators to grasp the discourse and leading power of Ideological and political education Unprecedented challenges, which requires the majority of Ideological and political educators in Colleges and universities to fully grasp the new situation and changes of Ideological and political education work under the new media technology, explore the use of the majority of young college students are more willing to accept all kinds of popular network-based interactive education methods, and actively use the Internet, big data and other new media technology to open ideological and political education network classroom, in the classroom In order to enhance the centripetal force and attraction of the ideological and political education in Colleges and universities in the new era, we should carry out online discussion and micro class education.

3.4 Enhancing the effectiveness of Education

At present, many colleges and universities have realized the great advantages and potential of new media technology in the ideological and political education of college students, and have carried out a lot of exploration in practice. However, it should be noted that many front-line ideological and political educators often simply take new media technology as the carrier and tool of daily ideological and political education, and do not fully play the advantages of new media in Ideological and political education. As a front-line educator, we should strengthen the deep research and grasp of the ideological and political education of university students in the Internet age, especially grasp the profound influence of "Internet plus" on the ideological and political education of contemporary college students, and focus on the daily education process, actively applying big data technology and cloud computing technology, so as to study and grasp the ideological characteristics of contemporary college students. After all, tiktok and the change will constantly improve the pertinence and accuracy of Ideological and political education. We should actively rely on various intelligent terminals to provide high-quality distributed learning environment to students, and achieve information exchange and sharing. We should actively use the social media such as the shaking platform, WeChat official account and so on, to create red friends circle. In the final analysis, we must accurately grasp the background of the new media era. The pulse of Ideological and political education, with the full help of the advantages of various "micro elements", strengthens the innovation of education content, education mode and other aspects, and constantly improves the affinity and appeal of Ideological and political education.

4. CONCLUSION

In short, under the background of new media technology, the majority of Ideological and political education workers in Colleges and universities should consciously strengthen the research and application of new media technology, constantly optimize the content of Ideological and political education, innovate the education mode, improve the education means, strive to make the ideological and political education work in Colleges and universities "live" in the new period, and enhance the sense of the times and appeal of Ideological and political education work in Colleges and universities in the new period.

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On the application of Marxist theory in Ideological and Political Education

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Abstract: With the development of the times, the application of Marxist theory in Ideological and political education is more and more extensive, highlighting the political acumen, cultivating students' patriotic feelings, and bringing positive influence to students from a positive perspective. In recent years, the innovation and upgrading of various fields have promoted some changes in Marxist theory. In order to keep pace with the times, we must change our ideas, combine theory with practice, innovate the teaching thinking of Ideological and political teachers, and create a better learning environment for students.

Keywords: Ideological and political education; Application value; Political acumen

1. INTRODUCTION

In the process of the implementation of Ideological and political education, Marxist theory plays a vital positive role, and has a direct or indirect impact on its development. The main role of Ideological and political education is to guide students to embark on a correct life path, cultivate students' rational patriotism and political acumen, and help students establish the ability to solve problems independently in social practice It shows the application value of Marxist theory in Ideological and political education, and comprehensively improves students' identity to ideological and political education.

2. THE SIGNIFICANCE OF MARXIST THEORY IN IDEOLOGICAL AND POLITICAL EDUCATION

The theoretical system of Marxism provides a solid basis for the harmonious development of socialism in China. It is the theory of the complete liberation of the proletariat and all mankind in the world. It breaks the shackles of the traditional concept of human civilization and leads people to a new stage of civilization development. Specifically, Marxism is composed of Marxist philosophy, Marxist political economy and Marxist science. The theory was put forward by Marx and Engels, criticizing, inheriting and absorbing excellent achievements in natural science, thinking science and social science from different angles, and then creating a new theoretical system of civilization on this basis[1].

3. THE APPLICATION VALUE OF MARXIST THEORY IN IDEOLOGICAL AND POLITICAL EDUCATION

3.1 Cultivate students' good moral character

Marxist theory emphasizes the value of life, which mainly reflects the responsibility, function and contribution of individuals in society. In order to help students establish a correct outlook on life, values and world outlook, it is necessary to further implement Marxist theory in Ideological and political education. Therefore, Marxist theory has high application value in Ideological and political education, including cultivating students' good moral quality. Based on this, when teachers try to use Marxist theory, they should highlight the scientific nature of their thoughts, present their correct world outlook, outlook on life and values from the practice system, so as to guide students to understand positive ideals and beliefs, national spirit, public morality and so on, and provide convenient conditions for the development of Ideological and Political Education [2].

3.2 Enhance students' political sensitivity

In the process of Ideological and political education, teachers must try to enhance students' political thinking. At the present stage, China's positioning of the class attribute of Marxist theory is proletariat. As the main component of political thought, we must clearly express its political representativeness in ideological education, realize the innovation and upgrading of traditional ideological and political education, and create a new mode of Ideological and political education, so as to effectively enhance students' political sensitivity. In addition, the class attribute of Marxist theory has certainly become the main form of the consciousness of most socialist countries. Therefore, for the ideological and political education of such countries, we must implement Marxism

3.3 Cultivate students' rational patriotism

For ideological and political education, patriotism plays a vital role, not only can help students establish a correct outlook on life, values and world outlook, but also help students' future personal development, adapt to the law of development of socialist countries as soon as possible, and keep up with the pace of development of the times. Of course, teachers need to cultivate students' rational patriotism. In China, it is not advocated to instill patriotism, social subjectivity and other ideologies into students blindly. We must let students fully understand the benefits of Marxist theory in the process of learning and social practice, and guide students to accept and learn Marxist theory from subjective consciousness, so as to effectively cultivate students' rational patriotism Patriotism. Patriotism education is the most critical part of Ideological and political education. Due to the obvious political and epochal nature of Marxism, teachers must carry out teaching with innovative spirit and patriotism, so as to effectively cultivate students' patriotism [4].

3.4 Improve students' problem solving ability

No matter in primary school, junior high school or senior high school, teachers are always committed to the cultivation of students' ability to solve problems independently, while the period of university is the stage of testing results, and the period of work is the final stage of using results. Ideological and political education is accompanied by students' elementary and high stage, in

which Marxism plays an important positive role in helping teachers improve students' ability to solve problems. Marxist theory has a positive impact on the cultivation of students' moral quality, political acumen and patriotism. In addition, the dialectical concept urges students to deepen their understanding of the development law of everything, guide students to face problems directly rather than avoid them, and actively think and solve problems with the help of Marxist theory, so as to enhance students' ability to solve problems independently. Thus, in the process of carrying out ideological and political education, teachers must guide students to fully master dialectics, materialism and other theoretical theories, so as to promote the formation of students' scientific thinking [5].

4. APPLICATION MEASURES OF MARXIST THEORY IN IDEOLOGICAL AND POLITICAL EDUCATION

4.1 Innovate the content of education and comprehensively enhance students' sense of identity in education

Combined with the analysis of the current situation of Ideological and political education in China, the vast majority of students can obtain foreign culture through the media, network and other channels since childhood, so the students' thinking has formed a certain inherent and epochal, and the significant characteristics of the times highlight the development value of the whole era, so the traditional ideological and political education content is still unable to be recognized by the students in the new era To accept, teachers need to innovate the content of education, and comprehensively enhance students' sense of identity for ideological and political education. Assuming that Marx's theory of subject lacks the characteristics of the times and is seriously out of touch with the current society, the teaching ideas set up by Marx's theory can not be accepted by the students. In the process of applying Marxist theory to ideological and political education, teachers need to combine with the characteristics of the current era to create new education content with a high degree of fit with the current era and keep in touch with the pulse of the times [6].

4.2 Change the teaching concept, fully mobilize the enthusiasm of students

In the process of traditional ideological and political education, the teaching purpose of basic knowledge can not be highlighted. Therefore, most teachers adopt the traditional teaching method of "cramming" when they carry out teaching activities. However, because the traditional teaching method still uses the later teaching concept, it can not effectively mobilize the students' learning enthusiasm. In order to fully mobilize the subjective initiative of students and actively participate in Ideological and political education activities, teachers must timely change the traditional teaching concept, explore the purpose of Ideological and political education, make clear the correct direction of current ideological and political education, help students establish correct values, outlook on life and world outlook, and effectively cultivate students' patriotic feelings Ideological and political education is the realization of the students'

emotion, practice and consciousness. In addition, the boring traditional teaching mode is also one of the reasons to reduce the efficiency of Ideological and political education. Therefore, teachers need to actively absorb the innovative experience at home and abroad, upgrade the current teaching mode, increase the interest of classroom teaching, and try to mobilize students' learning enthusiasm from different angles.

4.3 Attach importance to the combination of theory and practice and give full play to the real role of Ideological and Political Education

As the content of Marxist theory is relatively macro, most students can not absorb and digest the basic theoretical knowledge in a short time in the process of participating in Ideological and political education. If we want to absorb the basic knowledge of Ideological and political education, we must first really understand what is Marxist theory, and fully grasp the manifestation of Marxist theory in the real society. In order to further highlight the positive influence and utility of Marxist theory in Ideological and political education, we must attach importance to the combination of theory and practice, and guide students to realize the existence of Marxist theory in real life.

5. CONCLUSION

To sum up, Marxist theory plays a vital role in Ideological and political education, guiding students to establish a correct outlook on life, values and world outlook. Therefore, ideological and political education needs to further conform to Marxist theory, improve the current ideological and political education system, innovate traditional teaching ideas and teaching modes, and ensure the education of Marxist theory The full play of function.

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Research on The Teaching Reform of Central Banking Under the Background of Internet

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Abstract: With the development of economy, science and technology and the deepening of education reform, the demand for talents in the financial field is increasing, which promotes the further reform of central banking teaching to a great extent. How to innovate and improve the teaching reform of Central Banking Based on the Internet has become an important task for relevant educators. This paper first analyzes the current situation of central banking teaching, then discusses the effective path of central banking teaching reform under the background of Internet, and puts forward personal opinions.

Key words: Internet background; Central banking; Teaching reform

1. INTRODUCTION

Central banking is one of the most important courses in finance major. It has the characteristics of synthesis, macroscopical and abstract. It also includes the knowledge of assets and liabilities, monetary policy, financial supervision and market analysis. In the traditional mode of education, professional teachers can not meet the actual needs of students' learning and development no matter in teaching ideas or teaching methods, which also hinders students' growth. After the advent of the Internet information environment, the promotion and utilization of the Internet plus central bank teaching mode has become the mainstream trend of schools [1-2].

2. ANALYSIS OF THE CURRENT SITUATION OF CENTRAL BANKING TEACHING

2.1 Emphasizing theory over practice

The major of central banking is highly comprehensive, which integrates the interdisciplinary characteristics of many disciplines, including micro and macro-economy, financial market, money and banking, which greatly improves the learning difficulty of students. But many professional course teachers seem to pay more attention to the infiltration of students' knowledge points, and do not cultivate their practical ability. In this way, students' thoughts and ability are limited in the classroom for a long time, and they know little about the actual work content and market environment, and they can not be connected to learning and future work.

2.2 Teaching content is limited to teaching materials

The teaching materials of central banking have a lot of knowledge, and they are all summarized by scholars for a long time. They have strong popularity and can help students understand the professional content comprehensively. However, if students want to get a good development in this major, it is impossible to achieve only relying on textbooks and books. Moreover, many teachers rely too much on textbooks in the actual teaching process, basically imparting knowledge and skills to students through textbooks. This also leads to the separation of students' learning content from their actual work direction and financial development, which makes students' interest in learning The ability to solve and analyze problems cannot be further improved.

2.3 Conservative teaching mode

Influenced by the traditional exam oriented education, the teaching methods of central banking teachers are relatively traditional. Most of them follow the textbook, blackboard and chalk to impart knowledge to the students, but the students can only accept it passively. After a long time, they will gradually lose interest in learning and even get tired of learning. Even if information technology is integrated into the classroom, teachers are still mainly in the form of PPT teaching, and the teaching effect is still unable to achieve the maximum value. And PPT courseware contains a lot of knowledge points, teachers spend most of the classroom time on explanation, leaving students little time to absorb, think and practice. At the same time, teachers have been used to the traditional classroom mode of speaking by themselves and listening by students. They do not actively innovate and reform it, and students have not gained the dominant position in the classroom. On the whole, they are lack of room for improvement [1].

3. EFFECTIVE PATH OF CENTRAL BANKING TEACHING REFORM UNDER THE BACKGROUND OF INTERNET

3.1 Internet based research learning

In the research-based learning mode, the core is the creation of academic situation, that is, teachers provide effective situation for students, so that students with problems or tasks to participate in the process of exploring, thinking, discussing and solving problems. In the context of the Internet, the teaching of central banking can be fully combined with multimedia technology to innovate teaching methods, and give students enough time for self thinking, learning and reflection, and the efficiency of teaching has also been significantly improved. Based on this, in the stage of problem design, teachers should increase some extra-curricular knowledge according to the knowledge points in the textbook, and think about several problems from many aspects according to the actual ability of students, and then assign them to let them learn by themselves, leaving enough time to achieve the expected effect. The choice of research methods should be considered from the course setting method. Most schools have set up software such as economics and statistics, which is very helpful for students to investigate the market finance and collect information. In the use of database, we can find some mature and comprehensive papers from

HowNet, VIP and Wanfang. The analysis of problems can be centered on the group, and the concept, system and business can be studied in depth according to the central banking problems arranged by teachers in advance. Because it is difficult for the teaching materials to cope with the ever-changing market environment, students need to analyze the problems under their own innovative thinking, and then make a good problem report. In the display session, each group of students should arrange their own conclusions, make them into PPT, and display them on the platform. Pictures or videos can be inserted as assistance. Teachers give guidance and upload them to the school sharing platform after modification for other teachers and students to learn from.

3.2 Internet based mobile learning

With the continuous development of science and technology, based on the Internet and mobile network communication technology, such as mobile phones, computers and other mobile terminal devices have been developed. It can not only facilitate people's lives and the development of various industries, but also help students of central banking study. From obtaining learning content, professional teachers should understand each student's interest and actual learning situation, determine the content according to their own experience, sort out the knowledge points, and finally save them to the designated platform or website to share with students, so that they can use their own mobile phones or computers to download and view them online. Teaching control teachers can set up classroom exercises behind each teaching resource, and students will show that they have finished the test, otherwise it is truancy, which is also helpful for teachers to understand the actual learning situation of each student. In addition, on the basis of the Internet, teachers can communicate with students online in real time, so as to avoid the embarrassment of online communication, and also can organize some online interaction to let students participate in, so as to increase the interest of teaching.

3.3 Flipped classroom based on Internet

Flipped classroom is a new teaching method established under the support of new technology and teaching concept.

Its most basic is to be able to exchange the roles of students and teachers, and then use media equipment to enrich classroom knowledge and methods. Teachers prepare the teaching equipment that has been developed for students to study by themselves before class, and guide them to record the knowledge points, key and difficult points and problems they don't understand about central bank. When it comes to classroom teaching, teachers explain the places and key and difficult points they don't understand, and complete them through diversified forms such as video guidance and group cooperation. Finally, the extension after class is that the exercises and materials prepared by teachers in class are sent to students' mobile terminals to consolidate their mastery [2].

4. CONCLUSION

To sum up, the development of central banking teaching major is to adapt to the development trend of China's financial market, but in the teaching methods and ideas, it is also the problem that all schools need to focus on innovation and reform. In the context of the Internet, it is introduced into the teaching of the central bank to complete classroom innovation, which can not only improve students' interest in learning and teaching efficiency, but also have a more significant effect on their future learning and development.

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Prediction and Analysis of Diabetes Based on Convolution Neural Network

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Abstract: Diabetes mellitus (DM) is a common and frequently occurring disease in clinic. It is of great significance to predict the condition of the disease and improve the treatment effect. In the current research, the research on medical data, especially the algorithm for the prognosis of patients, is directly related to the survival and quality of life of patients. This paper summarizes the existing algorithms of diabetes prediction and analysis, and further leads to the practical significance of convolution neural network algorithm in medical data mining and related methods research, so as to provide a feasible reference for the follow-up disease prevention and control.
Key words: Convolution neural network; Diabetes; Condition; Prediction

1. INTRODUCTION

Diabetes is a group of metabolic diseases characterized by hyperglycemia due to insulin secretion deficiency and / or insulin dysfunction. Persistent hyperglycemia and long-term metabolic disorders can lead to damage to the whole body tissues and organs, especially the eye, kidney, cardiovascular and nervous system, as well as dysfunction and failure [1]. Severe cases can cause acute complications such as dehydration, electrolyte disorder and acid-base imbalance, ketoacidosis and hyperosmolar coma. In our country, this disease has a very high mortality, and can be prevented and cured. With the rapid development of China's medical and health undertakings, the research of patients' condition prediction based on network algorithm can provide reference for making up for the lack of existing medical and health resources.

2. OVERVIEW OF DIABETES PREDICTION AND CONVOLUTION NEURAL NETWORK

The deep mining of the data of diabetic patients is the embodiment of mining the deep characteristics of the data and further improving the treatment effect and condition of diabetic patients. Convolutional neural network with its powerful feature extraction ability, in mining data, compared with statistical technology, in morphological feature extraction, decision tree algorithm and random forest algorithm, realizes the layer by layer extraction and screening of input information. It has practical and effective value to give full play to the diagnostic effect and accuracy of mechanical model [2].

3. THE IMPORTANCE OF MODELING

The purpose of data analysis is to create and test a model for doctors, which can directly change the life style of patients, and better obtain the effect of regular training and weight loss control [3]. In particular, in the project planning, convolution neural network is established to integrate medical big data background, diabetes prediction background, diabetes prediction model variable screening, construction model, disease index background prediction, etc. in the clinical learning database, it can better meet the existing information integration requirements.

4. DETAILS OF MODEL ESTABLISHMENT

The characteristics of the data set were preliminarily analyzed, and the factors inducing diabetes, such as age, gender, race, heredity, weight and other incentives and potential incentives, were integrated into the specific data dimensions, and then the key attributes related to the disease were analyzed in the patient's condition change indicators. Such as diagnosis and medication as the key dimensions. Through the establishment of data model machine, the key models such as the detection index and drug type information in the diagnosis and treatment of diabetes are integrated, so as to achieve the accurate expected practical effect. The first part is the data preprocessing, to deal with the missing value control in the original data set, to ensure the integrity of data records, increase the use of mean method to complete the research. Data sets were collected from "characteristics (number of pregnancies, blood glucose, blood pressure, sebum thickness, insulin, BMI, body mass index, diabetes genetic function, age, results)". Data feature screening can be performed in the relationship between the prediction accuracy (Y axis) and the number of adjacent points (x axis). At the same time, feature selection based on attribute weight sorting and its independent attributes can be saved in the diabetes.csv In the file [4].

On the basis of the above, different data are given personality characteristics and labels, namely, outcome: diabetes label, 1 means diabetes, 0 means no diabetes; it also includes the number of pregnancies, glucose test value, blood pressure, skin thickness, insulin, body mass index, diabetes genetic function, age; pregnancies, glucose, blood pressure, skinthickness: insulin, BMI, diabetes pedigree function, age and other common modules.

5. MODULE ANALYSIS

Preprocessing module: the image region containing tissue is separated from the expected condition of diabetes, especially from the section of diabetic retinopathy and diabetic foot, the irrelevant tissue (normal tissue around diabetes) is removed by thresholding 0hu, and then the 3D model is established by using the adaptive thresholding image segmentation method; the 3D image is reconstructed to the standardized slice thickness and resolution to avoid the difference The error of detection range calculation.

Diagnosis module: establish 3D detection network of diabetes to obtain 3D features of reconstructed image; train CNN (convolutional neural network) model in two

steps on the python platform, a, (detection network), input information including image and corresponding additional location information; B, initialize nodule diagnosis network according to the parameters of detection network in the first step, and micro analyze the output image and related diagnosis results Tune.

Output module: after the scores of all lesions are calculated by the diabetes diagnosis network, they are fused to get the final image level malignant score. The formula $pf = 1 − (1 − P1)(1 − P2)$ can be used to evaluate the fusion image level calculation. $(1 − PN)$, where p represents the probability of diabetic complications and N represents the number of complications.

6. CONCLUSION

The algorithm application based on convolution neural network in the prediction of diabetes, mainly aiming at the actual case data, can achieve the effect of extraction ability and integrated learning classification. It has important physiological index prompt effect on better predicting the readmission rate and disease severity evaluation of patients, and provides a reference for improving the accuracy of prediction probability.

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The Exploration and Practice of Tao Xingzhi's Sports View in Higher Vocational Physical Education

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Abstract: Tao Xingzhi is a well-known figure in the field of education. His ideas have been recognized and supported by many people in the industry. The reason why he has been widely recognized also shows that his theoretical methods are very practical. In the teaching of physical education, Tao Xingzhi had a deep understanding, studied a set of his own methods, and brought great influence. His aim is to let students learn healthily, which is also the core value of physical education in higher vocational schools. According to Tao Xingzhi's teaching idea, this paper discusses the following points in view of the physical education teaching in higher vocational schools.

Keywords: Tao Xingzhi's view of physical education; Higher vocational physical education; Exploration; Practice

1. INTRODUCTION

Tao Xingzhi is a leading figure in the field of education. His teaching methods and education mode have been widely implemented and applied. He has made great contributions to the society while realizing his own life wishes. His education concept of putting health first has been recognized by many people and has inspired many schools and institutions in the education industry. Vocational school students are a new generation of young people, they will make a great impact on the future, sports seems simple, but it is very learned, do a good job in sports research is the lesson we must pay attention to in the future [1].

2. THE THEORETICAL BASIS OF TAO XINGZHI'S SPORTS CONCEPT

In physical education, Tao Xingzhi pays more attention to theory than practice. His original intention is to put health first. This is not only his original intention. It can be said that the premise and goal of physical education is also to put health first. Under the premise of safety and health, physical exercise and various activities will eventually lead to a strong body. Sports not only exist in the classroom, but also form good habits in life, which lays a good foundation for this course. He thinks that schools should pay attention to physical education, and have a healthy body in order to better study and work. This idea goes deep into the hearts of teachers and students. In practice, the implementation of the theoretical basis, lifelong exercise, lifelong health, starting from the habits around, physical education in higher vocational schools to achieve these requirements, and normalization. In other words, only with a good body can we have the capital of

"revolution" and have a guarantee to complete our study. In addition, he also mentioned that physical education in schools can appropriately integrate traditional Chinese martial arts. Although physical education is a less boring course, it is hard to avoid tiredness for a long time. The integration of traditional martial arts will greatly improve the enthusiasm of learning, interested to do it, the integration of traditional martial arts is not only more than a sport, it carries the essence of our country for thousands of years, but also the integration of traditional culture, stimulate students to love their own nation, love their country, have a sense of national pride. If the theory and practice are implemented and students can really learn, it can be said that they will benefit all their lives. Whether it is to participate in work in the future or to educate future generations, it will be a great benefit for themselves and others. So, it's only on paper to talk about so much. Only by doing it in a down-to-earth way can we achieve results. It's not just talking about it in words. The training in words is meaningless.

3. RESEARCH ON TAO XINGZHI'S EDUCATIONAL VIEW

Mr. Tao Xingzhi spent a lot of thought in the research of physical education teaching, and also achieved great results. Although it is all the essence, but the use is the best. Higher vocational schools should conduct extensive analysis of Tao Xingzhi's research in education and teaching. After rigorous analysis, it is suitable for students to practice. Practice is the sole criterion for testing truth. Only by applying such a good method and seeing the effect can we know whether it is suitable or not. Discard or improve the inapplicable methods, and then do it steadfastly, let the students experience, so as to achieve our original goal [2].

4. THE PRACTICAL RESEARCH OF TAO XINGZHI'S EDUCATION VIEW IN HIGHER VOCATIONAL PHYSICAL EDUCATION

4.1 Pay attention to students' health problems while physical education

With the development of society and the progress of the times, people's life rhythm is faster and faster. Similarly, there are more and more students in school with psychological diseases such as depression. This is absolutely not a small matter. To attract the attention of teachers and parents, there must be some pressure on students' learning. If teachers and parents exert pressure again at this time, they will touch the bottom line, and things will go against the extreme. Therefore, they need more care and do their own work within their ability If the

school takes the students' mental health as the starting point and timely guides and enlightens the students whose psychology is not sunny, the pressure of learning is nothing. Physical education is originally a positive and interesting activity. If the students have a kind of psychology to complete the task, it will completely lose it Compared with physical and mental health, the task is no longer so important, mental health can be physical health [3].

4.2 Weakening the performance requirements of Physical Education

In the study of culture class, students often "deal with" the teacher. Because of the limitation of performance, students always carry a burden in their heart. In this way, they can not achieve the effect of learning, but even reject learning. In physical education teaching, the requirements of performance can be weakened. It is particularly important to take mental and physical health as their goal, so as to alleviate the problem of culture class The pressure of learning, do not blindly shop in books, to let them come out of the classroom, activities in order to better study, this is the problem that PE teachers need to focus on, let them interest in the course, interest is the best teacher, let interest lead them to maintain health.

4.3 Pay attention to students' physical fitness

Each student's physical quality is different, for different physical conditions can not make unified requirements. To put it most simply, there is a big difference between two students who are fat and thin and finish the same sport. They can do their best and exercise step by step. Only in the long run can they make changes. Physical education teachers should understand the health status of every student, and make appropriate physical exercises according to their situation, so as to realize the significance of physical education curriculum.

4.4 Learning from Tao Xingzhi's educational philosophy

We recognize Tao Xingzhi's teaching philosophy. We need to know Tao Xingzhi's educational purpose, that is, people-oriented. For Higher Vocational Students'

education, students are the main body, and students can really get exercise. The goal of the school is not to score, but to deal with the exercise, so that students can love life, love learning and understand sports from physical exercise The importance of exercise in life, lifelong exercise, so that students have a healthy body to learn, healthy growth, to do these is the essence of Tao Xingzhi's educational philosophy, do not focus on health, and eventually lose health.

5. CONCLUSION

The above mainly puts forward the significance of sports in higher vocational schools, as well as the existing problems and solutions. Tao Xingzhi has made great contributions in the field of education and achieved good results. However, in physical education, which is often overlooked, he also has a lot of research. We must seriously understand and practice our theoretical thinking about such valuable resources. We should discard the dross of traditional teaching ideas. The new teaching method, which is more suitable for higher vocational students, should be integrated to make students have a strong body and reserve strength for the future development of our country.

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Application of Higher Vocational Education Teaching Management System Based on Network Platform

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Abstract: With the rapid development of education informatization, computer network technology has become one of the important reform and development directions of modern education. The teaching management system of Higher Vocational Education Based on the network platform can further improve the teaching management level of Higher Vocational Education under the new situation, improve the efficiency of the teaching management system, and standardize the whole process of education and teaching. Analysis of the application of higher vocational education teaching management system based on the network platform is conducive to continuously optimize the teaching management of higher vocational education, and effectively optimize and improve the teaching level of Higher Vocational Education under the new situation.

Key words: Network platform; Higher vocational education teaching management system; Application

1. INTRODUCTION

Under the environment of educational information technology, the construction of smart campus is of great significance for improving the level of higher vocational education and promoting the quality of higher vocational personnel training. It should be said that the construction of intelligent campus in higher vocational colleges is a complex systematic project, including a number of application systems, among which the application of education and teaching management system is the most critical and the most extensive [1]. This paper analyzes the application of the teaching management system of Higher Vocational Education Based on the network platform, constantly improves the application ability and level of teachers and students, and constantly improves the teaching management level of higher vocational education.

2. TEACHING MANAGEMENT SYSTEM OF HIGHER VOCATIONAL EDUCATION BASED ON NETWORK PLATFORM

The teaching management system of higher vocational education is a comprehensive information system which takes information technology and network technology as the main support, provides a platform for school teaching management, and helps the teaching management staff and teachers and students in Higher Vocational Colleges to solve a series of teaching management work, such as student status, teaching, curriculum, achievement, etc. it is mainly based on the modern educational management concept and information management technology, and will be widely used in higher vocational education A series of processes involved in the process of educational administration management in vocational colleges are closely linked, so as to realize the integration of educational administration management information in vocational colleges, promote the further scientific, standardized and intelligent work of educational administration management in vocational colleges, reduce various errors and influences caused by manual operation of educational administrators to a great extent, and effectively promote educational administration management in vocational colleges The level and efficiency have been greatly improved.

Generally speaking, the teaching management system of higher vocational education is mainly oriented to the teaching management staff, teachers and students, and has corresponding system modules to meet the work needs of different groups. The functional modules for the majority of teachers generally include curriculum, achievement entry system, class student information, etc.; the main modules for students are student status management, curriculum Inquiry, examination inquiry, online course selection, score inquiry, teaching quality evaluation and so on, each student has the corresponding educational administration management system account, can use the campus network to login and visit the educational administration management system at any time, can be said to be the most closely related to the daily learning of College Students.

3. THE APPLICATION OF HIGHER VOCATIONAL EDUCATION TEACHING MANAGEMENT SYSTEM BASED ON NETWORK PLATFORM

3.1 Composition of functional modules

Generally speaking, the first mock exam is the location of the higher education institutions, the level of running schools and the different emphasis of development. But generally speaking, there are several functions in the following aspects: first, the enrollment management module: This module is mainly set up for recruiting new students in higher vocational colleges, and it focuses on the entry of new students' relevant information, and the arrangement of classes and student numbers. It contains all kinds of information of students, which can be said to be an important basis for the normal operation of the whole education and teaching management information system [2]. The two is the first mock exam module, which contains information about teachers, students, curriculum and professional information. The first mock exam module is three modules. The module includes modules

such as course selection, achievement and other key modules. It is also a key module in the education and teaching management system. These modules are independent of each other, but at the same time, they also have corresponding student registration, teaching plan input, course selection, and result entry. The first mock exam is the four module of educational administration module. This module is mainly designed for the educational administration staff at higher vocational colleges, and it can manage the whole school's teaching management. The main purpose is to examine, maintain and manage various data and other kinds of information that are input by various departments, and also input some relevant data information in this process. Students' graduation information, graduation certificate, degree certificate number and so on, mainly lies in the management of the whole school students. The fifth is the educational administration management system at the department level. This system is a subsystem of the school level educational administration management system, which mainly provides a working platform for the teaching secretaries and other groups of colleges and departments, so as to ensure the synchronous upload and entry of all kinds of daily teaching information of teachers and students in Colleges and departments, and ensure the orderly progress of daily teaching. Sixth, online course selection module. This module generally adopts the first mock exam B/S mode, and students can conduct related courses such as course selection and class withdrawal within a specified time. Seven is the first mock exam module, which is generally used to examine, analyze and query students' examination results through C/S mode.

3.2 Debugging of management system

One is to set up a leading group for the operation of teaching management system [3]. At the level of higher vocational colleges, a leading group for the operation of teaching management system is set up. The leading group has an office, which is generally located in the school's educational administration office. The office is mainly responsible for the daily operation, maintenance and management of the educational administration system, and regularly holds coordination meetings and promotion meetings to solve the common problems existing in the operation of the educational administration system. Second, establish relevant rules and regulations. Higher vocational college educational administration management system for teachers and students, involving multiple departments and functional departments, need to establish a relatively complete set of rules and regulations to ensure the daily operation.

3.3 Operation of management system

First, we should speed up the organization of training. It is necessary to organize the training of educational administration management system by categories and echelons, focusing on the educational administration staff and teaching secretaries of various departments. Through centralized training and special lectures, it can help them to be familiar with and skillful in using the educational administration management information system as soon as possible. At the same time, it can release the user guide of educational administration management system to teachers and students to help them be familiar with and skillful in using it Management system [4]. Second, strengthen the preparation of the plan. Once the higher vocational educational administration management system is put into use, it contains a lot of front-line teaching information. In case of failure and other uncontrollable factors, it will have a negative impact on the whole teaching work of higher vocational education. Therefore, the school level should actively carry out in-depth cooperation with relevant Internet enterprises, actively prepare the emergency plan for the educational administration management system, and achieve the synchronous operation of the new and old systems In order to ensure the smooth operation of the educational administration management system, we should constantly enhance the pertinence and effectiveness of the plan.

4. CONCLUSION

In short, in the context of accelerating the connotative development of higher vocational colleges, the teaching management system of Higher Vocational Education Based on network platform plays an increasingly important role in improving the quality of daily teaching and ensuring the smooth and orderly progress of daily teaching. Higher vocational colleges and departments should take active actions, and strive to improve the role of educational administration management system in the daily teaching process of Higher Vocational Colleges from the aspects of daily maintenance and management of management system, training of relevant staff and establishment and improvement of relevant rules and regulations, so as to vigorously promote the construction of intelligent campus in higher vocational colleges.

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Analysis on Marketing Strategy of Studying Abroad in Higher Vocational Colleges

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Abstract: In recent years, the opening-up level of Higher Vocational Education in China has been continuously improved, and more and more high vocational college students go abroad for further study, so as to continuously improve their comprehensive quality. It is in line with the practical needs of China's reform and opening up and the needs of the development of socialist market economy to promote vocational education to be more open and smoother and focus on training more high-quality applied talents with international vision. Therefore, it is necessary to make an in-depth analysis of the current marketing of higher vocational colleges to study abroad, and continuously improve the level of opening up and cooperation of vocational education.

Keywords: Higher vocational colleges; Study abroad; marketing; Strategy

1. INTRODUCTION

It is a new change and feature of the current development of Vocational Education in China to cultivate high-quality applied talents needed by China's modernization construction through studying abroad[1]. Under the background of the continuous improvement of China's opening-up level, we must continue to enhance the international competitiveness of Higher Vocational Education Talents in China, and accelerate the cultivation of high-level, international and applied skilled talents with global vision. Strengthening the analysis of the marketing strategy of studying abroad in higher vocational colleges will help to continuously improve the opening-up level of China's vocational education, and cultivate skilled and technical talents with moral, intellectual, physical, aesthetic and labor and international vision in the new era.

2. THE MARKET ANALYSIS OF STUDYING ABROAD IN HIGHER VOCATIONAL EDUCATION IN CHINA

In recent years, the market of studying abroad in China has grown rapidly. According to the relevant data of the Ministry of education, in 2018 alone, the number of studying abroad in China has exceeded 600000, reaching a record of 662100. Among them, the number of national public students reached 30200, the number of unit public students reached 35600, and the number of self funded students reached 596300. According to statistics, from 1978 to the end of 2018, a total of 5.8571 million people have studied abroad, of which 4.3232 million have completed their studies, and 3.6514 million choose to go home for development after completing their studies. Among them, more than one-third of the students are from higher vocational colleges. It can be said that with the further acceleration of the opening-up of China's vocational education, there will be more high-tech students in the future Vocational students go abroad to study abroad, continuously optimize and improve the quality of higher vocational personnel training.

Influenced by the trend of globalization, the development of economic level and overseas high-quality education resources and other factors, in recent years, China's higher vocational education market for studying abroad continues to be hot, and the service market for studying abroad ushers in a new period of development. Especially in recent years, with the development of society and the improvement of economic level, the way of studying abroad for higher vocational students in China is also quietly changing The market share of Higher Vocational Education in China has reached a record high of 660 billion yuan in 2020, and the market of higher vocational education has entered a "golden" period of development.

3. MARKETING STRATEGY ANALYSIS OF HIGHER VOCATIONAL COLLEGES STUDYING ABROAD

With the further growth of the number of students studying abroad in higher vocational colleges, we must actively do a good job in the marketing of higher vocational students studying abroad, and constantly help higher vocational colleges to improve the level of opening to the outside world

3.1 Focus on innovation and service

In recent years, with the development of economy, more and more parents begin to choose to send their children abroad for further study. At present, the second and third tier cities have become the focus of the market for studying abroad, and have gradually sunk towards the fourth tier cities. The trend of studying abroad at a younger age is obviously accelerating. More than 70% of Chinese families begin to choose to study abroad at their own expense, which is the current trend of Higher Vocational Colleges going abroad The new trend of studying abroad [2]. Therefore, in order to actively respond to this new development trend, the major study abroad agencies should actively comply with this development trend, actively strengthen the investigation and research under the new situation, screen out several key regions and countries that are most popular with the families of domestic higher vocational students, and continue to more accurately analyze the policies related to visa processing, school and employment In order to meet the increasing needs of higher vocational students, the major study abroad agencies should actively promote door-to-door visa, priority visa delivery, direct tuition payment, overseas security and other major upgrading services.

3.2 Group transformation and focus

From the current domestic study abroad market, there are

more than 2500 Chinese foreign cooperatively run schools in China, and the number of students in school has exceeded 600000 [3]. With the increasing number of middle-class families in China and the further increase of the number of students studying abroad, the major agencies studying abroad should actively adjust the strategic points, especially shift the marketing focus from the previous "retail investors" to domestic universities, especially the "group customers" of domestic universities with Sino foreign cooperation projects, because these overseas study projects approved by the Ministry of education mainly tend to be in China To complete the teaching task in China, studying abroad is no longer a compulsory project as in the past, so it is more likely to be welcomed by parents and students. Considering visa processing, security factors and so on, this kind of Sino foreign cooperative education project is more likely to be favored by Chinese families. At the same time, this kind of Sino foreign cooperative education project is also easier to introduce more high-quality education resources, such as Teachers, syllabus, teaching materials, teaching methods and so on, in order to meet the requirements of the country's overall talent strategy, therefore, the major study abroad agencies and institutions should timely adjust their strategies and pay attention to the key groups of study abroad. Only in this way can they occupy a favorable position in the increasingly competitive study abroad market.

3.3 Innovate ways to improve efficiency

In recent years, with the increasing temperature of higher vocational students studying abroad, many service institutions have taken a series of effective measures in marketing structure and management mode in order to actively adapt to this market change and enhance their competitiveness. However, there are still many problems in marketing structure, especially in marketing strategy, such as publicity In the new situation, the major overseas study institutions should actively innovate their service methods and service quality, and make great efforts For higher vocational students to carry out more accurate and personalized study abroad service, and constantly improve their competitive level in the study abroad market.

4. CONCLUSION

In short, with the increasing number of students in China's higher vocational colleges, in order to actively enhance the overall competitiveness of China's higher vocational education personnel training, accelerate the cultivation of high-level international skilled talents with global vision, and strive to promote vocational education to be more open and smooth, relevant education departments, especially the majority of study abroad intermediary service agencies, should actively adjust their marketing strategies We should pay more attention to the key higher vocational students, timely adjust the marketing strategy, innovate the service mode, especially actively sink the center of gravity, more sink the service center from the first tier cities to the second tier, third tier and even fourth tier cities, actively strengthen their own brand of studying abroad, strive to improve their competitiveness, and enhance their competitiveness in the increasingly competitive market of studying abroad.

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Analysis of Mobile Short Video News Communication Strategy Under the Background of Media Integration

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Abstract: The rapid economic growth and the rapid development of science and technology have brought social progress and the development of the times, and the quality and level of people's life have also undergone qualitative changes. In the current process of social development, mobile short video has become one of the main ways of news dissemination and information diffusion. More and more official media and important leading departments choose to release some important news events through mobile short video. People also prefer to use mobile short video to get information and understand current affairs and politics. Therefore, this paper explores the development of mobile short video under the background of financial media, studies the effective strategies to promote news communication under the new background, promotes the further development of the news field, and guarantees the social application value of mobile short video.

Key words: Media background; Mobile short video; News communication; Effective strategy

1. INTRODUCTION

Mobile short video is the product of the development of the times, it is the combination of news content and short video creation, and it is also the most popular form of news language expression. Under the background of media integration, computer technology, Internet technology, digital development technology, etc. are gradually improved. The birth and innovation of various advanced technologies provide high-quality conditions for the development of mobile short video. Mobile short video is in the ascendant at present. It plays a very positive role in promoting news dissemination and information diffusion, promoting information acquisition and dissemination in various fields of society, and effectively enriching people's life, entertainment and leisure.

2. MOBILE SHORT VIDEO IN MEDIA ENVIRONMENT

2.1 Short mobile video from the perspective of news

The continuous innovation and in-depth development of science and technology has created the birth of the financial media environment. The continuous expansion and innovation of the financial media field has brought the mobile short video news communication mode. The technical support of mobile short video lies in computer technology and Internet technology. Tiktok has been the first to develop the APP, and today's headlines have been the development trend of short video platform since 2015. Short video production and marketing have also entered the public view step by step, and the most popular platform for jitter, short hand and short video of Kwai Shui is emerging. With the rapid increase of short video users, short video has become the main information access channel for people to learn anecdotes and master current information, which has attracted the attention of more official media and relevant departments. A series of official short video accounts, such as CCTV news, China fire protection, Chacheng forest police and so on, have emerged, which has gradually become a collection of entertainment, leisure, news communication and so on Comprehensive information dissemination system [1].

2.2 Background analysis of mobile short video development

From the social development situation in recent years, the development of mobile short video has attracted the attention of all fields of society. By the end of 2017, the construction and popularization of 4G network in China is very extensive, with the number of 4G users as high as 890 million. At present, the network development has gradually changed from 4G to 5g, and the Internet information level has risen to a new height, which provides a better environment for the development of mobile short video, and also makes the development of financial media get a qualitative leap. Therefore, the relevant departments of our government, enterprises and units from all walks of life, and colleges and universities began to invest more funds in this aspect, seeking an effective way to promote their own development through mobile short video.

2.3 Development process of mobile short video

Mobile short video started late in China, originated in foreign countries, the center of video production is in the social field, and then gradually developed into entertainment, leisure and news information dissemination. "YouTube" is the most popular mobile short video platform in foreign countries. Before the short video platform in China is perfect, there are many "network porters" who translate and transport "YouTube" funny videos. Tiktok Kwai volcano is a new mobile video. Although the development of mobile short video abroad is earlier than domestic, the popularity of "mobile voice", "fast" and "Volcano" nowadays is no less than that of "Youtube" [2].

3. ANALYZE THE CHARACTERISTICS OF MOBILE SHORT VIDEO NEWS COMMUNICATION UNDER THE BACKGROUND OF FINANCIAL MEDIA

3.1 Focus on "integration" and neglect

"comprehensiveness"

China has already entered the era of all media, and promulgated the "Internet news information service management regulations" in 2008 to restrict media behavior. The emergence of wechat, microblog and major news media clients is gradually enriched with the progress of the times. Under this background, the word "financial media" appears quietly. The definition of "financial media" focuses on the deep integration and rationalization of media media. The integration in the concept of "fusion media" is pioneering, including cross media and cross media integration applications, such as newspapers, magazines, Internet, etc. the fusion information terminal optimizes the news media operation mode. However, from this analysis, it is not difficult to see that in the context of the new era of media integration, mobile short video news communication attaches more importance to "integration" than "comprehensive".

3.2 Communication concept equality

In the context of financial media, the mainstream media gradually fade out of the field of news communication, no longer enjoy the right to release and occupy the news communication market, so we media came into being. In the past, the traditional media's supremacy can't move the public in today's society. Starting from the masses, people-friendly words and positions that reflect the people's livelihood are more popular. Under the environment of media integration, the equality of communication concept makes the masses' right to speak get more attention. The development of we media has a broader space. The collection, collation and application of news information break through the traditional limitations and are no longer subject to newspapers, television and basic networks, which promotes the autonomy and flexible development of media [3].

3.3 Focus of mobile network

With the support of mobile network, the development of financial media has gained a broader space and stage. The advantage of mobile network in cross time and cross space has become the advantage of mobile short video news communication under the background of financial media. Take mobile phone application APP WeChat as an example, WeChat has a total number of users in the world, which is one billion, and is more and more enriched by the information dissemination and commercial marketing of WeChat's small program and official account. This is the typical fusion product of the mobile network's focus advantage. It can be seen that the linearity simplifies the news dissemination mode.

4. THE ADVANTAGES OF MOBILE SHORT VIDEO NEWS COMMUNICATION UNDER THE BACKGROUND OF MEDIA INTEGRATION

4.1 Enhance the timeliness of information dissemination

Before the emergence of mobile short video news communication mode, traditional news writing and production need to spend a lot of time, pay attention to high professionalism and news value, and need very professional technical personnel to complete. Under the background of media integration, the production of short mobile video news manuscript reduces the professionalism and difficulty. Even the general public can make video production through various mobile phone software. The convenience of mobile intelligent terminal makes the news information collection and collation more anytime, anywhere and at hand. Therefore, the dissemination of news also enhances the timeliness, and to a certain extent, omits the cumbersome post process Production and confidence delay [4].

4.2 The news information is rich and vivid

The news communication mode of mobile short video broadens the channels of information acquisition and communication. The general public can also become "news writers" through mobile phones. News events can be recorded and disseminated anytime and anywhere, which makes the collection of news information more rich and vivid. The "everyone can become a media" has been effectively realized. At the same time, the mass perspective of mobile short video news communication avoids the re processing and fuzzy processing of information. The vertical, fine and popular news content improves people's news sensitivity and perception. In addition, the authenticity of short video content enhances the reliability of news information. Compared with the traditional form of text and pictures, it avoids taking out of context and wrong direction of public opinion.

4.3 Simplify the means of communication technology

In the Internet era, the news media "video" has changed from the traditional form to the Internet, from the original highly professional gradually popular and personalized. The production of traditional news video needs professional video recorder, lens, light source, etc. there are very complex steps and technical requirements in the recording and post-processing, which is very time-consuming, energy-consuming and material resources. The simplest way of mobile short video news production under the background of media integration is a mobile phone. The comprehensive application of various functional software makes the news video omit the complexity Steps and lots of time. The simplification of communication technology means promotes the development of "everyone is the media", promotes the personalized progress of the news industry, and shows the "grassroots" spirit and routine of the news media [5].

4.4 Expand the discourse space of media

Compared with the traditional form of news communication, the mobile short video news communication under the background of media integration has changed the stereotype and singleness of the print media, and the richness of the mobile short video itself has increased the discourse space of the news media. The enhancement of mass media value and the increase of news video evidentiality make the news media strengthen its own function and value significance, which is not only a way for people to understand news information, but also a powerful evidence to judge the right and wrong of things. From this point of view, mobile short video news communication broadens the discourse space of video media information communication from the news attribute, and improves the appeal and influence of news communication.

5. THE SHORTCOMINGS OF CURRENT MOBILE SHORT VIDEO NEWS COMMUNICATION

5.1 Insufficient user stickiness

In today's media environment, short video browsing is one of the main ways to obtain public information, and it is also the most popular way. In terms of the current development status of news short video, although there are a large number of mobile phone users and mobile phone short video software emerge in an endless stream, people prefer entertainment and leisure videos. In the context of big data, the push of video software is also inclined to user preferences and browsing around. The randomness of news videos is too high, which leads to the decline of the number of users and audience. The problem of user sticky shortage has led to news transmission blocked. For example, today's headlines, in the environment of APP, which is short of various entertainment short videos, the number of users is dropping. The public's vision is changing towards relaxed leisure. Today tiktok is also starting to work together with jitter to seek cooperation and development of [6].

5.2 Low quality of video content

In the era of "everyone is the media", the high threshold of the traditional news industry is undoubtedly lowered. Everyone can become a news publisher and disseminator through mobile short video. In this case, the professionalism of the news industry is reduced, and the public's awareness of news is insufficient, which leads to the lack of unified upload and release standards for the quality of news video. The low-level and poor quality short video transmission leads to the distortion and error of the network public opinion guidance. The rapid spread of the network is very likely to cause social conflicts and accidents, that is, network violence and discrimination. The addition of more and more we media and original videos has damaged the refinement of news communication of short mobile video, resulting in the lack of expressiveness and quality decline of news video. The fuzziness of video, the noise of sound quality and the confusion of scene make news video lose its original news attribute.

5.3 Insufficient control of regulatory platform

With the development of financial media environment, the content and form of mobile short video news production and dissemination are more and more abundant. But behind this, a new problem is highlighted, that is, the regulatory platform lacks the control of short video release. When users make and release their works, the online monitoring platform or the software operation itself does not audit the text and content of the video, which leads to the emergence of some videos suspected of disturbing social order, influencing teenagers' values and bad social atmosphere. At the same time, some we media users publish low interest videos in order to attract the public's attention, forming bad public opinion in the society, seriously affecting the healthy development of the network environment [7].

6. ANALYSIS OF EFFECTIVE STRATEGIES OF MOBILE SHORT VIDEO NEWS COMMUNICATION UNDER THE BACKGROUND OF MEDIA INTEGRATION

6.1 User oriented

The definition of news is the report of new facts that happened recently. The most important principle of news report is to follow the authenticity of events. In the context of financial media, in order to ensure the effectiveness of mobile short video news communication, it is the first to pay attention to the public's feelings. Therefore, the news industry needs to shift from content oriented to user oriented. In the process of news short video shooting, we should pay attention to the shooting angle of the video, integrate the dual content of the parties and witnesses, do not delete or compress in the post production and picture enhancement processing, and strengthen the video presentation effect through technical means as far as possible, so as to meet the needs of users and the public for news information and psychological satisfaction [8].

6.2 Optimize video transmission mode

In the traditional news release video, both the interviewer and the interviewee are sitting in a state of anxiety, which leads to the public's aesthetic fatigue in the long run. Under the background of media integration, mobile short video news communication can create personalized news effect. Relevant news media units need to optimize the video shooting and production mode, make the news video as lively, vivid and interesting as possible, and innovate the communication mode with the times while attracting the public interest, so as to accumulate the audience and improve the communication and timeliness of news information, so as to ensure the good quality of news communication in the financial media environment and promote mobile communication The development of short video news communication can optimize the quality of news information to a certain extent.

6.3 Strengthen supervision

In the environment of media integration, the form of "everyone is the media" has caused a wave of news upsurge. The shooting and dissemination of mobile short video news information makes the network environment gradually complex and changeable. Therefore, the relevant departments should strengthen supervision, restrict and regulate the short video release behavior, monitor and audit the content in the short video upload process through certain technical means, avoid some bad public opinion or low interest video dissemination, ensure the quality of mobile short video news dissemination, provide a clean place for the development of the network environment, and ensure the new development of mobile short video The authenticity, reliability and enthusiasm of information dissemination. At the same time, relevant departments and software operators should introduce advanced technology and talents to purify the network environment and short video playback from the most professional perspective [9].

7. CONCLUSION

To sum up, in the context of financial media, although the development of mobile short video has a great positive effect on news communication, there are also some problems, such as insufficient user stickiness, low quality of video content, and insufficient control of regulatory

platform, which lead to the distortion and low reliability of news information dissemination and diffusion. The relevant media and official news departments should improve the quality of the production and release of mobile short video by changing the use oriented, optimizing the video communication mode, introducing advanced technology and talents, etc. at the same time, the relevant departments should strengthen supervision to ensure the authenticity and reliability of the production of mobile short video content, and avoid causing wrong public opinion guidance and social security There will be contradictions. The optimization of mobile short video communication mode is an effective measure to promote the deep development of news communication. With the change of social form and era background, mobile short video news communication should keep pace with the times, so as to ensure the promotion of news development and the optimization of information communication.

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Research on Flipped Classroom Teaching Mode of Swimming Class in College Physical Education

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Abstract: At present, in the process of swimming teaching in physical education, colleges and universities pay attention to the teaching content and quality, no longer focus on "cramming" teaching, generally through practice to let students understand the skills. Under the new situation, the flipped classroom teaching mode can break the disadvantages of exam-oriented education, and students can effectively avoid the phenomenon of "talking on paper". Therefore, through the content of flipped classroom teaching mode, this paper discusses the application of flipped classroom teaching mode in College Swimming Teaching Combined with the actual teaching situation, hoping to provide some constructive suggestions for the education industry.
Key words: College physical education; Swimming course; Flipped classroom teaching mode

1. INTRODUCTION

At present, although sports swimming teaching has changed to a certain extent, its essence has not changed greatly. Teachers are still the main body, students are in a passive position, and lack of practical activities, which leads to the phenomenon of "talking on paper". Based on the development of Internet, this teaching mode further hinders the development of students. It is a good way to use flipped classroom teaching mode, which can greatly improve the disadvantages of the original teaching mode. Therefore, in the future teaching development, teachers should attach great importance to flipped classroom teaching mode.

2. THE CONTENT OF FLIPPED CLASSROOM TEACHING MODE

The so-called flipped classroom teaching mode can be divided into three meanings: first, the time after class has been liberated, teachers give the classroom time to students to a certain extent, so students strengthen their autonomous learning ability. Second, it has become a "student-centered" classroom model, which stimulates students' characteristics and gives them more choices, which is very conducive to students' long-term development. Third, the integration of the Internet era in daily teaching, the use of the advantages of Internet integration, improve the limitations of exam-oriented education, students can find answers online through questions, further promote the practical ability, but also greatly improve the quality of students' learning.

Through the flipped classroom teaching mode, students' swimming learning will be rich and colorful, and teachers' work will be relatively reduced. They will not review and explain as before. They are worried that students can not effectively understand the theoretical knowledge. Now teachers can focus on teaching students theoretical knowledge and skills, ensuring students' safety, and leaving other time for students themselves, so as to strengthen the quality of practice. Only in this way can students really understand and contact swimming, and bring the theory learned in class into practice, so as to promote all-round development.

3. OBJECTIVELY EXPLORE THE IMPACT OF THE CURRENT SWIMMING TEACHING MODE ON STUDENTS

Under normal circumstances, in the process of sports swimming teaching for students, colleges and universities will focus on the content of teaching materials to carry out teaching, simply "copy", do not join their own teaching direction, this way of teaching has no soul, can not bring substantial help to students. After all, the purpose of educating students is to adapt to the society and become comprehensive talents needed by the society; if this mode is adopted, students' practical opportunities will be reduced, which will lead to the establishment of swimming courses. Of course, part of the reason is that the school swimming facilities are not perfect, a lot of teaching materials are lack, which leads to the effective teaching.

Combined with the above teaching situation, it can be seen that there are a lot of problems in the teaching of swimming, which seriously restricts the development of students. Moreover, there is no use of multimedia to create a diversified classroom for students, which is seriously inconsistent with modern teaching. Therefore, these problems need to be solved as soon as possible under the new situation.

4. COMBINED WITH THE ACTUAL TEACHING SITUATION, PROMOTE THE APPLICATION OF FLIPPED CLASSROOM TEACHING MODE IN COLLEGE SWIMMING TEACHING

The above is the impact of the traditional teaching mode on students, and the need to change the teaching method in the new situation. This part will briefly discuss the application of flipped classroom teaching mode in College Swimming Teaching by combining with the actual teaching situation. The overall application can be divided into three parts, including the following points: make full use of the teaching advantages of the Internet Realize information sharing, hold swimming competitions regularly, mobilize students' active participation, optimize teaching evaluation, and promote swimming teaching in

the real sense.

4.1 Make full use of the teaching advantages of the Internet to realize information sharing

With the deepening of the Internet era, it has brought people's life and learning indescribable convenience, so the teaching methods become rich and colorful. Using new media to bring students online teaching, through the network resources to bring students a wide range of swimming video, which not only enriches the students' vision, but also drives the students' learning enthusiasm. Therefore, teachers should combine multimedia to stimulate students' divergent thinking, so as to improve their swimming skills. Moreover, the use of online teaching mode can also increase the interaction with students, help students solve the difficult points in time; through online video, we can further consolidate the knowledge points learned in class, and use the knowledge points to focus on memory skills. When students encounter problems, they can also find information to solve doubts in time. After all, the new media network includes many excellent videos, which can point out the direction of learning to a certain extent. Imagine that if you use the wrong posture to swim, it will cause certain harm to your body, and the teacher's teaching task can not be effectively completed. Therefore, the use of multimedia and flipped classroom teaching mode can help students avoid mistakes and provide diversified teaching means for teachers, so as to achieve the purpose of sports swimming teaching. For example: now everyone has a smart phone, teachers can find articles or skills about swimming for students through wechat or microblog and other platforms, or set up a public number to assign homework for students, so as to further realize the significance of flipped classroom and let students achieve the purpose of learning [1].

4.2 Regular swimming competitions should be held to mobilize students' active participation

In the process of teaching for students, teachers should adhere to the principle that "practice is the only standard for testing truth", because when students master certain swimming skills through words, they need to know whether the theory is authentic through practice, and then they can be more familiar with swimming. Due to the limited classroom time, teachers can create competition opportunities for students, hold swimming competitions in the school regularly, and publicize in the school journal,

so that more students can learn about swimming and love swimming. For example: in the process of setting up competition rules, teachers can stimulate students' team consciousness by carrying out group cooperative learning method. At this time, students in the group will encourage each other in order to win the competition and make joint efforts to prepare for the work before the competition.

4.3 Optimize the teaching evaluation and promote the real teaching of swimming

The final task of swimming teaching in Colleges and universities is to optimize teaching evaluation and promote swimming teaching in the real sense. For example: teachers should not simply evaluate students through their performance, but can combine their daily performance. One is to encourage students to correct their learning attitude; the other is to ensure the fairness and objectivity of the evaluation. When daily learning is also included in the evaluation system, it means that teachers should pay more attention to students and help them when they encounter difficulties in the learning process. Therefore, in the future swimming teaching, teachers should attach great importance to the finishing work, and truly realize the swimming teaching [2].

5. CONCLUSION

To sum up, it is a brief analysis of the flipped classroom teaching mode of swimming class in college physical education. In view of the above discussion, it can be seen that there are some problems to be solved in College Physical Education Teaching at this stage. This paper also puts forward relevant measures in the later stage, such as making full use of the teaching advantages of the Internet to realize information sharing, holding swimming competitions regularly, and mobilizing students' active participation, hoping to provide relevant opinions and suggestions for colleges and universities.

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The Application of PBL in College English Teaching

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Abstract: With the deepening of teaching reform, College English Teaching in China is influenced by the traditional exam-oriented education, which leads to the deficiencies of professional teachers in terms of educational philosophy and methods, which is very unfavorable for the learning and development of college students. However, there are still many problems in practice, which need professional teachers to constantly explore, innovate and solve, so as to build an efficient learning environment for college students. This paper discusses the definition of PBL teaching, the theoretical basis of PBL teaching, the difference between PBL and traditional college English teaching, and the process design of PBL teaching, and puts forward some personal opinions on the application of PBL teaching method in College English teaching.

Key words: PBL teaching method; College English; Classroom teaching

1. INTRODUCTION

In the newly revised College English classroom requirements, it is defined as the combination of language and skills under the guidance of teaching theory, and teachers' diversified teaching methods through relevant educational strategies and culture as the main content to form an educational system. As a foreign language and major course, it can not only consolidate students' language foundation, but also enable them to understand foreign culture. The ultimate goal is to summarize what they have learned as a skill, so as to apply what they have learned in practice.

2. DEFINITION OF PBL TEACHING

The characteristic of PBL teaching method is to set the students in a real situation, and assign the corresponding tasks or projects as the driving force, so that the students can participate in the research, exploration, thinking, and finally solve the problem. No matter in the process of setting up or solving problems, students will involuntarily participate in it, and improve their thinking, innovation and exploration ability, and they can also apply the learned knowledge to practice. The PBL teaching method provides them with a large communication and learning platform, which can continuously learn and develop in the classroom, thus laying a good foundation for their future integration into the society [1].

3. THE THEORETICAL BASIS OF PBL TEACHING

The founder of PBL defines it as a learning or working process that can understand and solve problems. Learning is always based on problems rather than concepts and theories, so problems are the core of teaching. After analyzing the definition, we can see that this teaching method starts from the problem, and then students collect all kinds of information and complete the whole learning process on the basis of independent thinking and small group work. Moreover, they will construct their own knowledge framework, which can also be seen that PBL teaching method emphasizes the initiative and enthusiasm of students' learning. In addition, education and life are closely linked, and in the classroom must be student-centered, so that they become the master of the classroom, and the teacher's education is not a single point of imparting knowledge, more attention should be paid to the effective connection between knowledge and life, combined with PBL teaching method can put students into a real problem situation to sympathize with a variety of problems, but also to ensure its truth Reality. This kind of learning style connected by problems, learning and life will maximize the learning quality of students. In addition, in the actual teaching, teachers will basically divide the students into several groups according to a certain principle of balance, they will continue to think in the premise of cooperation and communication, and then successfully complete various tasks.

4. THE DIFFERENCE BETWEEN PBL AND TRADITIONAL COLLEGE ENGLISH TEACHING

The differences between PBL teaching method and traditional college English teaching can be seen from four aspects: the first is that it changes the traditional teaching mode and improves classroom efficiency through students' autonomous practice and participation in learning. The second is that we can carry out teaching from the perspective of problems and tasks, and integrate English knowledge and students into the real situation, so that students can truly experience the use value of the language. The third is that it emphasizes the students' real experience of learning, leaving enough time for them to participate in activities and classroom reflection, and the use of teaching materials and methods is also very flexible. The fourth is PBL teaching method, which advocates teaching students in accordance with their aptitude and improving students' comprehensive quality. Traditional education is a single teaching mode with textbook knowledge as the center [2].

5. PBL TEACHING PROCESS DESIGN

5.1 Setting of teaching objectives

College students have their own ideas in this period, a single point of knowledge is obviously unable to meet their development needs, so teachers in the actual teaching process should also pay attention to students' practical innovation and cooperation ability in all aspects, from the project problem as a guide, let students complete various tasks independently, this is the essence of PBL teaching method. For example, when learning about American culture, college students don't know much about

American culture, but it can stimulate their interest in learning. Therefore, teachers should focus on some practical cultural elements from the task layout, and let students use their mobile terminals to collect information on the basis of group cooperation, such as Uncle Sam, Barbie doll and Halloween. These are real cultures, and the information collected by students will also contain a lot of English knowledge. After their collection, teachers can arouse students' further thinking through classroom activities, and draw out the knowledge and key points in the teaching materials, so as to achieve the complete PBL teaching goal setting.

5.2 Teaching stage

In the stage setting of PBL teaching method, it should be divided into three stages as a whole: the first stage is that teachers create situations, let students participate in and ask questions. The second is to show students in the real situation to collect all kinds of information and talk independently and get the final result. The third is to summarize the problems and give feedback to the teachers. For practice, the situation arranged by teachers is based on foreign culture. When students participate in it, they will observe the situation, so teachers can use the app set up by multimedia teaching assistant system to present it. Then there are the questions raised. For example, Barbie doll in the United States, a cultural element, takes short video appreciation as the background to arouse college students' thinking. The main question is the importance of a culture to the country and why China should vigorously promote national culture. In the process of data collection, students can draw out the content with the help of a sentence or a word in an English article, and then summarize the knowledge points and set up a framework, so as to clear up the thinking of learning. In the group discussion, we will take the American culture as the background to sort out the key content. At the end of the presentation, each group needs to present the representative pictures or videos of American culture collected by them in the form of PPT and introduce them to Jiang Qi, and then transition to the knowledge points they collate. Other groups can comment on the reports when listening to them. Finally, the teachers summarize them, and each group reflects and writes a report [3].

6. CONCLUSION

To sum up, PBL teaching method as a new way of education, it focuses on students can personally participate in the whole process of learning, in the real situation experience, they will complete the learning according to self-thinking, data collection, analysis and summary. Among them, we can achieve the effect of cultivating their abilities in all aspects. The key point of teachers in the implementation lies in whether the problems they set are effective, whether the problems have authenticity and traction, so that students can uphold the interest and inquiry spirit, so as to improve the quality of teaching.

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Research on The Application of Boppps Teaching Mode Based on ISW To Help Teachers Build "Golden Lessons"

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Abstract: In the training of young teachers in Contemporary Colleges and universities, there is a lack of practical training of teaching skills, which cannot guarantee the teaching implementation of the training effect. This paper studies the ways and methods of using boppps teaching mode to help teachers build "golden lessons" in ISW teacher training system, so as to improve the effectiveness of university teacher training and make up for the lack of practical teaching training.
Keywords: ISW; BOPPPS; Teacher

1. INTRODUCTION

Choosing effective technical means is the core of teaching design. The biggest advantage of boppps teaching mode based on ISW is that it liberates teachers from the traditional teaching pattern and takes them as organizers to discuss with students. In this process, we can help students internalize their knowledge, make up for the shortcomings of traditional education, and explore the teaching mode suitable for Chinese universities.

2. ISW-BASED BOPPPS TEACHING MODEL

Teaching skills workshop (ISW) is a teaching ability improvement mode originated from Canada. Its basic teaching time is three days, a total of 24 hours. In the course of decades of development, it has gradually become the mainstream way of teacher training in teaching institutions in the United States, Asia and other countries. Ism adopts the experiential teaching mode of group participation. During the whole training process, the trainees will study and discuss together in groups under the guidance of the instructors. Take the training needs of students as the core of teaching, deepen the understanding of participatory classroom interaction, and improve the ability of teaching information feedback. Boppps teaching mode is a modern teaching concept. According to the core idea that people's concentration can only maintain 15 minutes, the whole teaching process is divided into six small units with 15 minutes as a unit, and different small units are combined into a single teaching course. It includes B (bridge in) introduction, O (objective) learning objectives, P (pre assessment) pre-school ability test, P (participatory learning), P (post assessment) post-school ability test and S (summary) classroom summary. These six stages are in transition. Teachers need to apply modern educational technology to design creative, innovative or original micro lessons, and carry out Mini teaching in mutually supportive groups to create the "golden class" brand [1].

3. DISCUSSION ON THE CONSTRUCTION SCHEME OF "GOLDEN LESSONS" FOR TEACHERS UNDER BOPPPS TEACHING MODE BASED ON ISW

3.1 Strengthen the training of educational talents

Teaching and training exercises play an important role in improving the teaching level of university teachers. It is of great significance to deeply understand the new teaching concept and strengthen the cultivation of educational talents. Using boppps teaching mode based on ISW, for some new teachers who graduated from non normal universities, at least one week's teaching course training should be conducted, including educational psychology, teachers' oral teaching and so on, and more than three rounds of boppps practice teaching should be conducted with other new teachers. With the application of modern educational technology, we can guide the students to innovate the teaching concept from the teaching design stage, deepen the all-round teaching skill guidance, ensure the link and knowledge point in the teaching course to be smooth, and have strong logical thinking ability. University administrators should understand that everything has its own development law, and the growth of educational talents also needs time to polish and temper. They should have the overall situation consciousness. Through classroom teaching, they should ensure the dominant position of teaching in all aspects, attach importance to the cultivation of educational talents, support the professional growth of new teachers from a long-term perspective, and help build golden curriculum.

3.2 Optimize classroom import

In boppps teaching mode, classroom introduction is the basic content of the whole teaching process. It is an effective way to guide students to play the best learning state through autonomous learning. An excellent classroom introduction link can catch students' eyes, help students turn the process of classroom learning into a happy learning experience, realize free learning activities, and complete the construction of teachers' golden lessons. For example, in the classroom introduction of Chinese language major, with the help of multimedia teaching technology, we can show the ancient Chinese poetry culture, help students understand its characteristics and connotation, and provide a new way to show the ancient Chinese language culture, so as to stimulate their own interest in learning. Through the explanation of a certain poem and the construction of a certain situation in the multimedia, we can help the students of Chinese language

major to observe their thoughts and feel the charm of ancient Chinese poems and the pursuit of cultural literacy. With the help of the innovation of boppps teaching mode, it helps students to internalize poetry culture into their own excellent learning habits, promote the effective application of knowledge, and bring benefits for students' lifelong development. Through the combination of traditional culture and modern design concept, the "Chinese excellent traditional culture" represented by poetry culture is internalized into spiritual quality, which is applied to the career development road to improve students' personal competitiveness [2].

3.3 Pay attention to teaching classroom participation

In the boppps teaching mode based on ISW, the core content is to design a series of creative "Participatory Teaching" courses through modern educational technology to create teachers' "golden lessons". In the training mode of ISW teachers, learning and teaching are emphasized, and teachers are regarded as the role of assisting learning. Participatory teaching emphasizes the use of oral feedback, written feedback, video feedback and other ways to help teachers feedback on students' information, and adjust the follow-up teaching activities in real time, so as to improve the teaching objectives step by step. And in this process, teachers can promote self teaching reflection and improve their ability to give effective feedback and teaching reflection through effective listening and giving and accepting students' feedback. For example, when teaching video editing for film majors, the concepts of frame rate and frame number are understood as the basic tasks of the whole class. When explaining knowledge points, teachers can let students manually draw several moving pictures of matchman, overlap these pictures, and move them with their hands to see the matchman "move". This is the basic principle of frame rate and frame number. With the help of this teaching mode, students can not only understand the essence of the number of frames, but also improve their sense of participation in the course. Teachers can also timely adjust the teaching content according to the students' teaching feedback, so as to ensure the rationality of the teaching stage.

3.4 Creating classroom teaching situation

The teaching application of boppps based on ISW requires teachers to experiment with a set of six stage classroom teaching mode. When designing short-term teaching plans, in order to focus more, teachers should use "goal" rather than "achievement". In the process, the way of creating classroom teaching situation can improve the effect of students' classroom experience and strengthen the concept application of different links in boppps teaching mode. For example, in the Korean teaching class, the main purpose of Korean teaching is to communicate. In the introduction (b), we can learn the professional knowledge and pave the way for the characteristics of Korean culture by combining the contents of Korean history, culture and customs. In the process of participatory learning (P), South Korea, as a "high consumption" circular economy system, integrates the development and reform of its social system with the teaching of grammar and vocabulary related to economy. In the summary (s) part of the class, the situation simulation method is used to create a language application atmosphere to help Korean students clarify the future employment direction.

4. CONCLUSION

The educational activities in Colleges and universities should focus on students, and the training of teachers in Colleges and universities should also practice the teaching concept of taking learners as the core. The application of boppps teaching mode based on ISW should have strong pertinence and certain operability in training design. In the process, educators should be encouraged to complete the established training effect, and boppps teaching mode should be applied in the actual teaching work to help teachers build "golden lessons".

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Research on The Mentality of College Students in Violation of Discipline and Law

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Abstract: With the development of society, there are more and more college students. In order to avoid the students' illegal behaviors, it is very important to strengthen their psychological education. Based on this, this paper analyzes the psychology of College Students' violation of discipline and law from four aspects: Vanity psychology, frustration psychology, rebellious psychology and fluke psychology. Then, from the four aspects of ideology, cultivation education, management and prevention, and strict control of discipline violations, the countermeasures to correct college students' violation of laws and disciplines are studied, so as to effectively avoid the violation of laws and disciplines.

Keywords: College Students; Psychology of Breaking; The Law

1. INTRODUCTION

After entering the University, college students are easy to have some negative psychology and impulsive when they are not mature enough. These problems will become the inducement of College Students' violation of discipline and law. Once the students' psychology can not be dredged in time, the students' psychology will become more and more serious. Therefore, it is very important to correct college students' psychology of violating discipline and law.

2. ANALYSIS OF COLLEGE STUDENTS' MENTALITY OF VIOLATING DISCIPLINE AND BREAKING THE LAW

2.1 Vanity psychology

After entering the University, under the influence of the external environment, college students are prone to have vanity psychology, and they always like to compare with others. In the case of no one's control, this kind of vanity psychology will become more and more intense. The causes of College Students' vanity can be attributed to the following aspects: first, they have a strong sense of self-esteem. When they see someone else has something, they also want to have it. When their vanity defeats their sense, students are likely to steal. Second, he likes to be in the limelight and wants to show himself in front of others, but he can't get the recognition of others, or even pretend to understand. Third, they don't study hard. When they take exams, they cheat in order to satisfy their vanity. For example: in the examination process, students will "ask for help" from other students and let others tell themselves the answer. Once rejected, it is very easy to cause the student to retaliate and cause personal injury to the person who refuses.

2.2 Frustration psychology

After a period of study, college students will feel that the university is not as relaxed as expected. In order to graduate smoothly in the future, they need to face a great deal of learning pressure. At this time, students will feel that the previous advantages are no longer exist, so that students have a sense of frustration. Looking forward to the achievements of the same age people easily lead to the generation of negative emotions, serious will produce inferiority complex, leading to daily depression, and then lead to violations of discipline and law. For example: some students encounter setbacks, such as failing to take a course, not only do not want to make progress, but also appear truancy and violation of discipline. They are completely in a state of self abandonment. They think that no matter how hard they try, they can't change the status quo, and they take risks in order to pass the exam. Cheating in the exam, hoping to pass all subjects, but the end result is often forced to drop out.

2.3 Rebellious psychology.

Rebellious psychology usually shows that students are skeptical about the correct views, refuse to accept the school's control, and think that the teacher's criticism is wrong. The causes of students' rebellious psychology can be summed up in two aspects: on the one hand, students themselves lack of correct understanding and self-control. They think that they are always right and others are always wrong from the bottom of their hearts, which leads to the behavior of violating discipline and breaking the law. On the other hand, students think that they have been able to abide by the discipline of the school, but they still emphasize it many times. They are just impatient to emphasize the discipline of the school. For such students, although they will not take the initiative to break the law and discipline, they often break the law and discipline inadvertently.

2.4 Fluke psychology

The law breaking and discipline breaking caused by fluke psychology is mainly reflected in theft and examination. Theft is a very serious violation of discipline and law, and the punishment of school is the most serious. For example: sometimes there will be theft in student dormitories, and some valuables, such as computers and money, are often lost. These thieves are often lucky to think that they can not be found. Cheating in the examination often occupies a very large proportion in the violation of discipline. Students can pass the exam at one time. Especially some students who don't work hard at ordinary times, cheating in the exam has become the only way to pass the exam. In addition, the management system is not perfect, which can easily lead to students' cheating in the exam. Therefore, the cheating behavior of students should be severely punished, so that students no longer have fluke psychology.

3. PSYCHOLOGICAL COUNTERMEASURES TO

CORRECT COLLEGE STUDENTS' VIOLATION OF LAW AND DISCIPLINE

3.1 Establish correct ideas

In order to effectively prevent students from violating the rules and regulations, schools need to help students establish correct ideas, and teachers need to strengthen the guidance and education of students at ordinary times. It mainly includes the following contents: on the one hand, it is necessary to carry out ideological and political education for students to realize that it is important to have self-esteem, but it is more important to have enterprising spirit, which can effectively avoid students' vanity psychology. On the other hand, it is necessary to bring the ideological education curriculum into compulsory subjects, and take students' daily performance as part of the assessment. For example: in order to ensure that students can always abide by the law and discipline during the university period, ideological education courses need to run through the university education and take the students' daily performance as the examination results. At the same time, increase the weight of Ideological and political education curriculum, only after the ideological and political education curriculum reaches the standard, can students be allowed to enter the next academic year.

3.2 Pay attention to the cultivation education at ordinary times

Usually, the cultivation education is very important for students, only in this way can we effectively avoid the students' violation of discipline and law. For example: in terms of public health, schools need to strengthen the inspection of students' dormitories, prohibit students from stacking garbage in the dormitories, so as to enable students to develop good health habits. In terms of safety awareness, it is necessary to prohibit students from throwing sundries and bottles from upstairs, so as to prevent accidental injury to others. In terms of code of conduct, we need to enhance students' moral consciousness. For example: when students do something wrong, students need to take the initiative to apologize and be able to recognize their own mistakes, do not know the mistakes are still doggerel. Therefore, schools need to pay attention to the cultivation of education, reduce the occurrence of violations of discipline and law.

3.3 Strengthen management and Prevention.

In order to form a good supervision effect on students, the school needs to strengthen the management and prevention work, so as to avoid the students' behavior of violating the rules and regulations. For example: schools need to install cameras in the corridors of dormitories to implement monitoring without dead corners, which can effectively prevent students from violating the rules and regulations, and completely eliminate students' fluke psychology. Another example: in order to avoid being stolen, it is necessary to determine whether the dormitory is locked when leaving, so as to reduce the risk of dormitory theft. In addition, when the dormitory door key is lost, students need to report to the school in time, and change the school door lock, so as to prevent dormitory theft.

3.4 Strict control of violations of discipline and law

For the violation of discipline and law, the school needs to crack down on it, and take corresponding punishment measures according to the seriousness of the case to prevent students from breeding fluke psychology. For example, when a school finds out that a student violates the rules and regulations, it needs to take certain punishment measures, such as expulsion, demerit recording, etc., so that those students who have a fluke mentality dare not take risks, and effectively put an end to the violations of discipline and law. In order to ensure that the punishment measures are more standardized, the school needs to organize the punishment measures into a book, so that students can clearly know which behaviors are against the rules and regulations. This can greatly improve the deterrent force of the school and eliminate some students' illegal ideas. For example: in the examination cheating aspect, the school needs to strengthen the management, forbids the student to cheat in the examination process. Once cheating is found, schools need to crack down on it and record demerit when necessary, so as to ensure the fairness and justice of the examination process.

4. CONCLUSION

To sum up, in order to better enter the society of college students in the future, colleges and universities need to strengthen the psychological guidance of students, fundamentally change the psychological state of students. At ordinary times, we need to strengthen the cultivation education of students, so that they can establish correct ideas. At the same time, we should pay close attention to and crack down on students' violations of discipline and law, so as to effectively avoid students' illegal behaviors.

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Project Cost Management Based on BIM Technology

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Abstract: With the accelerating process of modern urbanization, construction engineering, as an important part of the development of modern urban construction, has a great impact on the social operation and development; in the process of modern construction, project cost management occupies a key position, affecting the construction and development of the later stage of the project; therefore, in the process of modern construction, the construction cost management plays an important role In the process, relevant units and personnel need to pay more attention to the project cost management, and according to the policies and regulations of relevant departments, with the help of Bim and other modern technology and equipment, improve the project cost management level, and lay a solid foundation for the overall development of the construction industry and society. The following mainly analyzes and explores the application of BIM Technology in project cost management.
Key words: BIM Technology; Engineering; Cost management

1. SPECIFIC OVERVIEW OF BIM TECHNOLOGY AND PROJECT COST MANAGEMENT

1.1 Specific overview of BIM Technology

Under normal circumstances, BIM Technology can also be called building information model, which mainly uses three-dimensional digital technology to comprehensively collect and sort out the data information involved in the process of building engineering design and construction, so as to establish the corresponding data model and provide reference and guarantee for the later construction operation of the project; and the application of this technology in the project cost management can improve the quality of the project The data information needed for cost management can be efficiently transmitted to avoid the emergence of traditional management problems. At the same time, it can also shorten the construction period to the greatest extent and fully guarantee the economic benefits of the project itself and the construction unit [1].

1.2 Specific overview of project cost management

The so-called project cost management mainly refers to the process of standardized management of the budget, expenditure and other aspects involved in the project construction process. Its working objects are mainly the stages of project design, decision-making, bidding and construction, and the working process has the characteristics of differentiation, hierarchy, compatibility and so on, which can effectively guarantee the level and quality of relevant decisions, and at the same time Promote the

2. THE SIGNIFICANCE OF APPLYING BIM TECHNOLOGY TO PROJECT COST MANAGEMENT

2.1 Reduce the consumption of cost management cost

In the past, when the project cost management work is carried out, due to the influence of related technologies and working methods, it will consume a lot of time cost, and affect the overall level and quality of cost management; and with the application of BIM Technology in the project cost management, it can effectively improve the level and convenience of management work, thus reducing the consumption of time cost, and thus promoting the modernization The healthy development of project cost management.

2.2 Ensure the normal operation of the whole process cost management

At the same time, with the application of BIM Technology in modern project cost management, a data information chain can be created for cost management through the establishment of data model, so as to provide sufficient data basis for daily work of cost personnel, and promote the full coordination of various departments, so as to ensure the normal and stable operation of the whole process of cost management Run it.

2.3 Improve the convenience of cost data sharing

In addition, when BIM Technology is applied to modern project cost management, it can effectively solve the loss and confusion of traditional data information through the integration management of cost management related data information, greatly guarantee the level and quality of project cost management, and thus promote the normal operation and development of the project itself and the construction unit.

3. STRENGTHEN THE APPLICATION OF BIM TECHNOLOGY IN PROJECT COST MANAGEMENT

3.1 Application in engineering design

In the current period, in order to strengthen the application of BIM Technology in project cost management, relevant units and personnel first need to actively change the traditional ideas and working methods, and strengthen the application of BIM Technology in the engineering design stage; in practical work, relevant personnel can use the application of limited design method to budget the funds needed for project construction, and design corresponding plans In order to avoid the impact of problems in a certain link on the overall construction operation of the project and lay a solid foundation for the healthy development of the whole project [2].

3.2 Application in project investment decision

Under normal circumstances, project decision-making investment also occupies a key position in modern project cost management, and affects the improvement of the

overall economic benefits and development level of the project; therefore, relevant units and personnel can strengthen the application of BIM Technology, create a data information database for it, provide more comprehensive information for later work, and ensure that the project cost management can be carried out smoothly Smooth progress, so as to ensure the normal construction and operation of the later project.

3.3 Application in information base establishment

At the same time, when BIM Technology is applied in modern project cost management, relevant personnel can fully communicate with the help of this technology, so as to comprehensively collect the data and information involved in cost management, and create the corresponding information database to provide a large amount of data and information for cost management and ensure the smooth progress of cost management. In addition, through BIM Technology to create a data information base, can also effectively solve the problems of traditional project cost management, and on the other hand, promote the comprehensive level of modern project cost management.

3.4 Application in actual construction

Research shows that the actual construction has a great impact on the quality and service life of the project itself, and also affects the level of cost management. Therefore, in the process of modern engineering construction, relevant personnel can apply BIM Technology to the actual construction of the project, so as to carry out detailed planning and management of the construction link, and scientifically allocate the use of construction materials and equipment In order to avoid some unnecessary expenditure and loss caused by management confusion, and to strengthen and improve the level and efficiency of modern project cost management.

3.5 Application in completion acceptance

In addition to the above contents, in order to strengthen the application of BIM Technology in modern project cost management, relevant units and personnel can also apply it to the project completion acceptance; in order to achieve this goal, construction personnel can use BIM Technology to record and store in detail in the construction process, and display these information when the project completion acceptance is in progress, so as to provide reference For reference, to promote the improvement of the level and efficiency of the completion acceptance; at the same time, the relevant personnel can also compare the building data model and design scheme created in the early stage with the completed project in detail, so as to avoid the impact of cost management, and ensure the healthy and stable operation and development of the project itself [3].

4. CONCLUSION

To sum up, with the passage of time, the construction industry occupies a very important position in the operation and development of modern society; while in the construction of modern construction projects, the level and quality of project cost management has a great impact on the later construction. Therefore, in the actual construction process, the relevant units and personnel need to strengthen the application of BIM Technology in engineering design and construction The cost of construction materials, personnel, equipment and capital are managed and allocated in a standardized way to avoid excessive cost consumption and ensure that the construction efficiency and economic benefits are not affected, so as to promote the further development of the project itself and the society as a whole.

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Application of Narrative Therapy in College Students with Psychological Crisis

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Abstract: In recent years, many extreme events of psychological crisis have occurred in Colleges and universities at home and abroad, which not only caused personal and family tragedies, but also had a bad impact on society. Mental health education in Colleges and universities is facing an increasingly severe test. As for the identification and intervention of College Students' psychological crisis, psychological counseling teachers can use narrative therapy to identify, dredge and guide students' problems, relieve students' psychological pressure, ensure students' life safety, and play an important role in students' subsequent learning and development. This paper mainly analyzes the application of narrative therapy in college students with psychological crisis, and the relevant conclusions are only for reference.

Key words: Narrative therapy; University; psychological crisis; Student group; Application

1. INTRODUCTION

Narrative psychotherapy mainly refers to the use of professional skills such as externalization and rewriting by counselors to help people find out the neglected life plot with positive significance, and drive people's enthusiasm for life, so as to change people's psychological attitude towards life. Through the research on the current situation of people's life development in modern society, it is found that narrative psychotherapy has been widely used in social psychological consultation, treatment and other fields, which can effectively solve people's insomnia, psychological barriers and other problems, and realize the high-quality promotion of social life atmosphere. Among them, in the structure of higher education, students' psychological crisis is not only a danger, but also an opportunity. If we can use scientific and effective methods to help students overcome difficulties, it will play a vital role in students' psychological development and growth. The author has been engaged in the practice of College Students' psychological counseling for many years, and found that narrative therapy plays an obvious positive role in college students' psychological counseling, especially in psychological crisis intervention.

2. THE MAIN CONTENT OF NARRATIVE THERAPY

Narrative therapy has received people's attention in modern society, and it is also one of the important forms of post-modern psychotherapy. Therefore, it is necessary to increase the application of narrative therapy in modern society, so as to change people's perspective and psychological characteristics, promote the healthy growth of people's psychology, and play an important role in people's development in society. In the practical application stage, narrative therapy generally adopts the methods of story telling, problem externalization, from thin to thick, etc. to change the bondage of traditional ideas and directly attack people's psychology, so as to realize the real application value of narrative therapy [1]. The application of narrative therapy can be reflected in three forms: one is to guide people to make a professional distinction between life and relationship from the corresponding stories; the other is to help people challenge the relevant lifestyles; the third is to encourage people to innovate their own stories and enrich their lives.

3. THE GUIDANCE VIEW OF NARRATIVE PSYCHOTHERAPY IN COLLEGE STUDENTS WITH PSYCHOLOGICAL CRISIS

3.1 Strengthen the understanding of psychological counselors

Most people don't fully understand the work of counselors in society. According to the research, the work of counselors is mainly to create a transparent, respectful and open consultation environment, which helps to guide visitors to open their hearts and reduce the impact of psychological problems on life.

3.2 Enhance the understanding of visitors and their problems

Narrative psychotherapy needs to strengthen the all-round understanding of the clients, avoid labeling, personalization and other classification in the actual treatment process, so as to realize the re understanding of their own problems, promote the clients to change their outlook and views on psychological problems, and then get rid of the influence of psychological problems on themselves [2].

3.3 Strengthen the understanding of the objectives of the consultation

In the actual development process, narrative psychotherapy needs to strengthen the understanding of the consultation goal. It can promote the visitors to re understand the problems by guiding them to develop their own preferences and play a role in promoting them.

3.4 Strengthen the effective understanding of the consultation relationship

In the development of modern narrative psychotherapy, we need to strengthen the in-depth understanding of the counseling relationship, so as to facilitate the effective promotion of the follow-up counseling. The students' psychological problems mainly produce two aspects of interpersonal communication and academic pressure, so the relevant psychological teachers need to ask and understand in time, so as to ensure the healthy development of students' psychology.

4. THE MAIN WAYS OF APPLYING NARRATIVE

PSYCHOTHERAPY IN COLLEGE STUDENTS WITH PSYCHOLOGICAL CRISIS

4.1 Apply the technology of externalizing the problem

According to the research findings, narrative psychotherapy can use externalization technology for related management, mainly by taking a separated entity outside the individual as a psychological problem, to guide students to re-examine the nature of the problem and its impact on people. According to the research findings, externalization technology can solve psychological problems professionally from four aspects: first, change and influence the definition of students' problems; second, how problems are generated in students' lives; third, psychological teachers need to understand the visitors' understanding and feelings of problems; fourth, the reasons for such feelings of visitors or students. In the development of higher education, students are required to have a new understanding of interpersonal relationship and academic aspects, and to re divide the proportion of this kind in life, so as to promote students to change their psychological state and re accept learning and life [3].

4.2 Apply by rewriting problems and things

Rewriting technology is one of the important application technologies of narrative psychotherapy, which can mainly guide the visitors to re understand the things they ignored before. The application of rewriting technology is mainly composed of identity blueprint and action blueprint, which is conducive to realizing the comprehensive understanding of Lao Fang's internality and psychology, and increasing the influence of narrative psychotherapy on social economy It plays an important role in the development of science and technology. For example, in the process of the development of higher education, students are prone to friction and exclusion, so the psychological teacher will enlarge the communication between students' families and good friends, which can make students feel the fun of the school, and weaken the disharmonious campus relationship.

4.3 Apply by reshaping problems and things

Reshaping the main treatment means reshaping the history of a person's relationship with an important person, and improving their own practices and ideas, so as to realize the effective management of current affairs, carry out the key reform and development of students' psychology, and realize the recognition and development of students' self-worth. Among them, reshaping the application of technology, mainly to understand the visitors' views on relevant people, what happened, and what the visitors paid for important people, etc., help the psychological teacher to strengthen the understanding and views on the visitors'

problems, and deepen the visitors' understanding of self [4].

4.4 Increase external witnesses to participate in the ceremony

The external witness mainly refers to that they can participate in the consultation process in person, at the same time, they can also participate by letter or voice, which helps to increase the information of the visitors. At the same time, the external witness can increase the richness and credibility of the story, promote the visitors to realize the recognition of self-worth, and solve the psychological problems.

5. CONCLUSION

To sum up, under the influence of the rapid development of the times, the overall level of all fields of society presents an upward trend, which urges people to strengthen their own or children's education and management, increase the all-round education arrangements for students, and then cause serious psychological pressure to themselves and students, which is not conducive to the healthy growth of college students. In view of the design of psychological education in Colleges and universities, through the use of narrative therapy, we can analyze the importance of students' development from multiple perspectives. In the process of education, we can use externalization, rewriting, remodeling and other technologies for targeted management, which can effectively change students' views on themselves or things, adjust their negative cognition, and have new hope for life, so as to help students in psychological crisis To turn the crisis into safety and rebuild the new life.

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Research on The Effectiveness of Reading Teaching of Famous Works in Junior Middle School

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Abstract: Reading teaching is the construction process of dialogue among students, teachers, and books. Under the new curriculum concept, reading education has become the interactive dialogue process between students and books. The teaching of reading classics in junior middle school is based on the basic level of reading teaching in primary school. Its main purpose is to cultivate students' reading ability. Only in this way can we truly achieve the reading teaching goal of "understanding the world, developing thinking and obtaining aesthetic experience" proposed in the Chinese curriculum standard of compulsory education. Famous books are one of the best carriers for reading teaching. Teachers should make full use of all kinds of famous books, carry out reading teaching for students, and constantly cultivate and improve junior high school students' reading ability.

Keywords: Junior middle school classics; Reading teaching; Effectiveness

1. INTRODUCTION

Reading is a process in which junior high school students obtain and process information with the help of various texts, and it is a two-way construction process between students and the text [1]. Reading teaching is an important part and one of the key links of junior high school Chinese teaching, which is of great significance to improve students' understanding ability, perception ability and cultivate students' humanistic spirit. Teachers should make good use of all kinds of famous works, adopt scientific teaching methods to teach students to read, and improve students' Chinese literacy.

2. THE BASIC PRINCIPLES OF JUNIOR HIGH SCHOOL CLASSICS READING TEACHING

In order to achieve the established teaching objectives, the reading teaching of junior middle school classics must be carried out on the premise of respecting the basic principles of reading teaching, which is one of the necessary conditions to ensure the effectiveness of reading teaching. Specifically, the basic principles of junior high school classics reading teaching should at least follow the following points:

2.1 Motivation principle

The principle of motivation is the first principle of reading teaching. The so-called principle of motivation requires teachers to effectively stimulate students' interest and enthusiasm in reading in the process of reading teaching. It requires teachers to make clear the purpose and significance of teaching before the beginning of reading teaching, effectively change and innovate the methods of reading teaching, so that students can be interested in learning reading. In order to stimulate students' reading learning motivation in this process, teachers should not simply rely on preaching, but should constantly optimize and improve the whole process of reading teaching, and strive to integrate knowledge and ability, process and method, emotion, attitude and values into the teaching process.

2.2 Principle of quantitative metamorphism

Reading teaching is different from other teaching, its emphasis is accumulation, this principle requires teachers in the process of reading teaching, first of all, to pursue quantitative change, not in a hurry, but to gradually follow up, gradually deepen. In this process, teachers should first teach students to learn to read aloud, learn to read silently, and gradually master the ways and skills of reading, so as to improve students' comprehensive Chinese literacy.

3. RESEARCH ON THE EFFECTIVENESS OF READING TEACHING OF FAMOUS WORKS IN JUNIOR HIGH SCHOOL -- TAKING CHAOHUAXISHI AND LUOTUOXIANGZI AS EXAMPLES

Different types of text reading teaching in the specific teaching methods and teaching methods are different, specific to junior high school classics reading teaching process, teachers should focus on the following aspects:

3.1 Let students have a positive appreciation attitude and purpose

In the study and teaching of literary texts, teachers should teach students to have a positive appreciation attitude [3]. Reading and appreciating literary works is a kind of positive literary aesthetic activity. We can't just read without aesthetic experience. In this process, we should pay attention to aesthetic experience and cultivate temperament. We should teach students to explore the national spirit and era mark contained in the text, and understand the rich inner world and emotional world of the protagonist Taking such excellent literary classics as Zhaohuaxishi and Laoshe's Camel Xiangzi as examples, this kind of literary works are often national as well as world-wide, which requires teachers to actively guide students to read, understand and feel deeply. Especially, it is important to actively guide students to analyze and feel the writer's emotion expressed in the works, which is not only a kind of emotion It is the writer's individual, and it also reflects the style of the times, and even reflects the overall style of a society at that time.

3.2 Understand and master the basic methods of literary works appreciation

Different genres of literary works often have different basic characteristics and main means of expression. Taking the novel genre of Camel Xiangzi and the prose genre of chaohuaxishi as examples, in the process of teaching this type of text reading, teachers should first teach students to understand the basic characteristics of novels and prose, understand the background of the times involved in these two works, and so on Pass on some theoretical knowledge to the students.

3.3 Deep understanding of literary works

At this stage, teachers are required to actively guide students to feel the characters in the works, taste the language in literary works, understand the rich connotation contained in the works, and experience its rich artistic expression tension. For example, in the reading teaching of Camel Xiangzi, teachers should guide students to learn from the bumpy experience of buying a car and losing a car To understand the miserable fate and life of rickshaw pullers at the bottom of the society during the warlords' scuffle in the 1920s, we should focus on Xiangzi, the protagonist, to analyze the plot, conflicts and the relationship between the characters in the novel, and to analyze the author's daily life and emotional entanglement with Tigress and xiaofuzi, so as to shape Xiangzi's complex character and life tragedy. Of course, in the context of personalized reading advocated by the new curriculum standard, teachers should also actively guide students to interpret and analyze literary works from various aspects and angles, encourage students to experience works with their own emotions, experience, vision and perspectives, highlight the personal vision of text reading, and at the same time, actively pay attention to students' role in the process of reading teaching For example, when analyzing Lu Xun's works in his collection of essays, we should not only recall his childhood, youth and youth experiences, but also understand the author's writing technique of seeing the big from the small. For example, in Wuchang, from the fact that impermanence also has a wife and children, the author not only writes

impermanence, but also has human feelings At the same time, we can also feel some small details in the works, such as the integration of narration, description, lyricism and discussion, and how to make the description of related scenes full of poetic feelings Picturesque, such as describing the scenery of BaiCaoYuan, vivid, fascinating, these are the teachers need to guide students to grasp in the process of reading teaching.

4. CONCLUSION

In short, reading teaching is of great significance to improve junior high school students' Chinese literacy and cultivate students' Chinese comprehensive ability. As a teacher, on the one hand, we should carry out reading teaching on the basis of grasping the basic and special principles of reading teaching, and on the other hand, under the guidance of the new curriculum standard, we should attach importance to the combination of students' reading and thinking training, and cultivate students in this process We should cultivate students' aesthetic consciousness and activities of appreciating literary works, pay attention to students' individual reading comprehension, and constantly stimulate and cultivate students' reading ability.

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On the Printing Quality Control of Packaging Printing

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Abstract: With the rapid development of China's economy, great changes have taken place in all walks of life, in which the development and changes of commodities have also brought many development channels to the packaging industry, and the packaging and printing industry occupies half of the whole printing industry, and at the same time, the processing quality of the whole packaging and printing industry has also been greatly improved. However, in order to ensure the high quality of packaging and printing products, the printing industry needs to strictly control the production quality and content in the production process. In this paper, the author analyzes the quality requirements of packaging and printing, and expounds the printing quality control points of packaging and printing.
Key words: Packaging; Printed matter; Quality; Control

1. REQUIREMENTS FOR PRINTING QUALITY OF PACKAGING AND PRINTING PRODUCTS

1.1 Beautiful printing effect

Commodity packaging can not only play the role of carrying commodity information and displaying commodities, but also play the role of attracting consumers and promoting commodity sales. With the continuous improvement of people's aesthetic feeling and ideas, people from all walks of life have higher requirements for commodity packaging [1-2]. The graphic design of packaging and printing is to show the characteristics of goods through creativity, such as whether the graphic color in packaging and printing is reasonable and eye-catching, whether the printing effect is clear and visible, which will bring different visual impact to consumers, which is also of great help to consumers' purchase interest and desire. In addition, the effect of packaging and printing also reflects the quality and grade of goods to a certain extent, so the printing effect of goods has an important impact on the purchase of consumers.

1.2 Consistent printing effect

Different batches of packaging and printing products should have the same printing effect, because some manufacturers will formulate different series of packaging and printing products according to the needs of products. The formulation of different series mainly uses similar layout for printing, so as to form different specifications of packaging and printing products. For example, the inner packaging, outer packaging, instructions, manufacturers and so on of some goods are very important for such printed content. If the information effect of the packaged printed goods is inconsistent, it is easy to cause consumers to question the quality and quality of the goods, and even consumers may doubt the authenticity of the goods.

2. KEY POINTS OF PRINTING QUALITY CONTROL OF PACKAGING AND PRINTING

2.1 Beauty of printing effect

The beauty of packaging and printing mainly includes the color, fineness, beauty and clarity of printed images and texts. Therefore, in the design process of packaging and printing, it is necessary to penetrate the beauty into various processes such as before printing, during printing and after printing.

2.1.1 Process before printing

Before packaging printed matter printing, it is necessary to reasonably design the layout, adjust and correct the level, color, information content and other parameters of the graphics and text according to the actual requirements of the goods, and select an appropriate number of screening parameters, layout, color sequence and other contents. In addition, it is also necessary to strictly control the quality exposure conditions of the plate drying, such as the vacuum degree of air extraction, exposure, etc., so as to make the printing beautiful It provides a strong guarantee for the printing effect.

2.1.2 Printing process

In the process of printing, the printing process will directly affect the printing effect of the printed matter. Therefore, by adjusting the printing color, ink usage and other contents, and using the parameters such as controlling the dot increase and relative contrast, the printing effect required by the manufacturer can be achieved, which is also an important factor to achieve the fine printing effect.

2.1.3 Process after printing

Finally, for packaging and printing products, polishing, polishing, laminating and other post printing processes are also essential. These contents can not only increase the actual use function of packaging and printing products, but also improve the beauty and grade of packaging and printing products. However, due to the material, process, processing temperature and other reasons, it is easy to damage the ink layer of packaging and printing. For example, in the process of glazing and laminating, the ink color will change, so it needs the relevant staff to carry out the post press processing according to the specific situation of the packaging and printing products, so as to avoid the impact of excessive processing or unsuitable processing on the packaging and printing products.

2.2 Consistency of printing effect

2.2.1 Consistency control of printing effect of the same kind of packaging printed matter

Because the printing quantity and batch of packaging printed matter are relatively large, and there are often multiple batches of printing, it is necessary to control the consistency of printing effect, especially the printing color problems, which should be strictly controlled, mainly from the following aspects.

2.2.1.1 Consistency of raw materials: when selecting printing raw materials and auxiliary materials, packaging and printing units should try their best to select some ink materials of the same brand and model, which can not only ensure the consistency of printing performance, but also avoid the inconsistency of printing effect caused by material differences.

2.2.1.2 Consistency of production process: the packaging and printing unit should use the same production process as much as possible when printing. It not only requires the relevant staff to record the important details of the process seriously, detailedly and comprehensively in the production process, but also needs to follow the process of production process, such as the proportion and dosage of ink.

2.2.1.3 Sealing management of sample sheets: as one of the important contents of printing quality comparison, sample sheets need to be sealed by packaging and printing units, especially the main positions of printed products need to be sealed, so as to change color after long-term sealing. In addition, if the printed products need to be coated and polished, the processing samples need to be sealed To avoid the change of ink color during processing.

2.2.2 Consistency control of printing effect of series packaging printed matter

The ink, process and substrate used in the production process of series packaging printed matter are different. Therefore, in order to ensure the consistency of printing effect of series packaging printed matter, the following aspects need to be done well in production.

2.2.2.1 Selection of appropriate printing process: due to different printing processes, the thickness of printing ink layer used is also different, so it is necessary to select appropriate printing process according to the ink absorption, gloss and other characteristics of the substrate. For example, coated paper, glass cardboard and so on are more suitable for the substrate with weak ink absorption and offset printing process; while corrugated board and so on are more suitable for the substrate with strong ink absorption and flexible ink printing.

2.2.2.2 Control of relevant parameters in the production process: for some series of packaging and printing products using the same process, if the gloss, roughness, ink absorption of the substrate are different, it is necessary to design the main color dot area of the substrate a little larger in the plate making process, which can not only shorten the exposure time of the substrate in the plate, but also make the substrate in different areas Material printing process to achieve the purpose of color close. Therefore, in the exposure time and printing pressure adjustment must be appropriate, if the amount of adjustment is too large, it is easy to cause quality problems.

2.2.2.3 Reasonable arrangement of printing processing sequence: in the process of series packaging of printed matter, it is necessary to complete the printing sample of the printed matter first, and then take the printing sample as the color reference sample to be printed. This method brings some difficulties to the color control. Therefore, it is very important to arrange the printing process reasonably. First of all, we can use the offset printing process of printing first. Compared with flexographic printing, gravure printing, post printing and other processes, the adjustable range of offset ink is relatively small, so it is difficult to realize the ink color of flexographic printing and other printing methods. Secondly, when using the same process to print the packaging and printing products of different materials, the materials with higher gloss should be printed first, otherwise the materials with lower gloss should be printed later, which can effectively reduce the probability of large deviation of printing color. Finally, it should be emphasized that when using the printed version as the color reference style of the printed matter, we should pay attention to the influence of the transparency of the printed material on the color identification. For example, plastic film and other printed matter with high transparency need to be placed on the standard sample stand side by side for identification.

3. CONCLUSION

To sum up, in this paper, the author analyzes the requirements of packaging and printing on Printing beauty and the consistency of printing effect, and expounds the control points of packaging and printing beauty and printing effect in the printing process, hoping to bring help to relevant printing units.

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The Effect of English Language and Literature on the Development of College Students' Language Ability

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Abstract: As the second foreign language of contemporary college students, English has received the attention and attention of countless people. At the same time, English language and literature plays an irreplaceable role in the process of English learning and has an auxiliary effect on English learning. Just like learning Chinese, you need to understand the meaning of ancient texts and the historical background of the time. When learning English courses, you must also understand the background of the story at that time and the situation of the times in order to understand the meaning of the article more accurately and effectively. Only after understanding can I have a sense of substitution of the times and be able to understand the meaning behind English words. Therefore, English language and literature and English ability training complement each other.

Keywords: English Language and Literature; English Language Ability

1. THE ROLE OF ENGLISH LANGUAGE AND LITERATURE IN THE DEVELOPMENT OF ENGLISH LANGUAGE ABILITY

1.1 Better understanding of the article

After understanding an article, the meaning behind it, and the background conditions at the time, you can more clearly understand the personal emotions and psychological states described in the story content, which helps readers to more easily solve obstacles such as reading difficulties., So it can't play a sober role, but through the substitution of emotions, it can give a certain idea. Similar to a college English textbook, there is an article about Audrey Hepburn. If we understand Hepburn's family situation and the background of the time, we will know that Hepburn's childhood life is very miserable. Bringing in the context of language and literature can help us understand Hepburn's character and what she did after becoming famous [1].

1.2 Communication skills in context

English language and literature also include the understanding and clever use of English context, and this use occurs more in English listening and oral training. Combined with the corresponding context, it can more clearly understand the mood that the parties want to express. So that we can see the essence through the phenomenon, without being confused by some interfering words and sentences on the surface, so as to choose the wrong answer, and the communication skills are often reflected in our face-to-face communication with foreign friends. When we know which country the other party is

from. If you know some local customs and habits, you can effectively avoid some language or actions that cause misunderstandings. When talking with friends in some western countries, the words and actions we are accustomed to may cause them dislike [2]. Therefore, in this case, understanding the local language and literature is of great benefit to our mutual communication.

1.3 To express your thoughts more fully

After reading foreign masterpieces or watching a foreign film and television work, most people like to get together to discuss the storyline and content, to express their views and opinions, and when we understand the background of the creation of this work, and the author really want to let the reader feel the content, can make their own expression more full, more persuasive, but also can cultivate their own through the story background and knowledge reserve, to enrich their views on a thing. Language expression ability has been improved to a certain extent, at the same time, because of their own understanding of the original literature of that era, can cite many examples to support their own ideas, which makes their own cultural level in a subtle improvement. By increasing your knowledge of the case, you can develop your language skills well and have your own ideas when communicating with others.

1.4 Increase communicative competence and improve overall literacy

The study and understanding of language and literature can expand one's own communicative skills. This is inevitable, because one's own knowledge is more knowledgeable, so that you can have more in-depth communication and discussion with others. While communicating and discussing with others, you also You develop your own language communication skills, and others can feel the charm of your language, which not only improves your own communication skills, but also improves your overall quality [3]. Therefore, the communicative ability and the overall quality of the individual are not easy, but can be effectively improved through the accumulation of long-term language and literature. When a person's English language and literature is improved to a certain extent, his language ability will definitely be sublimated, and the two are complementary.

2. SPECIFIC TRAINING OF ENGLISH LANGUAGE AND LITERATURE ON LANGUAGE ABILITY

2.1. Hearing

There are many aspects in applying language and literature to English learning, among which listening is an important part. When we strengthen our listening ability

through film and television works, we must first know that the first important thing is not only to watch English film and television works, but to understand the meaning of the work and the content that we want to express, and then through the inner heart of the characters in the work The world conjectures, expressions and other subtle movements, analyze the connotation of language and literature in all aspects, so as to achieve the role of training self language ability. For example, in the Disney series, we said that we need to understand each princess, the background of their existence and the life they aspire to. In "Beauty and the Beast", we can know Belle, at the beginning Living with the wild beast, and finally living with the wild beast voluntarily, are completely two kinds of mental states, which are triggered by the analysis ability brought to us by literature, our understanding and sublimation of the plot of the story.

2.2. Oral English

Most contemporary college students say that there is no way to effectively exercise oral English during school, so that they have no confidence to speak English, but when we incorporate elements of English language and literature into our English courses, this phenomenon can be gradually improved. The content of English audio-visual courses has also been fully expanded, including the development of dramas and sitcoms to strengthen students' oral English practice. Dramas and sitcoms are also a way to show English language and literature through role playing., So that students can truly feel the inner world of the characters, and at the same time give students self-confidence through certain performances and speak English. Compared with the ordinary dialogue, the practice mode of drama and sitcom can not only attract the interest of most students, but also improve everyone's listening and speaking ability through literature[4]. Children's oral practice can also be dubbed by everyone selecting the film and television work fragments that they are interested in, and the teacher can share it in the class after everyone has turned in the homework. This model not only enables everyone to participate in the oral practice, but also enables everyone to speak English without resistance.

2.3. Reading and Writing

Reading and writing are also the most important content in college English, and they are also very many links. When we have some knowledge about the natural landscape in English literature and the human history of the corresponding era, when we encounter the content about history and nature that are not easily understandable, we can reserve the previous knowledge In operation, even if you do not fully understand the content and meaning of this article, you can probably guess the meaning and theme of the article through your understanding of the current situation and related history. Reading comprehension does not necessarily require a thorough understanding of the entire article, but a summary of the main sentences and an understanding of its developmental connotations to quickly select the answers we need. And the rich reserves of English literature knowledge can also allow us to show our skills in writing. It is precisely because of myself that I have a certain degree of understanding that I can speak and write, enrich my composition content, and be liked by the scoring teacher and get a more satisfactory English score.

2.4. Translation

For English translation, sometimes even we can grasp the meaning of each word in a sentence, but when they are connected together, they may not be able to fully understand it. This is caused by certain differences between Chinese and English. We comprehend the words one sentence, but the grammar or language habits in English are different from those in Chinese, which can cause this to happen. Therefore, if you have a certain understanding of English language and literature at this time, you can effectively avoid the probability of such events, because you have a certain understanding of the differences, or you can change the Chinese thinking, and use the English language order to Understand this sentence, so that in the process of doing the problem, our brain runs quickly, brainstorming, so as to carry out secondary creation[5].

3. CONCLUSION

In summary, it can be seen that learning English language and literature has a very good effect and effect on the development of English language ability. It can not only deepen the understanding of English articles, increase one's communication skills, and strengthen the ability to communicate with others, so as to improve one's own The overall literacy can also improve the ability of listening, speaking, reading, writing, translation and other aspects in the college English related examinations. Therefore, from a comprehensive perspective, strengthening the learning of English language and literature during the school period is profitable. One evil, and most colleges and universities are currently carrying out related knowledge learning of original literature and guiding college students to conduct related self-study. I believe that in the near future, the English language ability of college students across the country can be generally developed and improved [6].

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Research on the Teaching Mode of Bilingual Computer Courses for Chinese-Foreign Cooperation in Running Schools Programme

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Abstract: In the Sino foreign cooperative education project, the computer professional course has introduced the foreign core courses, and needs to ensure that the students complete the English professional courses. Therefore, the teaching mode and teaching method of computer professional courses under this project will inevitably become one of the key elements of whether the project can develop in a long-term sustainable and healthy way. Combined with the reality of running a school, this paper analyzes the substantive problems encountered in the process of running a school, and puts forward some ideas on the reform of the teaching mode of computer professional courses.

Keywords: Chinese-Foreign Cooperation in Running Schools; Computer Courses; Bilingual; Teaching Mode

1. INTRODUCTION

China's Sino foreign cooperative education projects aim to strengthen the foreign exchange and cooperation of education and promote the development of education. Through the exchange and cooperation with foreign excellent universities, we can introduce foreign high-quality educational resources, so as to cultivate students' international vision and cross-cultural communication ability. With the continuous expansion of China's opening-up field and the deepening of education reform, Sino foreign cooperation in running schools has developed rapidly, the scale of running schools has gradually expanded, the level of running schools has gradually improved, and the mode of running schools has also tended to be diversified [1-2]. Based on the teaching practice, this paper analyzes and studies the current teaching situation of professional courses, and puts forward the teaching reflection and teaching reform ideas of computer professional courses under this project.

2. THE CURRENT SITUATION OF TEACHING PRACTICE

In this project, students need to complete the English core professional courses required by foreign countries in the domestic academic year. Therefore, domestic colleges and universities usually use bilingual teaching method to teach computer professional courses, but the actual practice effect is not good, and it is difficult. It is related to many factors, such as the characteristics of the project itself, the differences between domestic and foreign teaching models, the overall quality of project teachers, the ability of students and so on. The characteristics of the project and the current situation of the practice are analyzed as follows:

2.1 A large number of classes and heavy learning burden for students

Because the students of this project are faced with going abroad, in addition to the compulsory public courses and professional courses, the school usually arranges intensive IELTS courses for centralized learning to improve the students' English level. As a result, the students' learning burden is heavy, and the time that can be allocated to professional courses is limited, which will affect the learning effect of professional courses.

2.2 High requirements for bilingual learning of professional courses

According to the requirements of the project, students need to complete the study of foreign English core professional courses, including bilingual learning of classroom content, bilingual completion of homework after class, and English answers for exams. For junior college students, the professional courses of these learning and assessment requirements are higher, very challenging.

2.3 The teaching and assessment methods are too Chinese

In order to facilitate the management and implementation, the teaching and assessment methods under this project still generally adopt the domestic teaching mode, that is, to practice in the way of "lecture + homework + final examination". This way is quite different from the foreign way, and the students' participation is low. The computer course itself is boring and difficult, coupled with English teaching and assessment, students in the process of learning interest and enthusiasm is not high, learning and teaching effect is general.

Through the analysis, this paper thinks that we can mainly reform and practice the teaching methods and assessment mode, and improve the students' participation in professional courses and learning effect.

3. THE IDEA OF BILINGUAL TEACHING REFORM OF PROFESSIONAL COURSES

In the domestic teaching mode, we can adjust the practical operation mode of bilingual teaching mode to improve the learning effect of students' professional courses. The specific adjustment ideas are as follows:

3.1 Adjust the setting of professional courses to realize the hierarchical teaching of Chinese and foreign professional courses

In the Sino foreign cooperative education projects, there will always be content overlapping between domestic and foreign professional courses to some extent. If we can do a good job in the combination of the two courses in the curriculum, and realize the ladder type hierarchical teaching, we can theoretically improve the students'

learning effect of professional courses. Hierarchical teaching can be realized in the following two ways

First, a similar bilingual professional course is set up as an auxiliary course by using the systematic teaching characteristics of domestic computer professional courses. Chinese courses focus on the improvement of knowledge, bilingual courses reduce the difficulty of content, and focus on improving students' understanding and adaptability to foreign language courses. The two courses complement each other to improve students' understanding and mastery of knowledge;

Second, domestic courses are mainly taught in theory, and foreign related courses are mainly taught in practice, which are taught in the same semester to realize the combination of theory and practice.

3.2 Adopt the project-oriented practical teaching mode

Computer professional courses are more abstract, if students can not understand the use of knowledge

scenarios, it is difficult to have a high degree of classroom participation and interest in learning. Therefore, for foreign professional courses, we can design the course through the following points:

3.2.1 Project oriented teaching, design a simulation project at the beginning of the semester;

3.2.2 One course aims at one semester and designs 3-4 phased objectives for simulation project;

3.2.3 Establish clear evaluation criteria and output content requirements for each stage goal.

The above curriculum design can enhance students' learning interest and purpose; stage goal can reduce students' learning burnout and obtain more sense of achievement. On the whole, it can enhance students' participation and interest in the course.

3.3 Introduce common assessment methods abroad

The current curriculum evaluation system in China is generally shown in the following table [3]:

Table 1: curriculum evaluation system

Assessment form	Content	Requirement	Score ratio
Study performance and homework	Attendance, classroom performance, homework	Daily record scoring	20%
Midsemester	Usually practice homework or mid-term examination	Task completion quality or test results	10% (if there is final training) 20% (if there is no final training)
Final training	Final training	Task completion quality	10%
Final exam	Knowledge examination	The school arranges the examination uniformly	60%

There are various assessment methods for computer professional courses in foreign countries, such as big homework assessment, thesis assessment, project practice assessment, examination assessment and so on. In the project of Sino foreign cooperation in running schools, the assessment methods of foreign core courses should be flexible, and the commonly used assessment methods abroad should be adopted for practice, so that students can understand and adapt to the foreign assessment methods in advance. However, flexible assessment methods also have relatively high requirements for evaluation standards. How to achieve fairness and justice, achieve the assessment standards, and how to avoid students' plagiarism are issues that need to be paid attention to.

As a trial, the assessment method can be carried out by the way of project practice, combined with the practical teaching of the second point above, with the stage output results as the assessment items. During the teaching period, students are required to ensure the originality of the output content and sign the original statement. Once plagiarism is found, the school and the responsible teachers must have corresponding clear punishment standards.

4.CONCLUSION

The author summarizes the current teaching situation and existing problems through the practical activities of Sino foreign cooperation in running schools at the junior college level, and puts forward the reform suggestions of teaching mode and method according to the characteristics of computer specialty. Among them, it is suggested that

the curriculum should focus on the combination of Chinese courses and foreign professional courses to improve students' understanding of similar courses; in addition, in the design of foreign professional courses, it is suggested that the teaching and assessment should be guided by simulation projects to enhance students' participation and interest in learning. It is believed that the above suggestions will have certain reference significance for the education and teaching activities of other colleges and universities. In the future, we will continue to carry out practical teaching on the above reform ideas, and constantly summarize, think and innovate in the process of practice, so as to promote the long-term healthy and sustainable development of Sino foreign cooperative education projects.

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The Path of Information Construction of Continuing Education Archives Management

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Abstract: With the rapid development of China's information technology, many industries are gradually developing to information technology, among which the file management is the content of information technology application, not only because through information technology can greatly improve the efficiency of file management, but also promote the file management to information, intelligent, digital development, and this is also the current file management It is a necessary way for the development of management. In this paper, the author analyzes the necessity of information construction of archives management, expounds the development status of continuing education archives management, and finally discusses the effective ways to strengthen the information construction of continuing education archives management.

Key words: Continuing education; Archives management; Informatization; Construction; Path

1. THE NECESSITY OF INFORMATION CONSTRUCTION OF ARCHIVES MANAGEMENT

No matter for universities or modern enterprises, there are a lot of data stored in the archives, which can not only provide important work and learning basis for others, but also enhance the preservation of these important materials and data. During the traditional archives management work, the archives management personnel can only manage the archives manually. Not only the efficiency of the archives information is very low, but some of the older archives content is easy to be lost and distorted, which seriously affects the value of the whole archives management. Therefore, on the one hand, we need to improve the protection of file content, and also need to use modern file management technology to reduce the workload of archivists. Specifically, it mainly refers to the transformation of the previous file content through information technology, which can not only change the storage form of the file information content, but also can quickly access the required file content through the computer. In addition, the construction of information-based file management can effectively prevent the damage of multiple access and search to the file documents and avoid the damage of the file materials Loss of material. On the other hand, it is more convenient to share information resources through the informatization of archives management. For example, through the campus network or information management system, all colleges and universities transfer their entire file content to the system, which can not only make the campus teachers and students consult the file information anytime and anywhere, but also cooperate with other colleges and universities, so as to expand the resources of the school's file information.

2. THE DEVELOPMENT STATUS OF CONTINUING EDUCATION ARCHIVES MANAGEMENT

2.1 Insufficient investment in information construction

As far as the current continuing education of file management is concerned, the continuing education of file management is gradually popularized in most schools. Not only the scale of education is growing, but also the number of people in the whole continuing education is growing. But there are still some schools will focus on the development and construction of the campus, the degree of attention to file management is not very high, so the investment in this area is also very small, which also has a great impact on the construction of the information level of file management. Therefore, if the school does not give the capital investment of information construction, then the archives department will not be able to replace the hardware, resulting in the mismatch of software technology and hardware facilities.

2.2 The level of archivists is not high

Judging from the current quality of archival management personnel, the overall quality of personnel is generally low, and many file managers are older, some of which are unable to be transferred to the archives department after working in other departments. Therefore, the ideas and working methods of these managers are relatively conservative, and the ability to receive and understand some new knowledge is also relatively slow. Especially in the current information age, the file management work is gradually changing to information, and this kind of file management personnel can not quickly and efficiently accept new knowledge, which has a serious impact on the process of information construction of file management, so the comprehensive quality of archivists has a great restriction on the construction of file management information.

2.3 Potential safety risks in information management

Although information construction is of great help to archives management, there are also some security problems in the process of using it file management, which is easy to reveal the archives. Therefore, colleges and universities need to protect the information construction of archives management, such as firewall, the use of authority and other security measures, all need to be paid attention to by colleges and universities. But in the actual process of archives management, many leaders of colleges and universities do not pay attention to this aspect, the top leaders do not pay attention to it, then the basic file managers will not pay attention to the security of file management. Until the frequent leakage and loss of archives information, relevant leaders and managers will realize the importance of archives management. Therefore,

security management is also an important content of archives management. It is not only important to attach importance to it, but also to improve the degree of protection of archives, so as to prevent some non file personnel and illegal elements from entering the archives system.

3. EFFECTIVE MEASURES TO STRENGTHEN THE INFORMATION CONSTRUCTION OF THE ARCHIVES MANAGEMENT OF CONTINUING EDUCATION

3.1 Increase investment in information construction

The related colleges and universities of continuing education need to focus on the information construction work, and make capital investment, so that the information construction planning to the school construction, only in this way can promote the development of information construction. First of all, we need to promote the information construction through policies, which can not only change the ideas of school leaders, but also create a good information atmosphere [1-3]. Secondly, according to the situation of the archives department, the school needs to invest special funds to promote the introduction of information hardware equipment. Finally, we need to establish a special fund management organization, so that the professional management personnel can manage the file funds, and avoid the waste of funds, which has an important help for the steady progress of file management.

3.2 Strengthen the training of relevant staff

Colleges and universities of continuing education need to train the file management personnel who are satisfied with the status quo, so as to improve the knowledge structure of each file management personnel, which can not only make the file management personnel correctly understand the file management work, but also improve the quality of file management work. Therefore, first of all, we need to develop a targeted training plan for archivists, and then design a comprehensive training course to ensure that the course matches the actual situation of archivists. Secondly, we should establish an assessment mechanism and link the assessment results with the welfare of archivists. On the one hand, it can increase the sense of crisis of archivists, and also make archivists produce pressure, so as to work more seriously [2]. Finally, we should pay attention to the continuing education of file management. For example, learning file management knowledge in relevant professional colleges can not only improve our professional knowledge and professional quality of file management, but also change our thinking.

3.3 Strengthen the management of electronic documents

In the process of information construction, it is necessary to control electronic documents strictly by file personnel and to conduct comprehensive supervision to avoid distortion of archives information caused by human factors. First, in the daily management process, we should pay close attention to the contents of archives, especially some important archives, and also ensure the integrity of the archives information. Secondly, it is necessary for the archivists to have a certain spirit of innovation. The information-based means are used to manage the contents of archives, and the security of archives should be ensured when sharing the contents of archives. In addition, the archives personnel should ensure the safety of electronic documents and prevent the modification and theft of electronic documents by human factors during the process of electronic document management. Finally, the higher education institutions need to formulate the corresponding file management system, so that the archives personnel understand what can be done, what can not be done. For example, it is necessary to make clear the filing time of archives, the process of consulting archives, and the authority of detailed inspection, etc., which lay a solid foundation for the information construction.

4. CONCLUSION

In conclusion, the author analyzes the necessity of the information construction of archives management, and expounds the problems of the information construction investment, the level of the archives management personnel, the hidden danger of the information management, etc. the author expounds the problems of improving the investment in the information construction, strengthening the training of the relevant staff and strengthening the electronic documents The management of the measures are discussed.

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Research on Online + Offline Blended Learning Mode

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Abstract: Since the third information industry revolution, information technology, with its own technical advantages, can provide assistance for many social division of labor and promote the deepening of social informatization. In this context, education, as a national long-term plan, should also conform to the trend of the times, comprehensively promote information reform, make full use of the advantages of information tools, and bring students better learning experience. Especially after the construction of online and offline blended learning mode, it will provide greater help for students' growth. In this article, we will systematically elaborate the educational advantages of online and offline blended learning mode on the premise of fully considering the students' situation and social situation, and explore effective teaching strategies on this basis.
Key words: Online + offline; Hybrid; Learning mode; Information technology

1. INTRODUCTION

For China's education, after years of evolution and exploration, the potential of the traditional education model has been basically exploited. Even if we put in more efforts, there is not much chance to achieve the leap of teaching quality. In this situation, in order to bring better learning experience for students and provide more help for students' growth process, we must introduce advanced science and technology, inject new potential into the education system and reconstruct the teaching mode, so as to realize the "explosive" growth of teaching quality. In today's society, information technology has become the main theme of the development of the times. With the characteristics of rapid information transmission, it can realize long-distance communication and interaction, and can build a hybrid learning mode of online and offline. It is a new education indicator and one of the key contents of education reform.

2. THE EDUCATIONAL ADVANTAGES OF ONLINE AND OFFLINE BLENDED LEARNING MODE

2.1 Be able to efficiently integrate Internet resources

In the information age, with its open characteristics, the Internet has become a gathering place of various information resources, including various educational resources. For students, the huge educational resources on the Internet is an "inexhaustible" treasure house, which can not only effectively expand students' horizons and enhance their knowledge, but also promote students' more comprehensive and profound understanding of what they have learned in the process of comparing Internet knowledge with textbook knowledge [1].

2.2 It can effectively integrate the existing education resources

In today's era, students' learning pressure is increasing day by day, and they need more and more teaching materials. The limited volume on the desk obviously can not put so many materials, which makes the teaching content subject to greater constraints, unable to jump out of the shackles of the teaching material system, so that students can see a broader world. In the online and offline hybrid learning mode, all the teaching materials can be integrated into the mobile data terminal, which not only makes it easier for students to carry the learning materials, but also in the process of searching for relevant content, they can get the desired content with the help of the search engine.

2.3 Make full use of students' spare time

In the traditional teaching mode, although students can learn after class, but after all, without the guidance of teachers, learning efficiency and learning quality can not be guaranteed. In the online and offline hybrid learning mode, students' spare time can be more fully used. Teachers can make multimedia courseware of teaching content and upload it to the cyberspace, so that students can download and watch it by themselves, and give scientific guidance to students' after class learning, so as to make students' learning process more efficient and higher quality.

3. EFFECTIVE MEASURES FOR THE APPLICATION OF ONLINE AND OFFLINE BLENDED LEARNING MODE

3.1 Building "interactive" classroom

In the traditional teaching mode, the teacher is the main part of teaching activities, and has a strong control over the classroom rhythm. Even in the process of classroom questioning, it is also a review of the teaching progress, which does not give students enough space for expression, resulting in students' lack of classroom participation. However, in the online and offline blended learning mode, students can directly clarify their views on the teaching content on the mobile terminal, and then make detailed exploration with teachers, which can effectively promote students' digestion and absorption of the knowledge they have learned, and can truly transform the knowledge they have learned into their own ability. In addition, after strengthening the information construction of teaching activities, we can use the characteristics of video expression of multimedia devices to build a more infectious teaching situation and give students "immersion" learning experience. The traditional teaching mode is limited by the limitations of text expression and

voice expression, and the constructed appeal is seriously insufficient. Multimedia devices can effectively make up for this disadvantage[2].

3.2 Building "personalized" classroom

In the past years, limited by teaching resources and educational conditions, only unified education can be implemented. On the one hand, because of the single teaching materials, on the other hand, because of the limited time and energy of teachers, it is impossible to design learning programs for every student. However, in the online and offline hybrid learning mode, relying on the huge treasure house of Internet resources, it can effectively solve the dilemma of single educational resources; relying on multimedia courseware, students can learn basic knowledge by themselves, and mark the difficult problems, and teachers can explain the common difficult problems in a unified way, and explain individual students' puzzles separately, which is not only satisfactory It not only meets the different learning needs of different students, but also does not waste the valuable learning time of other students, and expresses enough respect for the existence of objective differences.

3.3 Developing learning cooperation group

With the development of the social system, the technical content of all walks of life is higher and higher, the personal knowledge reserve is smaller and smaller in front of the total amount of society, and the role it can play can also be small. In order to achieve success in career, it is necessary to cooperate with others. However, modern students pay more attention to personalized expression, and some students are only children, lack of cooperation experience, which is bound to cause greater resistance to the future development of students. In the online and offline blended learning mode, teachers can make students explore and analyze what they have learned in groups based on online resources, which can greatly exercise students' cooperation ability. Moreover, in this process, more attention should be paid to the "guiding" role of teachers. Teachers are required not to directly tell the teaching content and carry out "cramming" teaching, but to let teachers give a "clue" and let students explore and discuss in groups in combination with network resources, which can effectively improve students' thinking ability [3].

4. CONCLUSION

In general, as a new educational breakthrough, online and offline hybrid learning mode has the teaching advantages that traditional education mode does not possess, can effectively integrate Internet resources, expand students' knowledge vision, and maximize the use of students' learning time. But to treat anything, we should take a dialectical view of the problem, not only to see its strengths, but also to see the shortcomings. After all, the online and offline hybrid learning mode has not been established for a long time, and a sound education system has not been established. There are inevitably omissions in Teaching activities, which has caused a great deal of trouble for students' learning. For the shortcomings of online and offline hybrid learning mode, we should take a positive attitude to see, find out and supplement in time, and promote the development of online and offline hybrid learning mode to a more perfect direction.

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Analysis of The Role of Humanistic Education in Higher Vocational English Teaching

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Abstract: With the development and progress of society, great changes have taken place in the teaching mode and educational thought of Higher Vocational English in China. In the past, higher vocational English teaching has a certain utilitarian. The main purpose of English Teaching in higher vocational colleges is to provide English professionals to the society. It is also because English is only used as a tool in Vocational College English teaching, which makes the lack of humanistic quality in Vocational College English teaching. Humanistic education is the essence of English learning. From the perspective of the role of humanistic education in Higher Vocational English teaching, this paper aims to change the teaching methods and concepts of Higher Vocational English, so as to make higher vocational English teaching humanistic.
Key words: Humanistic education; Higher Vocational English teaching; Humanism

1. OVERVIEW OF HUMANISTIC EDUCATION

Humanistic education is a new teaching idea based on humanism. Humanism was born in the Renaissance of Italy. At the beginning, the purpose of humanism was to overthrow the rule of religion, break the shackles of feudal class, emancipate people's mind, pursue humanitarianism, attach importance to personal value, and advocate civilization and rationality. With the development of humanism, it has been extended to various fields. In today's modern education with humanism as the guiding ideology, teachers should respect students' ideas. In the subject teaching, the main teaching purpose of humanistic education is to enhance students' humanity, shape students' conduct and realize students' social value [1-4].

2. THE NECESSITY OF HUMANISTIC EDUCATION IN HIGHER VOCATIONAL ENGLISH TEACHING

At present, vocational education in China is in the stage of rapid development. Vocational education can train and transport all kinds of professional talents for the country and society. Therefore, the students cultivated by vocational education often have the characteristics of application, practicality and market demand. Under the influence of the traditional vocational education concept, English Teaching in higher vocational colleges also began to shift to pragmatism. Students also gradually began to use English as a language tool on their career path. From this point, we can see that the current higher vocational English teaching has a certain utilitarian. In addition, China's English teaching lacks the organic infiltration of Chinese and Western culture, resulting in the lack of humanistic quality of Higher Vocational English. The lack of humanistic quality of Higher Vocational English is

mainly reflected in the following aspects. First of all, English Teaching in Higher Vocational Colleges tends to test. Similar to the vocational skill appraisal examination, higher vocational English always takes scores and scores as the indicators to judge students' English ability. For teachers and students, they only care about whether Vocational English teaching is useful for students' employment. In the process of Higher Vocational English teaching, teachers are lack of attention to the cultivation of students' learning interest and emotional expression. Higher vocational English teachers begin to turn English into a tool, which makes students have certain English language ability, but lack of emotional expression. Secondly, there are some differences between Chinese and Western cultures, as well as between our thoughts and values. The lack of humanistic quality in Higher Vocational English teaching leads to students' lack of correct understanding of English learning, and students' extreme rejection and esteem of English knowledge, which is the embodiment of the lack of humanistic quality in English education. Based on this situation, higher vocational English teachers should reflect the humanistic quality of English, so as to meet the requirements of Higher Vocational English syllabus.

3. ANALYSIS OF THE ROLE OF HUMANISTIC EDUCATION IN HIGHER VOCATIONAL ENGLISH TEACHING

3.1 Humanistic education helps to improve understanding ability and promote English language learning

Language is the carrier of cultural transmission and expression. From the relationship between them, language and culture are inseparable. The relationship between the two is like lips and teeth, skin and hair. We all know the truth that the lips are dead and the teeth are cold and the skin is not hairy. People can't ignore language when they only pursue culture, and they can't forget culture when they talk. Culture needs language as a way of expression and communication, and the process of language learning and practice is also a process of cultural immersion. The two processes interact with each other. Before English as a subject, people should regard it as a kind of language. Language learning often has certain rules and regulations. When learning English, students should not ignore the culture behind English. The culture, history, religious belief and customs of a country and a nation are all reflected in the language of the nation. People's understanding and learning of culture also need to be based on language. When students learn English, they can combine the culture behind English. The teacher's responsibility is to infiltrate the cultural connotation of some English speaking countries when comparing college students' English knowledge, so as to facilitate students'

understanding, comprehension and absorption of English knowledge.

3.2 Humanistic education helps to improve students' interest in learning and teaching level

At present, higher vocational English teaching is difficult. The main reason for this phenomenon is that higher vocational English teaching is utilitarian and purposeful. The purpose of language learning is to realize the communication between the two sides, but English is used as a tool in Higher Vocational English teaching. From this point of view, higher vocational English teaching has lost the color of humanism. The main difficulty of English Teaching in higher vocational colleges lies in that students are in the learning atmosphere of aversion to English. Students only study English in order to cope with the examination, which leads to students' loss of interest in English learning. Under the influence of the idea of exam oriented education, the enthusiasm of students in learning English is exhausted. Therefore, it is necessary to correct the mistakes of Higher Vocational English teaching ideas, take humanistic quality education as a new English teaching idea, and let students understand western cultural knowledge on the basis of not violating teaching ideas and rules, so as to cultivate students' interest and favor in English learning. Higher vocational colleges should also create a good English learning atmosphere for students. By paying attention to the output of Western cultural spirit, they can give full play to students' learning initiative and let students actively participate in the learning of English knowledge. Only in this way can the teaching purpose of Higher Vocational English be realized.

3.3 Humanistic education is helpful to cultivate students' personality and promote the overall development of talents

Humanistic education is to think from the perspective of human nature, which has a shaping effect on the quality, character and spirit of students. The higher vocational English teachers should be good at digging the humanistic knowledge in the textbooks and taking the improvement of students' humanistic quality as their own teaching purpose. English teachers inspire students' love for English subject by teaching by words and deeds. As an example of students' learning, teachers often imitate teachers' words and deeds in English learning. Therefore, teachers should set up the correct English learning model for students, help students to shape their personality and establish correct outlook on life and values. In order to show the fun of English subject learning, English teachers should guide students to read western literature. On the one hand, this teaching mode can let students accept the influence of humanistic literacy, on the other hand, it can also open up the students' vision and understanding, which is of great significance to the cultivation of comprehensive development talents.

4. CONCLUSION

Generally speaking, the higher vocational English teaching lacks the humanities literacy, which is of great significance to the English teaching. The simple language teaching and skill training are not enough to cultivate qualified social talents. Only by paying attention to the penetration of human literacy in English teaching, English teaching has humanism color, so as to achieve the teaching goal of Higher Vocational English.

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Reflection on College English Classroom Teaching Under Blended Teaching Mode

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Abstract: In the process of the continuous development of modern science and technology, the overall education model has been more and more perfect, which puts forward higher requirements for teaching work. The traditional education thought is influenced by the old knowledge teaching mode and some new media education mode, which makes it face more problems and difficulties in the specific application process, and it is difficult to meet the actual needs of contemporary students in learning. Therefore, we need to pay attention to the teaching strategies and teaching mode in College English classroom, and explore the effective teaching mode combined with the actual needs of students, so as to promote the reform of teaching work and make it better face the requirements of the times. This paper analyzes the effectiveness of College English classroom teaching under the blended teaching mode, hoping to promote the orderly development of College English teaching.
Key words: College English; Classroom teaching; Blended teaching mode

1. INTRODUCTION

In the traditional teaching mode of College English, the position of teachers has been dominant for a long time. In the process of learning English courses, due to the weakness of students' own foundation, there may be difficult problems in the actual learning process, which leads to the passive status of students. This inefficient classroom teaching mode has ignored the students' subjectivity, and can not improve and train students' thinking mode and innovative skills, which will affect the actual learning effect of students. The traditional college English classroom teaching faces certain change requirements in the complex modern society, and needs to adopt the updated teaching mode. The mixed teaching mode came into being, and gradually occupied the mainstream position in the modern teaching process [1-5].

2. OBJECTIVE COGNITION OF MIXED TEACHING MODE

In the cognitive aspect of mixed teaching mode, it mainly includes many teaching theories, teaching environment, teaching methods, teaching resources, teaching style, etc. in practice, it needs to be analyzed in combination with the actual situation. In the research of this paper, the cognition of hybrid teaching mode is mainly reflected in the integration of the advantages existing in the traditional college English classroom teaching and the modern network teaching process, which enables the roles and positions of students and teachers to be transformed and transformed correspondingly, highlighting the subjectivity of students, and reflecting the guiding nature of teachers themselves Value. Besides, for the cognitive link of hybrid teaching mode, some people think it is to fully reflect the inspiration, guidance and monitoring effect of teachers themselves, and stimulate students' learning motivation, enable students to actively study and reflect the creative characteristics. Generally speaking, the application of Hybrid Teaching Mode in College English classroom teaching needs to fully integrate the modern multimedia teaching technology and the traditional classroom teaching mode.

3. THE CONSTRUCTION OF COLLEGE ENGLISH CLASSROOM TEACHING SYSTEM UNDER THE MIXED TEACHING MODE

3.1 The system of traditional college English classroom teaching needs to be optimized

The College English classroom education based on the mixed teaching mode needs to fully reflect the media application technology which appears to be replaced. At the same time, it is necessary to explore some important values and contents in the traditional college English classroom teaching, which is the important basis for the College English classroom teaching. Therefore, it is required that relevant personnel can make reasonable use of the time of face-to-face teaching in the classroom, and focus on the analysis of knowledge and the induction and summary of the related knowledge in the classroom, and at the same time, it is necessary to explain and describe the specific problems reflected in the learning process, so that students can improve the College English classroom learning the whole learning effect in the process of learning.

3.2 It is necessary to reflect the guiding effect of College English teachers themselves

The implementation and application of Hybrid Teaching Mode in College English curriculum should fully reflect the guiding value of teachers themselves. Teachers will lead students to study college English knowledge and pre-class preview, and solve the problems existing in the learning process, and help students to consolidate knowledge and deep chemistry more effectively The understanding of life. Meanwhile, College English teachers should also guide students to carry out corresponding group cooperative learning in English learning, so as to make the overall teaching effect better. Through the form of teaching by words and deeds, the College English learning concept can be effectively integrated, reflecting a more unique teaching effect, and helping students feel the application value of English in the actual society [2].

3.3 Need to improve students' interest in English learning

The development of any work needs interest to complete. Interest is the basic motivation and source of students' active learning. Therefore, in the process of College

English teaching, in addition to the traditional classroom teaching mode, College English teachers should pay more attention to the guidance of online teaching for students, cultivate students' interest in learning English, improve the ideological level of students' active participation in English activities, help students effectively use English in their daily life, and understand the contents learned in the classroom It can produce more in-depth understanding, ensure the actual effect of College English, and fully reflect the practical value of blended teaching mode [3].

4. THE APPLICATION ADVANTAGES OF BLENDED TEACHING MODE IN COLLEGE ENGLISH CLASSROOM TEACHING

Firstly, the application of blended teaching mode in College English classroom teaching can optimize the allocation of classroom teaching resources. In the traditional college English teaching, the specific teaching environment is mainly small class classroom or digital multimedia voice classroom. Many professional English textbooks purchased by the school itself are some core resource systems that students have when learning English courses. Based on the blended learning mode, it can help students to make a more reasonable allocation of the overall English learning resources, make the specific teaching materials cover more rich content, so that students can have a more comprehensive understanding of English content, and make students more flexible in the process of using English knowledge. In fact, in the process of College English teaching, in addition to some specific texts used by teachers to teach students, college students can also make full use of network resources to achieve autonomous learning and obtain more abundant English resource data in the network system [4].

Secondly, the overall teaching environment of College English classroom is further optimized under the mixed teaching mode. This teaching mode has established a more flexible and convenient teaching platform for students. The application of online assisted learning platform can realize the cross combination of various disciplines, and form a more perfect English teaching system, which helps students break through the traditional single teaching mode constraints, so that students can use English to communicate. Through the mutual evaluation of teaching effect, we find the problems existing in the learning English link and realize effective solutions.

5. CONCLUSION

The application of the hybrid teaching mode in the digital information age can enrich the teaching mode of College English classroom, improve the interaction between teachers and students, expand the students' English knowledge field, reflect the subjectivity of students' questioning, and effectively improve the effect of College English classroom teaching.

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Analysis of Logistics Management Innovation Strategy in E-Commerce Environment

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Abstract: With the continuous development of social economy, China also pays more attention to logistics management. Logistics industry is currently a popular industry in China, with broad prospects for development, people's quality of life is constantly improving, and life philosophy is also changing. There are still many shortcomings in the traditional logistics management mode, and there is no way to meet the needs of the masses, so we must innovate its management mode. There is a certain relationship between e-commerce and logistics management. If we want to improve physical management, we must provide corresponding conditions. Logistics enterprises should seize the opportunity to carry out effective reform. In the following, the innovation of logistics management in the e-commerce environment will be analyzed in depth to ensure the sustainable development of the logistics industry.
Keywords: E-commerce environment; Logistics management; Innovation strategy; Analysis

1. INTRODUCTION

In the process of the development of China's e-commerce, it promotes the development of China's economy, and e-commerce plays an important role in China. Logistics management is an important condition for the development of e-commerce. There is a certain relationship between them. In the e-commerce environment, the innovation of logistics management is the inevitable trend of the development of the times. In order to help logistics enterprises gain advantages in the market competition and obtain more economic benefits, the existing problems must be solved. The traditional management mode is too backward, which limits the development of enterprises and has a certain impact on the overall logistics industry. In this regard, the relevant staff must innovate, adopt a reasonable way to deal with, ensure the smooth development of the follow-up work, and provide good logistics services for the masses [1-2].

2. PROBLEMS IN TRADITIONAL LOGISTICS MANAGEMENT

Under the background of information age, people will purchase online through various channels, and information technology also provides corresponding services. The development of e-commerce is inseparable from the logistics industry, and the two promote each other. Many logistics enterprises have gradually begun to pay attention to logistics management, planning the corresponding development strategy, but the effect is still not ideal. In view of this situation, enterprises must strengthen the construction and improve the popularization of logistics management information as soon as possible. There are great differences in the development of China's logistics enterprises. Large logistics enterprises have certain social influence and bring certain economic benefits to the society. Small and medium-sized enterprises have many problems, the management level is relatively low. In addition, the lack of relevant personnel in logistics management is the biggest problem, which affects the development of China's logistics industry, fails to provide effective guidance for logistics transportation and management, causes problems in enterprises but cannot be solved, and reduces people's trust in logistics enterprises [3].

3. ANALYSIS OF INNOVATION STRATEGY OF LOGISTICS MANAGEMENT IN E-COMMERCE ENVIRONMENT

3.1 The function of government needs to be reflected

Although logistics industry has been further developed in China, there are still many problems in the development of logistics industry. The role of e-commerce environment on logistics management has not been played out, and there are still some deficiencies in the internal management of logistics enterprises. In the face of this problem, the government must deal with the problem with enterprises. Logistics management needs the support of local government, and the government should give full recognition to provide more help for logistics industry. In addition, we should build up relevant laws and regulations, improve them to provide basis for logistics management, investigate the problems existing in logistics industry in China, analyze them deeply, implement legal system to meet the development needs of logistics industry, provide guarantee for its sustainable development and realize the strategic objectives of the enterprise. It is necessary to pay attention to the information arrangement and utilization, set up management standards and improve information management mechanism, lay a foundation for the informatization of logistics management, ensure the rationality of its resources, accelerate the modernization of logistics industry, and grasp the development direction of the country can improve the training efficiency of logistics management and implement the innovation of logistics management [4].

3.2 Increase the infrastructure construction of logistics management

Equipment and technical means are an important part of the development of logistics industry. Traditional logistics management usually uses mechanical equipment and hardware facilities to complete logistics transportation. In the process of social development, these equipment is too old, its role is small, leading to a significant reduction in production efficiency, mechanical equipment also often have problems, damaged need technical personnel to carry out maintenance, increased a lot of unnecessary economic

costs. In the e-commerce environment, enterprises should introduce some new technical means, cultivate the staff's innovative consciousness, fundamentally provide the management level of logistics, strengthen the transportation, and broaden the relevant business services. It can effectively reduce the investment of manpower and capital, and improve the economic strength of enterprises. Advanced equipment and innovation consciousness are the key to the progress of logistics management, which can ensure the level of enterprise logistics management, become an intelligent development mode, and achieve the expected development goals [5].

3.3 Innovation and improvement of logistics management system

With the improvement of people's quality of life, there are higher requirements for logistics services. In order to meet the needs of the masses, many logistics enterprises in China have been improving their logistics services. In the actual logistics management work, we are also establishing relevant service system, strengthening innovation and optimizing logistics service system. In order to create a better logistics service system, it is necessary to deeply understand the needs of people in different regions, provide convenient logistics services and increase the scope of services, which can effectively enhance the industry influence of logistics services. In addition, it can also form a complete industrial chain with the help of some governments and enterprises. The masses can obtain their own logistics information at any time, prevent disputes due to transportation problems, ensure their safe transportation, reduce transportation costs, improve management efficiency and obtain greater economic benefits.

3.4 Improve the professional level of logistics management team

Logistics enterprises need relevant professional talents, traditional logistics management, the professional quality of staff is relatively low, affecting the image of the enterprise. In the environment of e-commerce, enterprises must pay attention to the professional level of logistics management team, improve their professionalism, clarify the work responsibilities of relevant personnel, promote the innovation of logistics management mode, and implement this work in the actual work, so as to achieve results. In order to meet the needs of enterprises for talents, we can improve the employment standards in recruitment, conduct a comprehensive assessment in recruitment, improve the overall level of talent management, and

ensure that the candidates have a higher comprehensive quality, so as to play the greatest role in the process of management. Enterprises should keep pace with the times, carry out regular training for the existing management personnel, strengthen the professional skills of professionals, and ensure the effect of logistics management. Leading some excellent employees to advanced units to learn management methods and experience, we can invite industry experts to teach, improve the overall level of enterprise logistics management personnel, and lay a solid foundation for the sustainable development of the enterprise.

4. CONCLUSION

According to the above, we can know that China's economic level is constantly improving, the e-commerce industry has also been further developed, and the logistics industry has also made progress. The logistics industry and the e-commerce industry complement each other. However, there are many defects in traditional logistics management, management concepts and means, which limit the development of China's logistics industry. Relevant managers must pay attention to the innovation of management methods and adopt advanced means to deal with it. The innovation of logistics management can ensure the stable and sustainable development of enterprises. Enterprises also need to optimize the management system and improve the management level of managers in order to achieve the expected management effect.

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The Construction of Rural Complex and The Promotion of Rural Revitalization and Development

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Abstract: At present, China attaches great importance to the sustainable development strategy in the process of the construction of national system, which requires that the harmonious coexistence of human and nature can be realized while realizing economic development, reflecting the effect of rural revitalization, which also makes clear the development direction of rural areas, and on this basis, a rural complex is produced, which is a new kind of new development with the development of modern agriculture The agricultural model of type. The garden complex plays an important role in the process of agricultural production and development in China, and it is also an important part of modern economic system. Based on the actual construction of the rural complex, this paper analyzes the corresponding situation, and understands the important role of the construction of the rural complex for the Rural Revitalization and development, hoping to further promote the development of rural areas.
Key words: Garden complex; Rural development; Rural Revitalization

1. INTRODUCTION

As an important part of the new rural construction and development process, the rural complex has been paid attention and attention by the national policy. It is a rural development platform based on the rural landscape, which is participated by farmers. In order to achieve the goal of comprehensive development and strengthening the village and rich people, the rural complex has been paid attention to and attached importance to. Through the construction of the rural complex, it can enrich the material resources of the countryside, complete the economic construction system, bring more good development mode for the countryside, and make the rural economy realize further development. Therefore, we need to pay attention to and study it, and help the Rural Revitalization and development based on the related concept of rural complex construction.

2. ACTUAL CONSTRUCTION OF THE CURRENT RURAL COMPLEX

Since the concept of the construction of rural complex in China has been put forward, it has achieved the effective construction of many regions. Overall, the distribution of the rural complex is relatively scattered, and it is distributed in many provinces and cities. In the development of the rural complex, its own characteristic industries and functions make it have a unique development mode, can have the perfect function of agricultural sightseeing and tourism, effectively apply the rich land resources and beautiful natural environment in China, make it closely integrate with the modern agricultural production mode, and promote the further economic construction To develop and promote the improvement of rural production and management mode. Generally speaking, the development of rural rural rural economy needs to attract the flow of visitors based on leisure and entertainment, farming culture and some rural sideline food, and show some vitality and value of itself. However, there are still some production, cultivation and cultivation modes of primary agriculture in this process. In the process of construction and development of such complex, large-scale agricultural land is often needed to carry out. The construction of these land is usually led and invested by the government, which covers rich main contents.

Through the promotion and implementation of rural complex project, it can promote the construction of rural environment and economy, and promote the revitalization and development of rural areas to a certain extent, including the rural pension model, rural industrial park model, agricultural sightseeing park model and agricultural experience model. Among them, the existence of rural endowment model is mainly through some natural landscapes and agricultural industries in rural areas, integrating some cultural industries to achieve the new endowment effect of ecological leisure and farming experience; the industrial park model is based on the characteristic industrial model of rural areas, creating a brand industrial park with characteristics, which can better attract consumers and promote production The mode of rural sightseeing park is based on the ecological environment to make a variety of entertainment facilities to meet the needs of tourists' catering services, and to attract rural and urban residents to visit and entertainment in the agricultural sightseeing park. Agricultural experience mode is based on agricultural ecological resources to create a number of characteristics of creative content of an integrated pastoral system.

3. THE MAIN DIRECTION OF RURAL REVITALIZATION AND DEVELOPMENT THROUGH THE CONSTRUCTION OF RURAL COMPLEX

3.1 Promote industrial integration of rural complex

In the process of modern rural complex construction, we need to transform from the traditional single industrial mode, so that different industries can directly achieve

effective integration. Specifically, in the process of the construction of the rural complex, agriculture, forestry, animal husbandry, fishery, processing, catering, tourism and other industries can be integrated, reflecting the main effect of taking agriculture as the foundation. In this process, the production system based on agriculture can give full play to the maximum value, and realize mutual integration and common development with multiple industries, so as to give play to the main vitality of the industrial system Ping, to help promote the economic growth of farmers, to achieve the objective requirements of Rural Revitalization [2].

3.2 Building a modern agricultural production system

In the construction process of rural complex, we need to upgrade some equipment and technology involved in the whole agricultural production link in time, promote the improvement and application of modern agricultural production system, promote higher standards of farmland construction, optimize the agricultural product supply mode in the process of agricultural development, so as to match the development requirements of rural areas, and prevent the development of agriculture The application of some old and backward models in the production system has led to the corresponding constraints on the development of agriculture [3].

3.3 Improve the supporting service system related to agriculture

In the construction process of rural garden complex, in addition to paying attention to and improving the agricultural production system, it is also necessary to build a corresponding production and service supporting system, so as to further optimize and improve the natural environment and realize the development requirements of circular agriculture. Make full use of some waste generated by agricultural production to further optimize the resource allocation of rural landscape, so as to realize the sustainable development of rural areas. In the rural supporting service system, we need to introduce some advanced agricultural management methods, actively improve the agricultural production service system, effectively improve the overall quality of agricultural leisure, and create an integrated service platform integrating agricultural capital market and human resources. Through the improvement of various public service facilities and systems to promote the further

integration and development of related industries and realize the progress of rural comprehensive economy [4].

3.4 Integrating into richer leisure experience projects

In the actual construction process of rural pastoral complex, it is required that the relevant areas can fully combine the local natural resources and geographical environment to create some leisure projects with regional characteristics. In the process of agricultural leisure experience, it should be clear that the goal of its setting is to improve the sense of participation of the masses in the pastoral comprehensive system, so that the relevant personnel can participate in the whole process Therefore, it is necessary to fully reflect the functions and modes of tourism, tourism, pension and other integration in the construction of relevant systems to meet the more diversified market demand.

4. CONCLUSION

Generally speaking, in the actual construction of rural rural rural rural complex, the overall situation should produce corresponding judgment and understanding, and take effective measures to help the effective construction of the rural complex, so as to further realize the Rural Revitalization and promote the development of rural areas.

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Research on O2O Mixed Teaching Mode of Mechanical and Electrical Professional Courses

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Abstract: By observing and studying the teaching mode of higher vocational education, it is found that the teaching mode of mechanical and electrical specialty keeps changing with the development of the times. O2o hybrid teaching mode of mobile Internet highlights its advantages, realizes the complementary advantages of online teaching and offline teaching, and improves the teaching effect. In this paper, through the analysis of teaching mode, the o2o mixed teaching mode is used in the teaching design of mechanical drawing course. The good teaching effect also shows the rationality of o2o mixed teaching mode.
Key words: Online teaching; Offline teaching; O2o mixed teaching; Teaching methods

1. INTRODUCTION

With the deepening of higher education reform, the release of new engineering construction plan and the popularization of mobile Internet, China's higher education is also actively exploring new education mode, especially in the current epidemic situation, the new teaching mode is no longer simple traditional classroom education, nor simple online teaching, but in the "Internet" +In this context, we should organically combine the advantages of traditional offline teaching methods and digital teaching methods, realize classroom teaching through online and offline o2o mixed education mode, achieve complementary advantages, increase the flexibility and autonomy of online education activities and learning activities, and use all existing resources to achieve "1 + 1 > 2", so as to continuously improve the comprehensive teaching effect [1-4].

Based on the teaching requirements of mechanical drawing course, combined with the hybrid teaching design of mechanical drawing, this paper deeply discusses the improvement ideas of hybrid teaching mode, so as to solve the quality assurance problem of online teaching and improve the hybrid teaching effect.

2. ANALYSIS OF TEACHING MODE

2.1 Online teaching

Online teaching refers to digitizing the offline teaching content and teaching process, and taking the network as the carrier for the course

The process of online teaching and learning of content. Compared with offline classroom education, teachers can use cloud platform to master students' learning situation, formulate personalized teaching plans, meet the personalized needs of students, and use abundant learning resources on the network; in addition, students can learn knowledge repeatedly, Consolidating knowledge points can also be guided by network resources and thinking independently; however, it is also insufficient to analyze temporary teaching during the epidemic. It is not only necessary to improve the network and hardware equipment, but also to have strong learning autonomy, which can not directly guarantee the quality of learning.

2.2 Offline Teaching

Offline classroom teaching is not limited by network and hardware equipment, nor is the content of the course restricted, and the learning situation can be mastered in time, which can easily guarantee the teaching effect; however, for the traditional classroom teaching, there are also big problems. The classroom takes the teacher as the main body, the interaction effect is not good, the students' learning enthusiasm is poor, the assessment mode is single, and it can not be comprehensively and effectively examined and studied The ability to live

2.3 O2o mixed teaching

O2o hybrid teaching is a teaching mode which combines online classroom teaching (online) and physical classroom teaching (offline), and it is a new concept which is born in the new era. Online teaching is dominated by students, teachers design teaching content according to theoretical knowledge, students actively choose learning content and methods according to their own conditions; improve learning enthusiasm; offline teaching takes teachers as the leading part, students as the main body, and makes up for the deficiency of online teaching by interactive answers and discussions based on students' online learning effect. The new teaching concept advocates the hybrid teaching method, which can promote the teachers to control the students' learning progress and learning situation online and offline simultaneously, transfer the knowledge from offline to online and extracurricular, guide students to learn independently, and then improve the teaching quality. This paper takes the mechanical drawing course as an example to explore the application of o2o Hybrid Teaching in the mechanical and electrical specialty.

3. TEACHING DESIGN IDEAS

According to the outline requirements of mechanical drawing course, teachers will select the whole knowledge points, analyze and reorganize them, excavate the content and resources suitable for online learning, and arrange students to complete corresponding online homework. In the classroom, classroom teaching can be realized through discussion and exchange between teachers and students. The test of students' online knowledge mastery is completed, and no one will do so the content suitable for self-study is to continue to be completed by offline traditional classroom teaching.

4. TEACHING METHOD DESIGN

4.1 Online teaching

Online teaching process includes three processes: before class, in class and after class.

4.1.1 Before class

Teachers upload micro–Lesson Videos, interactive courseware, self-test questions and other learning materials to the learning platform, and release the self-learning task list. Students complete the preview of mechanical drawing videos, courseware and other materials according to the self-learning guidance list, so as to understand the basic knowledge of mechanical drawing. Teachers make full use of the advantages of online platform to understand and supervise the completion of students' preview, and remind those who haven't finished in time.

4.1.2 In class

According to the learning situation before class, the teacher carries out accurate teaching, and focuses on the difficult problems such as the knowledge of projection transformation and intersection line, so that the students gradually have the ability of three-dimensional reverse thinking of space, and master the ability of two-dimensional graphics of parts to express three-dimensional shape. When you encounter problems in the learning process, you can interact between teachers and students through the question answering discussion area at any time to complete the question answering. Finally, assign learning tasks, step by step, guide students to analyze and discuss, and explore the best solution to the problem.

4.1.3 After class

According to the feedback of online teaching, discuss the online teaching content, formulate the learning content of offline teaching, and give assessment according to the learning situation of students.

4.2 Offline Teaching

Offline teaching is student-centered, teacher led, group teaching, project-oriented, task driven, combined with online theoretical learning, focusing on practice. In the process of teaching implementation, the first step is for teachers to issue teaching tasks, and the team leader is responsible for organizing the members of the team to divide the work seriously, analyze and discuss, and formulate solutions to problems; the second step is to implement the tasks according to the formulated solutions, and draw the parts and corresponding assembly drawings on the computer; the third step is to state their own implementation plans and compare each other's advantages and disadvantages The fourth step is to evaluate each group, the teacher summarizes and comments, and explains the key points and difficulties in the implementation of the task. The fifth step is to discuss the assignment of some challenging tasks to arouse everyone's interest, so as to expand and improve them. The whole offline teaching makes full use of the face-to-face opportunities of teachers and students to interact with each other. Teachers guide students to complete learning and assessment independently.

4.3 Course assessment

According to the mixed teaching mode, it is required to reflect the multi-faceted assessment of the whole process of the course. The assessment method of the course is that the final score = online content learning (20%) + online homework (10%) + offline discussion online content (20%) + offline homework (10%) + project homework (40%).

5. THE CONSTRUCTION OF CURRICULUM RESOURCES

Course resources can be presented in the form of text, video, animation, pictures, etc. The text can be imported into the platform after offline design. According to the learning characteristics of students, the basic knowledge of mechanical drawing can be directly presented in the form of text. The basic body view can be expressed in the form of pictures. It is suggested to use different color lines to express different linetypes. This chapter uses video animation to explain the combination process of the combination, step by step guide students to draw, and make the drawing process into a video, so that students can observe more intuitively, and the video time should be controlled within 10 minutes as far as possible.

6. CONCLUSION

The practice of two semesters shows that o2o teaching mode can fully stimulate students' learning initiative, with high learning enthusiasm and students' overall satisfaction, which highlights the advantages of this teaching mode and greatly improves the teaching effect. O2o hybrid teaching mode is neither a single online teaching nor a traditional classroom teaching mode, but a teaching mode that combines the knowledge given by teachers with modern educational technology, and deeply integrates online teaching and offline classroom practice. Through the feedback of students' online learning, teachers can teach and explain the key and difficult points online and offline. Therefore, the combination of online teaching and offline teaching, make full use of their advantages, make up for each other's shortcomings, so as to improve the teaching effect. Therefore, the o2o hybrid teaching mode of mobile Internet is bound to be widely used.

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On the Influence and Strategy of The Reform of Physical Education in Colleges and Universities

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Abstract: In the light of the actual situation of the development of physical education in Colleges and universities in China, most colleges and universities pay too much attention to the examination and competitive skills, and then ignore the teaching of economy and culture, which leads to the real reform of the physical education in the process of development, whether it is the teaching idea or teaching mode. Based on this, this paper, combined with the actual situation, makes a deep study on the part of the current physical education in Colleges and universities and the impact of the relevant reform, hoping to help the development of relevant work.
Key words: Physical Education in Colleges and universities; Reform; Influence; Strategy

1. INTRODUCTION

As the name suggests, reform is based on the development needs of the times, and integrates the new content of the new era into the content lagging behind the current era. Combined with the actual situation, the reform of physical education in Colleges and universities is to better help students achieve their own development and better meet the actual needs of social development.

2. THE INFLUENCE OF COLLEGE PHYSICAL EDUCATION REFORM

2.1 Challenge the traditional physical education thought

Any reform work, the first to be affected is the ideology, the reform of physical education in Colleges and universities is also the case. In the current society, with the continuous progress of the times, many new elements such as science and technology, the Internet and so on are gradually integrated into the content of college physical education reform, which makes college physical education workers have to fundamentally change their education ideas and accept these new elements, so that the development of teaching activities can better meet the actual needs of social development [1]. Combined with the actual situation, physical education workers generally believe that physical education is based on the unity of teaching activities for students, but the teaching activities carried out under this kind of ideology easily lead to the loss of students' characteristics. Therefore, after the reform work, the focus of college physical education workers should be changed from completing the teaching objectives to paying attention to the cultivation of talents and the actual needs of the society for talents.

2.2 Innovate the content of physical education in Colleges and universities

After the reform of College Physical Education Based on these new elements, in addition to providing a new and effective way for teachers and students, there are also great changes in the scope of teaching and efficiency. After the reform, students can learn more about sports knowledge through more channels, and then produce more learning needs. In this context, college physical education teachers in order to better meet the needs of students' learning and development needs, also have a number of teaching materials outside the sports content reasonable into physical education, and in order to effectively meet the needs of students' learning, in the form of homework to guide students to explore more sports knowledge. In this way, college physical education can form a more scientific system, and then optimize the content of College Physical Education at the same time, effectively meet the needs of students' learning and development.

2.3 Expand the methods of physical education in Colleges and Universities

In general, the physical education courses in Colleges and universities are basically carried out in the form of elective courses. The teaching practice of physical education in this way is not only very limited, but also the interval between each class is relatively long, which makes students lack corresponding continuity in learning physical education knowledge. However, after the reform of physical education in Colleges and universities, the methods of physical education have become more diversified, especially after the new media technology is integrated into the physical education of colleges and universities, the problems such as imperfect curriculum settings have been effectively improved, which also provides convenience for the preparation and teaching of Physical Education teachers in Colleges and universities.

3. SUGGESTIONS ON THE REFORM OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Make full use of the advantages of Physical Education

Combined with the actual situation of college physical education curriculum, compared with other courses, physical education curriculum is more characteristic. First of all, different from other courses, the location of sports teaching activities is not fixed, and it is basically outdoor. This kind of teaching environment is not easy for students to form learning pressure, which can effectively improve students' classroom participation. Secondly, college sports teaching activities are carried out by combining theory and action, which will make the teaching content more convenient Thirdly, when the reform of college physical education is carried out, the way of communication between physical education teachers and students has become more diversified. In addition, after the reform of physical education in Colleges and universities, we should make full use of the advantages of the curriculum, combine with modern teaching methods, effectively mobilize students' interest in learning, and guide students

to establish a good concept of lifelong sports.

3.2 Improve the teaching ability of physical education teachers

In the current society, college physical education teachers are not only the imparters of knowledge, but also the main part of physical education reform. In this context, teachers should constantly improve their professional quality in the face of the changes of the times. In the process of college physical education, physical education teachers should combine the trend of social development and the actual learning needs of students, constantly adjust their knowledge reserve structure, and then lay a solid foundation for the reform of physical education. In terms of the content of physical education in Colleges and universities, the same teaching content will often make physical education teachers slack off in the process of long-term work. Therefore, the reform of physical education in Colleges and universities must also attach importance to the development of physical education teachers themselves, and help physical education teachers improve their self-development through professional training From the perspective of college physical education teachers, college physical education teachers should implement the spirit of self-discipline, and constantly improve the quality of teaching work.

3.3 The real development of physical education into physical education

The main purpose of education is to make students feel the positive impact of education activities on themselves more intuitively. However, combined with the overall situation of China's education work, it is very common that Chinese culture class ignores physical education. The existence of this kind of phenomenon makes students have some misunderstanding about physical education, and then they often have a negative coping attitude in the process of participating in physical education activities [3]. Therefore, in view of this situation, when carrying out physical education activities, college physical education teachers should guide students to have a correct understanding of physical education and make them aware of the impact of physical education on their own development. In addition, teachers should have a correct definition of physical education and must not regard passing the examination as the goal of physical education.

4. CONCLUSION

To sum up, in today's changing society, college physical education and other fields should be combined with the development trend of the times to carry out the necessary reform, combined with the actual situation, the reform will inevitably have a more serious impact on the traditional teaching concept, but only the reform will bring new development and new breakthrough to college physical education. Therefore, under the current background of the times, physical education in Colleges and universities should be combined with their own actual situation and seek reform from the education concept, teaching content, teaching system and other aspects. In addition, as the main body of the reform, physical education teachers in Colleges and universities should recognize the development trend of the times, and constantly change their teaching ideas on this basis, so as to provide reference for the development of physical education in Colleges and universities The reform provides the power to ensure that students can better achieve the goal of all-round development.

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Research on the Application Design of Intelligent AR Clothing

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Abstract: This paper sorts out and summarizes the application research status of augmented reality technology (AR) in the field of clothing and apparel products, explores the development direction of intelligent terminal and AR software in the traditional clothing and apparel industry with the help of Internet and artificial intelligence technology (AI), and provides design thinking for the application of AR technology in the clothing industry.
Key words: Augmented reality technology; Garment accessories; Application

1. AN OVERVIEW OF AUGMENTED REALITY

1.1 Concept

AR (Augmented Reality, referred to as "AR"), refers to the use of computer hardware equipment such as real-time computing the current environmental information and the virtual Reality technology in the real world, information real-time nested the technology not only show the real world of information, but also can show a computer-generated virtual information at the same time, the superposition of two kinds of information supplement each other, for a picture, seamless integration in a space, and through the sensing devices that experience in virtual environment, the digital world is superimposed upon the real world of direct interaction experience. This technology has three major features, namely 3D registration, real-time interaction, and virtual-real combination [1-3].

1.2 Purpose and significance of AR technology

The goal of AR technology is to embed virtual worlds into the real world and allow people to interact with them through screens. The significance of AR technology lies in expanding the dimension of human-computer interaction, so that users are no longer stuck to the flat human-computer interaction mode, so that virtual information can be more intuitively presented to users visually.

2. CURRENT SITUATION OF INTERNET CLOTHING MARKET

Some mature brands have applied AR technology to make their clothing products three-dimensional and real online. The application in the consumer port has begun to be applied, but there are not many. These technologies have not been widely applied in the consumer terminal, so the AR online clothing business has a broad consumer demand and market space is very large.

The new generation born after 1990 and 2000 will be the main consumer group of Internet business in the future, and their enthusiasm for new technologies and new technologies will become business opportunities in the future business model.

The new generation, as a new terminal that is different from the traditional one, shows the characteristics of "experiential", interactive and interactive shopping. AR is more widely used in game programs, photography filters and other aspects, but less used in the clothing and apparel industry. But all sectors of society are optimistic about the application prospects of AR technology in the commercial field.

3. RESEARCH SIGNIFICANCE OF AR APPAREL WEAR APPLICATION

3.1. Innovation of Internet clothing business technology:

In order to respond to the national call of "mass entrepreneurship, mass innovation", the research and development of this application aims to build a bridge between AR technology and the clothing industry, which is a new field, and to communicate the bridge between clothing retailers and consumers. By AR technology, online shopping can partly solve vendors with consumer information asymmetry problem, consumers no longer see sheet is carefully beautify the pictures of the goods, but can be 360 ° comprehensive observation of the three-dimensional model, combined with the application can realize real-time try wearing function, and gives a vivid and convenient shopping experience.

3.2 Responding to the policy of national link protection and energy conservation:

The application of this research helps to reduce the problem of returns and exchanges caused by online commodity information dislocation or subjective factors of consumers, saving logistics and customer service costs, and saving labor resources for the society. The reduction of logistics frequency, that is, the reduction of express packaging, is conducive to environmental protection, and at the same time, it responds to the general secretary call that "clear waters and green mountains are golden hills and silver mountains".

4. THE DESIGN IDEA OF AR APPAREL APPLICATION TRIAL

4.1 Application design objectives

Develop an application based on AR technology that allows users to try out clothing products on smart devices.

4.2 Main contents of application design:

4.2.1. 3D model generation of apparel: Online clothing sale by equipped with Tof literal translation (full name of Time - of - Flight, Flight Time) the lens of smartphones, scanning costumes, with the aid of Tof or more advanced laser scanning camera distance perception function (distance function is the perception by intelligent devices Tof lens module casting millions of invisible infrared light and calculate the Time back to the points of

implementation) can join on originally plane image information of the scanned object depth information to 3 d model was generated on the device, and then uploaded to the server application, Server will rely on artificial intelligence will automatically upload model garment accessories category compare with the current Internet (upload 3 d model at the same time will automatically generate a print preview, as opposed to a related pictures online than can reduce the processor computation, promote efficiency) and classified automatically, efficient management;

4.2.2. Realize the real time wearing effect of virtual clothing products: Offline consumers to use the right can be applied to the garment accessories model, downloaded to a local user opens the front-facing camera (3 d optical camera module structure, principle and tof camera) or the rear camera (tof cameras), the software will automatically calculate the distance the equipment with the user information, and generate the user is currently part of the 3 d information, the application will automatically calculating the matching of clothing product model and user model, the apparel product 3 d model display in the right position, the user can see real-time upper-body effect, of course, the user can also manually adjust the 3 d model according to his be fond of.

4.2.3. Operation of the application: ① Suggestions on fashion collocation should be put forward based on popular trends, and popular science content related to clothing products should be provided to help users better understand the history and style of various clothing products; ② The application will add interesting virtual character dress up function, the software generated virtual cartoon character image, the application will install ready-made virtual decorations, users can freely edit the character's clothing accessories, makeup, etc., to represent their own image in the application community.

5.OVERVIEW OF PROJECT INNOVATION FEATURES

5.1 Develop new practical functions based on existing AR technology and hardware devices:

The combination of AR technology and apparel industry is based on the powerful hardware support of current mobile intelligent devices. We will push the AR experience to a higher level. The combination of AR and apparel products can realize a more vivid and convenient online shopping experience for consumers. At the same time, based on the support of equipment conditions, the application can provide measurement function. Through the working principle of the laser scanning camera, the body data such as height, shoulder width can be measured. Of course, it can also be used to measure the height of the

table, etc.

5.2 Expand new Internet business models in the future:

Through the accurate virtual 3D clothing model that can be restored in the application, both parties can adjust their requirements in time, thus saving the cost of production materials and labor. In the interaction between users, the 3D model generated by users' scanning will be uploaded to the server database. The database implements the principle of "one object, one code", that is, a clothing item only has an identification code composed of letters and numbers. Users only need to copy the identification code of a certain clothing item before opening the application.

6.CONCLUSION

Although the current development of augmented reality technology is faced with many technical problems, such as the performance bottleneck of intelligent terminal hardware, difficulty in AR software programming, etc. AR technology is not widely exist on the market, the public awareness is not high, the AR technology development is slow, real mature AR technology may need more patience and market support, but AR technology as a more advanced way of human-computer interaction, the major from the current developing trend of technology companies, AR technology has a broad market prospect. The traditional clothing industry is based on AR technology. Blessing also will be able to achieve industrial transformation and upgrading, and create more economic value, not only is the clothing accessories products enterprise, all kinds of traditional industry deal with AR technology hold enough confidence, in the era of the era of intelligent terminal per capita jointly cope with changes of the impact of, share intelligence, information from the era of the fruit.

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The Research on The Reform and Innovation of Ideological and Political Classroom Teaching in Higher Vocational Colleges

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Abstract: With the rapid development of our society and the continuous reform of education, the state attaches more and more importance to the ideological and political education of higher vocational colleges. Nowadays, most vocational colleges focus on the cultivation of students' professional skills, and then ignore the ideological and political education work of students, which leads to the students not to have comprehensive quality and ability, which seriously hinders the future development of students. Therefore, higher vocational colleges should strengthen the ideological and political education of students, analyze the current ideological and political classroom teaching mode, reflect on the problems existing in Ideological and political teaching, and design effective teaching plan combining with new teaching concepts, and innovate the ideological and political classroom teaching mode, so as to cultivate the comprehensive talents required by the state.

Keywords: Higher vocational colleges; Ideological and political classroom teaching; Reform; Innovation

1. INTRODUCTION

In the current development of education in China, it is urgent to reform the ideological and political classroom teaching in Higher Vocational Colleges and strengthen the comprehensive quality of professional talents. Most of the vocational colleges pay great attention to the cultivation of students' professional skills, but they do not conform to the concept of training comprehensive talents, which limits the development direction of students. Effective ideological and political classroom teaching mode can make students' thinking more active. Higher vocational colleges should study new and reasonable ideological and political classroom teaching mode from the perspective of students' comprehensive quality and professional ability, effectively combine the key contents of Ideological and political knowledge to enrich students' Ideological and political knowledge, so that students can understand the current social development situation and develop for the future of students Lay a solid foundation. [1-3]

2. SIGNIFICANCE OF INNOVATION IN IDEOLOGICAL AND POLITICAL CLASSROOM TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 Correct teaching concept

The ideological and Political Curriculum in higher vocational colleges is not paid attention to because of the deep influence of traditional teaching ideas, which inevitably leads to the defects in teaching concept and teaching mode, which leads to the deep misunderstanding of the ideological and political course from the outside world, and it is not possible to understand the ideological and Political Curriculum seriously. Therefore, teachers in higher vocational colleges should understand the different characteristics of students through daily observation, formulate targeted teaching plans, give full play to the core value of Ideological and political courses, and then make students have higher comprehensive quality and improve their ideological height.

2.2 Ingenious design of courses and correct understanding of teaching philosophy

In higher vocational colleges, most of the courses are taught in the way of continuous change of knowledge, but there is no obvious teaching effect when it is used in the ideological and political courses. The main reason is that the ideological and political courses do not rely on logical reasoning, but form relevant concepts through psychological activities, so as to obtain knowledge. A few teachers usually combine self-learning with the teaching of Ideological and political courses Life experience teaching can help students form a good idea, so that students can fully understand the ideological and political knowledge.

3. THE PROBLEMS OF IDEOLOGICAL AND POLITICAL CLASSROOM TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 Outdated classroom knowledge of Ideological and Political Education

In the ideological and political classroom teaching in higher vocational colleges, the teaching content carried out by teachers is too old, which does not fit with the development of today's society, and there are many highly repetitive knowledge, resulting in the students' learning effect has not been significantly improved [2]. Because most of the teaching contents of Ideological and political courses in higher vocational colleges are centered on patriotism, values, outlook on life and world outlook. In fact, the repetition of these contents is too high, and these contents have not been changed too obviously. Students have already studied in primary school and junior high school, which leads to students' lack of understanding of Ideological and political courses Too much interest limits the formation of students' good ideas.

3.2 Single ideological and political classroom teaching mode

In the teaching of Ideological and political education, teachers in higher vocational colleges don't know how to integrate and adapt, and they can't transform the fixed

knowledge in the teaching materials, which leads to the decline of the teaching quality of Ideological and political education, and the students' learning effect is also affected to a certain extent. Nowadays, most teachers choose the way of explanation in teaching, and can not flexibly use the surrounding things or examples to carry out ideological and political teaching. In the face of this boring teaching method, students can only understand the knowledge through their own understanding ability, which greatly reduces students' enthusiasm for learning ideological and political courses.

3.3 Pay too much attention to examination results

Due to the influence of traditional teaching ideas, higher vocational colleges pay too much attention to students' examination results, ignoring the cultivation of students' other qualities. The core of the ideological and political course is not to determine the quality by the score. We should focus on the cultivation of students' Ideological and moral character and professional quality, so that students can form correct ideas. Therefore, higher vocational colleges should evaluate students' comprehensive ability. In fact, the examination of higher vocational colleges is completely based on the students' scores. The scores often represent the overall quality of students, and can not show the students' advantages or abilities. As a result, students gradually lose the desire to learn the ideological and political course, which affects their future development.

4. THE COUNTERMEASURES OF IDEOLOGICAL AND POLITICAL CLASSROOM TEACHING REFORM AND INNOVATION IN HIGHER VOCATIONAL COLLEGES

4.1 Update ideological and political classroom knowledge

Higher vocational colleges can carry out the reform of Ideological and political classroom teaching mode from the following aspects. First, the ideological and political teachers in higher vocational colleges need to prepare rich teaching content of Ideological and political courses, and also ensure that the teaching content is novel enough to fit the current development of the times, so that students can have interest in learning. Second, ideological and political teachers can make effective use of the resources in the school, so that students can fully understand the meaning of the knowledge, and guide students to actively explore the true meaning, which can not only develop students' thinking mode, but also effectively improve the efficiency of Ideological and political classroom teaching.

4.2 Using diversified teaching models

Teachers in the ideological and political course teaching can not be limited to the traditional teaching mode, should develop a variety of teaching mode, to attract students to take the initiative to learn the ideological and political course [3]. For example, ideological and political teachers can use the way of role exchange for teaching, and students can use their own understanding of knowledge content for teaching on the platform. Teachers need to pay attention to students' mistakes. After the completion of the role exchange mode, teachers can correctly guide each student according to their mistakes, which can liberate students' thinking mode to the greatest extent and enable students to study actively in disguised form The correct understanding of the content of Ideological and political knowledge in the state of the ideological and political education plays a good role in helping students' future development.

4.3 Cultivate students' good habits and reduce the importance of examination results

The ideological and political teachers in higher vocational colleges should strengthen the cultivation of students' behavior habits. They can use exaggerated behavior to stimulate students' learning enthusiasm, so that the ideological and political courses can deeply affect students' words and deeds, and make students form good behavior habits. Ideological and political teachers should give full play to their avant-garde ideas and think carefully. Can exam scores really define the quality of a student? Teachers can effectively solve this problem by changing the way of examination. For example, teachers can carefully observe students' daily life, through a comprehensive understanding of students, and make evaluation on students, so that students can feel the importance of behavior, and then promote the all-round development of students.

5. CONCLUSION

In conclusion, higher vocational colleges should strengthen the degree of attention to ideological and political courses, understand the problems existing in Ideological and political teaching, and achieve the purpose of training comprehensive talents. Teachers need to change their own thinking, combine the new teaching ideas and the particularity of Ideological and political courses to study the teaching mode suitable for students, attract students to study actively, and redefine the importance of exam results, so that students can form good behavior habits, do a good job in training comprehensive talents for the national needs, and promote the sustainable development of China.

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Analysis of The Interactive Characteristics of New Media Communication Law and Cognitive Status of Higher Vocational College Students

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Abstract: Today, with the rapid development of information technology, the society presents the characteristics of diversification, modernization and technology, which has a great impact on the field of education. Higher vocational college students are in an important stage of life, but under the current wide spread of new media, it has an impact on their ideological cognition, and it is also a "double-edged sword", so how to strengthen the guidance of students in the teaching process has become the teaching focus of higher vocational colleges. In this paper, the author makes an in-depth analysis of the interactive characteristics of the new media communication law and the cognitive status of higher vocational students.
Key words: Dissemination law of new media; Cognitive status quo; Interactive characteristics

1. INTRODUCTION

With the rapid development of information technology, the society has the characteristics of diversification, modernization and scientificalization, which has a great impact on the field of education. Higher vocational college students are in an important stage of life, but under the current wide spread of new media, it has an impact on their ideological cognition, and it is also a "double-edged sword", so how to strengthen the guidance of students in the teaching process has become the teaching focus of higher vocational colleges. In this paper, the author makes an in-depth analysis of the interactive characteristics of the new media communication law and the cognitive status of higher vocational students [1-3].

2. THE LAW AND CHARACTERISTICS OF NEW MEDIA

2.1 The new media should follow the development law of "eliminating complexity and seeking simplicity"

With the development of society, science and technology in China have been advancing rapidly, and the information age has come gradually. At present, the new media is mainly based on information technology, which is also the product of the revolutionary development of the Internet, but it must follow the historical development characteristics. Moreover, the new media technology has the characteristics of diversity and extension in the process of communication. The traditional information communication mode has the characteristics of text, which is more complicated, cumbersome and inefficient in general. However, since the new media appeared, this problem has been innovated, and the unique features of fusion, openness and efficiency that traditional media

information can not be compared with are shown, which makes the information communication no longer limited by time and space, and the information technology is more efficient at present The new iteration is very fast. In recent years, the interactive and multivariate characteristics are more and more obvious. In general, the new media has the trend of being convenient and simple.

2.2 New media is closer to the communication attribute than the publicity attribute

In the ideological and political education of higher vocational colleges, various ideological awareness contents are mainly propaganda, while under the current new media communication, various information is different from "propaganda", and the ideological awareness is mainly propaganda, with the characteristics of single subjectivity. However, the information dissemination under the new media is different. Each new media software user can be used as information The main body of communication. Therefore, when carrying out ideological and political education, higher vocational colleges should consider the difference of attributes and their relevance between the new media information dissemination and ideological awareness publicity. In the process of teaching, we should also pay attention to the further application of new media technology, such as microblog and wechat circle of friends, etc., and act as an important carrier of Ideological and political education through its communication ability [2].

2.3 New media intensifies the formation of "Pseudo Environment" of young students

Under the new media environment, the teaching work of higher vocational colleges is facing great changes, so we should also change the concept of Ideological and political teaching. At present, the spread of new media is very wide, so that the ideology of higher vocational students has changed. In the past, all kinds of news and information were mainly spread by traditional media, but with the development of new media technology, students have formed their so-called "Pseudo Environment" under the long-term new media news communication, and students at each stage have their own corresponding characteristics "Under its comprehensive influence, the ideological and political teaching in higher vocational colleges is more difficult.

For vocational college students, the sense of belonging is very important. With the development of new media technology, there are more and more information-based media software, and under the guidance of new media, there are more diversified, diversified, personalized and

interesting characteristics. For example, most of them will pay more attention to the current hot issues, but mainly related to entertainment, and in their consciousness, people's thinking Consciousness thinks that its "Pseudo Environment" is the attribution of its consciousness, so it can be seen that new media aggravates the formation of students' ideological "Pseudo Environment".

3. THE COGNITIVE STATUS OF HIGHER VOCATIONAL COLLEGE STUDENTS

3.1 The truth behind young students' fragmented cognition
The most fundamental change brought about by the development of information technology is the innovation of information dissemination. In the past, the dissemination of information has the characteristics of "textualization" and low efficiency; with the development of new media, the dissemination of information has changed the traditional textualization characteristics, but can be replaced by electronic pictures, words, sounds and videos, and the dissemination efficiency of information is more efficient, which has also laid an important foundation for social development [3].

Tiktok has become a "food" for enriching people's spiritual world. For example, common software such as jitter, quick hand, headlines and so on, can be entertained or pay attention to current affairs politics in people's leisure time. But from a comprehensive perspective, the above new media's performance is mainly entertainment oriented, or modern Kwai Fu's pandering. The most important task of students is to learn. Under the background of traditional textual knowledge dissemination, knowledge is very centralized. At present, the knowledge that students need to learn has also undergone great changes due to the impact of new media, that is, more "fragmentation". Moreover, many students have the characteristics of "fragmentation" for some things or events, even consciousness, which is of great significance to their future ideology It's a bad situation for us.

3.2 There is no supporting role in the interaction logic of young students
According to the investigation and research, the current mainstream vocational college students are basically 90, and most of them are only children. In the process of their growth, they are all in the status of "leading role". Meanwhile, although the scope of communication is also expanding, most of the friends in life are also "leading role". With the development of new media technology, the main body of information communication has changed dramatically. It is no longer the main body of the media in the past, but every new media software user. Students in vocational colleges are the main body of the youth group and the main users of new media software. With the application of various new media software, the students' centralized self-consciousness is gradually enlarged, so that many students have strong self-consciousness, and

pay great attention to the sense of existence. For example, in real life, the circle of friends who pay great attention to their own development has Not praised, and for work, it is more self-conscious, if subjective unwilling to put into practice in action. In the ideological and political education of higher vocational colleges, we should constantly infiltrate the ideological and political education while understanding the "centrization" of young students, and let them change a dominant position.

4. CONCLUSION

For vocational college students, the application of new media greatly enriches their daily life, and also makes them find a certain "sense of belonging" or "sense of existence". From a comprehensive point of view, the development of new media promotes the development of society, but also brings opportunities and challenges to the ideological and political education in higher vocational colleges. This paper analyzes the communication law of new media and the thinking interaction of college students in detail, and it can be seen that the ideological and political education of college students has more special and self-characteristics, which also puts forward higher requirements for the ideological and political education It is hoped that in the teaching work of colleges and universities, we can constantly optimize and innovate the ways and methods of Ideological and political education to protect the growth of college students.

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Application of Plant Landscaping Technology in Landscape Greening

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Abstract: In the context of China's rapid social and economic development, people's quality of life has also been effectively improved. While the material life has been met, people also pay more attention to spiritual life, and put forward higher requirements for urban landscape. In order to effectively integrate natural things with the city, and improve the people's life comfort, designers should make full use of it the use of plant landscaping technology to do a good job with plants in the garden, so that the whole garden more colorful and natural characteristics. This paper discusses the application of plant landscaping technology in landscape greening, and puts forward corresponding suggestions as follows.

Key words: Plant landscaping technology; Landscape greening; Application

1. APPLICATION OF LANDSCAPE TECHNOLOGY OF LANDSCAPE PLANTS IN ROAD FIELD

As an important part of the garden, the landscape expression of the road is closely related to the overall landscape. Therefore, designers should pay more attention to it, and choose the appropriate plant landscape technology according to the actual functions of the road, so as to improve its ornamental value. If large trees are planted on the main road, this method can not only avoid aesthetic fatigue of the masses, but also play an effective guiding role, and play a certain auxiliary effect for the memory of the mass route, or adopt plants with uniform height and shape as the main planting on both sides. Generally, the planting of broad-leaved trees or autumn maple banyan is more extensive, and in addition, it can also play an effective role in guiding the mass route memory in the process of planting, we can also adopt the planting method of large and sparse, large and dense, which can make the garden more life-oriented. In other branches of garden, plants with bright color can be taken as the first choice for planting. Because of its strong ornamental property, it can effectively stimulate the interest of the people to watch and actively promote their attention. However, it is important to note that the planting process should be in a clear state to avoid the influence of color concentration on the audience's desire to watch [1-4]. According to the experience of landscape making in the past, roses, peonies and other plants can be planted in small areas as ornaments, and then the landscape effect can be enhanced by the way of bushes around. The difference effect of color and height can effectively improve the landscape of the garden. At the same time, corresponding sculptures and rockeries can be set in the right position to make the garden road no longer monotonous, and bring great impact on the sense of the masses, from no interest to interest, so as to achieve the fundamental purpose of plant landscape technology in road landscape design [2].

2. APPLICATION OF PLANT LANDSCAPING TECHNOLOGY IN SCENIC PARK

Because the garden covers a large area, the difficulty coefficient in the overall landscape matching process is large, and there are many buildings in the garden, the staff need to constantly innovate the design concept, adopt appropriate ways to ensure the harmony between the building and the principle, and reduce the occurrence of unexpected problems. In the garden, most of the buildings are artificially built, including rockeries, statues, waterfalls and so on. Because they are not baptized by the natural years, there are some differences between the overall artistic conception and the natural landscape, which requires the staff to make full use of plant landscaping technology to bring people a different sense of experience, so that they can fully understand The charm of the garden, but here we need to pay attention to that, because of the different growth rules of each plant, it will have different forms of expression in the four seasons, in this design and landscaping personnel should fully consider this, do the corresponding matching work, according to the growth characteristics of plants, select the appropriate plants, let the garden highlight different scenes, improve the overall landscape effect of the garden. For example, in front of the garden door, we can use some climbing plants, such as Parthenocissus, rose, ivy, wisteria, etc., to deepen the impression of the people on the garden, and these plants can also play an effective role in beautifying the environment. In addition, they occupy a small area, so the ornamental effect cannot be achieved by other greening. In the place of rockery and flowing water, soft and ornamental plants can be used as ornaments to make people feel relaxed and relaxed. For some relatively large buildings, in order to fully integrate them into the whole landscape, designers can plant some lush and tall plants around, which can not only reduce the sharpness of the building, but also achieve the solemn and heavy effect, improve its overall beauty, and achieve the effect of harmony with nature [3]. Or use the effect of setting off, planting scattered evergreen pine trees, and combining with the shape of the building to trim different shapes, the landscape effect created will make the landscape more layered and richer in content, so as to achieve the fundamental purpose of improving the charm of the landscape.

3. PRACTICAL APPLICATION OF PLANT LANDSCAPE TECHNOLOGY IN POND AND LAKE FIELD

In the whole landscape, ponds are often designed and

constructed, and a large number of aquatic animals and plants are cultivated in the pond to improve the overall landscape aesthetics. However, due to the poor liquidity of the pond itself, if it is not cleaned up in time, it will not increase the aesthetic feeling of the garden, and the dirty smell of the pond will have a score reduction effect. In order to solve this problem effectively, designers should do a good job of topographic survey in advance, and select plants with strong adaptability according to the actual water quality and climate conditions in accordance with local conditions, and make reasonable collocation. At the same time, the actual precipitation and the habits of aquatic plants should be considered to provide accurate data information for the greening design. According to the past experience, in order to effectively reduce the muddy water quality caused by sludge accumulation at the bottom of the pond, some plants with strong submergence, such as cartilaginous grass and pterygium, can not only play an effective beautification effect, but the lysozyme produced by the plant itself can provide some support for the growth of other organisms, but due to the propagation speed of the plant It is faster, and the staff should trim and clean some plants in time, and also need to control algae to ensure that the pond is clear at all times. In addition, some plants such as water lilies and lotus can be added to make the scenery in the water source of the pond show a gentle and gentle feeling. The reflection of surrounding trees will make the pond and Lake area more aesthetic. Secondly, in the area with large rainfall, soil and water loss will occur, which will not only affect the normal growth of other plants, but also reduce the quality of the whole garden ecological environment. In order to effectively avoid the occurrence of this problem, some developed plants can be planted, such as silver wood, walnut, autumn willow, etc., so as to achieve the effect of fixed soil and control the water loss rate. Finally, in order to ensure the safety of the tourists,

we can also lay lawn on the lake, on the one hand, it can provide convenience for the people to watch, on the other hand, it can enhance the experience of the masses, so that they can feel the charm and atmosphere of the pond close to each other.

4. CONCLUSION

To sum up, as the main way to improve the urban ecological environment, the garden can not only play an effective greening effect, but also represent the image of a city. Therefore, the design unit should reasonably use the plant landscaping technology according to the actual situation to improve the overall beauty of the garden, meet the requirements of the masses for the quality of life, so as to promote the sustainable development of the ecological environment The fundamental purpose of development.

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Online Teaching Practice Strategy of Physical Education in Colleges and Universities Under COVID-19

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Abstract: The novel coronavirus pneumonia epidemic spread led to the spring school extension in 2020. In order to ensure the health and safety of teachers and students, the educational departments at all levels unified the deployment requirements, resolutely prevent the epidemic from spreading in schools. In order to solve the problem of home learning for the students who postponed the term of the term, the Ministry of education advocated schools to carry out online teaching, which changed the traditional PE teaching methods. This paper analyzes the influence on online physical education from the aspects of physical education environment and network teaching resources under the epidemic situation, and points out that online physical education should adhere to the education concept of health first. This paper discusses online physical education instruction and teaching evaluation, and summarizes the use of network platform in College Online physical education.
Key words: Novel coronavirus pneumonia; Physical education in colleges; Online teaching

1. INTRODUCTION

The novel coronavirus pneumonia outbreak in Hubei novel coronavirus pneumonia outbreak in late 2019. Who has identified the new crown pneumonia epidemic as an international public health emergency and the national anti epidemic campaign has started. Due to the serious and uncertain reasons of COVID-19, it brings great difficulties to university teaching. In early 2020, the Ministry of Education issued a notice to postpone the start of school in spring, encouraging all localities to use the Internet to provide learning support for students, and educational institutions at all levels issued a notice of suspension. In order to respond to the call of the state, many colleges and universities build online teaching mode, adhere to the combination of physical education and home exercise, to ensure that students achieve the purpose of physical exercise and enhance their physical quality. This paper analyzes the problems of online teaching during the period of epidemic prevention and control in Colleges and universities, and puts forward some positive countermeasures combined with the characteristics of physical education.

2. THE ADVANTAGES OF ONLINE PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE EPIDEMIC SITUATION

In 2001, MIT started the open courseware program, which is the first open education resource. Domestic online teaching began to appear systematic research, many researchers generally believe that online teaching has the characteristics of wide field coverage, teachers will not delay the teaching process due to the absence of individual students, students can watch video at any time, and they can ask questions through the network after class if they don't understand [1-3]. Online teaching is not constrained at the students' class point. Teachers can select excellent teaching content to transmit and share the teaching achievements of excellent teachers in Colleges and universities.

During the epidemic period, the online teaching method of physical education in Colleges and universities has unique advantages, which is reflected in the advantages of teaching sports learning and exercise methods, strengthening the teaching of sports theoretical knowledge, and realizing one-to-one counseling. During the epidemic period, teachers can not use conventional teaching methods, but need to use network video and other network information to teach. Some abstract problems can be explained with the help of network image, which can stimulate students' interest in learning and make the classroom focus to be solved one by one. For example, in the online teaching of badminton grip method, the relevant video is played to the students, so as to make the students understand and master it vividly. Many students often take part in labor is physical exercise, joint sprain swelling can be restored by kneading and so on. With the help of network resources, online teaching of physical education can teach students the scientific cognition of physical education, the benefits of physical fitness exercise, the methods of home exercise, physical measurement exercise and other online teaching, so that students can better master the scientific exercise methods.

3. PROBLEMS IN ONLINE TEACHING OF COLLEGE PHYSICAL EDUCATION DURING THE EPIDEMIC PERIOD

School physical education is an important course to teach students sports skills, is an important means of scientific prevention of infectious diseases. Through the investigation and analysis of the situation of online physical education in Colleges and universities during the epidemic period, we can understand the advantages and problems of online physical education, and provide support for promoting the integration of information technology and physical education, improving the teaching effect of physical education, forming an integrated family school anti epidemic mechanism, and improving students' physical quality [2]. It is found that there are some problems in the online teaching of physical

education in Colleges and universities during the epidemic period, such as the shortage of physical education curriculum resources and the lack of online teaching experience of physical education teachers.

Affected by the epidemic, students can only learn online, and some students live in rural remote areas. Affected by family conditions and other factors, the use of broadband network, mobile phones and other online learning facilities at home can not meet the requirements. Online teaching is inseparable from the cost of computers and mobile phones, which increases the burden for some low-income families. Weak network signal and computer jam restrict the quality of online teaching. While novel coronavirus pneumonia is epidemic, the Ministry of education organizes online courses. However, due to the fact that most of the conventional PE classes are taught in sports venues, there is a lack of online physical education curriculum resources. During the novel coronavirus pneumonia, online physical education teaching has put forward higher requirements for teachers. Before the outbreak, most of the physical education teachers were offline teaching, and there was no experience of using network to carry out PE classroom teaching. Some middle-aged and old teachers were weak in accepting network teaching ability, and there were problems in using computer to carry out line teaching. [3] Young teachers have insufficient organizational control over online teaching.

At the end of last semester, the teaching plan of physical education was approved by the Teaching Guidance Committee of the Ministry of physical education. Most of the projects need to complete the technical and Tactical Teaching under the condition of space. During the epidemic period, the original plan of online teaching plan for physical education could not achieve the teaching goal. For the items with high requirements for venues and equipment, we can only do footwork exercise, and teachers and students can not complete the conventional teaching tasks. It is impossible to achieve the effect of conventional physical education teaching only by carrying out unarmed imitation exercise at home.

4. COVID-19 SPORTS ONLINE TEACHING PRACTICE STRATEGY IN COLLEGES AND UNIVERSITIES

During the novel coronavirus pneumonia, online teaching should implement the basic task of Lide people under the guidance of educational theory, make full use of network teaching resources, combine various kinds of online online software, stimulate students' learning initiative, carry out teaching evaluation based on feedback of teaching information, and ensure effective implementation of line teaching activities. Through the popularization of epidemic prevention knowledge, the establishment of teaching objectives, the rational use of network platform, strengthening the ideological and political education and other measures to improve the online teaching level of college physical education.

School sports department to carry out online teaching to popularize the knowledge of epidemic prevention, students master scientific knowledge of epidemic prevention, in order to better participate in online sports learning. We should start with students' personal hygiene, remind students to wash their hands frequently, cover their mouths and noses with paper towel when coughing, and avoid touching their eyes and noses with hands; start with students' thoughts, improve students' attention to the epidemic situation. General secretary Xi stressed at the high effective ideological and political work conference that all kinds of courses should work together with ideological and political theory courses. The idea of effective physical education curriculum is to implement education for students and integrate the contents of sports ideological and political education into physical education courses. For example, through the introduction of table tennis coach Liu Guoliang's brilliant achievements in major competitions at home and abroad, hard training and tenacious hard work, teaching students to take Liu Guoliang as an example to develop the fighting spirit and patriotism.

During the epidemic period, to carry out physical education teaching, we should adhere to the student-centered, make full use of the national high-quality network curriculum resources, and help students enjoy the fun and improve their personality. The teaching goal of the course focuses on the basic knowledge of physical education, focusing on quality education, highlighting the dominant position of students' learning, and strengthening the cultivation of students' knowledge and skills. For example, during the epidemic period, the Orienteering Course is taught only by Orienteering. Students learn the Orienteering legend, map drawing and other knowledge points, and hand in their homework in the form of plane drawing on paper. The students can learn the basic knowledge of orienteering, such as map design and the fun of orienteering. According to the teaching plan, PE teachers record videos and upload them to keep, wechat group and other network platforms. Online teaching is carried out through the wechat group of the class to effectively complete the interaction between teachers and students. Students can arrange their own time to watch the teaching video, upload their own short learning video, and teachers can explain and guide in wechat group, so that students can learn from each other.

5. CONCLUSION

COVID-19 has made people realize the importance of physical exercise. During the period of COVID-19, online sports teaching is a new form of teaching. How to use Internet resources, online live broadcast and other online teaching forms in physical education is an important problem faced by college physical education teachers. Physical education teaching in Colleges and universities should take the opportunity of epidemic online teaching, integrate health care and physical training into physical education classroom, formulate reasonable teaching objectives, and understand the purpose of sports spirit from the aspects of theory and thought. We should continue to promote the cultivation of online sexual ability, update professional knowledge, enrich teaching resources, strengthen professional ethics, and connect online and offline physical education activities.

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Experiential Teaching Reform: A New Attempt of Basic Teaching of Space Construction

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Abstract: By referring to the basic curriculum reform of architectural design in some domestic colleges and universities, this paper carries out the preliminary reform of experiential teaching of space construction course for the first year of environmental design in Sanya University, proposes to cultivate students' ability of building basic space perception through experience and practice, and tries to adopt the way of 1:1 real building for practical professional introductory learning, trying to pay attention to learning The study system of students' architectural design thinking.

Key words: Space construction; Teaching reform; Practice; Experiential teaching

1. DOMESTIC BACKGROUND OF BASIC ARCHITECTURAL DESIGN COURSE

As a basic introductory course of architectural design, space construction plays a key guiding role. In order to enable the first-year students to discover and understand the core value of architectural space hidden behind various representations, basic teaching puts experience and perception in an extremely important position. At present, China's architectural education pays more attention to the development of students' architectural design thinking, and cultivates professional architectural designers to adapt to the society. Some domestic universities have carried out the teaching reform of architectural design course, and combed a series of reform attempts of some domestic universities [1-6].

The teaching team headed by Mr. Gu Daqing reorganizes the original teaching system, divides it into five groups: skill, form, composition, system and experience on the basis of referring to foreign teaching modes, and aims to cultivate students' basic drawing ability, establish preliminary space perception, cultivate students' connection thinking between space and space, space and site, and strengthen the teaching effect First year students' understanding of "design process" [2]. At the same time, Southeast University and the teaching team headed by Mr. Gu Daqing jointly established the workshop of "space, construction and design teaching research". The whole system includes four stages: concept, abstraction, material and construction. It is more like the nature of a new syllabus design than a new syllabus design. Chongqing University believes that today's basic teaching of architectural design, "composition" exercise should be an important content, and its advantage is that this kind of basic training can make students have a direct understanding of "shape". From the basic drawing practice to the cognitive training of actual architectural space, such a combination of virtual and real basic training method can better connect the next course [3].

The teaching reform of many domestic colleges and universities provides a lesson for the teaching reform of environmental design major in our university. Taking into account the social progress, the changes in the source of students in different periods of time and the students' acceptance of professional teaching, the teaching methods of our school need to meet a variety of factors and constantly update and improve. At the same time, due to the successful cases of teaching reform in many domestic colleges and universities, it provides our teachers with better teaching ideas and methods, and no longer presents the fixed teaching methods to students. Therefore, the environmental design major of our school has started the preliminary exploration of the teaching reform of Architectural Design Course[4].

2. THE COURSE OF PRELIMINARY SPACE CONSTRUCTION OF ARCHITECTURAL DESIGN

2.1 Experience teaching overview

Experiential teaching is a teaching method which is mainly based on experience practice and theory application as the auxiliary. Personal perception and experience are the ways for students to accept knowledge, and emphasize the importance of personal experience. Professor David Kolb at Harvard University has built an experience learning model. The model thinks that each person will follow four stages in the learning process, namely: specific experience → thinking observation (on the basis of personal thinking about experience) → abstract concept (describing the general rule of this experience) → active experiment (constructing the method of modifying the next event), which constitute the learning cycle.

2.2 Theory and preliminary practice of experiential teaching in curriculum

In order to make the students fully understand the use of function and space, space shaping and perception, material form and performance, supporting structure and structure, construction methods and methods and other related theoretical knowledge, our school chooses experiential teaching as the starting point of teaching reform. Experiential teaching is not the traditional teaching method of book filling, which overemphasizes the basic theoretical knowledge and takes theory as the main method, supplemented by practice. It is not the only way to test students' mastery of professional knowledge in the past exam oriented education.

Through the perception of space experience, in the process of thinking, making and improving the space construction model, students take experience thinking as the entry way of professional learning. Through the experience of space perception and construction activities of their own design

and construction, they can independently find the irrationality of design and the problems existing in the construction, and then independently refer to the relevant professional knowledge to cultivate students Space experience, space feeling, space thinking and imagination, gradually establish the preliminary concept of the relationship between form and structure, coordinate and deal with the contradiction among form, space and structure, realize the cultivation and training of knowledge and skills, so as to lay a good foundation for professional development in terms of skills, knowledge and comprehensive quality, as shown in Table 1.

The course consists of 30 class hours, which is roughly divided into three stages, namely, space concept, abstract to concrete and simulation construction, so as to enable students to establish the understanding of space, and the understanding and creative thinking training of "composition" within a certain space limit. Through the subject practice, the students' spatial thinking ability, hands-on ability, material cognition ability and team

cooperation ability are trained. In each training process, students should pay attention to the accumulation of knowledge in related fields and the learning of excellent construction works, improve their own artistic aesthetic quality, and make the works more artistic and design, as shown in Table 2.

Table 1. Curriculum reform Setting
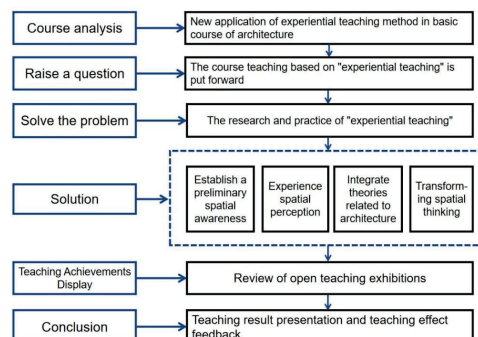
2.3 Course content, design and arrangement

Table 2. Chart of Course Arrangements

Course Stage	Content	Results requirements
Space concept phase	The teacher introduces the basic contents of the major, the nature of the course, the objectives and the position of the course in the major, and arranges the assignments.Introduction and screening of the first draft model. Start the next phase of the course in 8-10 course groups.(Figure 2.1-2)	According to the space construction size requirement of 3m*3m*3m, the scale 1:10 space model is made, the relevant information is consulted self-help, and the first draft model is made.
Abstract to concrete transition phase	On the basis of the completion of the first draft model, the better assignments are selected to improve and perfect in group form. In the form of group from the creative ideas, improvement process and reflection issues and other aspects of a simple report summary.(Figure 2.1-1)	According to the scale 1:5, each group is required to realize the construction of the 3m*3m*3m space size model, collect and prepare the model materials in advance, and start the spatial construction in class.(Figure 2.1-3)
Simulated construction phase	On the basis of the completion of the first draft model, the better assignments are selected to improve and perfect in group form. According to the different working ability of each group member, complete the sub-work in the production process, give play to the team cooperation spirit, maximize the results of team cooperation, and finally complete the model.	On the basis of the scale 1:5 model completion, the group calculates each group of works the scale 1:1 to build a budget list, according to the design panel, budget list, construction methods and other construction factors, comprehensive selection of each class more excellent homework for the scale 1:1 construction.(Figure 2.1-4)

Figure 2.1-1 Student Discussion Reflection Model

Figure 2.1-2 Model Voting Screening

Figure 2.1-3 Scale 1:5 Model Building

Figure 2.1-4 Scale 1:1 Model Field Building

2.4 Optimization of teaching evaluation mechanism

The teaching evaluation mechanism can deeply understand each student's works, fully understand the students' conception and practical operation process and the final results display, accurately and objectively evaluate each student's academic problems such as achievement, ability and attitude, and help students put forward suggestions for their performance in the whole semester, improve the direction, and urge students to conduct self-evaluation and evaluation Self-reflection is shown in Table 3.

The teaching evaluation mechanism is gradually optimized, the evaluation activities between students and teachers in the class are enlarged, and the students' works are commented by the public through homework exhibition. (Figure 2.2-1) each student's work is evaluated from the perspective of many people, and the evaluation is not only the personal opinions of teachers, so the feedback from students and teachers is more comprehensive. From a single model evaluation to a series of evaluation activities, such as panel design, exhibition layout, in class voting and screening. The assessors are composed of teachers and other relevant teachers in the school to provide students with more opinions and suggestions. (Figure 2.2-2)

Table3. Teaching assessment mechanisms

Classification	Content
Assessment modalities	Model Exhibition, Student Group Self-Assessment, Teacher Evaluation
Evaluation content	Panel design, modeling, presentation, teamwork
Evaluators	Dean, instructor, professional teacher
Teaching feedback	Teachers conduct public assessment of students' works from a professional perspective and self-assessment of students' individual group works

Figure 2.2-1 Venue Exhibition Layout

Figure 2.2-2 Teacher on-site assessment

3. TEACHING THINKING AND FEEDBACK

As a way of first-year students' first contact with architecture, the quality of students' homework directly expresses their acceptance of the course and their understanding of the concept of space when they find that they have not experienced systematic learning. Therefore, the feeling and expression of first-time space perception is particularly important. In the whole process, the teacher's role is the student's assistant, not the main designer of students' works. Each process requires negotiation, discussion and division of labor within the students' own group. The teacher provides the students with academic opinions. The creative ideas of the whole work require the students to brainstorm by themselves. The cooperation within the group is required to present the effect of "1 + 1 > 2".

At the same time, this design activity is not only to test the professional knowledge and ability of each student. Redesign by group is to cultivate the students' sense of teamwork. Architectural design is an activity that many people participate in jointly completing. Each person has his own direction and work, not only the individual's own thinking. There will be more or less friction between students and middle school students in the process of cooperation. But the good way of cooperation is that when many people think in collision, each student knows how to choose, not affirms himself or herself and denies others excessively. Therefore, the school through team cooperation to complete the design is also combined with the future students' work mode, to cultivate a good sense of teamwork and design of the right and wrong concept.

The first design attempt of grade one students will inevitably have big or small problems. In the process of real 1:1 construction, the problems that are not solved or not found will also appear and be enlarged. The difficulty of solving the problems will also increase. The whole design work will rise to some practical problems such as the practicality of building materials and the node of construction methods. For example, the imperfect selection of materials will lead to the inability to bear the problems Due to the collapse of weight, the supporting points of the building are too few to fully realize the construction, and a series of problems. It is not difficult to see that most students have not learned too much relevant professional knowledge, and there are a lot of problems in mechanics, related construction knowledge, material selection and application, node building and other related knowledge in the building, which makes some design works exist in idealization. In the last 1:1 construction process, it can be seen that students have a large learning space on the material and node issues, and the processing technology of most works still has a lot of shortcomings. Most of them use the basic splicing method to build the model, and the tenon and mortise structure is not solved enough. Mortise and mortise is a kind of connection method that two components adopt concave convex parts. Tenon mortise and mortise structure is a kind of culture, and it is the students of architecture major who should study and inherit them well.

4. TEACHING SUMMARY

Architectural function often has a direct impact on the structural materials, plane space composition, spatial scale

and architectural image of a building. The architectural image should include the combination of the exterior and interior space of the building, including the color and texture of the surface, including the comprehensive artistic effect of decoration treatment of all parts of the building. In this course, the emphasis is on cultivating students' construction thinking and understanding of space, rather than expressing their understanding of the house itself. The good presentation form of the model should reflect the integration of spatial sense and force balance, rather than too many decorative factors.

Architectural design teaching is a continuous teaching activity, not overnight. Therefore, space construction course, as the initial course for students entering the construction major, plays a leading and guiding role, and also provides basic guarantee for the smooth implementation of the following courses such as preliminary design of architectural design. Students have a general understanding of their major and the next curriculum when they understand the basic space perception. At the same time, as an international design institute, we will integrate and communicate with the international education team. If necessary, we will carry out curriculum union with many universities and improve the students' design ability and professional level.

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Analysis on The Timing and Characteristics of The Movement of The Elite Male Trampoline Athlete 12003< During the Stretching Stage

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Abstract: Use daterfish motion analysis software to perform kinematics analysis on the 12003< movement stretching stage completed by 6 athletes Dong Dong, Gao Lei, Yan Langyu, HANCHAROU Uldazislau, KISHI Daiki and RABTSAU Aleh, combined with trampoline stretching Movement technique standard and mechanics theory, explore the best time to stretching the 12003< movement from two levels of theory and practice, and diagnose the athlete's stretching technique. The main conclusions are as follows: First, when athletes complete the 12003< movement, they vacate to the highest point to complete the double somersault forward movement, and there is a big difference in the timing of stretching. Second, stretching quickly when the torso angle is close to 720° can enable the athlete to obtain a larger flight height while maintaining the stability of the body's center of gravity. Third, Kishi Daiki and RABTSAU Aleh have better stretching timings, but the stretching movement speed is slower and technical errors occurred; Dong Dong, Gao Lei, Yan Langyu, and HANCHAROU Uldazislau can complete stretching movement in a standards way, but their stretching timings were longer Early, it affects the flight height and horizontal displacement. Fourth, Yan Langyu, Dong Dong, KISHI Daiki and RABTSAU Aleh have better control of the body's center of gravity. Gao Lei and HANCHAROU Uldazislau's center of gravity have a large horizontal deviation, which is not conducive to the connection between movement techniques.

Keywords: Trampoline athlete; 12003< movement technique; Timing of stretching; Characteristics of stretching

1. INTRODUCTION

In January 2011, the international scoring Committee of trampoline took the flight time of athletes as the scoring factor of trampoline movement, and the flight time was the direct performance of the flight height of athletes [1]. The winning factors of Trampoline Athletes in the best competitive stage are to improve the artistic, height and difficulty value of the complete set of movements; the winning factors in the stage of competitive maintenance are to improve the flight height and difficulty value of the complete set of movements, and the flight height is the key to the winning factors of high-level athletes, which is the necessity of the development of trampoline movement technology, and the height and difficulty are the unity of opposites [2]. At present, the flight time has become a short board of competitive ability of most Trampoline Athletes in China. It is the key to solve the problem to improve the flight time and to supplement the short board through effective training [3]. The height of trampoline athletes not only requires the athletes to press the net sufficiently, obtain a certain starting speed, but also allocate the kinetic energy reasonably, complete the action technology more economically and reasonably, and reduce the loss of kinetic energy in the process of the flight is also the key. This paper will take the present stage male trampoline athletes 12003< movement stretching time and body characteristics as the research object, combined with biomechanics theory to explore the best time of the 12003< movement, and diagnose the athletes' stretching technology, which provides theoretical basis for athletes to obtain higher height of space on the basis of ensuring the quality of movement.

2. RESEARCH OBJECTS AND METHODS

2.1 Research objects

This research will focus on the 12003 < movement exhibition technology of the three athletes of HANCHAROU Uldazislau, Kishi Daiki and RABTSAU Aleh in Baku station of Azerbaijan in 2019 trampoline World Cup and the 12003 < movement stretching technology of the top three athletes of men's individual online in 2020 national Trampoline Championship.

2.2 Research methods

2.2.1 Literature and data method

The main topics of the study are "trampoline kinematics analysis", "biomechanical analysis", "trampoline winning factors", and search in China zhinet and Wanfang database, collect and sort out the winning factors of trampoline project, biomechanical characteristics and competitive rules of trampoline project, and provide some theoretical support for the research.

2.2.2 Video analysis

The field recording of the world cup trampoline in 2019, Baku station in Azerbaijan and the national Trampoline Championship in 2020 was conducted. The 12003< movement stretching technology completed by HANCHAROU Uldazislau, Kishi Daiki, RABTSAU Aleh and national trampoline champion Dong Dong, Gaolei and Yan langyu in 2019 trampoline World Cup was edited and analyzed by using daterfish software, and the relevant kinematic indexes were extracted Count.

2.2.3 Mathematical statistics

The kinematics data of 12003< movement exhibition stage of 6 athletes were analyzed by Excel 2010, and presented in the form of graph and table, which was used for paper writing.

2.2.4 Logic analysis

Through the literature review, the relevant data obtained are sorted out, studied and analyzed. The obtained kinematic parameters are refined, sorted, summarized and analyzed through the research. Combined with the relevant trampoline movement rules and mechanics theory, the best time for 12003< movement is explored.

3.   RESULTS AND ANALYSIS

3.1   12003 < the relationship between the height of flight and the position of trunk angle

From the statistical data in Table 1, it can be seen that when the athlete's body center of gravity reaches the highest point, the body trunk is in the vertical position (trunk angle is 720 °), which shows that the athlete's body center of gravity reaches the highest point when the athlete completes the 12003< action somersault to the second round, and the third round of the somersault is in the falling stage. Athletes maintain a high degree of similarity in the height of their own flight and trunk angle position, but the action technology is not

the same in different spatial positions. Dong Dong, Gao Lei, Yan Langyu and HANCHAROU Uldazislau have completed the technique of body stretching when their trunks are in the vertical position, while Kishi Daiki and RABTSAU Aleh are still in the posture of bending when they reach the highest point in the sky, and have not completed the technique of body stretching. According to the scoring rules of trampoline, no points will be deducted if the trunk is rotated to 750 ° around the coronal axis. 0.1 points will be deducted if the trunk is stretched between 750 ° and 780 °, 0.2 points will be deducted if the trunk is stretched between 780 ° and 810 ° and 0.3 points will be deducted if the trunk is not stretched after 810 ° as shown in Figure 1[4]. For this reason, Kishi Daiki   and RABTSAU Aleh need to quickly stretch after completing the two round somersault, and complete the stretching before the trunk turns to 750°, so as to avoid the technical errors caused by too late stretching.

Table 1: Kinematics Parameters of Excellent Trampoline Athlete 12003<Movement to the highest point

	Dong Dong	Gao Lei	Yan Langyu	HANCHAROU Uldazislau	KISHI Daiki	RABTSAU Aleh
Height of body's center of gravity (cm)	500.10	551.58	538.66	528.12	542.92	554.58
Trunk angle	720°	720°	720°	720°	720°	720°
Stretching situation	Play off	Play off	Play off	Play off	Not over	Not over
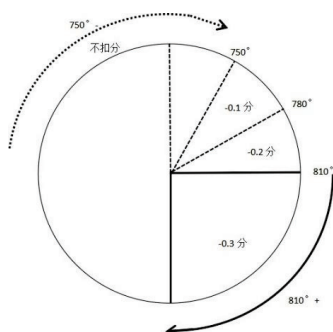
Figure 1 The size of the torso angle at the end of the stretching and deduction standard

3.2   12003 technical requirements and mechanical principles of the movement in the stage of body extension

12003 < in the stage of body stretching, athletes are required to stretch close to second round of somersault, open their body from the bent to the straight position, keep their arms close to the side of the body, and accompany the rotation at the same time. The whole process is completed quickly, and complete the rotation and the third round of somersault in the straight position. The athlete, as a particle, follows the law of conservation of energy in the flight stage, while the completion of the body expansion (internal force) in trampoline is equivalent to the intervention of external force in the energy conversion system, which will lead to the destruction of the law of conservation of the whole energy conversion system. It can be seen from Figure 2 that in the process of an athlete from the bent posture to the straight

posture, the center of gravity of the body moves from the free point a to the point B near the hip joint [5]. The relative movement of the upper body and the lower limbs

during the body stretching destroys the balance torque on both sides of the center of gravity of the body [6], which is comprehensively shown in the torque from point a to point B. In the stretching stage of "12003 <" movement, the height of the athletes' flight continues to rise, but the rising speed gradually decreases due to the influence of torque. Taking the center of gravity (point A) of the body as the origin to establish the rectangular coordinate system in the bending posture, the horizontal right (F_X) and vertical down (F_Y) partial torque will be produced in the stage of the athlete's body stretching (see Figure 3). The horizontal partial torque F_X has a great impact on the horizontal displacement of the athlete, but it can reduce the horizontal displacement deviation through its own control, so as to improve the stability of the movement; The vertical and downward partial torque F_Y will have an impact on the speed and height of the athlete's rise, and it is an uncontrollable factor. When the moment formed by the athlete's body movement is fixed, the more the direction of the moment tends to the horizontal position X axis, the greater the component moment in the horizontal direction, the smaller the component moment in the vertical direction; when the direction of the moment tends to the negative direction of the Y axis, the greater the component moment in the vertical direction, and the smaller the component moment in the horizontal direction, the smaller the horizontal displacement of the athlete (such as Figure 4). When the athlete's body center of gravity rises to the highest point and the speed is 0, the vertical partial moment (F_Y) generated by the body expansion will not have an impact on the athlete's altitude, and the athlete will accelerate to decline with an acceleration greater than his own gravity. Therefore, according to the relationship between the jumping height

and the trunk angle position of the trampoline athletes in the 12003 < movement, it is required that the trampoline athletes should take off to the highest point and quickly and forcefully stretch when the trunk is in the vertical position in the 12003 < movement stretching stage, with the least kinetic energy loss and the highest jumping height during the stretching stage.
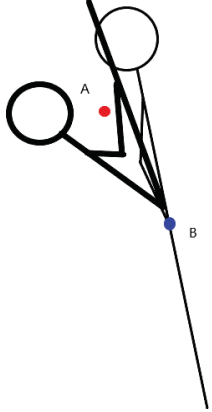
Figure 2 Changes in the body's center of gravity during the stretching stage (earlier stretching)
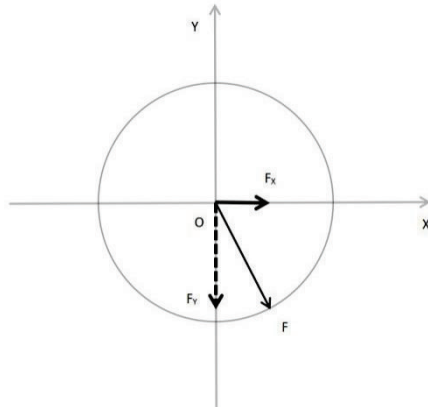
Figure 3 Mechanical analysis during the stretching stage (earlier stretching)

Figure 4 Torque relationship diagram in horizontal and
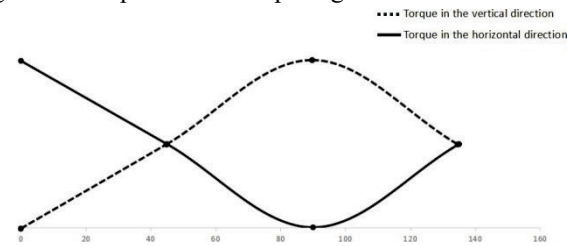
vertical directions

Note: The horizontal axis represents the angle between the torque and the X axis

3.3 Excellent trampoline athletes 12003 < action stretching time

According to the kinematic parameters of Trampoline Athletes in the stretching stage, the height of body center of gravity and the position of trunk angle at the moment of stretching are taken as the indicators of the stretching time, and the highest point of body center of gravity when the trampoline athletes complete the 12003 < movement is taken as the reference. It can be seen from table 2 that HANCHAROU Uldazislau (360 + 279.1 °), Yan Langyu (360 + 280.6 °), Gao Lei (360 + 287.8 °) and Dong Dong (360 + 301.6 °) had lower trunk angle position when they stretched, indicating that the athletes stretched earlier. In Kishi Daiki (360 + 352.8 °) and RABTSAU Aleh (360 + 355.0 °), the trunk angle is larger at the moment of stretching, and the stretching is carried out when it is close to the vertical position. After the stretching, Dong Dong, Gao Lei and Yan Langyu still got high altitude, but HANCHAROU Uldazislau, Kishi Daiki and RABTSAU Aleh didn't get high altitude obviously. From the perspective of the timing of body stretching, the height of body center of gravity of Kishi Daiki and RABTSAU Aleh is higher, and the height difference from the moment of body stretching to the highest point of body center of gravity is small, which indicates that the vertical downward moment produced by the body stretching has little effect on the height of flight.

Table 2 Statistical table of kinematic parameters of excellent trampoline athletes at the moment of stretching

	Dong Dong	Gao Lei	Yan Langyu	HANCHAROU Uldazislau	KISHI Daiki	RABTSAU Aleh
Height of body's center of gravity (cm)	459.99	495.82	489.52	501.66	518.99	534.46
Torso angle(°)	360+301.6	360+287.8	360+280.6	360+279.1	360+352.8	360+355.0
The highest point of the body's center of gravity (cm)	500.10	551.58	538.66	528.12	542.92	554.58

3.4 Kinematics analysis of excellent trampoline athletes 12003< stretching stage

3.4.1 12003< analysis of time characteristics of the movement exhibition stage

From table 3, it can be seen that there are some differences in the use of 6 athletes in the whole stretching process. Yan langyu, HANCHAROU Uldazislau and Kishi Daiki take a long time (0.200s), Dongdong and Gaolei take the shorter time (0.166- 0.167s), and RABTSAU Aleh take the shortest time for stretching (0.160s). The angle velocity of the stretching is controlled by the degree of the stretching and the time of the stretching. RABTSAU Aleh is the fastest of the six players (798.12 ° /s); the hip angle of HANCHAROU Uldazislau is the largest in the moment, the range of the stretching is small, but the time is the longest, and the speed of the stretching is the slowest (548.50 ° /s). The moment of inertia can accelerate the human body turning in the air by changing the body posture [7-10]. The change of body posture in the stretching stage will affect the athletes' somersault movement, so the speed of the athlete will affect the somersault movement in the direction of the horizontal axis of the human body to a certain extent. HANCHAROU Uldazislau has the longest time in the stretching process and the slowest speed. In the process of stretching, he maintains the bending posture for a long time. Compared with other athletes, the moment of inertia is larger than that of other athletes in the transverse axis direction, so it maintains a larger somersault speed (260.00°/s). Dong Dong has the slowest

speed of hollow angle turning (110.2 ° /s) during the stretching process, which indicates that the range of trunk angle rotation is small in the process of the stretching,

which is conducive to the completion of the rotation technique and the straight body falling.

Table 3 Time characteristics of excellent trampoline athletes during the stretching stage

	Dong Dong	Gao Lei	Yan Langyu	HANCHAROU Uldazislau	KISHI Daiki	RABTSAU Aleh
Time(s)	0.167	0.166	0.200	0.200	0.200	0.160
Stretching speed(°/s)	753.9	772.9	676.0	548.50	679.50	798.12
Somersault speed(°/s)	110.2	172.9	213.5	260.0	220.5	185.0

3.4.2 12003< analysis of body posture characteristics in the stage of movement Stretching

The stage of stretching puts forward higher requirements for the spatial position of the body trunk after the athletes' exhibition. It can be seen from table 4 that Kishi Daiki (360+352.8 °) and RABTSAU Aleh (360+357.2 °) show that stretched later. After the stretching, the second round of somersault is completed. The rotation angle of the body torso is more than 750 °, and the space position of the torso angle will generate a score of 0.1. During the stretching process of Kishi Daiki and RABTSAU Aleh, the body center of gravity at the moment of exhibition is close to the highest point. The moment in the vertical direction of the stretching stage has little influence on the height of the athletes' vacations, while the moment in the horizontal direction is the negative direction of X axis (as shown in Fig. 5 and 6). The athletes need to control the horizontal displacement deviation of the body through their own core forces. Dong Dong, Gaolei, Yan Langyu and HANCHAROU Uldazislau had a small torso angle at the end of the stretching, and failed to complete the

second round of somersault. The spatial position of the torso angle did not generate a score deduction, indicating that the athletes could complete the stretching better within the limits of the rules. The earlier movement can reduce the deduction of the technique of the movement, but the moment in the stretching stage will affect the athletes' height of flight and horizontal displacement, and make the flight time relatively lower. The rotation range of torso angle is small (18.4 °) in the process of stretching of Dong Dong. HANCHAROU Uldazislau has a large rotation range (52.0 °) during the stretching, which indicates that HANCHAROU Uldazislau has a slow movement, and the bending posture keeps the body around the coronary axis with a large inertia and a faster rotation speed. Yan Langyu and Kishi Daiki maintained a good posture before the stretching, and the hip angle was small, which was conducive to the completion of the somersault movement. The hip angle of HANCHAROU Uldazislau is large (70.3 °), which is not conducive to the completion of the somersault movement, and the body posture will not be recognized by the referee.

Table 4 Spatial characteristics of excellent trampoline athletes during the stretching stage

|	Dong Dong	Gao Lei	Yan Langyu	HANCHAROU Uldazislau	KISHI Daiki	RABTSAU Aleh
Torso angle at the moment of stretching (°)	360+ 301.6	360+ 287.8	360+ 280.6	360+ 279.1	360+ 352.8	360+ 357.2
Torso angle at the end of the stretching (°)	360+ 320.0	360+ 316.5	360+ 323.3	360+ 331.1	720+ 36.9	720+ 40.8
Changes in torso angle (°)	18.4	28.7	42.7	52.0	44.1	43.6
Hip angle at the moment of stretching (°)	54.1	51.7	44.8	70.3	44.1	52.3
Hip angle at the end of the stretching (°)	180.0	180.0	180.0	180.0	180.0	180.0
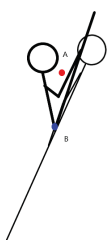
Figure 5 Changes in the body's center of gravity during the stretching stage (later stretching)
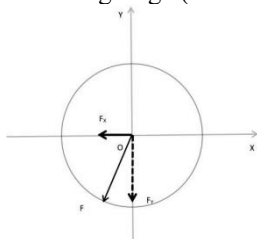
Figure 6 Mechanical analysis during the stretching stage (later stretching)

3.4.3 12003< analysis of spatial characteristics in the stage of action Stretching

The spatial structure of trampoline single action technology mainly includes horizontal displacement and longitudinal displacement (height of vacations) [8-9]. The height of the body center of gravity is affected by the vertical moment during the process of the athletes' exhibition. The larger height of the space can be kept by changing the direction of the moment, but the influence of the vertical moment can not be eliminated. From table 5, it can be seen that the body center of gravity experienced the rising and falling process in the vertical direction during the development of the Kishi Daiki and RABTSAU Aleh, and the height of the body center of gravity changed 45.24cm and 42.79cm respectively. The height of them still kept a high rising height in the stretching stage, which indicated that the moment of the vertical direction had little influence on the height of the

air; in the falling stage, the height of the athletes changed greatly, and the athletes would fall with acceleration greater than their own gravity. Dong Dong Dong, Gaolei and Yan Langyu still failed to reach the maximum height after the stretching, which was greatly influenced by the

vertical moment. However, the height of body center changed obviously, indicating that the body center of gravity of athletes rose rapidly at the moment of exhibition, and the greater dynamic force rose to the highest point after the stretching. The height of center of gravity of HANCHAROU Uldazislau in the stage of stretching is not obvious (9.29cm), and the speed of the body is slow and the speed of the angle of the roll is large. The direction of the moment tends to the vertical direction, indicating that the moment of the vertical direction in the stretching stage reduces the speed of the athletes' rise and the height of the vacations.

The horizontal displacement of body center of gravity is of great significance to the movement points of athletes

and the connection between movements. The influence of horizontal moment on the horizontal displacement of athletes can be reduced or even eliminated by their own body control. It can be seen from table 5 that the horizontal displacement of Yan Langyu is the smallest (1.71cm), the horizontal displacement of Kishi Daiki (4.78cm), RABTSAU Aleh (3.41cm) and Dong Dong (- 4.62cm) is smaller, and Dong Dong's horizontal displacement is opposite to that of other athletes, which indicates that the center of gravity is shifted to the opposite direction due to excessive body control. Gaolei (11.49cm) and HANCHAROU Uldazislau (9.05cm) are greatly affected by the horizontal moment, and large horizontal displacement occurs during the stretching process.

Table 5 The change of body center of gravity of excellent trampoline athletes during the exhibition period

	Dong Dong	Gao Lei	Yan Langyu	HANCHAROU Uldazislau	KISHI Daiki	RABTSAU Aleh
Changes in the height of the center of gravity (cm)	17.12	25.37	19.95	9.29	23.93+ 21.31*	20.12+ 22.67*
Changes in the horizontal displacement of the body's center of gravity (cm)	-4.62	11.49	1.71	9.05	4.78	3.41

Note: * Means the body's center of gravity goes through the process of rising and falling.

4. CONCLUSION

4.1 The athlete is center of gravity reaches its highest point when the athlete completes the second round of somersault of the 12003<, but there are great differences in the selection of the time for the athletes to perform.

4.2 When the athletes take off to the highest point (the torso angle is 720 °), they quickly stretch their body, the horizontal displacement of the body is small, and the height of the athletes' vacations will not be affected. The technique of exhibition should conform to the trampoline action technical rules, and the type of bending forward somersault action should be completed before the torso angle turns to 750 °.

4.3 The selection of the stretching time of Kishi Daiki and RABTSAU Aleh has little influence on the height of the space, but the stretching speed is slow and technical error occurs; Dong Dong, Gaolei and Yan lang rain show earlier, and the height of the space will be affected to some extent, but the higher the speed of the space before the stretching, and the larger height will be obtained during the exhibition; During the stretching phase, HANCHAROU Uldazislau maintains a bent posture and moves quickly while turning, but the speed of the stretching is slow, and the height of the flight is greatly affected by the vertical moment.

4.4 The horizontal displacement of Yan langyu, Dong Dong, Kishi Daiki and RABTSAU Aleh is well controlled during the stretching stage. The horizontal displacement of Gaolei and HANCHAROU Uldazislau in the stretching process is relatively large, which is not conducive to the connection between the action technology.

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On the Cultivation of Critical Thinking Ability in College English Reading Teaching

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Abstract: This paper mainly expounds the importance of critical thinking, and illustrates the Cultivation Strategies of critical thinking ability in College English reading teaching, including the reform of evaluation methods, scientific design of teaching activities, reasonable selection of reading materials, change of traditional teaching concepts, timely self-regulation and monitoring, and construction of good English classroom atmosphere.
Key words: English reading teaching; Critical thinking; Ability training

1. INTRODUCTION

Critical thinking ability is an important part of talent training. When teachers carry out English reading teaching, they should integrate the hidden course of cultivating students' critical thinking into teaching, so that students can master the ability of thinking from multiple perspectives, enhance the flexibility of students' thinking, and realize the purpose of cultivating students' critical thinking.

2. THE IMPORTANCE OF CRITICAL THINKING

The mode of critical thinking is to use some knowledge tools, such as concepts, reasoning, etc., to draw conclusions. Before high school, if students take the accumulation of basic knowledge as the foundation, critical thinking is tower crane in University. Critical thinking can help students form unique opinions, deepen their understanding of knowledge when discussing with teachers, and enable students to think from multiple perspectives. The key point of College English teaching is to cultivate students' comprehensive application ability of English. The test of CET-4 and CET-6 also focuses on five skills: listening, speaking, reading, writing and translation, non-thinking and consciousness. Therefore, many students and teachers treat college English with the purpose of taking the exam. They think that if they master the book knowledge, they can complete the task of English learning and achieve the purpose of College English teaching. As a result, College English course loses interest and essential significance, and students are gradually tired of the exam oriented English teaching. In recent years, the teaching reform focuses on the development of students' communicative ability and thinking ability. Therefore, it is the responsibility of educators to cultivate students' critical thinking ability[1].

3. CRITICAL THINKING TRAINING METHOD

Critical thinking is different from other logical thinking factors, which need to be trained by consciousness before it can be enhanced. We should set up critical thinking courses, or combine critical thinking with subject teaching organically, and train students' critical thinking through regular teaching. College English reading teaching is suitable for setting up recessive courses, which makes students form critical thinking subtly, and the teaching materials of reading and writing are rich, which can provide students with critical thinking materials. It is the best way to train students' critical thinking by infiltrating the critical thinking training course into the teaching of English reading. When teachers carry out English reading teaching, they should pay attention to the cultivation of students' metacognitive ability, and improve their ability of self-awareness, reflection, evaluation and adjustment. Only when students realize the importance of speculative ability can students actively train their thinking. Teachers should explain critical thinking content and characteristics to students before carrying out critical teaching, so as to enable students to activate their thinking work independently. While mastering the content of English reading articles, teachers can train critical thinking through thinking content, so as to achieve the goal of enhancing critical thinking ability[2].

4. CRITICAL THINKING ABILITY TRAINING STRATEGIES IN COLLEGE ENGLISH READING TEACHING

4.1 Reform evaluation mode

Teachers' evaluation of students' performance will have a direct impact on students' learning of English reading knowledge. Therefore, the scientific evaluation method is also an important part of cultivating students' critical thinking. Many colleges and universities have transformed the traditional evaluation model into diagnostic evaluation, formative evaluation and summative evaluation, and improved the traditional evaluation model. According to the statistical data, some teachers perform formative evaluation and diagnostic evaluation, the effect is not good. In this regard, teachers should choose scientific evaluation methods according to the actual situation of students, so as to implement a comprehensive evaluation of students, and avoid the evaluation direction is too one-sided, inconsistent with the actual situation of students, and have a negative impact on students. For example, teachers can develop a comprehensive evaluation standard, which divides the score of the 100 point system into various parts. Among them, 10% are engaged in examination, 20% are reading notes per unit, 10% are word test, 50% are final examination, and 10% are daily participation. Attendance and daily participation need to be realized through the observation of teachers. Through the observation of students' review before class, performance in class, debate with classmates, communication and other activities, students can be evaluated comprehensively. In addition,

teachers can learn more about students' learning situation according to the actual situation, so as to strengthen the effect of critical thinking training. At the end of each English unit course, the teacher should arrange reading notes for the students, let them briefly summarize the outline of the article, and write their own opinions, opinions or queries on the article at the bottom. When reviewing students' notes, teachers should give priority to encouragement, pay attention to the views or opinions expressed by students, give grades according to the actual situation, and add encouraging words beside the grades. The teacher may divide the class students into several groups according to the class arrangement, and randomly assign the students to record the growth of the members of the same group. The teacher and the student jointly develop the evaluation scale, so as to comprehensively evaluate the development of students' thinking ability, and give comments on the students with outstanding performance, so as to guide and encourage the students to surpass themselves [3].

4.2 Scientific design teaching activities

Teachers should scientifically design teaching activities to promote students' thinking perception and imagination to follow the same direction. Before the English reading class, the teacher should assign the preview task to the students, let the students consult the relevant knowledge in the reference room, library and other places, and ask the students to exchange the collected information with each other before the class begins. In addition, teachers should allow students to brainstorm according to the relevant information of the article, and fully publish their own opinions and questions, so as to cultivate students' critical thinking ability, so that students can exercise their divergent thinking ability in debate and communication. By making students communicate with each other, teachers can stimulate students' thirst for knowledge and provide conditions for the teaching of reading articles. When teaching English reading, teachers should help students master the reading pause ability, infer the following independently according to the contents read above, and then read and test after independent opinions are formed in the mind, so as to effectively improve the logical reasoning and prediction ability, form the habit of self-examination, and cultivate students' rigorous spirit. Teachers can also use information technology to design teaching activities, create a scientific English teaching environment, and carry out critical thinking training activities for students, so as to enhance students' critical thinking and achieve teaching objectives. After reading the articles, teachers should design debate activities according to the theme of the articles, so that students can participate in the debate activities to strengthen knowledge memory, think deeply about the contents of the articles, and understand multi angle views, so as to enhance students' independent thinking ability and provide help for students to learn English reading articles in the future. The topic of debate is not limited to the textbook. Teachers can choose social hot topics to stimulate students' interest in discussion and improve their thirst for knowledge of English. Students can form unique opinions according to their arguments, and can be divided into positive and negative sides according to the direction of opinions. Students can discuss and refute each other's reasons in the group, so as to strengthen students' critical thinking ability [4].

4.3 Reasonable selection of reading materials

Teachers should choose English reading materials reasonably, and the quality of reading materials can have a direct impact on the teaching effect of College English reading. The premise of carrying out the teaching of efficient English reading is to have reading materials that are in line with the development of students' thinking. If teachers fail to choose reading materials, they will hinder the development of critical thinking. Although colleges have carried out critical thinking teaching for college students, there are still serious polarization in the selection of practical materials. For example, as far as college English textbooks are concerned, the difficulty of the textbooks is low, which can not meet the goal of English reading training. Students are familiar with English textbooks. When teachers use the textbooks to carry out reading training, students can get answers without judgment and reasoning, and the goal of critical thinking can not be achieved. When some teachers choose English reading materials, they often ignore the amount of English knowledge reserve, which leads to the obscure and difficult to understand the contents of the textbooks, and the students can not complete the reading tasks smoothly, so as to reduce the enthusiasm of students' learning English knowledge, and ultimately lead to the failure of developing critical thinking teaching, and the teaching objectives can not be achieved. Therefore, teachers should choose reading materials which are consistent with the difficulty according to the actual situation of students' learning, so as to achieve the goal of cultivating students' critical thinking.

4.4 Change the traditional teaching concept

Many college English reading teaching concepts are too rigid, and there is a lack of the cultivation of students' critical thinking. The authoritativeness of teaching materials and teachers, examination oriented education and other factors make students become "little lambs" who only have teachers and books but lack creativity. They think that the contents taught by teachers are "undoubted" knowledge of teaching materials, while the teaching materials are "holy books" drawn up by experts. Students are seriously lack of critical and skeptical attitude. In this regard, teachers should change the traditional teaching concept, focus on the cultivation of students' critical thinking and break the superstition of authority. Teachers should promote quality education, strengthen the cultivation of students' innovative consciousness and ability, and promote the all-round development of college students. For example, teachers should change their "condescending" attitude, become friends with students in critical reading activities, and discuss problems encountered in English reading with students. Teachers should change from the imparter of knowledge to the "guide" of students' autonomous learning, encourage students to boldly question, guess and reason according to

the content of the article, and fully express their opinions on the content of English reading articles, so that students can change from "little lambs" to students with unique opinions. Teachers should pay attention to and respect each student's critical questioning, pay more attention to the cultivation of students' critical thinking, and give students corresponding encouragement. Teachers should, within a reasonable range, appropriately select controversial reading materials, guide students to understand, think, question, criticize, etc., help students form systematic critical thinking, let students think deeply about the content of the article when discussing with each other, and develop good reading habits. Teachers should organize students' free discussion according to the content of teaching materials, inspire students to think about the content of the article from different angles, and provide sufficient space for cultivating students' critical thinking.

4.5 Timely self-regulation and monitoring

It is an important part for teachers to supervise students' self-regulation and self-regulation according to the actual situation. When carrying out the reading learning plan, students should optimize their English reading habits, and learn to actively adjust their bad emotions, so as to learn to read in a good psychological state. For example, teachers should guide students to make a scientific English reading learning plan according to their own actual situation, so as to ensure the implementation of the plan and prevent students from blindly training and deviating from the learning goal due to the lack of scientific reading training. When making a short-term reading learning plan, we should ensure that the plan content is practical and feasible, and avoid the plan content is too difficult, which leads to students not completing in time and losing their enthusiasm for learning. In the long-term reading study plan, we should ensure the long-term and macro nature of the plan content, and adjust the short-term and long-term reading study plan according to the actual learning situation. When students implement the learning plan, they should do a good job in self-monitoring and adjustment, including the amount of reading, methods, habits, etc. when problems cannot be properly solved, they should timely report to the teacher and discuss solutions with the teacher. When it is found that the planned goal is too low or too high, it is necessary to adjust the learning goal in time, and scientifically choose English reading learning methods according to their own English learning ability, so as to achieve the goal of English reading learning plan.

4.6 Building a good English classroom atmosphere

The traditional college English reading class emphasizes the overall progress of students, often using a unified standard to measure students, which can not meet the individual needs of students. Therefore, when carrying out English reading teaching, teachers should pay attention to students' personalized development, make full use of scientific evaluation methods, hierarchical teaching methods and other methods, give full play to students' individual characteristics, teach students in accordance with their aptitude as far as possible, so as to promote the overall development of College students. Teachers should

pay attention to students' basic demands, explore various effective ways, and fully enhance students' critical thinking. In addition, teachers should encourage students to question boldly and be good at thinking from multiple perspectives to strengthen critical thinking. Teachers should take effective measures to build a good English classroom atmosphere, stimulate students' thirst for knowledge of English articles, establish correct English learning motivation, and provide conditions for cultivating students' critical thinking. For example, teachers should require students to master a certain number of English words, and build a good atmosphere for English reading teaching when carrying out English reading teaching, so as to help students learn grammar knowledge with higher difficulty coefficient and provide help for students to read English articles in the future. According to the actual needs of students, teachers should pay attention to students' mastery of grammar knowledge, stimulate and cultivate students' critical thinking, so as to achieve the teaching goal of enhancing students' critical thinking.

4.7 Guide students to read based on the law of judgment thinking

The development of critical thinking can be divided into four stages: dualism, pluralism, relativity and relativism. The dualism stage is that students divide their knowledge understanding by right and wrong, and they do not consider other possibilities. The purpose of learning is to find the correct answer. When students are in a pluralistic stage, they can gradually understand the diversity and complexity of things. The answer to the questions is no longer limited to the standard and correctness, but that everyone has their own unique opinions, which is relatively mature compared with the dualism stage. When students are in the relative stage, they can independently analyze the evidence of all parties, and distinguish the validity of the evidence of all parties, and eliminate the invalid evidence. Students in the phase of relativism will ignore the absoluteness of things independently, can analyze things according to effective evidence, and their understanding of answers also develops into "in line with logic and self requirements". Teachers can carry out English Reading Teaching for students according to the rule of thinking of judgment. For example, teachers should tell the details of the article, such as connecting words, sentence meaning, etc., to help students understand the content of the article and master the basic teaching focus. Then teachers should identify the article argument, summarize the article outline according to the content, and refine the supporting arguments reflected in the article, and complete the teaching in this stage by using the outline, the meaning of the sentence and other methods. Teachers should guide students to evaluate the article, analyze the arguments, arguments and logical relations that appear in the article, let students learn to weigh the arguments and judge the writing background of the author according to the arguments. According to the critical thinking characteristics, teachers should carry out the teaching of English reading scientifically, and guide the students to analyze the content of the article in depth and realize the

purpose of training students' critical thinking.

5. CONCLUSION

To sum up, teachers should pay more attention to the cultivation of students' critical thinking and integrate English reading teaching with critical thinking. We should pay attention to students' individual development, so as to meet students' individual needs, stimulate students' thirst for knowledge in learning English reading articles, and vigorously cultivate all-round development of students.

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Research on The Path of Party Building Think Tank Construction in Colleges and Universities Based On "Learning Power"

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Abstract: With the continuous development of the learning platform for learning to strengthen the country, Party members, cadres and the masses have a deeper understanding of the ideas with Chinese characteristics. On this basis, the construction and development of Party building think tanks in Colleges and universities should be accelerated. Based on the "learning power", this paper analyzes the path of the construction of Party building think tanks in Colleges and universities, deeply analyzes the construction of Party building think tanks in Colleges and universities, and expounds the principles and specific construction path of Party building think tanks, aiming to provide reference for relevant personnel.
Key words: Learning power; Universities; Party building think tank

1. INTRODUCTION

The rapid development of social economy brings economic benefits to people, and also brings new problems for the development of the country. In order to make our country solve various problems and contradictions smoothly, the Communist Party of China should strengthen the party building work, gather the overall strength, resist the external impact and help the development of the country. Therefore, colleges and universities should give full play to their application strength, establish think tanks for Party building, strengthen the education effect of Party building work, improve the construction and development of think tanks, and promote the continuous enhancement of comprehensive strength in China.

2. STUDY THE POWERFUL COUNTRY AND THE THINK TANK OF PARTY BUILDING IN COLLEGES AND UNIVERSITIES

Learning powerful country is a learning platform for all Party members and the masses to publicize the Chinese characteristics and the spirit of the 19th national congress, which contains a variety of knowledge, such as politics, law, history and other disciplines. Through the support of information technology, it can learn through computer and mobile port. Under the condition of organization and guidance, we can provide independent learning platform through the Internet, and comprehensively improve the ideological awareness and civilization quality of all the people in the society.

University think tank is an academic research center, and its main research direction may have some deviations, such as attaching importance to academic research or paying more attention to policies. University think tanks are usually attached to universities. Through in-depth study of academic resources, they can draw more scientific conclusions, provide corresponding decisions for the government, or answer social problems, and finally achieve the goal of innovation Realize the purpose of using knowledge to repay the motherland, and promote the economic and political development of the country [1-2].

On the basis of learning to be a powerful country, strengthening Party building in Colleges and universities and establishing party building think tanks can better publicize and promote the theory and implementation of Party building think tanks through the platform. When learning the ideas with Chinese characteristics, we can build new propaganda methods through Party building think tanks, or deeply analyze the important instructions in the spirit of the 19th National Congress of the Communist Party of China, so as to publicize and promote them and improve the quality of Party members and students The learning effect of the masses.

3. THE SPECIFIC PATH OF THE CONSTRUCTION OF PARTY BUILDING THINK TANKS IN COLLEGES AND UNIVERSITIES

3.1 Strengthen the effect of information construction in University think tanks

Party building is closely related to the management and teaching of colleges and universities. However, in the current work of Party building in Colleges and universities, the internal cultural level is relatively low, and it is difficult to understand and interpret the political thought, which leads to the difficulty of establishing a good party building think tank. In addition, in the process of building party building think tanks in Colleges and universities, construction personnel ignore advanced science and technology and information tools, which makes it difficult to effectively improve the formation and work efficiency of Party building think tanks. University administrators have a narrow vision and low acceptance of new technologies and ideas, which limits the effect of Party building.

In the process of building party building think tanks in Colleges and universities, we should strengthen the learning and application of new knowledge and ideas. For example, in a modern society, if we want to effectively improve the efficiency of building party building think tanks, we should apply information technology and network technology in the process of building party building think tanks, highlight the function and effect of information technology, and improve the quality of

building think tanks. On the one hand, colleges and universities can use the platform of learning power to learn the political related knowledge, and study the methods and ways of spreading knowledge, and apply this method in the process of building the party building think tank platform in Colleges and universities, highlighting the actual construction effect of the party building think tank in colleges and universities [2]. On the other hand, with the help of network technology, it can broaden the horizons of the party construction staff, make them more in-depth understand the important speech content of the general secretary at the 19th national congress, and carry out diversified activities, so that people can improve their level in the activities and understanding, and then promote the actual effect of the party construction think tank construction work in Colleges and universities.

3.2 Improve the ideological and political cultural level of the construction of high efficiency think tanks for Party Building

There should be a large number of talents and professional scholars in the think tank of Party Construction in Colleges and universities. However, in the process of construction, the political and cultural level of Party building staff is limited, many people lack the knowledge of information technology, and have a long time of "closed door building". They have little understanding of other advanced concepts and views, which leads to the slow or possibly failure of its progress Correct thinking is not conducive to the development of Party building and the construction of think tanks. In addition, there are some people abusing the network, which lack the ability of judgment and identification for a large amount of information in the network, and the absorption of a brain will ultimately affect their political views, which is not conducive to the improvement of political ideology level. Therefore, in order to improve the effect of the construction of the think tank of the party building in Colleges and universities, we should strengthen the training of internal personnel and improve its actual level. First, we should absorb talents with high ideological level and personal quality and experts and consultants of political specialty to improve the actual learning effect and achievements in think tanks; secondly, we should strengthen the network information education of Party construction staff in Colleges and universities. When conducting network education, on one hand, we should teach staff to use computers and networks reasonably so as to enable them to listen to different corners On the other hand, we should educate the party builders to selectively absorb and learn the information in the network, learn advanced high-quality ideas and culture, get rid of bad or radical language, and make the overall ideological level be able to be able to learn through the network after the network learning To be effectively improved. Finally, in the process of building think tanks, we should strengthen and learn from the platform of powerful countries, and learn the high quality of the high-quality ideological and political understanding methods in the platform of powerful countries. Scholars and experts in the school should strengthen the learning mode of learning the theory of powerful countries, so as to make the construction of Party building think tanks more efficient.

3.3 Strengthen the integration of learning platform for powerful countries and think tanks for Party building in Colleges and Universities

At present, the information level of Party building work in some colleges is low. Although some information platforms have been established, due to the lack of suitable platform managers in the University, the construction of the platform is relatively common and attractive, and the information on the platform is also relatively backward, which makes the advantages of the network information platform unable to play out, and the quality of Party construction work in Colleges and universities is difficult to effectively improve, And then it will affect the construction effect of the think tank of the party building in Colleges and universities.

In modern society, the application of network is very common. In order to improve the actual management quality of the think tank of Party building in Colleges and universities, it is necessary to combine with the network in the process of construction to improve its informatization. However, the establishment of network platform is relatively simple, but it is very difficult to make the platform a professional platform which is widely concerned and diversified, and requires more energy. Therefore, the construction of the think tank of Party Construction in Colleges and universities should be fully combined with the platform of learning a powerful country, and the use of the platform should be strengthened so as to make the think tank more substantial. Through the platform of learning to strengthen the country, we will promote and promote the party building work, and carry out ideological education for Party members, cadres and the people, so as to further improve their ideological level and cultural quality, and then promote the continuous improvement of the soft power of the whole country.

4. CONCLUSION

To sum up, in the process of the construction of Party building think tanks in Colleges and universities, we should strengthen the use of learning power platform, educate college students and the public through the way of network information publicity, improve their political and ideological level, and strengthen the effect of Party building think tanks.

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On Japan's "One Million Household Migration Plan"

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Abstract: As one of the three "national policies" of the Japanese puppet regime, the "one million household immigration plan" was an important part of its economic control and plunder policy. The armed occupation of land and the resettlement of Japanese immigrants can not only reduce the pressure of Japanese population, but also strengthen the colonial rule over Northeast China, and provide a new source of troops for the Japanese invading China. This policy not only brought heavy disaster to the Chinese people, but also caused great suffering to the Japanese people.

Key words: Millions of immigrants; Pioneer group; JAPAN; Land plunder

1. INTRODUCTION

After the September 18th Incident, Japanese fascists transformed Northeast China into a Japanese colony through armed occupation. They used the puppet Manchukuo regime under the control of force to enforce the so-called "Japan Manchukuo economic integration" and the plunder policy of controlling the economy. They implemented the so-called "three national policies", namely "Five-Year Plan for industrial development", "one million household immigration plan" and "North revitalization plan". They completely occupied the resources and market of Northeast China, making the puppet Manchukuo economy a vassal of Japanese economy, reaching its maximum limit He plundered the manpower, material and financial resources of Northeast China to serve the fascist war of aggression [1-4].

2. THE THREE STAGES OF JAPAN'S IMMIGRATION TO THE NORTHEAST

The first stage: Japan began to immigrate Northeast China as early as after the Russo Japanese war in 1905. It immigrated farmers in Kanto Prefecture and the affiliated areas of Manchurian Railway. At the end of the 1920s, it formulated the "500 household immigration plan", but the total number of immigrants was only 74. Before the September 18th Incident, the Japanese aggressor forces also proposed that "the Korean people moved to Manchuria, and the Japanese people moved to Korea", taking the Korean immigrants as the vanguard and safety valve, and forcibly drove hundreds of thousands of Korean people to Northeast China after the September 18th Incident.

The second stage: Japan carried out "armed immigration" after the "September 18th Incident". In August 1932, the Japanese parliament passed the "Manchu Mongolian immigration plan" and began to implement "Manchu experimental immigration". In June 1936, there were five times and nine groups of Japanese native immigrants into the northeast. In order to cooperate with the Japanese puppet military encirclement and suppression, most of them moved to the areas with active anti Japanese armed activities in the northeast of northern Manchuria, known as armed immigrants. The practice of forcibly occupying peasants' land in Northeast China by force aroused strong resistance of the Chinese people. Then the Japanese authorities changed their strategy, pushed the puppet Manchukuo regime to the front stage, and implemented a new immigration policy, which accelerated the pace of immigration to the northeast.

The third stage: the implementation of the "one million households resettlement plan". In order to carry out large-scale immigration, Japan has formed the "Overseas Affairs Committee" and "Manchuria immigration Association". The puppet Manchu government has set up the Department of immigration, which specializes in immigration affairs, and established "Manchuria colonization Co., Ltd." and "Manchu fresh colonization Co., Ltd." as the specific implementation organs, which are responsible for seizing land, expelling original residents and clearing the way for Japanese immigrants. In April 1936, on the basis of experimental immigration, the Kwantung Army held an immigration conference in Xinjing, the capital of Puppet Manchuria, and formulated the "plan for the migration of one million households of Manchurian agricultural immigrants", which put forward the huge immigration target and specific implementation measures of 1 million households and 5 million people to the Northeast within 20 years.

With the expansion of the war of aggression against China, the Japanese and puppets constantly adjusted their immigration policies to serve the war of aggression. In December 1939, the Japanese puppet government formulated the basic outline of Manchuria development policy as the highest program of carrying out the immigration policy. At the same time, the laws and regulations of Manchuria development policy relations, as well as the law of Development League, the law of cooperative combination of development agriculture and the law of development farm were formulated. "Outline" and "Three Laws" have become the basic outline and action guide of Japan's new immigration policy.

3. IN ORDER TO ENSURE THE IMPLEMENTATION OF ITS IMMIGRATION PLAN, JAPAN USED THE FOLLOWING BANDIT METHODS TO PLUNDER LAND

First, to seize the land resources "legally" by using the decrees issued by the Puppet Manchurian government. After Japan occupied Northeast China, it established "Land Bureau" and "bureau of cadastral arrangement" by puppet Manchu government, and implemented the so-called "Cadastral arrangement" plan in Northeast China,

depriving farmers of their land rights in the name of cadastral arrangement for Japanese immigrants. At the same time, the puppet Manchukuo promulgated the "law on the consolidation of commercial leasing rights" and other decrees, which made the Japanese obtain the land use rights, lending rights and other land rights in the northeast.

Second, in the name of maintaining public order, we carried out military encirclement and suppression, implemented "returning to villages and merging households" and established "group tribes". We did not hesitate to use machine guns, cannons and airplanes to drive out and massacre the farmers in the whole village, forcing them to move out of the land and homes where they lived for generations, resulting in a large number of wasteland. The border area, which is more than 1000 kilometers long and borders on the Soviet Union, is designated as "uninhabited area" within 20 kilometers wide, and about 5 million hectares of land has been confiscated.

Third, forced "buying.". This is the most common way for Japanese immigrants to occupy land, and it is also the most harmful way for farmers in Northeast China. It is called "bribe", which is actually robbery. In order to cooperate with the "one million household immigration plan", the Japanese puppet government set up a "land requisition committee", which forcibly bought a large amount of land from Chinese farmers at a very low price under the armed force of the Kwantung Army. On the other hand, the Kwantung Army threatened the peasants with force and even forcibly seized the land title. A large number of farmers were driven to the barren mountains for reclamation, and most of them became tenants and employees of Japanese immigrants. By 1941, the puppet Manchu government and the Manchu Colonization Society had "prepared" the land in the name of immigration land, which was twice as much as the "20-year one million household immigration plan", of which 46% had not paid the land price. In fact, Japanese colonists have become the largest landlords in Northeast China.

4. DISILLUSIONMENT

With the outbreak of the Pacific War in December 1941, Japan's domestic labor force is facing exhaustion due to the rapid increase of military resources and the labor force required by the Quartermaster industry. It is extremely difficult for Japan to complete the migration task required by its one million migration plan. In 1943, the 8950 families of the "volunteer development group" scheduled to move in were all used as "living blockhouses" and put into the forefront of the Sino Soviet border. As the "volunteer development group" is used to carry out military tasks, its economic plunder task can not be taken into account. As the front of Japan's war of aggression became wider and wider, the consumption of economic resources needed by Japan also rose sharply.

By 1944, Japan's labor problem was even more serious. For a time, Japan's top officials advocated suspending the transportation of youth volunteers and greatly reducing the number of pioneers. The Japanese government had to adjust its policy again, merge and reorganize the small population pioneer groups, and temporarily stop the immigration of new immigrants. The Japanese government has decided to merge or absorb the development groups that have no hope of being added to the mission into the new ones. In addition, in addition to the land improvement area and the original recession of the development group to add to move households, all according to the new regulations to move in all were suspended. In this way, Japan's plan of millions of immigrants is on the verge of collapse. Since then, Japan's maritime traffic and transportation were cut off by the US military. In 1945, Japan basically stopped immigrating to Northeast China, and the Japanese imperialist policy of one million immigrants collapsed. During the nearly ten years from the "first five year plan" implemented in 1936 to the collapse of the one million migration plan in August 1945, Japanese imperialism immigrated 100000 households and nearly 330000 people to the northeast. This is far from the Japanese government's early plan to immigrate 5 million people to one million households.

In the late period of the war, with the increasingly apparent defeat of Japan, the serious consequences of the war of aggression also fell on the Japanese people. In order to collect artillery dust, all the men who have fighting power in the general immigrants are recruited into the army. In this case, the Japanese rulers, in order to solve the war, still forced the development corps to increase grain production to support the front line. When Japan surrendered in the war, Japanese immigrants were abandoned by their rulers mercilessly, and as a scapegoat of Japanese imperialism, they were in a helpless situation. The "policy of abandoning the people" of the Guandong army led to the exile of Japanese immigrants. Shortly after the army sent troops to the northeast of the Soviet Union, the 731 army and chemical forces included their families, officials of Japanese colonial rule institutions in Northeast China, members of Manchurian Railway, enterprises and institutions and their families almost all returned to Japan. Only Japanese immigrants have no place in the minds of the ruling group, and are regarded as the objects that can be abandoned at any time, namely, they have not sent any form of notes or notices, nor arranged any transfer measures, which caused a large number of immigrants to disorganize their positions, flee blindly, even abandon their children, which has caused historical tragedy affecting the "remaining women" and "orphans" in Japan so far.

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On the Influence of The Change of Drama Image on Drama Situation--Take Taboo Games of Youth as An Example

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Abstract: As an ontological category in the aesthetic activities of drama, drama image is not only contained in the early creation, but also in the stage presentation, and in the experience of watching and performing. For some classic dramas, different directors will recreate the script in the early stage of creation, add their own understanding of the drama image and change the established drama image. This change often has an impact on the original drama situation, and the change of the drama situation is directly related to the aesthetic experience of the audience. In this paper, the National Theatre version of "Taboo Games of Youth" and the Chipi Jianghu version of "Taboo Games of Youth" as an example, to explore the impact of dramatic image changes on the dramatic situation.
Keywords: Drama image; Drama situation; Taboo Games of Youth; NTCC Vervion; Chipi Jianghu version; Stage presentation

1. INTRODUCTION

In dramatic works, dramatic image and dramatic situation are two important concepts. Dramatic image is the specific and perceptual image of things, characters, or scenery in a dramatic work, which is consistent with a specific dramatic situation and contains rich implications. It runs through many aspects of drama creation and reception. It is both psychological and symbolic, cultural, and aesthetic. For dramatic works, dramatic image is an important medium to communicate with the audience and understand the significance of drama and has become a key concept and category of dramatic art creation. As a medium of communication between drama creators and the audience, drama image provides a fulcrum for writers and directors, which makes the performance of actors, the setting of stage and the aesthetic appreciation of the audience dependent. "Drama image refers to the specific perceptual and meaningful things, characters or scenery in a play consistent with a specific drama situation. It runs through multiple levels of drama creation and acceptance. " In this sense, aesthetic experience from the perspective of drama image can better understand the intention of the creator and grasp the drama situation [1-3].

Both contribute to the situation of English drama, but they have their own views on the situation. According to Martin Esslin, drama is not only the concrete imitation of human's real behavior, but also the human's situation in various situations designed according to people's imagination. The composition of most dramas involves such a premise: "Drama (Acting) as a game, as a disguise,

is a kind of simulated action, an imitation of the real world. What we see in theaters, in movies or on TV screens is an elaborate illusion. " In his view, drama situation contains the following characteristics: situation is a kind of relationship, situation has intuition and concreteness, situation has hypothesis. Here, Martin attaches great importance to the word "emotion" in dramatic context. He believes that drama is to convey a richer, more subtle, and more noble emotion to the audience. The change of the relationship between characters in drama constitutes the situation. In addition, the role and stage setting, the role (actor) and the similar role (shadow play), and the role and the audience can also constitute the dramatic context There is a relationship of interaction and mutual response among them, which will form a scene or an atmosphere. Although Martin Esslin did not directly show that the essence of drama lies in the construction of dramatic situation, he put the dramatic situation in a very important position.

So, in drama activities, since drama image and drama situation are both important concepts, what kind of connection will they have? If only from a certain version of the drama, the drama image and the drama situation have been fixed. Once the playwright has completed the writing of the script, the director has completed the arrangement of the drama, the actor has completed the performance of the drama, and the drama image and the drama situation received by the audience seem to have been fixed, then the drama image cannot affect the drama situation This is because this version of the drama has stabilized on the whole. So, does the dramatic image not affect the dramatic situation? That's not necessarily the case. If the second creation of the script by different directors is taken into consideration, it will be found that different directors have different emphasis on the rehearsal of the same script. In the process of expressing the drama image, they will naturally add the director's personal views, which will be reflected on the characters in the play, and this change is bound to affect the performance of the characters in the same situation Action also causes changes in the relationship between characters or between characters and environment. In this way, by comparing multiple versions of drama, we can find that the change of drama image will have a corresponding impact on the drama situation. When I watch the National Theatre Company of China version (NTCC version) and the Chipi Jianghu version of Taboo Games of Youth, I can clearly feel the changes brought about by the different

dramatic images between the two versions. The following is an analysis of the impact of the change of dramatic images on the dramatic situation in the two versions of the play.

2. THE ANALYSIS OF DRAMA IMAGE IN NATIONAL THEATRE VERSION

Taboo games of youth, originally named dear Yelena Sergeyevna, was written by former Soviet female writer Lyudmila Rasumovskaya in the 1980s. Taking the home of the female teacher Yelena Sergeyevna as the main activity place, the play tells the story of four students' elaborate planning for a cruel "Taboo Games of Youth" to get the key to the safe where the teacher keeps the examination papers and think that the teacher's birthday is the reason. Finally, the play ends the cruel and indifferent human game by the female teacher's hand over the key and commit suicide. Zha Mingzhe, director of the National Theatre of Chinese, directed and performed the play for the first time in 2003.

In the National Theatre version of Taboo Games of Youth (hereinafter referred to as the national version) directed by Zha Mingzhe, the drama creates a female teacher with "Antigone" complex, and the female teacher, like Antigone, finally committed suicide to uphold her beliefs, while four students left safely.

As far as drama image is concerned, it can be divided into general image and specific image. The so-called overall image is the core image which is in the leading position in the play and runs through the whole poem. In the NTCC Vervion, the overall image of the play is the "game" image in the name of the play. The title of many plays is the embodiment of the overall image. From this point of view, the NTCC Vervion of Dear Yelena Sergeyevna written by Lyudmila Rasumovskaya has changed the overall image, which also changes the image of the female teacher with "Antigone" complex into the image of the game, reflecting the reflection of the play by director Zha Mingzhe, which is so ugly in the eyes of the four students, the plan is just a game, which reflects the director's critical spirit of a certain social phenomenon. The audience is also shocked by the action of the characters in the play after watching it. This is a shock to the inevitable choice made by the female teachers in such a dramatic situation. At the same time, it can better understand the director's intention to convey to the audience.

In addition to the overall image, there are also specific images in the NTCC Vervion. The so-called specific images refer to the specific and vivid characters, scenes and even some virtual artistic symbols displayed in the play. The concrete image is an externalized form of expression. If the overall image is to set off the dramatic situation, then the concrete image is to interpret the overall image from various aspects and angles in detail. In the NTCC Vervion, there are several specific images worthy of attention

Specific image 1: Yelena Sergeyevna, a female teacher, represents the smallest unit in the education system, and is also a character with "Antigone" complex. She is full of rationality and still has illusions about students under the attack of students' distorted values. She tries to persuade these students to go home as soon as possible with language, but she is almost crazy in Volodya when he wanted to rape Lala, she was angry and disheartened, and finally completed the tragic ending of "Antigone". It can be said that the image of "Antigone" female teachers makes them only get the final destination of death in such a "game" situation.

Specific image 2: Volodya, the character image is the representative of four students, and also the planner and controller of the "game". This character reflects the maturity and cunning completely inconsistent with his age and identity. He has excellent academic performance, has money and power in his family, and does not have to participate in the action of swindling keys with other students, but he regards this action as entering the society In an experience before the meeting, he thought that if he could rely on his "wisdom and strength" to get the key successfully, nothing would defeat him in his future life. He and the female teachers were not only the collision of status, but also the collision of two completely different ideas. The final "victory" of Volodya and the "death" of the female teacher are both extremely tragic.

Specific image 3: The key. The key in the play is also a specific image, which can be seen as the inducement of the tragedy happened to the female teacher. Although the female teacher did not choose to own the "wealth" of the key, no matter what the reason, the "key" was kept by the female teacher, which indirectly caused her to become the target of attack by four students. Although in the end, the female teacher gave up the key in order that Lala, the female student, would not be raped, which is equivalent to her giving up her own principle, so we can know that the death of the female teacher is the inevitable result.

Specific image 4: the drum sound of the drum band at the end of the play. Drum sound is one of the image elements used by many people after Eugene O'Neill used it in King Jones. The last drum sound in the play turns into a relatively monotonous beating accompanied by a drum band, which should be passionate. It sets off the tragic atmosphere of the death of the female teacher and is also a means to create a dramatic situation.

3. CHANGES OF DRAMA SITUATION IN CHIPI JIANGHU VERSION

Chipi Jianghu studio is a private enterprise specializing in drama performance founded on June 15th, 2015. In 2017, with the help of the Chinese language Copyright Association, the studio obtained the copyright of the play, and was adapted by director, screenwriter and actor Peng Yuanjiang and moved on stage. From September 13 to 24, 2017, it staged 10 performances in the West theater of Gulou, Beijing. This version is more than that of Chinese version The obvious difference is that in the second half of the play, the actions of the main characters have changed, and the ending of the characters has also changed. In the performance introduction of the Taboo Games of Youth (hereinafter referred to as red version) in the Chipi Jianghu version, it is worth noting that: "the director weakened the conflict of human nature, and transformed the image of idealized, stereotyped and ruthless and Antigone type female teacher into a contradiction which

not only understands the difficulties of being students but also cannot do anything due to his own position. In the original, in a sense, teachers are the embodiment of the system; and the conflicts between human nature seem to weaken the audience's attention to the system. In order to make the contradiction more prominent and the object of questioning clearer and clearer, the director has made the female teacher carry more compassion, so as to change the audience's attention from eternal human nature theory to specific prosecution and Reflection on the system. " This change directly makes the red print drama image change, and thus the drama situation has also changed accordingly.

3.1 Deconstruction of the image of red characters

This is mainly reflected in the deconstruction of Antigone complex in the image of female teachers, which directly leads to the corresponding changes of the characters' actions and endings in the dramatic situation. Just as the director has done, it weakens the image of "Antigone style" female teachers. This change makes the female teachers in the second half of the story in a dilemma between understanding the students and insisting on their own teachers' position. Finally, they have to go to sleep and let the other four students play havoc with each other. The change of this image also changes the ending that the female teacher must commit suicide in the drama situation. In addition to the change of the image of the female teacher, another female character in the play, Lala, also changes. In the ending part of the story, Lala in the NTCC Vervion nearly collapses when she is faced with Volodya 's desire to rape her, but her boyfriend Basha acquiesces. In the red version, Lala becomes active in the face of sympathy, strongly expressing valoja and hoping to have a relationship with Volodya. The result is that Volodya and Basha are frightened, which leads to the result that Volodya runs away and Basha jumps to commit suicide. This is also the change of dramatic situation caused by the change of dramatic image by the director.

3.2 The change of death image

In the red version, the ending has changed a lot. In the plot between Volodya and Basha to force the female teacher to hand over the key by "raping" Lala, because Lala takes the initiative to Volodya, Basha is desperate and jumps to death. The female teacher finally gives up the key after seeing the ending. The story ends in the actor's slide show style, recalling the happy past. From the female teacher's suicide in NTCC Vervion to the student Basha's suicide in red version, although both are suicides, the dramatic situation has changed fundamentally due to the change of death image, which makes the audience shift the focus of thinking.

3.3 Change of key image

In the NTCC Vervion, the final key image is basically the original form of the key hanging on the red rope in life. In the Chipi Jianghu version, the key is slid by the female teacher on the second floor through a red rope tied on the stage device to Volodya, and the size of the key is enlarged to half a person's height, which has a certain visual impact.

3.4 The increase of dramatic images

The red version has changed at the end, with new images added. This version uses the form of actors' body frame to carry out a similar slide like memory display to end. The happy time of the female teacher and the four students was shown to the audience, so as to form a strong contrast with the ending of the story and arouse the audience's thinking.

3.5 The extension of dramatic image

The red version extends the image of "key" out of the play. The studio placed two key walls full of palm long keys at the entrance of the theater. After watching the drama, the host invited the audience to take a key and put it into the box of "agree with the female teacher to hand over the key", "disagree with the female teacher to hand over the key" and "abstain", and sent the results collected from the 10 day performance to the temporary wechat group The interaction results are shown in the table below.

Favor	51	41	31	52	24	21	15	31	67	42	375
Opposition	80	103	47	94	68	44	36	58	88	74	692
Waiver	8	3	4	0	1	7	4	4	3	0	34
Total number of people	139	147	82	146	93	72	55	93	158	116	1101

From the table, it can be seen that in terms of 10 performances, 375 (34.06%) agreed that female teachers should give their keys to students, 692 (62.85%) disagreed that female teachers should give their keys to students, and 34 (3.09%) abstained. From each scene, the number of people who disapprove of the key given by female teachers is more than the number who approve of the key. It can be said that the practice of Chipi Jianghu studio is of great significance for reference, and can further enhance the interaction with the audience, because the performance of drama image is inseparable from the construction of the overall drama atmosphere including both the audience and the actor. Such a survey can clearly see the audience's feedback on the overall image of the play, that is, assuming that the audience is a female teacher in the play, what kind of action should be taken in the drama situation of the Taboo Games of Youth.

To sum up, the director of "Taboo Games of Youth" of Chipi Jianghu version changed some drama images in NTCC Vervion, which directly led to great changes in the characters and plot in the established drama situation. The female teacher who had committed suicide did not commit suicide, but Basha who had left safely committed suicide because of Lala's active dedication to Volodya, which made the death image occur This change has further affected the change of the whole dramatic situation.

4. THE INFLUENCE OF DRAMATIC IMAGE CHANGE ON DRAMATIC SITUATION

From the two versions of Taboo Games of Youth, we can find that the change of drama image has an impact on the plot. Combined with the two versions of drama, we can find that the same drama will have a corresponding impact on the plot after the drama image is partially changed by different directors. This impact is shown in the following aspects.

4.1 Additional new situation

Due to the different understanding or interpretation of the same play, the change of drama image will lead to the change of drama situation, which may add a new drama situation, which is closely related to the subtle changes brought by the image itself. Just as in the red version of

taboo game of youth, it changes (weakens) the female teacher's "Antigone" complex, leading to a great change in the plot of the second half of the drama, which is the result of the characters' actions conforming to the dramatic images. However, in the red version, the female teacher is tired and sleeps on the sofa due to quarrel at the end of the play, which weakens the image set up in the front of the first half of the play. The character's motive is not sufficient, and there is a slight sense of imbalance. Moreover, the director's attempt to express the level of "reflection system" is not particularly obvious, which may be related to the fact that The author is concerned with the preconception of the complete structure of the original script.

4.2 Change the relationship between characters and action

Through the adjustment and change of the dramatic image, it will also directly change the relationship and action of the characters. In the red edition, the relationship between female teacher and female student Lala, the relationship between Lala and Basha, the relationship between Volodya and Lala, the relationship between Wiga and others are different from that of the Chinese version, which leads to the adjustment of the relationship established by the new image, such as Lala in the play about Volodya who wants to rape her The attitude change and the desire to sacrifice, and Volodya was frightened away by Lala's behavior, then to Basha to see Lala's change and despair to jump to commit suicide, then to the female teacher to find Basha jump and hand over the key. All these actions are due to the changes brought by the changes of dramatic images. One of the problems I observed in watching the drama is that the red version of Lala in the front of the drama basically keeps the same with the Chinese version of Lala, but when he knows that she will be raped, he immediately changes fear and struggles to be active. This kind of transition feels sudden. If the cushion can be strengthened in the first half, the later changes will be more smooth.

4.3 Change of visual performance experience produced by changing specific images

Through the change of specific images, especially the introduction of stage setting or stage equipment with scientific and technological content, it will bring about the change of viewing performance experience. For example, in the NT live Hamlet, which was introduced into the National Theatre of China in early 2016, this effect has been achieved. Firstly, the transmission mode of "live broadcast" at the technical level, and the application of actors' performances, costumes and stage devices, have produced extremely special viewing effects in accordance with Shakespeare's original lines. Classical and modern hamlet have a very special viewing effect the transformation is very natural without trace. The transition is realized by the actors dressed as servants directly on the stage. The props on the stage have practical public and image significance, which are presented to the audience by unusual Shakespeare plays. However, the treatment of some stage props in red edition of the taboo game of youth is worth discussing. For example, in the rape section of the last climax, Volodya holds Lala in her arms to carry out the animal walk. When Volodya is ready to do some bad things, the actor who plays Volodya uses red cloth tied to the second floor to tie Lala, and shows Lala's struggle and Volodya's brutality in the form of dance; and at the end of the day, the female teacher hand over from the second floor Half a person high key also uses this red cloth, so in the real scene red cloth and half high key play a specific role? Is it just for the sake of the form of performance? The emergence of this special form of props in realistic style stage setting may cause the confusion of understanding.

4.4 Dilution of original content

After all, the works that can be called classics and have been performed for a long time have gone through the test of many creators. If the creator fails to take into account the overall situation when he changes the dramatic images, he may make the connotation of the original work superficial and simple, which needs the attention of the adapters to avoid.

To sum up, there is a close relationship between dramatic image and dramatic situation. We should examine the relationship between them from the perspective of movement. Drama itself is "dream". This view has been repeatedly expressed by Martin Esslin. Because it is a fiction directly performed by real people in front of the audience, it is greatly different from pure fictional art. In the established dramatic works, the relationship between the dramatic image and the dramatic situation is relatively fixed and complementary. However, when the directors and other editors have different angles or ideas for the same script, they often change the dramatic image of the original script. At this time, the dramatic situation will be affected with the change of the dramatic image, which has a positive effect, there are also negative, the editor should eliminate the adverse effects, in the process of editing and creating to maintain the original spiritual connotation at the same time highlight personal style.

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Research on Chinese Named Entity Recognition Based on deep learning

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Abstract: This paper mainly analyzes the connotation of named entity recognition, and further explores the existing problems of Chinese Named Entity Recognition Based on deep learning. According to the development status of named entity recognition technology, this paper explores an improved method of Chinese Named Entity Recognition Based on deep learning. We should give full play to the value of NER technology, create favorable conditions for the recognition of named entities, and provide power for the optimization of natural language processing methods.

Keywords: Deep learning; Chinese recognition; Named entity

1. INTRODUCTION

As an important part of text recognition and annotation, named entity recognition plays an important role in information retrieval and machine translation. Especially with the popularization of big data technology, Chinese named entity recognition has attracted more and more attention. How to use scientific recognition means to carry out deep learning of Chinese named entity recognition is necessary, which has far-reaching significance for the innovation of natural language processing technology.

2. THE EXISTING DEFICIENCIES OF NAMED ENTITY RECOGNITION MODEL BASED ON DEEP LEARNING

2.1 The ability to deal with polysemous words in context is not strong

The complexity of text structure puts forward higher requirements for Chinese Named Entity Recognition Based on deep learning. With the continuous expansion of data sets and the continuous updating of data information, the disadvantages of language recognition gradually appear in the existing named entity recognition model. The main problem is the lack of context processing. Chinese is broad and profound, and contains many polysemous words. The specific recognition needs to be carried out according to the previous text and context, which is a great challenge for the named entity recognition model. The word vector model word2vec in bilstm-crf lacks the ability to deal with polysemous words in context, so it is difficult to reach an agreement with the main idea of the article when judging polysemous words. This is also the main problem of Chinese named entity recognition model based on deep learning.

2.2 Chinese named entity recognition delay caused by complex neural network

The existing problems of named entity recognition model based on deep learning also include the delay problem of Chinese named entity recognition caused by complex neural network. In the application of bilstm-crf, the amount of iterative data is increasing, which causes great pressure on the CPU, seriously affects the efficiency of data processing and integration, and directly reduces the recognition speed. At the same time, although the complex neural network can improve the effect of Chinese named entity recognition, it is difficult to meet the needs of various industries for Chinese named entity recognition in the new era when the recognition efficiency is not guaranteed. Only when the efficiency is low, can we use bilstm-crf for Chinese named entity recognition.

2.3 Limitations of text sequence modeling

Text sequence modeling directly affects the construction of context, and it is also the key to ensure the accuracy of Chinese naming entity recognition. Especially for Chinese text, there are many grammar involved, vocabulary is also large, and there is a polysemy of a word, which puts forward a high requirement for text sequence modeling. At present, in the actual Chinese named entity recognition, the bilstm CRF model lacks the extraction of local and spatial characteristics of space. There are limitations in the process of extracting place names and local spaces. When modeling the unit based on characters, the names of place names and local spaces are usually divided into single characters, and the number words in front of the place nouns are easily weak The result of the recognition of Chinese named entities is not conducive to the improvement of the recognition effect.

3. IMPROVED METHOD OF CHINESE NAMED ENTITY RECOGNITION BASED ON DEEP LEARNING

3.1 Optimize word vector generation

In the process of analyzing the bilstm-crf model, it is found that the system often has problems in dealing with polysemy in the process of naming and entity recognition. The main reason is that the existing embedding layer of bilstm-crf has a simple hierarchical network for the recognition of named entities, which can not recognize the different meanings with the same noun state. Therefore, in the process of improving the method of Chinese named entity recognition, designers should pay attention to the optimization of the generation method of word vector to achieve more comprehensive system recognition and create favorable conditions for Chinese named entity recognition. For example, relevant workers can abandon the traditional word embedding method of word2vec model, and no longer use word2vec model for text recognition [1]. Instead, the innovative neural network is connected to the embedded layer of bilstm-crf, and then the vectors of recognition words are flexibly adjusted in the process of training Chinese Named Entity Recognition Based on bilstm-crf model. The effective improvement of Chinese Named Entity Recognition Based on deep

learning is realized by optimizing the generation of word vectors. In addition, the existing system in the generation of word vector also has the problem of distraction, can not grasp the key words in the text. In this regard, on the technical level, different words can be given differentiated weight, and the attention mechanism can be optimized by using the basic unit of transformer, so as to more comprehensively carry out the Chinese named entity recognition of deep learning.

3.2 Introduction of Roberta

For deep learning tasks, the amount of data involved is very large. Many data training models, including ner, have the problem of recognition delay caused by large amount of data. The main reason is that the batch size does not change according to the number of iterations, and the data set needs to be trained many times to realize the text recognition within the scale. In order to effectively improve the efficiency of Chinese Named Entity Recognition Based on deep learning, relevant technicians can actively introduce the Roberta model, speed up the named entity recognition through the use of large-scale data processing technology, so as to effectively reduce the time consumption caused by large-scale data recognition, and carry out a series of Chinese named entity recognition combined with bilstm-crf model, so as to promote the text recognition Treatment effect. For example, there are a lot of data parameters in the existing bilstm-crf model, so we can combine Roberta with bilstm-crf to optimize the traditional Bert model training mode. The random mask used in the traditional data processing of Bert is transformed into dynamic mask, and the sequence rule is gradually formed. It makes the data processing more adaptable, makes the system have the ability of learning, adapts to the differentiated mask on the basis of learning different language representations, and shares the internal stored data information to the Roberta model in the actual training, which directly reduces the data pressure of the neural network, so as to ensure the efficiency of Chinese named entity recognition.

3.3 Integration of full-senses recognition mode

To solve the problem of text sequence recognition, Roberta can improve the next sentence prediction of Bert.

In order to meet the needs of sentence recognition in traditional recognition mode, Bert introduces NSP task to carry out text recognition. Although it can judge the relevance of two sentences, there are limitations in the detection of real comprehensive sentence relevance, which leads to problems in text sequence recognition. In view of this phenomenon, technical workers can introduce the full-senses recognition mode, and actively integrate into the cross article recognition mode. In this way, we can not only comprehensively control the full text, but also better control the rationality of continuous sentence recognition through the recognition and analysis of multiple sentences. In addition, on the basis of continuous use of the Bert architecture, the innovative identification model provides a larger batch size. Starting from the traditional fixed value of 256, we try to continuously increase the size to avoid the system problems caused by the large one-time input sample size. Thus, on the basis of increasing the number of iteratively selected samples, the gap and gradient of network data processing can be reduced, which provides a better technical guarantee for deep learning Chinese named entity recognition.

4. CONCLUSION

In short, Chinese Named Entity Recognition Based on deep learning has been applied innovatively in recent years, and it is necessary to improve the classical model bilstm-crf. In view of the shortcomings of bilstm-crf model, technicians can use bet to fuse bilstm-crf to solve the problem of polysemy and improve the effect of Chinese named entity recognition method based on deep learning.

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Research on how to Improve the Quality of Party Construction of College Students' Party Branch

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Abstract: With the attention of the state and the University, the party building work of College Students' Party branch is constantly optimized and improved. The Party branch is the grass-roots organization of the party. Taking effective measures to improve the overall quality of the party building work of College Students' Party branch will promote the stable development of colleges and universities. At the same time, under the background of the continuous development of information technology, the party building work of College Students' Party branch also needs to integrate with network technology, build a new mode of Party building work, and improve the quality and efficiency of work further effectively. However, it is undeniable that there are still various problems in the party building work of College Students' Party branches, which need to be further improved. Therefore, this paper will focus on how to improve the quality of Party building work of College Students' Party branch to carry out the analysis, through the analysis of the weak links and the main reasons for the problems in the current party building work of College Students' Party branch, put forward the feasible countermeasures to significantly improve the quality of Party building work of College Students' Party branch.

Key words: Improvement; PARTY building of College Students' Party branch; Quality

1. INTRODUCTION

The Chinese government has issued the "Regulations on the work of CPC branch", which clearly points out that this policy will be the key measure to realize the extension of comprehensive and strict party governance to the grass-roots level, which can promote the smooth development of the work of Party branch construction in the new society and improve the quality of Party construction. There is a certain connection between the construction of College Students' Party branch and other business work. Only when the college students' Party branch gives full play to its own value and role, can it promote the development of various business work. At the same time, it also has a far-reaching impact on the construction of College Students' Party branch cadre team.

2. ANALYSIS OF THE WEAK LINKS IN THE PARTY BUILDING WORK OF COLLEGE STUDENTS' PARTY BRANCH

At present, in the party building work of College Students' Party branch in China, there are still various problems to be further improved. We must pay attention to its weak links and actively take effective measures to optimize and improve. Since the 19th National Congress of the Communist Party of China, the party committees at all levels have correctly guided the grass-roots party branches, and constantly built and improved their own teams in the new era. The quality and efficiency of the party construction work of college student party branches have also been significantly improved[1]. Moreover, for college student party members, their professional skills and comprehensive quality are generally improved, and the construction of college student party branches has become more professional, scientific, rigorous and standardized. But in the context of the continuous development of society, a variety of problems are gradually emerging, college students' Party branch in the party building work of various weak links, including the following points: first, college students' Party branch in the party building work is not deep and comprehensive. Some college students' Party branches and party affairs staff in the actual work, do not have a comprehensive understanding and understanding of the party's theory, principles and policies, there is a lack of understanding, not profound problems. Moreover, the relevant laws and systems of College Students' Party work can not be fully mastered, which further leads to the unprofessional and non-standard phenomenon in the actual party construction work of College Students' Party branch, leading to the fact that the party construction work of College Students' Party branch only pays attention to the form, but not the connotation. Second, the innovative consciousness of the party construction work of College Students' Party branch needs to be improved. In the actual party building business of College Students' Party branches, some college students' Party branches just blindly adopt the solidified work routine and carry out all kinds of work step by step, and do not pay attention to the implementation of the investigation and research work and work summary in the work of College Students' Party branches, which leads to the problem of shallow innovation consciousness among the staff of College Students' Party branches, which further leads to the problems of College Students' Party branches The construction and development of the Party branch is slow, and it fails to have a broader space for progress. Third, the construction of College Students' Party branch attaches importance to business and ignores party construction. In the current society, most of the grass-roots units have regarded the business work as the main work in their daily work, and also measured the assessment standards of cadres and workers in their work by the overall quality of business work. It is precisely

because of this problem that the grass-roots party construction work is largely ignored [2].

3. ANALYSIS OF THE MAIN REASONS FOR THE PROBLEMS IN THE PARTY BUILDING WORK OF COLLEGE STUDENTS' PARTY BRANCHES

In view of the analysis of the above problems, we can realize that the problems existing in the party building work of College Students' Party branches are diverse. The main reasons for the problems include the following aspects: first, the staff in the party building work of College Students' Party branches do not study the political theory thoroughly and comprehensively. According to the analysis of the current situation of party affairs knowledge learning of college student Party branch Party members, most of the party members' learning of theoretical knowledge is not comprehensive enough, and the depth and breadth of learning is not enough, so they need to actively expand and research, so they can not really understand and master the political theoretical knowledge, leading to their own political theoretical knowledge is not solid. At the same time, some college students' Party branches and Party members themselves do not pay attention to learning. Under the background of not paying attention to the learning and training of Party members' professional skills and activities, there is no significant obstacle for college students to participate in the party's daily work The smooth development of the work [3]. Second, in the party building work of College Students' Party branch, Party members do not reflect their own value. As part of the party members' service consciousness needs to be improved, they don't pay attention to quality and efficiency and can't form a good relationship with the masses. Moreover, the innovation consciousness and responsibility consciousness of Party members themselves are not high, so that the fighting fortress function of grass-roots party organizations is not significant. Third, the relevant laws and regulations in the party construction work of College Students' Party branch are not in place. In order to further strengthen and attach importance to the party building work of College Students' Party branches, and promote the smooth development of the work, Party organizations at all levels in China have also formulated relevant systems and laws and regulations, but there are many problems in the implementation, leading to the implementation of rules and regulations only focusing on the form but not the connotation, which leads to various weak links in the party building work of College Students' Party branches [4].

4. ANALYSIS OF THE FEASIBLE COUNTERMEASURES TO IMPROVE THE QUALITY OF PARTY BUILDING WORK OF COLLEGE STUDENTS' PARTY BRANCH

4.1 Improve the professional skills and comprehensive quality of college student party members

First of all, in order to significantly improve the overall quality of Party building work of college student Party branch, it requires to take effective measures to improve the professional skills and comprehensive quality of college student party members. Only in this way can we promote the comprehensive understanding of the party

rules and the spirit of the Party branch, and promote the comprehensive understanding of the party rules and the spirit of the Party branch. Can improve their ability to work, to avoid mistakes in principle. It should be noted that the education and learning of college student party members should be diversified and targeted. Under the background of the continuous development of society, the Party committee of colleges and universities needs to optimize and innovate the education form of college student party members. It is not only necessary to reasonably organize the learning of relevant documents for college student party members, but also actively carry out various targeted activities to promote the participation of Party members in the activities Among them, strengthen their own comprehensive quality and theoretical knowledge, significantly enhance the vitality and enthusiasm of Party members, so that party members can experience the sense of honor and responsibility in their work, and give full play to their own value and role. At the same time, we should also attach importance to and strengthen the construction of college student party members themselves, strengthen the sense of ownership for college student party members, actively take strengthening inner-party learning as one of the effective measures to promote business work, cultivate the awareness of lifelong learning through learning in work and life, and further explore the standardized management mode that is in line with the reality and can drive other work with party affairs[6].

4.2 To realize the standardized and institutionalized management of the party building work of College Students' Party branches

Secondly, we should realize the standardized and institutionalized management of the party building work of College Students' Party branches, so as to improve the overall quality of the party building work of College Students' Party branches. In order to better implement the work of party affairs, there are rules to follow and reasons to follow, which requires Party committees at all levels and college students' Party branches to actively establish a grass-roots party organization with strong professional skills. Through the establishment of grass-roots party organizations to achieve the comprehensive management of Party members, it is required to carry out the work of party affairs in strict accordance with the relevant provisions, and can not arbitrarily change the work In addition, we should also optimize the party and League activity places, reasonably set up unified standards in party and League activities, and actively post the party's purpose and rules of procedure on the wall, especially in the party and League activity room, reasonably place the party emblem and flag, so as to provide a guarantee basis for the smooth development of Party building work of College Students' Party Branch [7-9]. In addition, the Party branch of college students should also pay attention to the standardization of various training activities, discussion process and other aspects, through this means to fine and standardize the operation procedures of Party construction work, and significantly improve the overall quality and level of Party construction work. We should

also pay attention to the reasonable allocation of personnel, reasonably set up full-time branch secretaries, make clear the responsibilities and responsibilities of each party member staff, and then establish a comprehensive work assessment and reward and punishment mechanism. If there are some problems in the actual work of party affairs, such as the staff are negative, the attitude is not correct, the work is not attentive and so on, then we should give some punishment; and for the positive, strong sense of responsibility, high professional ability of Party members and cadres, we should give appropriate rewards, through this means to significantly enhance the initiative and enthusiasm of the work of party affairs staff. To lay a solid foundation for improving the overall quality of grass-roots party building work.

4.3 Actively establish and improve the advanced network platform of the Party branch of College Students

We should establish a perfect and advanced network platform for the Party branch of college students. Under the background of the continuous development of society, the network technology in China is also being optimized and improved, and it has a wide application space in all fields of society. Therefore, to improve the overall quality of the party building work of the Party branch of college students, we need to conform to the development of society and build a network party building system platform for it, so as to significantly improve the efficiency of Party building work and keep up with the trend of social development. For the current college student Party branch, there are some problems in its system platform. It requires that the Party branch of college students should pay attention to and pay attention to the work of network party building in the current society, further strengthen the organization and leadership, realize the effective integration and utilization of various resources, and create a good internal and external conditions for the party construction. Therefore, it requires the relevant management personnel to make sure to It has played an important role in the application of new media carriers, and made reasonable use of wechat, microblog and official website to promote the party building work to be professional and effective, thus expanding the important entry point of Party building. Moreover, the Party branch of college students can also open up party building columns in the official website, such as the 19th National Congress of the CPC and the Democratic Life Association. The plate with Party building color will significantly improve the force and value of the party building on the network party building platform. We should give full play to wechat, Tencent QQ and microblog, and establish an online interactive party building mechanism for the majority of students and Party construction staff. Through online interaction, we can change the traditional backward one-way party building mechanism, and through online interaction, we can strengthen the interaction and communication between Party members and leaders, and close the distance between the two.

4.4 Take effective measures to optimize and improve the operation mechanism of the network party building

Finally, effective measures should be taken to optimize and improve the operation mechanism of the network party construction. Only by significantly improving the efficiency of the network party building platform can we give full play to the value and role of the platform, which mainly depends on whether the operation mechanism of the network party building has the professionalism and scientificity. The staff should pay attention to the operation mechanism of the network party building, and provide guarantee for the smooth development of the party building work. The Party branch of college students should have the consciousness and thought of overall deployment and unified planning, and actively conform to the development of society. Continuous innovation and reform, the construction of relatively perfect operation mechanism, and further clarify the functions of each network party building platform, so that wechat, official website and micro blog play its application value and role. At the same time, it is necessary to further optimize and perfect the existing relevant management system, so as to establish a new incentive and assessment system to achieve the goal of reasonable rewards and punishments for the network party building work. Through this means, the initiative and enthusiasm of the party construction staff can be improved, the work of the network party construction can be effectively implemented and the overall quality of the party construction work can be improved. For the current college students' Party branch network party building, there are still various problems to be further improved, and there is not a relatively perfect operation mechanism, so that the party construction work has low quality, low efficiency and weak force. This requires the relevant management personnel to take a correct view of the problems, and actively give priority to the network party building work To make the internal and external environment more perfect, so as to give full play to the role of network party building in the grass-roots party building work, and lay a solid foundation for the creation of a new pattern of Party building work.

5. CONCLUSION

Through the analysis of the above problems, we are fully aware of the importance and necessity of improving the quality of Party building work of College Students' Party branch. In the context of the continuous development of the current society, if we want to realize our own stable and long-term development, we must seize the opportunity of the times, conform to the development of society, keep up with the trend of social development, and actively adopt new working ideas in the party building work of College Students' Party branches. Therefore, in the current society, taking effective measures to optimize and improve the party building work of College Students' Party branch, significantly enhance the construction ability of College Students' Party branch, has a far-reaching impact on promoting the long-term development of Party building in Colleges and universities. At the same time, the party building work of College Students' Party branch also needs to be effectively integrated with network technology, further improve the professional skills and comprehensive quality of College Students'

Party members, realize the standardized and institutionalized management of Party building work of College Students' Party branch, actively establish and improve the advanced network platform of College Students' Party branch, and improve the operation mechanism of network party building, so as to finally optimize the party building The purpose of the work environment.

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How To Improve The Service Quality Of Higher Vocational College Library

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Abstract: The library plays a key role in higher vocational colleges, which can provide students with a good learning environment and rich knowledge. Therefore, higher vocational colleges always attach great importance to the management and construction of the library. This paper makes a detailed analysis and Research on how to improve the service quality of Higher Vocational College Library.
Key words: Higher Vocational College; Library; Service quality; Approach

1. INTRODUCTION

With the rapid development and innovation of education in China, many advanced educational teaching ideas and management modes are applied to school teaching and management. Especially in the construction of the library in higher vocational colleges, the school is committed to building and perfecting the service function of the library in order to create a good condition for students to receive education. Based on this, the library managers in higher vocational colleges must recognize the challenges faced by the current library in the school, and make management adjustments to meet the expectations and needs of students for library functions.

2. CHALLENGES TO IMPROVE THE SERVICE QUALITY OF THE LIBRARY IN HIGHER VOCATIONAL COLLEGES

2.1 Slow update of literature

With the rapid development and application of science and technology, many advanced technologies have penetrated all walks of life in society. In the field of education in China, the rational application of information technology not only effectively improves the quality of teaching, but also changes the teaching mode [1]. Among them, the development of modern information technology brings great challenges to the library of higher vocational colleges. The most significant is the slow updating of literature and materials, which mainly reflects in the following aspects: first, with the support of information technology, students can find their own learning materials in the network resources, and the degree of enrichment and speed of information search All of them should be better than the library, which leads to many students giving up to the library. Secondly, the service form of library is still mainly books, which will cause the problem of slow updating of literature and data, and the lack of literature and materials may occur, which will have a serious impact on students' access to materials and learning.

2.2 Imperfect management system

The perfection of the management system directly affects the service quality of the library in higher vocational colleges. At present, there are many problems in the management system of the library in higher vocational colleges. First of all, in the book management, there is no detailed management system, resulting in a large number of books lost and damaged. Secondly, the classification of books is not clear enough, which makes it difficult for students to find books. Finally, in the book maintenance work, there is no corresponding rules and regulations, leading to a lot of staff, ignoring the book maintenance work, resulting in book missing pages or bulk and other problems.

2.3 Low ability and quality of staff

The staff are the direct managers of the library, and they are also the workers who have the closest contact with the students. Therefore, the quality and ability of the staff will seriously affect the use experience of the students. For example, due to the low quality and insufficient ability of staff, they often ignore the demands of students, which leads to the decline of library service function and quality [2]. In addition, the service awareness of the staff needs to be improved, and the attitude towards work is not correct, which directly affects the service quality of the library. In addition, in the management of the library, there is still a shortage of staff, which often leads to the problems of one person with multiple posts and no one to manage. It can be seen that there are many problems in the staff of higher vocational colleges, which not only reduce the service function and quality of the library, but also seriously affect the learning quality and efficiency of students.

3. WAYS TO IMPROVE THE SERVICE QUALITY OF THE LIBRARY IN HIGHER VOCATIONAL COLLEGES

3.1 Improve public facilities and create a good environment

The environment of library will directly affect the service quality and function. Therefore, to improve the service quality, the library of higher vocational colleges must improve public facilities, so as to create a comfortable, harmonious and efficient learning environment for students. First, according to the students' learning characteristics and actual situation, the library should improve public health facilities, so as to improve the comfort and convenience of the library. For example, the students who look up the materials and study in the library have the characteristics of long learning time and large number of students. If the sanitary environment in the library is poor and the toilet is less, it will cause great inconvenience and discomfort to the students, which will lead to the serious decline of the service quality of the library. Secondly, the library of higher vocational colleges should improve the public facilities so as to improve the quality of service. For example, in view of the characteristics of the large number of students, the library

needs to add a large number of infrastructure, such as benches, desks, etc. At the same time, in view of the characteristics of students' long learning time, the library needs to add drinking water facilities to ensure the students' drinking water demand. Therefore, higher vocational colleges should give more support to the library to improve the public facilities.

3.2 Adjust the service idea and improve the service system

Service idea and service system are the important factors that affect the service quality of the library in higher vocational colleges. Therefore, it is necessary to make reasonable and scientific adjustments according to the service idea and system of the library, so as to achieve the purpose of improving the service function and quality. First of all, in terms of service ideas, staff should take students as the main body of service, and all services should aim at improving students' sense of experience, so as to create a good learning environment for students. Secondly, in terms of improving the service system, combined with the functions and management characteristics of the library, it can be divided into the following two aspects: first, in terms of library management, it is necessary to formulate a reasonable book keeping system to ensure the integrity and cleanliness of books. At the same time, it is necessary to formulate the system of storing and updating literature books to speed up the speed of updating literature books, so as to provide students with more abundant learning materials. Second, in terms of book borrowing, we should formulate a reasonable book borrowing system, first to prevent the loss and damage of books, and second to improve the efficiency and quality of book borrowing. For example, credit can be included in book borrowing, if students borrow overtime, or books damaged, it will affect the credit of students. When the credit degree is reduced to a certain extent, students will not be able to borrow or reduce the number of borrowing. On the contrary, students with high credit can borrow more books or extend the borrowing time.

3.3 Strengthen the training and improve the quality and ability of the staff

The quality and ability of library staff play an important role in the service function and quality of the library. Therefore, higher vocational colleges must train and educate the quality and ability of the staff. First of all, organize staff to participate in training regularly, and focus on improving the quality of staff, so as to ensure that staff can provide good service experience for students. Secondly, colleges and universities should formulate a scientific evaluation system to encourage students to score and evaluate the staff, and then combine the feedback of students to reward and punish the staff, so as to correct the staff's service attitude and enhance the staff's service enthusiasm. Finally, the ability of staff should be assessed. Only those who have passed the assessment can be appointed. Those who have not passed the assessment need to be rectified and improved regularly. In this way, the improvement of the quality and ability of library staff will inevitably improve the service quality and function of the library as a whole.

4. CONCLUSION

To sum up, to improve the service quality of Higher Vocational College Library, we need to improve from many aspects, in order to meet the expectations and needs of students in hardware facilities and services, so as to achieve the improvement of library service quality. This paper mainly from the public facilities, staff and management system, launched a detailed analysis and research, and summed up a series of rectification ways and countermeasures, hoping to provide good help and reference for the construction and development of Higher Vocational College Library.

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On the Management of College Students in The New Media Era

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Abstract: With the development of the new media era, the coverage of the Internet has increased, and the number of Chinese Internet users has maintained an upward trend. The management system of major universities has also begun to introduce new media technology to achieve the goal of innovation and development. Driven by the new media technology, the teaching system of colleges and universities should be innovated and reformed to increase the new media technology, conform to the trend of social development, absorb advanced technology and teaching mode, improve the teaching quality of colleges and universities, and promote the innovation and development of education. This paper mainly analyzes the innovation and development of College Students' management in the new media era, and the research results are only for reference.

Key words: New media era; Colleges and universities; College students; Student management

1. INTRODUCTION

With the rapid development of the new media era, the teaching management system of colleges and universities is affected by the development of the times. College students have a strong curiosity about new things and the ability of inquiry learning. Therefore, the management of students in Colleges and universities needs more advanced management concepts to drive students' learning enthusiasm, give full play to students' subjective initiative, and use new media technology to improve students' learning ability Learning ability, more effectively improve the comprehensive strength of the school. The following is a more systematic analysis of College Students' learning management through several aspects.

2. THE NEGATIVE IMPACT OF THE NEW MEDIA ERA ON COLLEGE EDUCATION

2.1 Reduce communication and interaction in real life

With the advent of the new media era, students begin to try to use the network platform for communication, and get the information they want through the network platform, which increases their dependence on the network and reduces the communication and interaction in real life. The long-term development weakens the friendship between students, reduces their eloquence and interpersonal skills, and hinders their future development, Therefore, the school should advocate that students use the network platform should be controlled to a certain extent, do not rely too much, resulting in the phenomenon of derailment with the real society. At the same time, in view of this situation, the school should integrate the characteristics of new media into the education management system, increase students' initiative and enthusiasm for learning, and promote the innovation and development of education mode.

2.2 Wrong guidance of life values

Students have no accurate identification of the new media era, and can not distinguish the truth and falseness of information in the network platform. Different types of people's ideas and statements will be displayed in the network platform. Most students in Colleges and universities have poor judgment ability for new media cultural information, and they will blindly believe it, so it will directly affect the students' life values, even affect their psychology Quality, therefore, it is necessary to strictly manage the frequency of students' network use, guide students to correctly view the development of new media, and in daily education classroom, increase the use of new media, exercise students' comprehensive strength, understand the changes and characteristics of the real society, and improve the ability of students to maintain their own security, thus increasing the difficulty of management work of college students [1].

3. THE ROLE OF THE NEW MEDIA ERA IN THE MANAGEMENT OF COLLEGE STUDENTS

3.1 Diversification of teaching information

Under the promotion of the new media era, with the rapid development of network technology, the construction of network platform has the characteristics of universality and instantaneity, from which students can query any domain knowledge they want to know, which is also one of the important reasons why college students pay attention to the network. The establishment of the network not only drives the enthusiasm of students' learning, but also facilitates the process of teachers' lesson preparation. The key and difficult points of teaching can be quickly solved through the network platform to improve the efficiency of teachers' teaching. It can also guide students through the network, establish correct values and Outlook on life, and provide important guarantee for students' future development.

3.2 Pay attention to the cultivation of students' innovative consciousness

With the advent of the new media era, higher vocational colleges innovate and reform the teaching management system, update the mode and information of the management system, integrate with the times, and provide guarantee for the cultivation of comprehensive technical talents. Under the promotion of the new media culture, students' innovative thinking ability is improved, and students are better familiar with the international environment, understand the level and trend of social and economic development, So that students can better integrate into the society after entering the society, quickly grasp the content of the company's position, seek more benefits for their company, and improve their social status.

Teachers have an unshakable position in the innovation and development, guide students to the correct direction of innovation and development, establish the correct values, help students find their life goals, and improve their academic performance Students' comprehensive strength.

3.3 Effective management through advanced information technology

In the process of the rapid development of new media economy, higher vocational colleges follow the pace of the times, speed up the introduction of advanced information technology, build a scientific and reasonable student management system, improve the teaching management system of the college, so as to improve the comprehensive strength and teaching quality of the college, enhance the competitive strength of the school, increase the enrollment and employment rate of the college, so as to strengthen the school management The construction of the mode is the right decision [2]. In view of the improvement stage of the management of colleges, teachers can establish a network sharing platform, strengthen supervision and management of students through network technology, and solve problems and doubts in time. In the learning stage, teachers can publish some encouraging articles through articles or official account, strengthen their ideological and cultural construction, and improve their own comprehensive learning. Combining quality and moral quality to promote the innovation and development of college education.

3.4 Change the traditional teaching mode and increase the attraction of the classroom

With the development of the new media era, the traditional teaching and education mode is no longer applicable, and needs to be changed and optimized. For example, the traditional campus newspapers and radio can be retained. Although the demand for newspapers is greatly reduced, newspapers witness the development of the college, improve the structure and information of newspapers, and cater to the needs of college students in modern society Psychological characteristics, the integration of new media culture and science and information technology, maintain the characteristics of information accuracy, increase the interest of the traditional way, in order to stimulate students' interest in learning and ability. New media culture has not only changed students' living habits, but also made great changes in the teaching mode. Reducing the traditional blackboard teaching, using advanced digital media applications, and creating a harmonious and happy classroom atmosphere can maximize the efficiency and quality of students' listening, which is an important step in education reform.

4. MEASURES TO STRENGTHEN AND IMPROVE THE MANAGEMENT OF COLLEGE STUDENTS IN THE NEW MEDIA ERA

4.1 Deepening the management concept of University Teaching

It is also an important task for the management of the college to strengthen the teaching management and establish a scientific management concept in Colleges and universities. By making use of the professional knowledge and comprehensive strength of the management in higher vocational colleges, we can ensure the smooth development of new media teaching activities and show the deep impression of the new media era in higher vocational colleges. Therefore, the college should strengthen the training of the management and staff to enhance the quality of teaching The premise of students' innovation consciousness is that teachers and management personnel need to understand and share the new media culture. At the same time, according to the characteristics of the college, targeted innovation and development should be carried out to increase the comprehensive strength of the college [3].

4.2 Improve the management system of university teaching

In order to optimize the management system of higher vocational colleges, it is necessary to divide the management, staff and students into three classes, and stipulate different responsibilities and obligations according to different positions and identities. At the same time, it is necessary for the three parties to work according to the rules and regulations to form a strong cohesive force and promote the innovation and development of the college. According to the advantages of the new media mode, the staff arrange the organization and education management. The school can establish official account numbers through the new media, regularly recommend educational information, social information and network security information to students, enhance students' awareness of prevention, and strengthen the correct guidance of students' values with the application of new media technology, and strengthen the training of comprehensive high-end talents. To contribute to the future development of the country.

4.3 Create Internet communication and sharing platform

With the promotion of new media culture, higher vocational college students have a dependence on the Internet. No matter what the situation is, they hope to communicate online, which increases the sense of strangeness and indifference between people and hinders students' social communication ability. Therefore, the school can appropriately increase campus activities, effectively improve students' eloquence ability and deepen students' understanding The friendship between us. At the same time, the advantages of network platform construction, one is to increase the communication and exchange between teachers and students, to achieve barrier free communication, the other is to increase the friendship between students, which plays an important role in improving the comprehensive strength of the college [4].

4.4 Create a green and healthy network environment

In order to promote the all-round development of college students, improve the application of new media in teaching activities, and promote the new media mode to play an important role in the management of students. University administrators can often organize students to carry out a variety of cultural activities, exercise students' ability at the same time, increase the strength of students to protect themselves, fully mobilize the enthusiasm of

students, and promote the comprehensive development of students [5].

5. CONCLUSION

To sum up, under the influence of the new media environment, colleges and universities introduce new media technology, improve the school's management system, increase the elements of innovation and development, follow the pace of development of the times, take the healthy development of students as the center of university teaching management, stimulate students' enthusiasm and innovation consciousness, and promote the comprehensive development of students' morality, intelligence, sports, beauty and labor The quality of teaching in high schools can form a "win-win" situation between teachers and students, and promote the rapid development of domestic education.

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Study on The Theoretical Method of Mechanical Optimization Design

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Abstract: With the continuous development of computer technology and optimization principle, optimization design has become a new subject, which provides the corresponding scientific basis for engineering design. Among the modern design methods, the mechanical optimization design theory method can be said to be one of the most important methods, and can find the best scheme in many design schemes, so as to make the design method more scientific and efficient. But it is more and more difficult to optimize the design of modern machinery, mainly because of the increasing complexity of modern engineering equipment, so that the optimization design method of machinery cannot meet the modern mechanical design. Therefore, it is necessary to explore and study the new scientific theory and new optimization design method through the latest research theory.

Key words: Design theory; Optimization design; Mechanical design

1. INTRODUCTION

With the continuous development and progress of China's computer mechanical and electrical, so that a variety of application software has been the corresponding innovation, because the traditional mechanical design has many shortcomings, so the traditional mechanical design has been unable to meet the needs of the society, so the people began to carry out the corresponding research on the mechanical optimization design, and through the use of computer technology, can achieve Enough to design products with higher performance and high quality.

2. OVERVIEW OF MECHANICAL OPTIMIZATION DESIGN

2.1 Comparison between traditional design and optimized design

For the traditional design, it is based on the investigation to pursue the best results, such optimization will produce a large amount of work, and the accuracy of the data is also relatively low, and there is no complete standard scheme for the corresponding comparison, which also leads to the production of mechanical products in the design did not achieve optimization, only to the performance of mechanical products In addition, in the process of design, there are strong subjective factors, which also makes the design unable to achieve the degree of optimization. However, for the optimization design, we pay more attention to the "excellent", and can also compare the design scheme through experiments, so as to make the design scheme to meet the needs of the people to choose. At the same time, due to the continuous improvement of computer technology, we can also use the database and various kinds of software to simulate it, which also shows that the optimization design is more important Method and data optimization.

2.2 Main contents of optimization design

For optimal design, there are relatively strict specifications and processes, and the optimal solution can be obtained from the determination of objective function, the selection of initial variables, the selection of constraints, the establishment of models, and the selection of problem-solving methods. However, these all need to be carried out according to the corresponding steps. There need to be many processes in the production of mechanical products, such as shape, material selection, processing and so on. Therefore, every link needs to be taken into account in the product design. It is precisely because of the high complexity of mechanical product design that the optimization design becomes very difficult, and it also has a great impact on the design There are relatively high requirements for all aspects of personnel ability. In addition, when supervising the model, we need to be familiar with some basic theories and methods of optimization design, and also need to have rich design experience. Only in this way can we make the establishment of the model meet the actual needs. And in the process of solving the model variables, we need to pay more attention to the use of methods, because if the method is not used correctly, it is likely to lead to serious problems in the results, or even unable to get the answer, leading to the failure of mechanical design.

3. THEORY AND METHOD OF MECHANICAL OPTIMIZATION DESIGN

3.1 Characteristics of mechanical optimization design

3.1.1 Pertinence

For mechanical optimization design, it can optimize one aspect of machinery, such as efficiency optimization, cost optimization and so on. If the mechanical optimization design is separated from the pertinence, it will make the optimization design have no goal, and make the optimization design unable to continue. Therefore, each optimization design needs to be carried out within a certain scope, and it also needs to carry out relatively reasonable analysis and plan for the specific situation, so as to make the design achieve a more accurate purpose [1].

3.1.2 Innovation

For development, innovation can be the best driving force, so for the birth of new mechanical products, designers need to have relatively rich creativity and imagination, and be able to carry out relatively bold innovation in the design of optimization and prevention, so the optimization process itself is actually a process of innovation, if the optimization design does not have innovation, it will affect the optimization effect If it causes serious impact, it can't even make the product get the corresponding optimization. Therefore, in the process of innovation, the

use of new technical means is also the requirement of mechanical innovation. Only in this way can the role of new technology be brought into full play and the technological achievements be better displayed.

3.1.3 Objectivity

The objectivity of mechanical optimization design is mainly reflected in the establishment of mathematical model, which is also the transformation from specific problems to abstract problems. However, such transformation still needs to stand in the perspective of objective science, and also needs to eliminate the subjective factors, so as to objectively analyze the objective function, constraint conditions, variables, etc., and also needs to use scientific methods The best solution to the problem.

3.2 Traditional mechanical design theory and method

In the traditional mechanical optimization design, mainly a linear programming method, nonlinear programming method, criterion optimization method, which is also relative to the traditional way is the main method of mechanical design in our country. For the principle optimization, in fact, it is the direction of physics to analyze and calculate the optimization of machinery, and also has a certain subjectivity, but also relatively simple, but in the multi-objective function optimization problem, it can not guarantee the results. For the linear programming method, in fact, it is to use the extreme value principle in mathematics, which plays a very important role in the traditional optimization, but most of the mathematical models are linear functions, so there is no way to optimize the nonlinear functions. For the non-linear norm method, it can solve the non-linear problems, but the optimal solution obtained by this method is only an approximation, so there is no way to guarantee the optimization. This also shows that the traditional optimization design theory has some limitations, and there is no way to meet the design requirements of modern mechanical optimization, so we should use the new design theory to replace it.

3.3 Theoretical method of modern mechanical optimization design

With the continuous improvement of science and technology, the continuous development of computer technology makes the complexity of modern machinery more and more high, which makes the traditional mechanical optimization design can not meet the requirements of mechanical optimization design. Therefore, it is necessary to use new theoretical methods, not only more suitable for mechanical optimization design, but also the requirements of modern mechanical design optimization design The most representative of modern mechanical optimization design theory is neural network algorithm and genetic research [2].

For genetic algorithm, it is actually the algorithm summarized by scientists in the continuous research of genetics. Such algorithm is of great significance to the research of multi variable complexity of mechanical optimization design. It can search through random, parallel and global optimization probability, and can also meet the multi-objective optimization design accordingly. However, it can also satisfy the multi-objective optimization design The efficiency of this genetic algorithm is too low and it is also very dependent on experiments. Only through experiments can the optimal solution be verified. For neural network algorithm, it can help the linear optimization problem of multi variables to solve effectively. It can be restricted by various functions in the "neural network", thus obtaining the optimal solution, and can also solve the complex problems correspondingly, and also has strong application.

4. CONCLUSION

For mechanical design, mechanical optimization has a very special significance, which can better meet the demand of mechanical products. Therefore, designers should have a clearer understanding of the combination of mechanical optimization design, and also need to clarify the key research objectives of mechanical optimization, and also need to advance it on the basis of traditional optimization theory Innovation is carried out to promote the development of the mechanical field.

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On the Theoretical Education of Jazz Music from The Perspective of Chinese Higher Music Education

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Abstract: With the rapid development of China's economy and the deepening of higher education reform, higher music education is gradually exploring new educational ideas, teaching methods, new educational models and teaching systems. Starting from the Jazz Education, the author compares the perfect Jazz Education System in Europe and America, so as to trigger the thinking and development route of China's higher music education in the future. Jazz music, based on its national music elements, has been standing on the stage of world music for more than a century. Its forms of expression go deep into different countries in the world, and continue to develop and innovate. How to fully integrate Jazz Theory Education into China's higher music education, how to reconstruct the Jazz education system, how to create Chinese national music elements of jazz, this series of problems are worth thinking about by every music educator.

Key words: Higher music education; Jazz Theory Education; National music elements

1. THE CURRENT SITUATION OF JAZZ THEORY EDUCATION FROM THE PERSPECTIVE OF CHINESE HIGHER MUSIC EDUCATION

1.1 The lack of Jazz Theory Education in Chinese higher music education with a long history

When it comes to jazz music theory education in Chinese higher music education, we should start with classical music theory education in Chinese higher music education. From the 1920s to the end of the 20th century, China's higher music education system and content are basically based on the classical music theory. Its content is composed of four parts: composition and directing, music theory, instrumental performance and vocal music. Until the establishment of the Department of modern instrumental and percussion music of Shanghai Conservatory of music in 2006, the theoretical system of music education in China has changed. In a certain sense, it is the first Department of higher education in China that takes Jazz theory system as the education mode. After that, all music colleges, art colleges and music departments of universities have carried out the research on jazz music theory And gradually set up departments based on jazz theory education [1-4].

In the 50 years before 2006, Jazz Education in China is basically pale. Especially in the early stage of reform and opening up, a large number of pop music from Hong Kong, Taiwan, Europe and the United States poured into China, and Chinese people's desire for music and pursuit of a better life were thrown to a high point. But at that time, our music theory education was single and deficient, and professional colleges only taught classical music. At that time, there were two kinds of people engaged in pop music, one was the people who had received classical music education and loved pop music, the other was the people from the society who were crazy about pop music. They became the disseminators and educators of pop music at that time. Write here, the author's mind emerged such a question? "Shouldn't these disseminators and educators be the role played by professional colleges and universities in our country?" but it's a pity that in those days, professional colleges and universities didn't teach pop music, in other words, they didn't know how to teach other kinds of music except classical music, which lasted for a long time. It was not long before jazz began to flow into China. Unlike pop music, he needed to systematically study theoretical knowledge and a lot of practice to master the basic playing methods. In the face of many difficulties, those music addicts began to give up, while those who had received classical music training knew little about jazz or went astray. In order to learn this kind of music, people began to go abroad to study, because there is no one, or no music professional college, in China to teach jazz music.

1.2 On the theoretical education of jazz music.

Jazz music was formed in the United States at the end of the 19th century and the beginning of the 20th century. It originated from the national music of black people in the United States. It is a national mode (similar to the labor song of China) that black people sing in order to regulate their fatigue and vent their emotions when they are working. Some people call it the black soul song, while others call it ragtime, blues and so on. But I think this is jazz, just in different periods, different regions, people give different titles. Because the term jazz is a macro inclusive musical term. Horizontally speaking, it has spanned a long history of more than 100 years. Vertically speaking, his music forms are all inclusive and his national characteristics are diverse and complex. This determines that this music form has a complete theoretical system, artistic connotation and cultural heritage. Except for classical music, other forms of music do not have this

The characteristics of the system. Because of this, the developed countries in Europe and America put jazz music theory education after classical music theory education, and became the second largest music education system.

From the analysis of the theoretical knowledge of jazz, he is different from the ordinary pop music, his music

indicators are rich in professional knowledge, from harmony to form, melody to rhythm have a high learning and research value. Many Western classical musicians are obsessed with the study of jazz music, from which they can find almost all the elements of music. He is different from classical music, but also has rich harmony texture and melody lines of classical music. He is different from pop music. His complex harmonic connection and rich mode conversion make his study much more difficult than pop music, but he also has the popular sense of rhythm, lightness and swing. So that it can be widely spread.

2. INSPIRATION OF FOREIGN JAZZ MUSIC THEORY EDUCATION TO CHINESE MUSIC EDUCATION

2.1 Jazz is the foundation of American pop music

When it comes to jazz music theory education in China's higher music education, let's talk about jazz music theory education in the United States. There will be music departments in better universities in the United States. The teaching mode of music department is generally composed of two parts: classical music theory teaching system and jazz music theory teaching system. There are many kinds of music forms in the teaching system of Jazz Theory: jazz, rock, fusion, pop, electronic music, etc. Although students learn different styles of music, their theoretical knowledge is based on jazz music theory. Because these different musical styles have common ancestors, that is jazz. In the long history of music, he can become a perfect teaching system because he has a certain academic height and research value. From the perspective of jazz development history, the first black blues began to go through swing music; pop; hard pop, then to cold Jazz; style Jazz; then, Latin Jazz was formed by the integration of music elements in South America. By the late 20th century, modern jazz and self-contained Jazz appeared, which all showed a wide range of jazz music fields, which laid the foundation for jazz in jazz The dominant position in the field of pop music.

The United States may be more than classical music in education and promotion in a sense. From the national cultural point of view, the United States is a country with diversified culture. The colonial of Early Europe brought classical music into this country. But for the American people, they think Jazz can represent American national culture more, and the cultural spirit of jazz can meet their pursuit of art and their yearning for free life.

2.2 Higher music education in Europe - from classical to jazz

When it comes to concerts, people can't help but think of the European continent, which is known as the cradle of music. From the Middle Ages to the present, how many musicians were born here. Europe is like the pronoun of classical music, repeating from century to century. In the middle of the 20th century, American Jazz poured into Europe, causing a great stir, but soon it brought flowers and applause, and firmly rooted in this land. From the beginning of opposition, to later musicians and music lovers crazy about him, until now, European Jazz stands on the world Jazz stage with a unique style and music concept. As jazz music continues to pour into the European continent, the education mode of European music colleges has also begun to change. European classical music educators found that the traditional classical music education theory can not be fully integrated into the talent training of jazz music. They have the same and different sides. Different historical background, different cultural heritage, different music performance style, these musicians in Europe must change the original teaching theory and mode. As a result, jazz departments were set up in major European conservatories, such as the Paris Conservatory of music, the Royal Conservatory of music in Amsterdam, the Berlin Conservatory of music, and so on. With the change of education reform, in a land where classical musicians come forth in large numbers, European Jazz stands on the stage of world music with its unique musical vocabulary and artistic rendering power, keeping pace with American Jazz schools. The speed of the rise of European jazz is amazing. On the one hand, it is due to the traditional culture of classical music that makes the people in Europe have a good music culture and atmosphere. On the other hand, it is due to a series of teaching reforms made by major European music colleges in the face of the influx of jazz into Europe. The author has been studying music in Europe for many years, deeply influenced by European jazz and education mode. In the past few years, he also felt the education mode of Chinese jazz, and is experiencing the reform and change of Chinese higher music education. The author is willing to do his best to add a branch to the reform of China's higher music education and embark on the road of music power.

3. REFLECTIONS ON THE REFORM OF JAZZ MUSIC EDUCATION

3.1 Art form between classical and popular music

Classical music is called elegant art. The reason why it is elegant is that it was born nobly, has a long history, and has a perfect theoretical system, which makes the entry requirements of this music form relatively high, but the audience rate is not wide enough, and the learning cycle is relatively long. Pop music, as the name suggests, is a kind of music that can be widely spread in human society. Its music content is direct, its form of expression is relatively simple, and its requirements for the construction of professional knowledge are far less complex than that of classical music, so it can be more sought after by the public. However, for the study of music theory, the academic connotation of pop music can not reach a certain height, so it is difficult to understand Usually, the birth and development of a certain kind of pop music, until it is replaced by another form of pop music, its existence cycle will not be too long.

Jazz music exists between classical music and pop music in its unique way. It not only has the academic height and musical connotation of classical music, but also can be quickly accepted by the public. I often go in and out of a small bar in a deep alley, and I often wear a bow tie, dress and walk into Carnegie Hall. A kind of music that is contained by all forms of expression is the embodiment of its own implied value. Value, the motive force of human thinking, how to find the existence of cultural and artistic

value in jazz, how to knock the door to jazz art, are the problems that every music worker and educator need to think about.

3.2 Create a new chapter of Chinese jazz with national elements

When it comes to creating Chinese jazz with national elements, we are going back to the origin of jazz. The birth of a kind of music represents the rise of a certain culture, and the rise of culture can bring continuous inspiration and new life to this kind of music. They maintain the wonderful relationship between each other. When music (Jazz) across the sea, came to Europe, came to the Americas, convenient for the local culture and music quickly integrated together, followed by the birth of a new form of music, this new jazz with different rhythms and unique modes to show the music of countries with their own national characteristics.

Now that jazz has come to China, how to interpret Chinese jazz is worth thinking and exploring. In the past 20 years, we have been imitating, from lachtem, Bruce, to bibp, modern jazz and so on. What about in the future? Just go on like this? That's impossible. It's time for us to do something. Not only should we do something, but also our students, including teenagers, should act together. This requires our teachers not only to be brave and creative, but also to encourage students to have the sense of innovation while learning traditional knowledge, give full play to their imagination, and create their own music as much as possible. Isn't this the mission that the new generation of young people should accomplish.

4. CONCLUSION

The author once traveled to Europe to study music, and after returning to China, he worked as a music teacher in higher music institutions. At present, China's pop music is facing a series of reforms. The author is free to write down some comments, hoping that teachers and friends can give valuable opinions and make a modest contribution to China's music education.

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On Classroom Teaching Measures of NC Machining in Higher Vocational Colleges

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Abstract: CNC machining occupies a very important position in the modern higher vocational teaching process, which has a great impact on the overall teaching level of higher vocational education and the development of students' comprehensive quality. Therefore, in the actual teaching process, the relevant teachers and school managers need to actively change the traditional education concept, follow the policies and regulations of relevant departments, and improve the quality of CNC machining teaching In order to promote the healthy development of modern higher vocational education as a whole, it is necessary to strengthen the application of modern advanced teaching technology and equipment, optimize classroom teaching atmosphere, improve teaching level and efficiency. The following mainly analyzes and explores the classroom teaching measures of modern higher vocational CNC machining.

Key words: Higher vocational education; CNC machining; Classroom teaching measures

1. SPECIFIC CONCEPT OF MECHANICAL NC MACHINING

In general, NC machining is essentially a course of machine tool processing, but the main purpose of learning and practical operation is CNC machine tools; in the actual teaching process, students need to operate the machine tools under the guidance and assistance of teachers, and process the items that do not conform to the processing, so that they can be applied to industrial production and other activities; because of the number of machines The process of controlled processing teaching is characterized by strong practicality. In daily teaching, relevant teachers need to change the traditional education concept, strengthen the combination of theory and practice to teach, promote the improvement of students' professional level and technical ability, and provide guarantee for the smooth progress of the teaching process in the later Vocational Colleges.

2. THE CURRENT SITUATION OF NC MACHINING TEACHING IN HIGHER VOCATIONAL COLLEGES

The research shows that when the teaching of CNC machining in modern vocational colleges is carried out, because of the deep influence of traditional examination oriented education concept and method, most relevant teachers use theoretical teaching method to explain and educate students according to the content of teaching materials; however, due to the strong practical characteristics of NC machining and lack of practical operation, students' knowledge cannot be fully applied to them In the process of daily work, because of the application of CNC machine tools and other equipment, the teaching process is more complex. Students can not operate the relevant equipment skillfully only by theoretical teaching, which further affects the progress and development of the teaching of mechanical NC machining in modern higher vocational colleges.

3. THE OPTIMIZATION MEASURES OF STRENGTHENING THE CLASSROOM TEACHING OF MECHANICAL NC MACHINING IN HIGHER VOCATIONAL COLLEGES

3.1 Strengthen the use of advanced teaching methods

In the current period, in order to strengthen the optimization of the classroom teaching of mechanical numerical control machining in higher vocational colleges, the relevant teachers and school managers first need to strengthen the transformation of the traditional education concept, and according to the policies and regulations of the relevant departments, strengthen the use of cash teaching methods, promote the development of the teaching process to the direction of systematization, so as to solve the problems of the low efficiency and quality of the traditional teaching process; at the same time Relevant teachers also need to optimize the teaching mode according to the teaching content and students' knowledge level and learning interest, so as to ensure the normal and stable teaching work in the later stage.

3.2 Strengthen the improvement of teachers' professional level

As we all know, in any teaching work, teachers' own professional quality and technical ability determine the actual teaching level. Therefore, in the process of classroom teaching of mechanical numerical control machining in modern higher vocational colleges, higher vocational colleges need to actively organize training and education activities, and urge teachers of mechanical numerical control machining to actively participate in them, to improve their own professional quality, knowledge and skill level At the same time, the mechanical enterprises also need to strengthen the communication with higher vocational colleges, so that teachers can explain the technology and equipment inside the enterprise to the students, so that the students can give full play to their own value after entering the enterprise, and provide sufficient guarantee for the students' own growth and the overall development of the industry.

3.3 Strengthen the optimization and innovation of teaching content

Usually, the teaching content will also affect the level and quality of the teaching work of modern higher vocational CNC machining to a great extent. In order to avoid the emergence of teaching problems, relevant teachers need to fully realize the importance of mechanical numerical control processing teaching, and strengthen the

communication with college leaders, to provide sufficient capital and resource cost for the actual teaching, so as to optimize and innovate the teaching content, attract students' attention at the same time, ensure the smooth progress of the teaching process, and further improve the quality of mechanical numerical control processing in higher vocational colleges The level of classroom teaching in engineering.

3.4 Strengthen the development of practical teaching

When the teaching of mechanical numerical control machining in modern higher vocational colleges is carried out, its teaching level will be affected by practice. Therefore, relevant teachers need to actively carry out practical operation teaching to cultivate and improve students' own practical ability; at the same time, relevant teachers can use the application of simulation software to simulate the operation of numerical control machine tools and strengthen students' own theory And improve the practical ability to ensure the smooth progress of the later teaching process.

3.5 Strengthen the application of multimedia teaching technology

With the continuous improvement of the level of modern science and technology, a large number of modern technology and equipment and facilities are applied in education, which effectively improves the level and efficiency of actual teaching. In the process of classroom teaching of mechanical numerical control machining in modern higher vocational colleges, in order to optimize the classroom atmosphere and improve the teaching level, relevant teachers can also strengthen the application of multimedia teaching technology and convert the teaching content into video At the same time, this process can also make students fully understand and master the theoretical knowledge, so as to promote the improvement of the actual teaching quality.

3.6 Strengthen the establishment of network teaching platform

In the past, due to the limitation of teaching mode and technical level, when students have problems in their daily study and life, they can't consult teachers in time, which will affect students' own psychology and knowledge level over time. In order to change this situation, relevant teachers and school administrators can strengthen the application of modern computer, network information and other technologies, and create a network Network teaching platform, to promote students through QQ, wechat and other ways to fully communicate with teachers, anytime and anywhere to ask teachers, stimulate students' interest in learning and enthusiasm, while playing the main role of students in the modern teaching process.

3.7 Strengthen the innovation and improvement of the assessment mechanism

In addition to the above measures, In order to strengthen the optimization of classroom teaching of mechanical numerical control machining in higher vocational colleges, relevant teachers and school administrators also need to strengthen the innovation and improvement of the assessment mechanism, so as to have a detailed understanding of students' professional quality, knowledge level and other aspects, and optimize and improve the teaching mode and scheme in the later stage, so as to promote the health of the overall teaching of mechanical numerical control machining in modern higher vocational colleges Development [3].

4. CONCLUSION

To sum up, in the process of modern higher vocational teaching, CNC machining occupies a key position. Due to the influence of traditional educational concepts and other factors, CNC machining teaching is mostly theoretical, which has a great impact on students' learning and growth. In order to change this situation, relevant teachers and school managers need to actively change the traditional teaching methods In order to promote the further development of modern higher vocational CNC machining teaching and education industry as a whole, we should put in a lot of capital resources, optimize the classroom teaching atmosphere, and promote the improvement of teaching level with the help of modern teaching equipment and facilities.

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She Walks in Haworth-A Study of Themes in Emily Bronte's Poetry

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Abstract: As one of the most distinguished writers in the 19th century, Emily Bronte, the author of *Wuthering Heights* started to enjoy the reputation as one of the most important British poetesses since the 20th century. The thesis attempts to study on the themes of Emily Bronte's poems based on the latest development of the study of Emily Bronte and her works.
Key words: Emily Bronte; Poetry; Themes

1. INTRODUCTION

The Victorian Age is a comparatively productive period in the history of British literature. The direct result of the Enlightenment movement is that more and more people were educated and enlightened. Among them, were Charlotte Bronte, Emily Bronte and Anne Bronte, known as the Bronte sisters in the world of literature. In the late 1840s, the family from the wasteland of Northern England caught the attention of the critics and readers in such a special way that they were all surprised by the talents of the young woman writers and decided to leave a place for them in the literature world. Among the three sisters, Emily Jane Bronte was the most talented and sensitive one, known mainly for her only novel *Wuthering Heights*, along with her poems. Born in Thornton, Yorkshire on 30 July 1818, she was the fifth of six children of Patrick and Maria Bronte. Two years after the birth of the little girl, her father was appointed perpetual curate of Haworth, a small, isolated hill village surrounded by moors. Her mother died shortly after her third birthday. Therefore, Emily and her siblings were brought up by their aunt, Elizabeth Branwell. Emily Bronte only made a few short trips away from her hometown and remained in Haworth all the rest of her life[1-8].

Emily Bronte's poems were less known by Chinese readers. In fact, her poetry earned her the reputation as a poetess great as Elizabeth Browning. From accounts by those who knew Emily Jane Bronte, readers made a consistent portrait of a reserved, courageous woman with a commanding will and manner. In the biographical notice to the 1850 edition of *Wuthering Heights,* Charlotte Bronte attributes to her sister "*a secret power and fire that might have informed the brain and kindled the veins of a hero*" (Gaskell, 1987). Monsieur Heger, who taught her Brussels, was impressed by her power.

Emily Jane Bronte began poetry writing at an early age and published twenty-one of them, together with those written by Anne and Charlotte, in 1846 in a slim volume titled *Poems by Currer, Ellis, and Acton Bell.* At an even earlier age, she collaborated with Charlotte, Branwell and Anne on the plays and tales that developed into the Glass Town saga. By 1834, Emily and Anne were thoroughly engaged in writing their own saga involving two imaginary islands in the north and south Pacific, Gondal and Gaaldine. No early prose narratives survived, but several poems by Emily and Anne referred to her only novel, *Wuthering Heights,* published under her pseudonym for Ellis Bell in 1847, exactly a year before her death on 19 December 1848.

Emily is clearly more distinguished as a novelist than as a poet, yet scholars regard her poetry as a significant part of the English literature. Emily's poems fall into two categories: Gondal Poems and Lyrics. The former describes visional stories in Gondal; the latter represents her personal feelings. All these poems reflect her spirits and hope for freedom, love. There are some touched the theme of death. The most representative pieces are *The Old Stoic, Remembrance, Death.*

This paper focuses on the study of the themes of her poetry through her ecological writing. As the product of a combination of romantic and realistic literature, Emily Bronte's writing brings readers very new and fresh experience of reading.

2. THE THEME OF FREEDOM

Emily Bronte enjoyed staying by herself. Greatly influenced by William Wordsworth, she formed a habit of resorting to nature. The moorland was the mother-like existence to her. Solitude brought her more freedom and pleasure than loneliness. Wandering on the wasteland, she could think whatever she wanted to think without being interrupted or disturbed. Only on such occasions that she owned real freedom which brought her real happiness and pleasure of living in a world full of miseries. Emily Bronte released her strong feelings and unique emotional experience in an imaginary poetic world through the writing on the topic of freedom. Emily Bronte confessed her pursuit for freedom in most poems and she cherished it in her own way. "*Just like the air she breathe, without which she shall perish. It is suffering when she transit herself from a silent, unbridled environment to a stringent regulated one.*" (Gaskell, 1987) To Emily Bronte, freedom is as important as fresh air to human beings.

In *The Old Stoic*, she wrote, "*Riches I hold in light esteem/ And Love I laugh to scorn/ And lust of Fame was but a dream/ That vanished with the morn.*" As what is revealed through the poem, Emily looked down upon wealth, scorned love, and dispute reputation, because they would all disappear when the body died. Therefore, "*... if I pray, the only prayer/ That moves my lips for me/ Is-'Leave the heart that now I bear/ And gives me liberty.'*(Janet Gezari, 2005) Emily's desire for freedom derived from the hell-like world, which made her tired and suffered. Five years after this poem, she claimed in account of Catherine: "*The thing that irks me most is this shattered prison, after all, I'm tired of being enclosed here.*

I'm wearying to escape into that glorious world, and to be always there...really with...and in it." (Emily Bronte, 2008). It might be an exaggeration to say the world in which she lived is a prison to Emily, but a supposition could be made that staying too long in a tainted environment, one's soul must become withered and fettered and finally lost freedom.

In *Stars* written in 1845, she once again repeated the theme of freedom using a "star" in the boundless sky. "*Thought followed thought, star followed star/ Through boundless regions, on/ While one sweet influence, near and far/ Thrilled through, and proved us one!*" (Janet Gezari, 2005) Stars and thoughts are both boundless. As presented in the last two lines of the poem, true liberty is the freedom in spiritual world.

Freedom is a lifelong goal she had being pursued in all her short, miserable life. (LIU Fuli, 2011) That is the most valuable thing in her life and works, as is presented in *What Use Is It to Slumber here*:

What use is it to slumber here:
Though the heart be sad and weary?
What use is it to slumber here
Though the day rise dark and dreary

For that mist may break when sun is high
And this soul forget its sorrow
And the rosy ray of the closing day
May promise a brighter morrow
(Janet Gezari, 2005)

We can obviously find the hint of hope and expectation to a better tomorrow. More than half of Emily's poems was under a gloomy atmosphere, while around 40 pieces were written in a comparatively positive attitude. She expressed her hope for better future and her pursuit of freedom in her poetic world.

3. THE THEME OF LOVE

As an extraordinary writer who put much passion on the theme of love in *Wuthering Heights*, Emily Bronte had never been in a real relationship herself. She is called "*Pabbajita*"(LIU Xinming, 1997) by some scholars. There might be no other writer that could describe a kind of love full of so many pains, crush, cruelty and attachment. However, her conveyance of love was even more profound and mature in poetry. The poems like *Remembrance*, *Love* and *Friendship* seem to be some of the best examples to prove her ability to describe what love can be. It can be either solid or fragile. Most of the "Gondal" Poems are about love, hate and passion. Among them, *Remembrance* is the most touching one: *Cold in the earth- and the deep snow piled above thee/ Far, far removed, cold in the dreary grave/ Have I forgot, my only love, to love thee/ Severed at last by Time's all-severing wave?* (Janet Gezari, 2005)

In this poem Emily delivered the heroine's deep love to her demon lover. Even though he was dead, buried beneath the snow in the dreary grave, she still could not forget him. These stanzas are so heart-shaking that readers might doubt how a young woman could compose a touching love song like *Remembrance* if the poetess herself never fell in love. They therefore boldly made the

hypothesis that Emily Bronte once loved somebody but the love ended as a failure. No reliable evidence was found to support the hypothesis, except in one of the Gondal poem: *A.G.A. to A.E*, presenting a similarly strong feeling.
Lord of Elbe, on Elbe hill
The mist is thick and the wind is chill
And the heart of thy Friend from thy dawn of day
Has sighed for sorrow that thou went away -
......
But thou art now on a desolate sea -
Parted from Gondal and parted from me -
All my repining is hopeless and vain,
Death never yields back his victims again -
(Janet Gezari, 2005)

Emily found an opportunity for herself to express the inner world. She showed unswervingly the loyalty to her first lover Alexander, Lord of Elbe, who sacrificed himself in a war. Similarly, the poetic figure A.G.A. expressed the same emotion for her second lover Lord Alfred of Aspin Castle. She even deified their love with words "rites", "penance" in *A.G.A.to A.S.*
By dismal rites they win their bliss
By penance, fasts, and fears -
I have one rite -a gentle kiss -
One penance - tender tears -

O could it thus forever be
That I might so adore
I'd ask for all eternity
To make a paradise for me
My love - and nothing more!
(Janet Gezari, 2005)

She claimed their love to be holy and eternal. If there could be a paradise, then it must be no where but in her love.

Emily Bronte did not present her understanding of love in one facet. *Love and Friendship,* one of her early poems had discussed love in a fairly different attitude. Love is claimed as roses. "*Love is like the wild rose briar/ Friendship, like the holly tree/ The holly is dark when the rose briar blooms/ But which will bloom most constantly?*"(Janet Gezari, 2005) They would wither as the winter comes, while friendship would be evergreen, like holy tree. "*The wild rose briar is sweet in spring/ Its summer blossoms scent the air/ Yet wait till winter comes again/ And who will call the wild-briar fair.*" Consequently, she hoped to reached such kind of permanence: "*Then scorn the silly rose-wreath now/ And deck thee with the holly's sheen/ That when December blights thy now/ He still may leave thy garland green.*" (Janet Gezari, 2005)

To some extent, Emily Bronte tried her best to describe every single move of her feelings. And her attitude toward love can be perfectly translated in *Wuthering Heights* in which Emily created two personae namely Catherine and Heathcliff. Catherine symbolized Emily's desire for love, and Heathcliff stood for her desire of being loved. This equals to Gondal - a strong and independent woman's normal pursuit for love.

4. THE THEME OF DEATH

As one of the everlasting poetic theme, death is one of Emily Bronte's choices of poetry writing. Death does not mean the end of life, but a new start and continuance of love. In Emily's world, the boundary between life and death was rather vague. She believed that death only leads to temporary parting. Reunion in an afterlife world is sure to happen. It was a opportunity: *Death! That struck when I was most confiding/ In my certain faith of joy to be / Strike again, Time's withered branch dividing/ From the fresh root of Eternity!*(Janet Gezari, 2005)

In her short lifetime which was hazed by the darkness of death, Emily Bronte witnessed the death of her mother and siblings. While the outside world is in a chaos. All the obstacles helped to bring her hardships. But her view of death was never changed.

"But, within its parent's kindly bosom,
Flowed for ever life's restoring tide.
Hope was there, and laughed me out of sadness;
Whispering, 'Winter will not linger long!'
And behold! With tenfold increase blessing,
Spring adorned the beauty-burdened spray;
Wind and rain and fervent heat, caressing,
Lavished glory on that second May!"

(Janet Gezari, 2005)

The poem is a reminder of Shelly's *"If winter comes, can spring be far behind?"*(Shelly, 1819) Winter is not just the last season of a year, but a sign of the coming of new life. Death can lead to rebirth. Emily Bronte, like her beloved poet Shelley, conveyed the belief that winter will not last long. A new age and a better world would certainly be there.

Love, freedom and death are the topics Emily Bronte chose to write about in her poetry. As a poet influenced by William Wordsworth, Shelley and Byron, she never forgot the tradition. All the topics were treated in a romantic manner and she tried to present a world in ecological writing. Under the garment of indifference, she reveals the greatest passion towards love and life and her attitude to death is fairly unconventional. From a macroscopic view, both Emily Bronte's life and works are the products of the Victorian age, while from a microscopic view, it is mainly about her personal relationship with nature and the society. To conclude, Emily Bronte was an extraordinary woman in British literary history. She is a beautiful heath blooming alone in Haworth.

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Research and Design of Intelligent Garbage Classification System Based on Internet of Things

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Abstract: According to the fact that most middle-aged and elderly people in the community are not clear about garbage classification, resulting in poor garbage sorting effect, low work efficiency of garbage cleaners and in-timely handling garbage, so an intelligent garbage classification system based on the Internet of Things is designed. The system uses voice recognition function to tell users about the classification of littered. At the same time, control the corresponding garbage cover and enable garbage cleaners to remotely view the garbage can capacity through networking, so as to improve the classification effect of garbage and the efficiency of farbage cleaners. This design can realize speech recognition, control the opening/off of garbage can covers and remotely view the garbage can load, which has certain practical and social value and provides a certain reference value for the construction of smart communities.

Keywords: Internet of Things; Intelligent garbage classification; Arduino controller; ZigBee networking

1. INTRODUCTION

With the rapid development of social economy and the continuous improvement of people's living standard [1], the problems of domestic waste are more obvious. In addition, if the garbage is not properly treated, it will cause serious environmental pollution. Therefore, the state has formulated the classification standards of garbage, and the garbage is divided into four categories: recyclable garbage, kitchen waste, harmful waste and other wastes[2]. The treatment of each kind of waste can not only improve the utilization of resources, but also reduce the environmental pollution. Because of the late time of garbage classification in China, most middle-aged and old people can not remember the specific garbage classification, which makes the current community has corresponding garbage cans, but the effect of garbage classification is not ideal. Therefore, it is very important to design and develop an intelligent garbage classification system.

This paper designs an intelligent garbage classification system based on the Internet of things, which makes the garbage classification more efficient and convenient. Meanwhile, the garbage cleaner can also remotely and real-time view the full load of garbage bins in each garbage spot so as to improve the working efficiency.

2. THE OVERALL FRAMEWORK OF THE SYSTEM

According to the function, the intelligent waste classification system mainly includes six modules: main controller module, power module, speech recognition module, steering gear module, wireless transmission module and ultrasonic module. Its working principle is: when the user sends out the designed voice command, the system will be awakened. After receiving the command, the voice recognition module will prompt the user to say the name of the garbage, and then send it to the main controller. After receiving the command, the main controller will judge what kind of garbage the garbage belongs to, and then open the corresponding garbage can cover, so as to complete the basic garbage classification. At present, the time of garbage disposal in each community is fixed, which makes the work of garbage cleaners heavy and inefficient. In order to improve the work efficiency of garbage cleaners and reduce the workload, the system adds an ultrasonic module to detect the full load of the garbage can, and sends the load of the garbage can to the server through the wireless transmission module for garbage collection The cleaner can check the full load of the garbage bin at each garbage point in real time through the terminal (smart phone, PC terminal, tablet, etc.), so as to deal with it in time. In this way, the workload of the garbage cleaner is reduced and the work efficiency is improved. The overall framework of the system is shown in Figure 1.
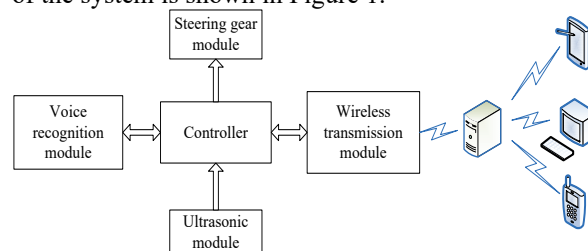
Figure 1 overall framework of the system

3. SYSTEM HARDWARE DESIGN

3.1 Main controller module

The main controller is the core component of the whole system, which is mainly used to process the information transmitted between the modules and control the steering gear. Therefore, it requires the module to have good computing power, good expansibility and convenient maintenance. Arduino MCU just has the advantages of easy to use, simple development, good expansibility, easy maintenance and so on. Therefore, this system chooses Arduino UNO R3 development board as the main controller, the development board contains the minimum system of single chip microcomputer, with 6 analog input ports, respectively A0 ~ A5, 14 digital IO ports, respectively 0 ~ 13 ports, 1 USB port, 1 16mhz crystal oscillator, 1 9V DC power input and 1 5V DC power input

[3]. The specific function of the module is to analyze the information transmitted by the voice module and ultrasonic module, so as to control the steering gear module to open or close the garbage can cover. At the same time, the information collected by ultrasonic is transmitted to the server through the wireless module, so as to complete the bottom acquisition and control part of the Internet of things.

3.2 Power module

The power module improves the power for the whole system, and stable and good power supply is the basis to ensure the normal operation of the whole system. Due to the small volume, large capacity and relatively stable voltage of lithium battery, and supporting fast charging, the system adopts 12V lithium battery as the energy center of the whole system, and the step-down module adopts xl7007 step-down DC power converter [4]. The output voltage range of the converter is adjustable from 1.25 to 50V, which fully meets the power demand of each module.

3.3 Speech recognition module

In order to increase the human-computer interaction ability of the system and make the system more intelligent, the system uses ld3320 speech recognition module and mp3-tf-16p speech broadcast module to form the speech recognition module of the system. Ld3320 module is a stc11 single chip microcomputer, which has three working modes: common mode, password mode and key mode. The system adopts the password mode, that is to say the specified password, and the system will be awakened. Before using the module, you need to use the upper computer software of the module to set the instruction. When setting, you only need to input the Chinese Pinyin of the instruction. For example, "La Ji Tong" can wake up the system. Mp3-tf-16p module is used for voice broadcast, and the broadcast function of this module also needs to be specified by upper computer, which will not be repeated here. Ld3320 module and mp3-tf-16p module are connected by serial port. Figure 2 shows the hardware connection diagram of ld3220 and mp3-tf-16p.
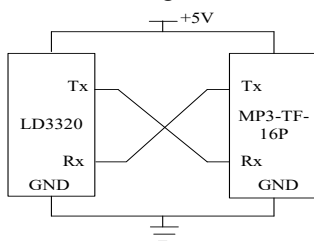
Figure 2 connection between ld3320 and MP3

3.4 Steering gear module

The steering gear module used in this system is sg90, which has the advantages of simple connection and easy operation. It is a motor based on position (angle) servo. Its working principle is that the internal control circuit board modulates the input signal, drives the motor, drives the variable speed gear, and outputs the action on the output shaft. The position detector (angle sensor) is its input sensor, which will feedback the speed and direction obtained by the output shaft. The control circuit board adjusts the input signal in real time according to the feedback information, so as to realize the rudder control

The closed-loop control mode of the machine improves the control accuracy [6]. The main function of the module is that the main controller controls it to open or close the garbage can cover.

3.5 Ultrasonic module

The main function of the module is to collect whether the garbage can is full or not. Its principle is to use the distance between the height of the garbage in the garbage can and the garbage can cover as the basis of whether it is full or not. This is the data acquisition layer of the system. This system uses ultrasonic sensor to measure the distance, its module is hc-sr04, the detection range is 2-400cm, stable and has high accuracy, market recognition is very high. The working principle of the module is to use the IO port trig to trigger the ranging and give a high level of at least 10us. The module automatically sends eight 40KHz square waves and automatically detects whether there is a signal return. If there is a signal return, it outputs a high level through the IO port echo. The duration of the high level is the time from transmitting to returning [5]. Therefore, the calculation method is: distance = (high level time * sound speed) / 2, where the sound speed is 340m / s, so the distance can be calculated.

3.6 Wireless transmission module

The module is the data transmission layer of the system, and its function is to transmit the information collected by the ultrasonic sensor to the server. ZigBee is the pronoun of IEEE802.15.4 protocol. It is a short-range, low complexity, low-power, low-speed, low-cost two-way wireless communication technology. The working frequency band is 2.4GHz, the transmission rate is 250kbit / s, and the ad hoc network function has been successfully applied in the short-range, distributed Internet of things [7-9]. Therefore, the system uses ZigBee technology as the wireless transmission module, and its module is CC2530 chip. Because there are several garbage points in a community, the star topology of ZigBee is adopted, that is, the coordinator of ZigBee is used as the central node, which is connected with the PC of the property through the serial port to upload the information to the server. ZigBee network creation and data transmission function use TI's Z-stack protocol stack [10].

4. SYSTEM SOFTWARE DESIGN

The design idea of this system is to use speech recognition module to control the opening and closing of the garbage can cover. At the same time, combined with the idea of "Internet of things", each garbage point is connected to the Internet, so that the capacity of each garbage can can be mastered in time, and provide real and reliable data for the timely disposal of garbage. The software design of the system is divided into upper computer software and lower computer software.

The upper computer development can use Android platform to develop an app software or wechat applet, which is mainly used to check the full load of the garbage can at each garbage point. This part is relatively simple and will not be repeated here.

This paper mainly introduces the processing flow of lower computer. The capacity of the garbage can is obtained by the ultrasonic module. The ultrasonic module is installed

in the middle of the garbage can cover, and a threshold value is set for the ultrasonic sensor. When the distance between the garbage and the garbage can cover is detected to be more than 10cm, the garbage can is opened normally, and the classification of the thrown garbage is broadcast; when the distance between the garbage and the garbage can cover is detected to be less than 10cm, the garbage can cover is not opened After opening, the voice broadcast that the garbage can is full. Please go to the next garbage point, report the full garbage can to the server in time, and inform the garbage cleaner to deal with it in time. The whole process of the system is shown in Figure 3.
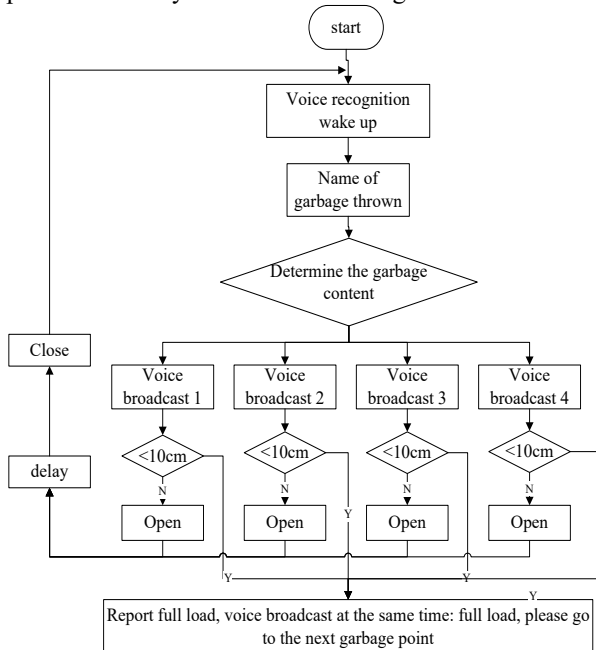
Figure 3 procedure flow

5. TESTING AND VERIFICATION

The intelligent garbage classification system is simulated and tested in the laboratory environment, and the networking function, packet loss rate and garbage bin capacity are tested. Through network test, verify whether each garbage can node is added to the network, and configure each module node to ensure that the communication between each terminal node and coordinator is smooth. The baud rate of the test is set to 9600bps. Every 10 seconds, each terminal node sends 1000 packets, sending 10 times in total. The test results of packet loss rate are shown in Table 1.

Table 1 system packet loss rate test table

Serial number	Send package / time	Received packets / time	Packet loss rate /%
1	1000	998	2
2	1000	1000	0
3	1000	1000	0
4	1000	1000	0
5	1000	1000	0
6	1000	1000	0
7	1000	1000	0
8	1000	1000	0
9	1000	1000	0
10	1000	1000	0

The experimental results show that: the first packet loss rate is 2%, because the first contract to build a network, so there are packet loss, when the network is stable, the

system packet loss rate is 0, indicating that the system networking success and complete transmission of data.

At the same time, the system also tests the capacity of the garbage can. When the corresponding garbage is thrown into each garbage can, the capacity diagram of each garbage can is shown in Figure 4. The results show that the system can provide more accurate information about the capacity of the garbage can for the garbage cleaners to clean the garbage timely and efficiently.
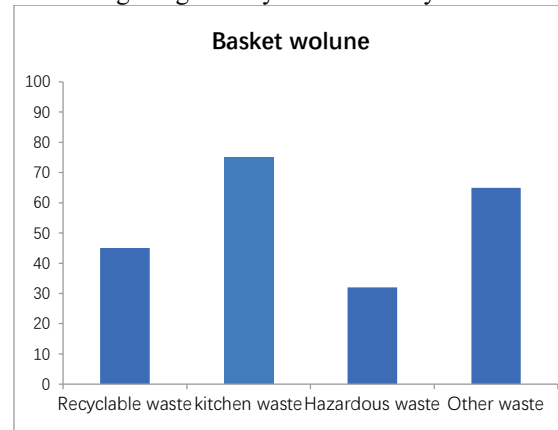
Figure 4 garbage can capacity diagram

6. CONCLUSION

The intelligent garbage classification system based on the Internet of things designed in this paper can open the garbage bin of the garbage classification through the voice recognition module, so that users can efficiently and conveniently classify the garbage. At the same time, the garbage points are connected to the Internet, so that the garbage cleaners can grasp the full load of the garbage bin in time, which is convenient for timely treatment. This system not only improves the efficiency of garbage classification, but also reduces the workload of garbage disposal personnel, improves the work efficiency, and also provides a certain reference value for the construction of smart community. Because this paper only uses ultrasonic distance measurement to detect the capacity of the garbage can, the data obtained in this way is not accurate enough, so the next step will continue to study the capacity of the garbage can, making the system more perfect and intelligent.

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New Ideas of Management Work of College Students on The Internet

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Abstract: With the rise of China's economic capacity, the development of all walks of life is very rapid. Since the 21st century, the development of Internet industry has been faster and faster, especially in the last two years. The information age is also coming from the Internet. The development of Internet industry has brought great market prospects and benefits to the development of the world. Under this internet background, the development of industry also brings some opportunities and challenges to the employment and Entrepreneurship of contemporary college students. In the related management work, how to manage through innovative thinking is not only in line with the development of the times but also helps the development of university students' management. It is very important for university teaching, which requires the teachers of colleges and universities to keep on during the teaching period Exercise your own application to the Internet.

Keywords: Internet; College students' entrepreneurship

1. INTRODUCTION

For the current higher vocational colleges, many teachers are using the old and outdated management methods to manage college students. Students don't care too much about these management methods. Even if they listen carefully at that time, many people directly forget after class. However, the development of the Internet era has solved this management problem, and college teachers can build groups to learn through mobile phones The students will redistribute the fixed and quantitative tasks so that they will not forget them casually. Effective use of the Internet to implement management behavior is different from the traditional way of thinking for the cultivation of new ideas of management. This paper mainly carries out a series of analysis and Discussion on the innovation of Higher Vocational College Students' management under the background of Internet, aiming at strengthening the standardization of College Teachers' management of students and promoting the progress of students [1-3].

2. THE ADVANTAGES OF HIGHER VOCATIONAL COLLEGE STUDENTS IN THE IMPLEMENTATION OF MANAGEMENT WORK UNDER THE BACKGROUND OF THE INTERNET

The development of the Internet is the product of the progress of the times and marks the development of the times. Under this background, there are great opportunities for the development of the industry, the growth of the population, education and management, etc. Therefore, the management of college students will certainly glow with different colors under this background, which fully reflects the advantages and interests of the implementation of the management, mainly including the following aspects.

2.1 Closeness of management work under the background of Internet

Economic development drives people to live a happy life. Nowadays, college students are all equipped with a mobile phone. From the perspective of the implementation of management, this is undoubtedly very convenient. The application of mobile phone is also an interpretation of the internet background. Through mobile phone, students can quickly accept the arrangement of teachers in related learning work, and understand the notification tasks issued by the instructors. These are the closeness of management work in students' life and learning under the internet background, and they have great convenience. At the same time, the distribution of some management work may make students complain and so on, which will inevitably lead to resistance for teachers or instructors. The mobile phone communication under the background of Internet can solve these problems. For example, teachers or instructors often send some greetings in the management group, communicate with students more about trivial life, or for a group The analysis and discussion of current affairs hot spots can not only understand more about the contemporary society, but also promote the closeness between students and teachers through communication, which is very helpful for the implementation of management work.

2.2 Efficiency of management in the context of Internet

In the past, when the Internet was not developed, many students didn't have a mobile phone even if they went to university. In other words, even if they had a mobile phone, they couldn't do a good job in the management of releasing any information, because the deduction of wechat at that time was not as modern as it is now. It took a certain amount of time for teachers to send a message to each student through various channels In case of emergency, what are the advantages of this method? Even if an emergency meeting is held, it will take a certain amount of time, which is even more troublesome. But the Internet is not the same nowadays. What tasks a teacher wants to assign, or what work needs to be handed over to the students, or where he wants to hold a meeting, can be transmitted to the students through the mobile phone. At the same time, he can receive messages from different places, and the students can complete the relevant work at a high speed. For example, when a teacher releases messages at 7:00 p.m., he has to collect them in the classroom at 7:30 p.m The students can quickly receive the message and rush to the classroom. If they can't participate in the emergency on time, they can explain the reason to the teachers through the mobile phone. The message will arrive in a second, which fully reflects the

efficiency of the management work under the background of the Internet.

2.3 Convenience of management under the background of Internet

In addition to the above two advantages of Internet management, convenience is also the advantage of its era. This advantage can be reflected in many aspects, mainly from the following three aspects. First of all, the convenience of space. The application of management under the Internet is not limited by space. That is to say, no matter where the students are, the management can be carried out at the same time. At the same time, the implementation of different COVID-19 takes place in 2020. In every case, colleges and universities in each area are closed. In this case, how to stop classes and not stop learning is mainly due to the mutual relationship. With the development of the Internet age, students and teachers can implement online courses and online homework check-in and clock out in different places, and carry out good online management. There are also major platforms for daily check-in, such as today's campus and guiding the world, which facilitate student management in different spaces. The second is the convenience of time, which is different from the regular timing of the previous management work. Now the management work can be carried out within a certain time range. For example, college students will have a time range every day when they sign in and clock out, and they will not die at a certain time point. In the release of learning tasks, the learning time is relatively free, and they will not be unable to learn because of the existence of emergencies Learn this kind of time, so the management and allocation of time reflects the great convenience. Finally, the convenience of the platform, whether it's news release, homework release or other management issues release, the development of the Internet has formed many platforms, different software may have the same function, different software and the alliance of major universities will appear the same management implementation, such as the deduction of wechat can daily chat, such as China MOOC University, xuexuetong Nail can yo course live, punch in learning and so on, which provides great convenience for the management of students.

3. THE DISADVANTAGES OF HIGHER VOCATIONAL COLLEGE STUDENTS IN THE BACKGROUND OF INTERNET MANAGEMENT

3.1 The flooding of bad information under the background of Internet

The development of the times will certainly bring us many advantages, but everything has always been two-way, since the development of the Internet has so many advantages, it will also have many disadvantages. For college students, the biggest disadvantage is probably the flooding of bad information and bad websites among them, which is also very unfavorable for the development of management. Bad information will unintentionally exist in a place where students open the web page. There may be many college students who can't bear the inner curiosity. Opening that message or website will affect students' learning and life to a certain extent. When

teachers implement management work, for example, when they ask for online learning, students will neglect or to a certain extent Ignore the news, affect their behavior, life and learning.

3.2 Ideological influence of bad information under the background of Internet

Bad information bad websites contain a lot of bad information, such as some loan websites, daily earning Doujin information, these are bad information, the existence of these information websites will not only affect the study and life of college students, but also have an impact on their mentality, for example, some online loan websites provide loan amount to students, ask them to send some private photos, the students get in When it comes to money, they lose their dignity. While satisfying their psychological and material desires, they are constantly worried about the outflow of their private photos. They may even borrow more money to satisfy their greater vanity. At last, they make huge profits and influence themselves. Therefore, the existence of bad information in the context of the Internet not only makes many people successful, but also destroys many people and affects their lives Ideas.

4. NEW IDEAS ABOUT THE MANAGEMENT OF HIGHER VOCATIONAL COLLEGE STUDENTS UNDER THE BACKGROUND OF INTERNET

4.1 Focus on the transmission of educational ideas

The characteristics of College Students' use of the Internet reflect the educational background of a college for students. Everyone has the dark side, but under the transmission of certain educational ideas, these dark sides will also be suppressed. Therefore, colleges and universities must pay attention to the transmission of College Students' educational ideas. At the same time of knowledge education, it is also very important to pay attention to moral and intellectual education, which is more conducive to the formation of new ideas of management.

4.2 Pay attention to the prevention and control of public opinion on campus

In the context of the times, the network public opinion is a very effective but also terrible thing, in the campus, the existence of public opinion will affect many people, let many people participate in it, and the school should continue to pay attention to the campus public opinion, for good direction of public opinion to marketing, for bad influence on the development of students to block, such as the University Forum for the restaurant student help The public opinion fermentation of helping the sweeping aunt dump garbage, colleges and universities should encourage students to learn, because this event reflects the good side of human nature, and for some campus fights, we should deal with them fairly and report them to start, so as to plant a seed that can't make mistakes in the hearts of all college students.

5. CONCLUSION

From different perspectives, the development of the Internet has different influences. The influence of any direction will change the behavior of higher vocational students in the future. In this case, higher vocational

colleges should continue to optimize the new ideas of management and promote the positive development of students.

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Tinnitus Acclimatization Therapy in The Treatment Of 50 Cases of Tinnitus

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Abstract: Objective: To explore the tinnitus acclimatization therapy in the treatment of 50 patients with tinnitus clinical observation. Methods: from January 2020 to the beginning of January 2021, 50 patients with tinnitus in our hospital were selected as the research objects for clinical observation. After that, we can use the method of on-site drawing, randomly select a part as the experimental group and a part as the control group. In order to ensure fairness, the number of experimental group and control group were 25 cases. After the number of people was determined, the control group used conventional drug treatment, while the experimental group used tinnitus acclimatization + conventional treatment. The treatment effect between the two groups was compared. Results: the total adaptation rate of the experimental group at 2 months and 4 months was significantly higher than that of the control group, with significant difference (P<0.05). Conclusion: tinnitus acclimatization therapy combined with tinnitus treatment has better effect, which is worthy of clinical application and recommendation.
Key words: Tinnitus acclimatization therapy; Tinnitus patients; Clinical; Observation

1.INTRODUCTION

Tinnitus has many factors and has a high incidence rate. If tinnitus becomes a serious type, it will lead to many diseases, even depression, and suicidal tendency [1]. There are many ways to treat tinnitus, but it will be affected by psychological factors. If only using drugs, it may not achieve satisfactory therapeutic effect. This paper explores the application of tinnitus acclimatization therapy, hoping to put forward effective suggestions for the treatment of tinnitus patients.

2. DATA AND METHODS

2.1 Data

In one year, 50 patients with tinnitus were selected as the research object. The average age of the control group was (51.6 ± 7.1) years, including 11 male patients and 14 female patients. The average age of the experimental group was (50.8 ± 5.6) years. There were 12 male patients and 13 female patients. There was no significant difference between the above groups $(P > 0.05)$. Before the study, the doctor communicated with the patient or his family members, and signed the study agreement with the patient's full knowledge. At the same time, in order to avoid other interference, it has been found that these patients do not have any other major diseases except tinnitus, so they can carry out clinical practice [2].

2.2 Method

The control group used conventional drug treatment, the experimental group used tinnitus acclimatization + conventional treatment. Tinnitus acclimatization therapy, the first need tinnitus is not completely covered. Low intensity natural sound is used as the basis to cover up tinnitus. The loudness needs to be lower than tinnitus. Besides sleeping, other time can be heard, and it needs to be kept for more than 6 hours [3]. Second, we need to do relaxation training. Patients need to use their own ideology to control the intuitive feeling of tinnitus when they close their eyes. Third, we need to divert attention. Once tinnitus still occurs, patients can listen to music, read books and watch newspapers according to their own preferences That is to say, when the patient is irritable due to tinnitus disease, he needs to transfer his energy to other places. Fourth, construct corresponding psychological adjustment and counseling. Analyze the patient's condition, investigate the causes of tinnitus, analyze the patient's doubts, let the patient adapt, and coexist peacefully with tinnitus. Ginkgo Biloba Extract Tablets, mecobalamin capsules are all oral, twice a day, 2 tablets each time. Before going to bed, one tablet of 2.5 mg of diazepam should be taken orally. All patients were treated continuously for 2 and 4 months.

2.3 Evaluation index

The treatment effect between the two groups was compared.

2.4 Statistical methods

Using SPSS 24.0 software, using $(x \pm s)$ to analyze the data, can meet the implementation of measurement test, using T and X2 to get the difference, reflecting statistical significance $(P < 0.05)$.

3. RESULTS

For the experimental group at 2 months and 4 months, the total adaptation rate was significantly higher than that of the control group, the difference was obvious, there was statistical significance $(P < 0.05)$.

Table 1 treatment comparison between experimental group and control group 2.4 [n (%)]

Group (n = 25)	Fully adapted	Basic adaptation	Partial adaptation	Not suited to	Adaptation rate (%)
2 Months in the experimental group	0	1	3	21	16.0
2 Months in the control group	0	0	1	24	4.0
4 Months in the experimental group	3	2	11	9	64.0
4 Months in the control group	1	2	3	19	24.0

Note: compared with the observation group, P < 0.05.

4. DISCUSSION

To a certain extent, tinnitus is a symptom of auditory nerve, and it is also a relatively poor key symptom. It has been concerned for a long time. This disease has nothing to do with cochlear mechanical vibration. The incidence rate of tinnitus in clinical practice is high. If the patient is in a state of tinnitus for a long time, his mood will be very low. Even if he has problems such as irritability and anxiety, it will bring great impact on the life and work and sleep of [4]. In the process of clinical practice, there are many factors causing tinnitus disease, which are firm and complex. So far, no treatment method has been found that can make tinnitus patients quickly effective. Let patients adapt to tinnitus as soon as possible, is the most effective treatment. Tinnitus can appear more negative emotions, the main reason is that there is a greater relationship with the nervous system, it is easy to lead to psychological and physiological changes in patients. Tinnitus acclimatization therapy can reduce the dependence of patients on drugs on the basis of drug treatment, focus on the content of psychotherapy, minimize the adverse emotions of patients with tinnitus, help patients adapt to tinnitus, break the memory of adverse emotions after limbic system activation, and even the vicious circle. At this time, we can use the way of learning to induce, we can also use the way of distraction to reduce the impact. In addition, patients also need to actively cooperate, actively adjust their mentality, and have a correct cognition [5]. Doctors also need to help patients find the causes of tinnitus as soon as possible, establish a good doctor-patient relationship with an amiable attitude, and reduce the negative emotions of patients. Actively guide patients to treat tinnitus correctly, maintain a good mood, and make basic preparation for future treatment. Some patients will be afraid of the negative effects of tinnitus and life-threatening if their mentality is not correct. At this time, doctors need to answer patients' questions effectively, help patients eliminate concerns, divert attention, and establish a positive treatment attitude. Tinnitus acclimatization treatment, need to vary from person to person, targeted development of psychotherapy, help patients establish confidence in treatment, optimize the quality of life of patients. The control group of patients using only drug treatment, but the effect is not as obvious as the experimental group.

The total adaptation rate of the experimental group at 2 months and 4 months was significantly higher than that of the control group, the difference was obvious, there was statistical significance ($P < 0.05$). Therefore, tinnitus acclimatization therapy combined with the treatment of tinnitus patients has better effect, which is worthy of clinical application and recommendation.

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Cross-cultural Education in English and Speculative Reading Teaching in College English

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Abstract: With the reform of education and innovation of teaching system in China, great changes have taken place in the direction of college English teaching. Cross-cultural critical thinking ability is a higher requirement for the foreign language ability of application-oriented talents in the new era, and has gradually attracted the attention of college English teachers. English reading teaching should not only improve college students' reading and writing ability of English characters, but also let students understand the ideological structure and writing intention of articles and acquire social and cultural knowledge of English-speaking countries. The cultivation of cross-cultural thinking ability is consistent with the goal of College English reading teaching. How to improve students' cross-cultural thinking ability in English reading plays an important role in the cultivation of foreign language professionals. Based on the analysis of College English reading course, this paper discusses the relationship and integration of College English speculative reading teaching and cross-cultural education.
Keywords: College English; Cross-cultural; Speculative ability

1. INTRODUCTION

With the development and further strengthening of economic globalization, commercial trade and cultural exchanges and cooperation between countries are becoming closer and closer, and English is increasingly valued as a bridge linking foreign relations. The cultivation of students' critical thinking ability is an important strategy in education and teaching [1]. Speculative ability has become the basic ability cultivated under the current new education system. Its function is embodied in catalyzing the learning process and promoting students' interest. In the long history of education and teaching, the traditional concept of college examination-oriented education has been deeply rooted in the hearts of the people. Most teachers attach too much importance to the teaching of English knowledge and neglect the cultivation of students' critical thinking ability, forcing college English teaching to face reforms [2]. With the reform of education in China and the innovation of the teaching system, the direction of college English teaching has changed a lot. As the education and teaching work of college English subjects that are highly concerned by higher education, more attention should be paid to the cultivation of college students' thinking ability [3].

In this era of information explosion, we desperately need the ability to think critically to analyze the information obtained, so as to use it for me [4]. The improvement of students' thinking ability can also resist bad temptations and avoid the influence of negative thinking on English learning. The improvement of students' thinking ability is conducive to achieving the goal of college English teaching and helping teachers improve English teaching content and methods [5]. The presentation of language knowledge and the design of language skill practice activities should pay attention to the laws of cognition. Then guide students to learn and use English through experience, practice, discussion, cooperation and inquiry. In addition to improving college students' ability to read and write English texts, English reading teaching also requires students to understand the ideological structure and writing intention of the article, and acquire social and cultural knowledge in English countries [6]. At the university level, English teaching has been greatly improved in terms of knowledge difficulty and application methods. In the teaching of college English, when teachers evaluate the effects of students 'English learning, they basically use the students' English performance as the only evaluation standard [7]. This kind of evaluation method is too simple, which will affect students' enthusiasm for learning. This article takes college English reading courses as the analysis object, and discusses the relationship and fusion method of college English speculative reading teaching and cross-cultural education.

2. CULTIVATION OF CROSS-CULTURAL SPECULATIVE ABILITY AND COLLEGE ENGLISH TEACHING

According to the survey of current college English teaching, it is found that the current college students' consciousness of cultivating critical thinking ability is weak. However, most teachers are most concerned about the cultivation of students' language ability. Intercultural competence can be understood as the ability to communicate properly and effectively with people from different cultural backgrounds. The theoretical basis of English speculative reading teaching is that language is the carrier of culture. Learning a language is closely related to understanding the culture carried by the language. In college English teaching, students should not only master English words, grammar and other knowledge, but also pay attention to increasing students' emotional experience [8]. Due to the long-term negative effects of traditional teaching concepts, many college English teachers only require students to memorize words one-sidedly and infuse students with good results. English teachers should develop cross-cultural communication

skills by designing cross-cultural oral communication scenarios.

For the selection of teaching corpus, typical written tasks and oral tasks in different international exchanges and workplaces should be selected. As far as oral expression is concerned, guiding students to express their thoughts in a clear, accurate and reasonable manner will inevitably improve students' ability to think across cultures. On the whole, the relationship between the corpus of English learners and the learning effect assumes that the model matches the observation data. Each path coefficient of the path model has significant significance. Figure 1 is a model of effective English learning environment construction dimension and path analysis with learning effect.

3. CFIGURE 1 PATH ANALYSIS MODEL

In addition to helping college students lay solid language skills, English reading classes also need to develop college students' ability to analyze and solve problems. Speculation ability is one of the core goals of foreign language education, and it is the support of innovative spirit and practical spirit. Therefore, the ability of intercultural speculation generally refers to the ability to conduct induction, appreciation, evaluation and critical thinking of different cultures on the basis of mastering intercultural knowledge. The cultivation of thinking ability is conducive to improving students' ability to analyze and solve problems. There are many schools abroad that include the development of speculative ability in the curriculum teaching plan. English reading hours are very limited, and students should strengthen their autonomy in learning. College English is a language subject, and students can gain more background knowledge through language during the learning process. Teachers can help students develop good study habits through guidance [9]. College English teaching should develop bridge-type talents between English language culture and Chinese language culture, with both an international perspective and Chinese feelings, able to rationally examine the cultural differences of different countries and effectively carry out cross-cultural communication. Teachers should actively design the teaching environment and teaching content, and encourage students to actively seek cooperation and communication. Furthermore, it summarizes the schemes with practical value in mutual evaluation and strategy adoption. Teachers should appreciate students' active participation in time and encourage students to participate more in the classroom.

4. CONSTRUCTION OF MIXED TEACHING MODE BASED ON CULTIVATION OF CROSS-CULTURAL SPECULATIVE ABILITY

4.1 Formulate the teaching objectives under the mixed teaching mode

The cultivation of college students' critical thinking ability cannot rely on forced indoctrination, but requires students to independently explore knowledge and ways of applying knowledge. Teachers should encourage students to innovate texts according to their personal life experiences so as to improve students' critical thinking ability. In

hybrid teaching, the teaching objectives of online and offline parts can be further refined respectively. For the cultivation of language skills, we should train language skills from listening skills and strategies. Teachers should include in the curriculum evaluation system the total amount and quality of students' learning at all stages, the learning effect inside and outside the class, and the degree of participation in reading class activities. Through the comparison and appreciation of Chinese and western cultures, we can cultivate the awareness and understanding of the differences between different cultures. In college English teaching, teachers should encourage students to ask more questions. However, just because students question what they teach, they cannot think that their authority will be challenged. Teachers should encourage students to innovate texts according to their personal life experiences so as to improve students' critical thinking ability. Teachers should set more detailed teaching objectives according to different cultural themes, carry out corresponding thinking ability training, and gradually realize the big goal of improving cross-cultural thinking ability through the realization of small teaching objectives.

4.2 Add diversified teaching auxiliary platform and technology

If we ignore cultural background knowledge, spend a lot of time teaching language knowledge in isolation. Not only is the time-consuming and labor-intensive effect not good, but it will increase the burden on students and make them lose interest in learning. In addition to the online MOOC platform as an input for teaching knowledge points, other information tools and technologies can also be used as an auxiliary means to carry out mixed teaching. The level of participation in discussion and question answering on the information-aided platform, the performance of exercises and quizzes, and the level of group presentation in the classroom can all be used as a basis for teacher evaluation. Reading ability mainly depends on the amount of reading. The greater the reading volume, the richer the background knowledge accumulated by the students and the easier it is to understand the text. Learning English from multiple angles can make students realize the certain fun of English learning [10]. And encourage students to take the initiative to learn English and form the ability to learn English autonomously. This learning method can undoubtedly make the effect of cultivating students' speculative ability immediate. With the aid of the information technology platform, some links are easier to operate, the efficiency of teaching is optimized, the participation of students in courses is enhanced, and the enthusiasm and initiative of students are stimulated.

5. CONCLUSION

To cultivate students' critical thinking ability in college English teaching requires teachers to innovate their ideas. Help students to establish and develop their own critical thinking ability, so as to comprehensively improve students' comprehensive ability. Cultivating critical thinking ability is an urgent need to cultivate innovative talents and an important guarantee for national

development and rejuvenation. Speculative English reading teaching not only enables students to experience the pleasure of reading, learn language knowledge and practice language skills, but also cultivates the team spirit of students through interactive activities. The greater the amount of reading, the richer the background knowledge students accumulate, and the easier it is to understand the text. Teachers should cover the total amount and quality of students' learning in each stage, the learning effect in and out of class, and the participation degree of reading class activities in the curriculum evaluation system. In English teaching, to improve the quality of teaching, it is necessary to update the teaching concept and teaching mode, and promote reform and innovation. School English teaching should stand on a higher level, not satisfied with only improving students' English skills, but also pay more attention to improving students' thinking ability. The teaching of English Majors in Colleges and universities should pay attention to the combination of English language skills, deep cross-cultural ability and good thinking ability, and build a reasonable and scientific teaching mode.

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Design of Fire Control System Command Platform Based on Big Data

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Abstract: Today's era has entered the pace of development of the information age. Information has penetrated into all aspects of people's lives and is widely used in other fields. Advanced information technology can effectively improve the scientific and accuracy of fire control dispatching and command system in decision-making, thus reducing people's property losses. With the arrival of the information age, all walks of life have entered a stage of rapid development. The fire control dispatching system has also undergone significant changes under the role of the information system, especially the big data plays a very important role in the process of building the information resource system. The construction and application of big data in the fire control system command platform also has a good effect. Big data can be used to make better guidance and arrangement for the fire control system, making the fire control work more efficient. This paper analyzes the application of big data in the fire control system command platform, points out the problems that should be paid attention to in the construction of big data, and puts forward the construction direction of fire control system command platform in the era of big data.

Keywords: Big data; Fire protection system; Command platform

1. INTRODUCTION

With the gradual deepening and development of informatization, human society has long been inseparable from information and data, the two most active factors in current development, and the big data era is also gradually developed and utilized by people in such a social environment [1]. In recent years, with the continuous deepening of information construction of fire fighting forces, fire fighting integrated service platform, fire statistics system, fire fighting and rescue command and dispatch system, fire fighting and rescue service management system and image integrated management platform have been put into use, and the data sources of fire fighting system command platform are continuously expanding [2]. Major fires are easy to occur in crowded places, construction sites, inflammable and explosive units, residential buildings and other places, and the main responsibility for fire safety of relevant units is not in place, hidden danger monitoring ability is insufficient, daily fire fighting equipment management is poor, and fire safety awareness is weak and other issues are easy to cause fires [3]. For most of our country's fire control dispatching systems, there are still some deficiencies in the collection, summary and analysis of relevant information and data. In the actual application process, the adaptability of the system is relatively low, which affects the rapid development of fire rescue programs. Information technology has played an important role in various industries, and the fire control system has undergone significant changes. How to use intelligent information technology in the context of big data for efficient, scientific, and perfect fire command and dispatch work is worth pondering [4].

Mankind has entered the information age. Big data has become a popular technology for the construction and management of information resources. Information technology has brought rapid changes to people's lives. The wide application of information technology under the background of big data has promoted the development and application of fire command and dispatch system to a certain extent. With the development of informatization, the use of informatization by fire brigades has also become more in-depth. The collection and transmission of data in the fire control system command platform has also become more critical and practical [5]. Only by adapting to the situation, facing changes, and building up big data thinking, mastering big data, and applying big data, can we better fulfill our job responsibilities and meet the needs of the work in the new period [6]. Advanced information technology can also effectively improve the scientific and accurate decision-making of the fire control command system, thereby reducing the loss of people's property, and ultimately promoting the comprehensive development of China's fire protection cause, creating a safe social environment for the people of the country [7]. This paper analyzes the application of big data in the work of the fire control system command platform, points out the issues that should be paid attention to in the construction of big data, and proposes the direction of the construction of the fire control system command platform in the era of big data.

2. APPLICATION OF BIG DATA IN FIRE CONTROL SYSTEM COMMAND PLATFORM

According to the current judgment method of big data, big data is to deduce a more reasonable data result after regularly collecting and sorting out the data and guide the next action and plan. In the era of big data, decisions will increasingly be based on data and analysis, not always on experience and intuition. The command platform of the fire control system must collect and sort out the overall fire control data and make comprehensive data statistics for the areas it divides into. For the type of fire, the location of the fire and the extent of the fire, the data shall be collected, analyzed and classified, and then the police and fire fighting shall be carried out according to the specific conditions shown in the data. As the relevant departments have not yet established a multi-angle and all-round data analysis subject, this leads to imperfect

functions such as exchange and analysis of fire control information and data, thus leading to the lack of valuable information and data in the command and dispatch system. From the key units familiar with the whole process from drill to fire fighting and rescue operations, the operational command platform can access a large amount of data. Making full use of these data can provide scientific auxiliary decision-making and greatly improve the operational efficiency of the troops.

The stratification of data resources and practical experience is an important reason why effective joint operations cannot be realized, which leads to the lack of actual combat drills and combat composition in each fire fighting unit, and ultimately affects the ability of each fire fighting unit to enhance disaster relief. No matter in fire disaster relief drills or in actual fire fighting operations, the fire control system command platform can obtain a large amount of data. These data are important data obtained in actual combat and drills. Collecting and sorting out these data and making full use of them can greatly improve the mobility and combat capability of the fire fighting forces. The fire control command and dispatch department can apply the big data intelligent analysis and matching system to timely analyze and match the fire alarm situations occurring in various areas within its jurisdiction, and use the big data intelligent analysis and matching system to meet the specific requirements of fire control work, thus fundamentally improving the work efficiency of the fire control dispatch system [8]. At present, with the in-depth development of the information construction of the fire fighting forces, the video surveillance of the troops has come from scratch and the cameras have gone from standard definition to high definition, thus basically realizing the coverage of key parts of the barracks. Bringing the management of fire troops into the scope of data management can improve the efficiency of troops management. In the daily management of troops, remote monitoring and dispatching of troops can be realized through the image management platform, thus strengthening the management of troops.

3. DEVELOPMENT DIRECTION OF FIRE CONTROL SYSTEM COMMAND PLATFORM IN BIG DATA ERA

The command platform of the fire protection system plays a central role in the handling of an accident. It is just like the human brain and has the comprehensive functions of concentrating strength, commanding operations, analyzing information, etc. In the era of big data information, fire command and dispatch departments should attach great importance to the establishment of big data intelligent analysis and matching system, and make the system application meet the basic requirements of fire service. In the era of big data, the fire control system command platform will become more automatic in handling fires. By establishing the fire geographic information system platform, the fire geographic information will be automatically searched and the distribution of fire water sources will be queried [9]. The establishment of big data information platform can

effectively integrate all kinds of information data, and scientifically integrate the data of hazardous chemicals, key fire-fighting units, Internet of Things system, equipment materials and other data, so as to formulate scientific input information standards. In the era of big data, any data has certain relevance. The two insignificant data may have very hidden relevance and may have very great effect and effectiveness.

4. STRENGTHEN DATA MANAGEMENT SECURITY

In the process of building the big data intelligent analysis and matching system, it is first necessary to fuse with various types of plan design and power dispatching levels. When obtaining the disaster alarm, the automatic and manual input data information should be compared and analyzed to some extent. The position of the command platform of the fire control system in handling the command platform in the fire control fire. In the face of increasingly complex natural disasters, man-made disasters and other accidents, the function of the command platform of the fire control system must become more diversified and integrated, and the disposal capacity must be upgraded to a higher level to make the disposal more efficient and scientific [10]. The image visualization system should be improved, relying on advanced technology and adding functions such as data analysis, database information scheduling and disaster analysis to the original basis, so that remote images can have information value while being monitored in real time, and the rescue and command efficiency can be improved. In front of different accidents and disasters, we should make good use of the integrated fire control system command platform to process and collect all kinds of data, analyze and feedback them into a ring-shaped data network, in which data transmission and use make decisions more efficient. Time is life for the work of fire control dispatching system. Using advanced data analysis and processing technology under the background of big data has extremely important guiding significance to the combat capability of fire fighting system.

5. CONCLUSION

Under the background of big data era, the establishment of fire control command and dispatch system is facing a new development opportunity. The development of electronic information technology provides strong support for system construction. The position of the command platform of the fire control system in handling the command platform in the fire control fires must become more diversified and integrated in the face of increasingly complex natural disasters, man-made disasters and other accidents. Under the premise of today's big data era, we must study as much as possible the powerful aspects of data information for fire control systems, and use these advantages to overcome the shortcomings of traditional fire control methods, so as to better and faster as the goal, handle other accidents such as fires and aftermath, and ensure the safety of people's lives and property. The establishment of big data information platform can effectively integrate all kinds of information data, and scientifically integrate the data of hazardous chemicals,

key fire-fighting units, Internet of things system, equipment and substances, so as to formulate scientific input information standards. In today's society, the speed of economic development is faster and faster, but all kinds of disasters and accidents emerge in endlessly. In the era of big data, it provides an effective solution for the fire control command and dispatching department to discover and dispose the police situation in time and guarantee the safety of people's life and property.

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Analysis on Construction Technology of Urban Rail Transit Electrical Installation Engineering

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Abstract: With the acceleration of urbanization, China's urban rail transit construction has entered a period of rapid development, urban rail transit electrical installation technology also has a great reform. At the same time, the rapid development of urban rail transit has brought great challenges to the construction of electrical installation engineering. This paper mainly expounds the current situation of China's urban rail development and the existing problems of electrical installation engineering, hoping that through the improvement of the existing problems, electrical installation engineering can promote the development of urban rail work and accelerate the process of urbanization in China Development.
Key words: Urban rail; Electrical installation; Method; Problem

1. INTRODUCTION

With the rapid development of science and technology in China, the application concept of intelligence and humanization has entered people's social life. In this case, urban rail electrical engineering has become a project that people pay attention to. The most complex and systematic engineering of electrical engineers, the teaching of electrical equipment installation and construction involves a wide range of disciplines, and has a strong comprehensive nature And professionalism [1].

2. THE CURRENT SITUATION AND DEVELOPMENT TREND OF URBAN RAIL IN CHINA

Urban rail transit is the backbone of modern public transport in large cities, which mainly undertakes the task of medium and short distance passenger transport in the city. In recent years, the development of urban rail transit in China has been rapid, with the operation scale, passenger capacity under construction and the length of planned lines all reaching a new record. The development of urban rail transit has become increasingly networked, differentiated and diversified in structure, and the network operation has gradually realized. By the end of 2019, 40 cities in mainland China have opened urban rail lines, with a total mileage of 6730.3km. The development of the new generation of information technology for advanced rail transit is to conform to the development trend of network technology and realize the deep integration of information and industrialization. The virtual manufacturing technology, information processing technology, train traction formulation technology, integrated monitoring system and communication control system are all the applications of digital information technology in rail transit equipment. Digital rail transit will realize the information of rail transit system. With the development of the industry, urban rail is becoming more digital,

automatic, intelligent and lightweight.

3. CONSTRUCTION METHOD OF ELECTRICAL INSTALLATION PROJECT

The construction method of electrical installation engineering is divided into four stages:

Stage one: do a good job in the underground part of electrical piping and fixed support embedded and grounded.

The second stage: when other construction teams are constructed, the wiring work and installation with large and medium-sized electrical equipment and cable tray shall be carried out after the completion of the construction decoration work which will cause damage to the line or serious pollution.

The third stage: after the wiring work is completed, the installation of small and easily damaged electrical equipment, control devices and lighting lamps shall be carried out.

The fourth stage: the installation project is finished, and the equipment system commissioning and handover.

Before the start of all electrical installation construction, the construction drawings and data shall be complete, and the staff shall be organized to read the drawings carefully, be familiar with the drawings and learn the specifications. Once the construction drawings and construction schemes are approved by the owner, the project construction records shall be made, the approved schemes shall be arranged, the construction shall be carefully organized, and the concealed works shall be subject to intermediate acceptance during the construction process and the visas shall be made in time.

4. COMMON PROBLEMS IN ELECTRICAL INSTALLATION ENGINEERING OF URBAN RAIL TRANSIT

Electrical construction runs through all aspects of the whole project. Due to the high risk of the work related to the point, there are many potential safety hazards in the process of electrical construction, and the potential threat is very large. Necessary means should be taken to control the risk factors, and there are many details to pay attention to in the construction process [2].

4.1 Lack of excellent technical personnel

The quality of professional and technical talents is directly related to the implementation of work and the realization of work objectives in the construction process. Therefore, the active introduction of electrical engineering construction technicians can greatly speed up the construction progress and guarantee the construction quality. Familiar with the construction site, and able to put forward the most effective technical suggestions for the construction personnel.

4.2 Quality problems in construction technology

Attention should be paid to the phenomenon of missing, falling off, damage and pipe diameter discrepancy in the construction. The missing or falling off of the protective opening due to improper operation should be made up in time, and the damaged protective opening should be replaced in time when it is inconsistent with the pipe diameter. When the copper wire is connected, the number of winding turns of the wire is less than 5, and the joints that are not connected according to the process requirements should be removed and reconnected, tightly wound and compacted to ensure reliable contact. The soldering tin at the wire connection is not full, and there are phenomena such as false soldering and slag inclusion. The temperature of soldering tin should be appropriate, and the brushing tin should be applied evenly. After brushing tin, the excess flux should be wiped off with cloth strip in time to keep the joint clean. The damage of wire core is caused by excessive force and improper use of wire stripper. The corresponding knife edge of wire stripper should be selected according to wire diameter. If the joint part is not smooth and tight, it should be re wrapped according to the process requirements. The screw connection button is loose and the wire core is exposed. Unqualified wiring button and too short wire core cutting allowance will cause its looseness. If the wire core is cut too long, the wire core will be exposed. Qualified products corresponding to wire section and wire number should be selected, and the reserved length of wire core should be 1.2mm. After casing crimping, the position of the die is not on the center line, the die is not matched and the depth is not enough, so the qualified die should be selected for crimping. In the electrical construction, there are many quality problems need to be paid attention to, only the best details can ensure the safety and operation of China's urban rail.

5. QUALITY CONTROL IN THE CONSTRUCTION OF URBAN RAIL TRANSIT ELECTRICAL INSTALLATION PROJECT

5.1 Optimize the technical management mode

In order to improve the quality of the construction of the electrical installation project of urban rail transit, we must improve the technical management level, standardize the work, and formulate the corresponding technical standards, management standards and work standards implementation and management process. We should improve the technical management system and require high-tech standards. Relevant staff should also do a good job of supervision, and require construction personnel to operate according to the operation standards, adhere to the principles and strictly implement the management mode.

5.2 Establish perfect rules and regulations

Perfect and sound rules and regulations can help to realize the scientific management of urban rail transit electrical construction work, and improve labor productivity and economic benefits. Therefore, perfecting effective management rules and regulations is the need of the development of urban rail transit electrical construction project, which can effectively tap the potential of technical personnel, stimulate the enthusiasm of staff and improve the competitiveness of the project.

5.3 Strengthen the control after the construction of the electrical installation project of Urban Rail Transit

After the completion of electrical installation and construction, the construction unit shall pay attention to the follow-up guarantee of project quality, do well the after-sales inspection and maintenance work, formulate corresponding inspection and maintenance plan, and regularly repair and repair the electrical installation project of light rail transit, record the subsequent defects in the process, analyze the existing problems, find out the causes of the problems and formulate the repair work The measures are changed to ensure the high quality of the electrical installation project of urban rail transit.

6. CONCLUSION

In the whole electrical installation construction process, the quality requirements are very high. We should strengthen the quality control before, during and after the construction, check the engineering installation layer by layer, and strictly manage it [4]. To sum up, how to better control the quality of construction technology in urban rail transit electrical installation engineering is a crucial step in urban rail transit construction. The analysis of a series of problems is just the tip of the iceberg, and more professionals are needed to conduct further exploration and technical disclosure on relevant technology, so as to better the construction of electrical engineering.

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Some Thoughts on The Multi-Dimensional Promotion of The Development Quality of Higher Vocational Education By "Double High Plan"

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Abstract: "Double high" plan is a major measure of higher vocational education reform in China, which can enhance the competitiveness of vocational education and personnel training. In order to promote and ensure the quality of Higher Vocational Education under the "double high" plan, it is very important to build the quality assurance system of higher vocational education. This paper analyzes various problems in the process of higher vocational education, provides a reference for the "double high plan" to improve the quality of high pillar education, and helps to improve the quality of higher vocational education.

Key words: "Double high plan"; Multi dimension; Higher vocational education; Development quality

1. INTRODUCTION

"Double high plan" refers to the directive document under the Ministry of education and the Ministry of finance, which defines the overall requirements for the implementation of high-level vocational school construction with Chinese characteristics. The effective implementation of the "double high plan" is based on the high-quality development of China's economy, giving higher vocational education its own high-quality requirements for education, establishing a people-oriented education mode with development connotation as the core to improve comprehensive quality, and solving the bottleneck problems in the development process of higher vocational education.

2. IMPROVE THE "PRECISION" OF HIGHER VOCATIONAL EDUCATION DEVELOPMENT

Accurate school running direction, strengthening the party's leadership and adhering to the socialist school running direction are important political preconditions in the construction of the "double high" plan. Under the guidance of the thought of socialism with Chinese characteristics in the new century, we should run through the whole process of the "double high" plan, resolutely implement the party's line, principles and policies, and achieve the synchronous and coordinated deployment and implementation of the high-quality development of the school and the party construction Under the direction of socialist school running, we should cultivate talents with accurate development orientation, establish higher vocational colleges with service-oriented and employment oriented characteristics, take meeting the people's growing material and cultural needs as our own responsibility, balance the supply of culture and technology, take a broad view of the world and face the future, and accurately grasp the development orientation of higher vocational education.

3. IMPROVE THE HEIGHT OF TALENT TRAINING

"Double high plan" focuses on training technical talents, based on improving students' technical skills, facing the society, and encouraging the talents to become the highland of talent training. It can be discussed from two aspects. On the one hand, it is to train high-quality talents. The core task of accelerating the development of modern higher vocational education is to continuously improve the quality of talents. Higher vocational education institutions should implement the development strategy of the state and the party, strictly implement the basic task of cultivating people by virtue in accordance with the policy, take the technical aspects of talents as the main line of development, adhere to the combination of engineering and learning, integrate knowledge and practice, and promote the development of students in all aspects of morality, wisdom, physical and good work. On the other hand, we should pay attention to the promotion of the level of talent training. In the process of teaching, the diversified and intelligent education theory is applied to provide professional education level for students' needs and guarantee the students' perfect learning function.

4. FURTHER IMPROVE THE INTEGRATION OF PRODUCTION AND EDUCATION

Vocational education is a unique type of education in China. The combination of production and education is the basic concept of higher vocational education and the key basis for running higher vocational education. To do a good job in the deep development of "double high plan", we must first establish the comprehensive integration of professional group construction, analyze the elements extraction required by the higher vocational schools under the socialism with Chinese characteristics, and actively participate in the higher vocational colleges The cooperation between various industry benchmarking enterprises and key enterprises, sound sustainable development mechanism, participation in docking process, exploration of advanced professional elements such as new technology, new culture and new technology of enterprises in the process of docking, and analysis of the

key points of dealing with professional posts. As the main environment of jointly creating technical talents, enterprises and schools need to achieve seamless cooperation, establish the best plan for training talents, combine them infinitely, form a community of destiny for cultivating talents. Enterprises should focus on the development trend of global industry, grasp the opportunity of upgrading and transformation of domestic industries, promote enterprises to participate in the process of higher vocational education and realize The sharing and co construction with higher vocational education will promote the maximization of the benefits between enterprises and schools.

5. OPTIMIZE THE ECHELON OF HIGH-QUALITY TEACHERS

In the higher vocational education under the "double high plan", high-level teachers can play a very important role. High level teachers mainly refer to teachers who have authoritative influence, strong teaching ability and sufficient research and development experience in their professional fields [1]. At the same time, we should also attract young teachers with great development potential and solid business foundation to strengthen the teaching team. Only with strong teaching staff can we promote the development of higher vocational education. We need to meet higher requirements for the rationality and complementarity of the staff structure of the teacher echelon in terms of age, education background, experience, knowledge and specialty. Through the deep diversified selection mechanism, we can create better education conditions for teachers, build a team of teachers with complete quantity and quality, and consolidate the working foundation of "double high plan".

6. EFFECTIVELY IMPROVE THE EFFICIENCY OF THE SERVICE FIELD

Nowadays, the education service content of higher vocational colleges is no longer limited to the cultivation and training of talents, and has gradually expanded to serve the country, promote strategic objectives, process inheritance, technology research and development, poverty alleviation and other fields. This has a broader expression, a larger pattern, and a clearer direction for the development plan of Higher Vocational Education under the "double high" plan, which provides reference for enterprises and society As well as the centralized deployment of talents that the state urgently needs, we should pay close attention to the actual needs of the industrial chain and the production and life in cooperation with the higher vocational colleges. Higher vocational colleges can enhance the related service levels and promote the obvious effect of the service objects of the higher vocational colleges, and achieve greater economic and social benefits.

7. IMPROVE THE SCHOOL MANAGEMENT SYSTEM

Higher vocational college is an open education organization which integrates social diversified subjects, internal resources and external resources. The establishment of "double high plan" takes innovative and perfect mechanism as the prerequisite and guarantee, and

highlights the characteristics of "high" and "Vocational" of higher vocational education. In order to realize the self-study process of higher vocational colleges, we should improve the relevant management system, face the external demands in a high standard form, and actively respond to the external changes in the process of informing Education [2]. To improve the management level of higher vocational colleges, first of all, we should deeply optimize the reform management structure, carry out reform and innovation in the traditional sense, and maintain the reasonable internal structure of operation with clear responsibilities and rights. Second, we should combine the actual situation of higher vocational colleges, improve and establish a sound internal formulation system, give full play to the functions of School Council, committee and staff congress, and realize the goal of higher vocational colleges Modern management of the University.

8. SPEED UP THE PROCESS OF INFORMATION CONSTRUCTION

Under the background of new economic normal development, the "double high plan" is developing under the new normal situation of new technology, new industry and new format. Higher vocational colleges should actively exert the use of Internet plus and big data artificial intelligence, keep pace with the development of information age, adjust the layout of relevant specialties according to the current trend of development, and synchronize construction with the development trend of new media. In order to meet the needs of the information age, it is necessary to promote the quantity and quality of talents to meet the needs of the information age. With the rise of big data and artificial intelligence platform, we can exchange and share teaching experience, innovate teaching mode, and improve scientific decision-making and accurate management in the field of higher vocational education.

9. STRENGTHEN THE DEGREE OF OPENING TO THE OUTSIDE WORLD

Strengthening the degree of opening to the outside world is conducive to improving the importance of internationalization in the process of higher vocational education. Standing at the height of national strategic development, we should scientifically plan the responsibilities and Strategies of Higher Vocational Education in international construction from the perspective of globalization. We should plan a variety of forms, fields and levels of development forms, open up and explore the mode of foreign aid in education, optimize the construction of international communication bridges, connect with international education standards, introduce high-quality education resources, export practical and cultural achievements, and promote the communication and exchange of technology and talents.

10. CONCLUSION

Higher vocational education is an important part of China's education project. With the blessing of the "double high plan", the road of higher vocational education reform has a long way to go. Only by fully grasping the future development direction of higher vocational education can

we effectively improve the quality of education and promote the overall progress of the country.

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Analysis on The Application of Management Accounting in The Financial Management of Colleges and Universities in The New Era

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Abstract: In the new era of the rapid development of China's modern civilized society, education has always been a hot topic. With the rapid development of all kinds of colleges and universities in our country, the internal management system of colleges and universities cannot be improved in time. Under the influence of various factors, there will be many problems in Colleges and universities, especially the financial management problems In order to ensure the continuous and stable operation of financial management in Colleges and universities, management accounting is applied to the financial management of colleges and universities in order to meet the needs of the rapid and stable development of all kinds of colleges and universities in China.

Key words: University financial management; Management accounting; Application analysis

1. INTRODUCTION

In the new era of the continuous development of education and the continuous improvement of education level, the development of colleges and universities has also been significantly improved, the establishment of colleges and universities is also more and more, but also increases the competition between colleges and universities. Now the application of management accounting in the financial management of Colleges and universities improves the management system of colleges and universities, improves the financial management level of colleges and universities, and improves the quality of colleges and universities In the current situation, the competitiveness of the enterprises should be improved. This paper will make a brief analysis and Discussion on the application of management accounting in the financial management of colleges and universities in the new period.

2. THE CONCEPT OF MANAGEMENT ACCOUNTING

Management accounting has been gradually recognized and developed in the 1970s, and gradually widely used in the decision-making and analysis of financial situation. The function of management accounting is to make further analysis, control and decision according to the report data of financial accounting. According to the report data of financial accounting, this paper analyzes the past capital activities, controls the current economic management through the analysis of the past, and plans the future development, which determines the future development direction. Management accounting is a relatively new comprehensive management process, which combines the extension and development of financial accounting work, analyzes and evaluates the internal economic activities of the unit, supervises and controls them, forecasts and makes decisions. With the development of social and economic activities, management accounting has gradually become professional, standardized, comprehensive and scientific[1].

3. THE IMPORTANCE OF THE APPLICATION OF MANAGEMENT ACCOUNTING IN THE FINANCIAL MANAGEMENT OF COLLEGES AND UNIVERSITIES

3.1 Management accounting can improve the financial management level of colleges and universities

Applying management accounting to the financial management of colleges and universities, analyzing the report data of financial accounting, supervising and controlling the economic activities of colleges and universities can provide decision-making basis for the management of colleges and universities, and provide direction for the future development of colleges and universities. The management accounting department strengthens the quality of financial management in Colleges and universities, meets the basic needs of financial management in the new era, and ensures the long-term and stable development of financial management in Colleges and universities [2].

3.2 Management accounting plays a certain role in improving the financial management system of colleges and Universities

Financial accounting mainly aims at the data summary and arrangement of the economic activities of colleges and universities, which provides the direct financial report for the management of colleges and universities. The application of management accounting is a process of continuously improving the economic benefits of colleges and universities according to the financial reports of colleges and universities. The function of management accounting is more important to the decision-making and future development direction of colleges and universities. The combination of financial accounting and management accounting plays a role in the financial management of colleges and universities. It also manages the financial management level, the reasonable allocation of resources and the efficient use of funds, and completes and develops the financial management system of colleges and universities to a certain extent.

3.3 Management accounting improves the competitiveness of colleges and Universities

Although the management mode of management accounting is the same as the traditional financial

management mode, management accounting is more targeted, accurate and relevant, and can play a greater role. It effectively uses the financial data report of financial accounting, improves the work efficiency, provides more possibilities and direction for the development of higher education, and occupies the proportion of colleges and universities in the increasingly fierce competition environment According to a place, the competitiveness of colleges and universities in the new era of modern economy and society has been improved[3].

4. PROBLEMS IN THE APPLICATION OF FINANCIAL MANAGEMENT AND MANAGEMENT ACCOUNTING IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

4.1 In the new era, colleges and universities do not pay enough attention to financial management

With the continuous development of modern society and economy, in order to meet the development of education, colleges and universities focus on the improvement of teaching quality, the publicity of colleges and universities and the expansion of enrollment, ignoring the work of financial management, which leads to endless problems in the financial management of colleges and universities. Including the lack of professional knowledge of management accounting of traditional financial accounting personnel, resulting in the work efficiency of financial management in Colleges and universities can not be effectively improved, unable to meet the relevant needs of the rapid development of colleges and universities.

4.2 The financial management system of colleges and universities is not standardized

The traditional financial management system of colleges and universities in the new era of modern social economy can not face new problems and needs. Compared with the current situation, the financial management system is not standardized, the content is not complete, lack of scientificity and rationality, the assessment and evaluation system is not perfect, and the financial management supervision is not enough, which leads to the single capital activities and low economic efficiency of colleges and universities in China The benefits are low, the economic security hidden danger is big, and the risk is high.

4.3 Problems in the application of management accounting in college financial management

Management accounting is a relatively new comprehensive management department, the development time is relatively short, in the management method and management mode still need to be improved, such as the lack of professional skills in-depth, the quality of management accounting personnel to be improved, the lack of attention to management accounting and other issues, and the lack of planning in the financial management of colleges and universities, the lack of internal control, the lack of specialization It is difficult to solve the problems such as lack of talents and working environment. Both the development and planning of management accounting itself and the development of management accounting in the application of financial management in Colleges and universities need to be constantly improved to meet the needs of the development of colleges and universities in the new era of modern social economy.

5. SUGGESTIONS AND ANALYSIS ON THE EFFECTIVE IMPLEMENTATION OF MANAGEMENT ACCOUNTING IN THE APPLICATION OF FINANCIAL MANAGEMENT IN COLLEGES AND UNIVERSITIES

5.1 Attach importance to the application and development of management accounting

In the financial management of colleges and universities, it is difficult to carry out the management accounting work effectively. The important reason is that we do not pay enough attention to the management accounting. The previous article gives a brief overview of the importance of the application of management accounting in the financial management of colleges and universities in the new period. Colleges and universities should attach importance to management accounting and understand the importance and significance of management accounting. Only in this way can management accounting carry out smoothly in the financial management of Colleges and universities, and provide effective decision-making suggestions for the future planning and development direction of colleges and universities.

5.2 Develop a sound financial management system and accounting theory system

In order to promote the development and application of management accounting, it is essential to establish a perfect financial management system and accounting theory system to solve many problems of management accounting. We should establish a reasonable theoretical model, use network information technology to improve the accounting information system, improve the accounting theory, evaluation system and budget management system, enrich and improve the internal structure of management accounting, so as to ensure the effective play of management accounting functions. Combined with the current actual situation of colleges and universities and their own operating characteristics, a more suitable management accounting theory system for colleges and universities is formed, which has important practical significance for the implementation and development of financial management in Colleges and universities.

5.3 Training financial management talents and improving the quality of financial management personnel in Colleges and Universities

The professional business ability and comprehensive quality of financial management personnel directly determine the quality and efficiency of financial management in Colleges and universities. Through training and learning, the financial management personnel 'professional knowledge, post skills and professional ethics can be improved, and the management of high-quality talents will be strengthened. The effective development of financial management work can be ensured by combining theory and practice.

6. CONCLUSION

In order to better fit the market economy development in the new era, improve the financial management system of

colleges and universities, improve the competitiveness of colleges and universities, the application of management accounting and the development of financial management in Colleges and universities become more and more important. According to the analysis of the application of management accounting in the financial management of colleges and universities, the development of management accounting is expected to be paid attention to by the management of colleges and universities.

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Research on the Development Trend and Countermeasures of Blending learning of Physical Education in Colleges and Universities

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Abstract: During the period of epidemic prevention and control, colleges and universities have carried out online teaching one after another. This kind of information teaching method has promoted the development of students' individual initiative and creativity, but there are also some problems which bring both opportunities and challenges to physical education teaching in colleges and universities. This paper uses the methods of literature reviews, expert interview and SWOT analysis to analyze the current development of mixed physical education teaching in colleges and universities. It also puts forward the countermeasures of "developing and using educational resources around students' cultivation", "innovating evaluation mechanism, arousing students' interest in learning" and "building informal learning environment for 'intelligent plus physical education'" to promote the deep integration of online and offline teaching, improving the teaching quality and effect of physical education in colleges and universities.
Keywords: Blending Learning; College Sports

1. INTRODUCTION

At the beginning of 2020, the COVID-19 is spreading wildly. In order to ensure that the teaching progress and teaching quality of universities during the epidemic prevention and control period will not be affected, the Ministry of Education required universities to make full use of online teaching resources and online education platforms, so as to realize "classes suspended but teaching and learning continues".[1]The development of online education has led to the progress of higher education towards educational informatization, which has greatly promoted fairness in education and teaching.

In such a special era, the two-way integration of online education and traditional education promotes the development of blending learning in college teaching, expands the teaching space for teachers, and improves the teaching effect and quality.

2. EVALUATION OF BASIC CONDITIONS OF BLENDING LEARNING

2.1 Conceptual Clarification of Blending Learning

Blending Learning refers to the two-way integration of online teaching and offline teaching in teaching resources, teaching environment, teaching strategies and teaching evaluation, which is the product of the integration of modern information technology and education and teaching.[2] Blending learning is based on traditional face-to-face teaching, working by network platform, big data, artificial intelligence and other information modernization technology, which expands the spatial dimension of teaching theory and practice, enriches teaching resources, teaching methods and teaching organization forms, so as to promote students' awareness of autonomous learning.

2.2 The Analysis SWOT of Blending Learning: Strengths (S), Weaknesses(W), Opportunities(O), Threats (T)

2.2.1 Strengths of Blending Learning

Blending Learning provides students with both formal and informal learning places, including classroom learning and online learning at anytime and anywhere, which realizes the instant communication between students and students, teachers and students. And it provides students with a good atmosphere of communication and interaction, and increase students' interest in learning. In blending learning, the sharing of learning resources, the popularity of online learning platform and the face-to-face guidance and communication between teachers and students expand the depth and breadth of students' knowledge, which pays attention to the development of students' subjective initiative and individual differences.[3]Compared with traditional teaching, blending learning can record students' preview, review, homework and discussion in real time through big data, and combines process evaluation with summative evaluation, putting students' evaluation of learning process and learning result on the same level. Self-evaluation, teacher evaluation, mutual evaluation and group evaluation are adopted to arouse students' enthusiasm and promote classroom learning efficiency.

2.2.2 Weaknesses of Blending learning

With the rapid development of information technology, blending learning has been used by most teachers, but this will increase the pressure of students' extracurricular learning and lead to students' resistance to online learning. Because online teaching videos are mostly ten-minute short videos, it does not link the knowledge together, making the knowledge students learn fragmented, which is not conducive to the establishment of students' knowledge system. The vertical connection between online and offline teaching is also the most likely problem in blending learning, especially the offline teaching content will involve the knowledge that have been explained online, making knowledge learning repetitive, which is not conducive to the cultivation of students' interest, leading to a lower classroom teaching effect.[4]

2.2.3 Threats of Blending learning

Blending learning requires relatively high information quality for teachers. For teachers, online teaching requires not only rich theoretical knowledge and teaching experience, but also a certain level of information network technology for the resource construction of online teaching. At the same time, the part of teaching on the middle line of blending learning requires teachers and students to have higher consciousness. Teachers need to actively upload teaching resources, evaluate students'performance, adjust teaching content, and so on. Students can consciously find and solve problems without supervision. In addition, the school hardware and software equipment also bring some challenges to the development of blending learning.

2.2.4 Opportunities of Blending learning

In March 2021, the Ministry of Education issued "the Standard for the Construction of Digital Campus in Colleges and Universities ", The actively developing "Internet + Education" and promoting the deep integration of information technology and education and teaching.[5]The publication of Norms provides policy support for the implementation of blending learning in colleges and universities. The development of teaching platform, such as MOOC and Rain Classroom, provides rich teaching resources for blending learning. Therefore, educational resources can be shared to the maximum extent, for example, teachers can share their course scheme and students'curriculum learning resources. In addition, with the impact of the epidemic in 2020, online education is developing rapidly. After the development of off-line courses, blending learning is undoubtedly a good way to link up online teaching with online teaching, promoting students to enter the learning state more quickly.[4]

3. BLENDING LEARNING OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES: OBJECTIVES, CONTENT, ORGANIZATION FORM, METHODS AND EVALUATION

Blending learning is not a new study in higher education. With the rise of large-scale online courses in2001, the proposal of MOOC in 2008 and the popularization of MOOC in 2012, the study of blending learning has appeared in the field of educational technology. Over time, educational technology is improving and blending learning is developing. At CNKI, the number of articles reached about 7000, most of which were applied research on blending learning. But with the subject of "blending learning in college physical education", the number of documents is only 30, and all these basically belong to the application of blending learning study.

Physical education in colleges and universities is mainly composed of three parts: public physical education, specialized courses and professional theory courses. Here, the teaching objectives, teaching contents, teaching organization forms, teaching methods and teaching evaluation of blending learning in college physical education are analyzed.

3.1 The Obvious Differentiation in Teaching Aims

The application of blending learning in college physical education provides conditions for the development of students' innovation and personality. In teaching, whether it is public physical education or specialized courses or professional theory courses, its general goal is to carry out the basic idea of "health first", carry out the fundamental task of "fostering virtue through education" and promote the all-round development of students. But for different students, teaching objectives are slightly different.

For example, the teaching goal of Tai Chi course in public physical education class is to make students understand the basic theoretical knowledge of Tai Chi in terms of knowledge and skills, and to master the meaning and action standard of Tai Chi in 24 style.The training objectives of Tai Chi courses for physical education majors are more rigorous than those for general Tai Chi students in terms of the degree of mastery of movement norms and the understanding of cultural connotations. Therefore, the training goal of professional theory course is different, which mainly focuses on cultivating students' ability of innovation and problem solving.[6] Blending learning makes use of the advantages of network resources to provide students with rich learning resources and convenience for students to learn independently.

3.2 Diversification of Teaching Content and Broadening of Vision

The popularization and normalization of mobile Internet in life has nurtured the vigorous development of online teaching. The combination of online teaching and traditional teaching broadens the students' vision and creates more media for students to acquire knowledge. The teaching content of blending learning is not only limited to the understanding and mastery of knowledge and action skills in books, but also the cultivation of students' personal ability through video, animation, film and television materials and so on. For example, online education can use video to make the demonstration of movements more standardized, clearer and more detailed, so that students' learning gradually transition from shallow learning to in-depth learning. [7] In addition, blending learning in university sports provides students with an easy learning space to learn anytime and anywhere, so that students have an atmosphere of "learning to play, playing to learn", which promotes students' learning effect and development both in mind and body. The students have a chance to learn and play at any time and place. [7]

3.3 The Clear Staged Task in Organizational Form of Teaching

In physical education teaching in colleges and universities, the organizational form of blending learning is mainly divided into three stages: preparation before class, teaching on the class and feedback after-class.

Usually before class, students prepare in advance according to the learning plan, learning video and course content assigned by the teacher on the learning platform. After the preparation, they need to complete the tests and assignments in the form of video recording or discussion. The teacher needs to summarize the problems of the students in the test or homework.

In the course of classroom teaching, students have

mastered the basic theoretical knowledge and the basic technical essentials of action. The teacher needs to summaries questions on quizzes or assignments or student confusion in order to gain an understanding of the level of mastery of the course content and also to ensure student engagement.

After class, the platform is used to evaluate the students' learning and to evaluate their performance by means of teacher evaluation, peer evaluation and self-evaluation, so that the teacher can have a better understanding of the students' ability to master and accept knowledge and prepare for the adjustment of the course content and teaching organization in the next lesson.

3.4 Teaching Evaluation "On-line + Off-line" "Process + Finality" Promotes Education Equity

The teaching evaluation mainly adopts the combination of online and offline evaluation to evaluate the whole process of students' learning and the students' final learning results. Online evaluation is mainly using big data to analyze the length of students' video playback, the number of online discussions and the completion of online course assignments, so as to evaluate the students' online learning process.[8] Offline evaluation focuses on teachers, classmates, and themselves evaluating classroom performance and mastery of movement skills, thus forming a monitoring and analysis of the entire student process, achieving a combination of process and summative evaluation, and promoting educational equity for students.

4. DEVELOPMENT TREND AND COUNTERMEASURES OF BLENDING LEARNING OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

The development of blended teaching has been in the exploration stage since the emergence of mooc in 2012. in recent years, a large number of scholars have emerged to conduct deep research on the application and development of blended teaching. Blended teaching will also change with the arrival of the 5g era and the reform of education.

4.1 Trend of development

4.1.1 Teaching idea of focusing on student' development
With the advent of the 5G era, it is common for student to use mobile devices, so blending learning will also become one of the widely used forms of teaching in higher education. The application of blending teaching has changed the position of "teaching" by teachers and "learning" by students, which is more focused on students' self-development and requires students to make continuous changes in knowledge and ability, emotional attitude and values through independent reading, listening, research, observation, practice and other means. These changes require students to make continuous changes in their knowledge and abilities, and in their emotional attitudes and values through independent reading, listening, research, observation, and practice.

The application of blending learning in physical education courses in colleges and universities makes students passively imitate skill movements, force to accept theoretical knowledge into students' active learning skill movements, explore theoretical knowledge and

curriculum cultural connotations. The content of the curriculum is no longer dominated by teachers, but centered on students' learning process and effect and their own vertical development to promote students' learning ability and lifelong physical education consciousness.[9]

4.1.2 Teaching Evaluation Takes "Four New" as The Standard
Teaching evaluation is an important means to measure teaching quality, including the evaluation of students' learning effect, students' development and teachers' teaching ability. At present, the commonly used teaching evaluation means is the combination of summative teaching evaluation and process teaching evaluation. "Four new" means improving result evaluation, strengthening process evaluation, exploring value-added evaluation and improving comprehensive evaluation.[10]To carry out the teaching evaluation of blending learning, it should take "fostering virtue through education, cultivating socialist builders and successors with moral, intellectual, physical and labor development" as the teaching goal, so as to continuously improve the summative evaluation (or result evaluation), and the evaluation is not only based on the score; strengthen the process evaluation, focus on the performance, enthusiasm and organization of students and teachers in specific teaching activities; explore the value-added evaluation, with students or teachers' own efforts as the evaluation index, pay attention to the vertical development of students and teachers; Perfect comprehensive evaluation, use a variety of means and methods to evaluate students' moral, intellectual, physical, labor and other aspects of performance. The blending learning evaluation takes the "four new" as the standard, which is the direction of education evaluation towards fairness and justice.

4.1.3 Teaching Environment Based on "Internet +"
"Internet + education", that is, fully integrating information technology into the cause of education, realizing the sharing of educational resources through the intelligent Internet, breaking the imbalance of regional educational resources, and students finding ways suitable for themselves, which promote the rapid development of educational fairness in colleges and universities. Based on "Internet+" in college teaching, a designed informal learning environment is created to meet the needs of students' learning and social development in the process of learning. Using big data to analyze students' interest and existing knowledge, push related knowledge and content to increase students' deep understanding of knowledge. Based on "Internet +", blending learning creates an independent informal learning environment for students.

4.2 Coping Strategies

4.2.1 Develop and Use Teaching Resources around Students
In the blending learning of physical education in colleges and universities, online and offline teaching are complementary and integrated, so all the work of blending learning can not leave the students. Whether the construction of online teaching resources or the enrichment of offline teaching resources must revolve

around students' learning. In physical education, teachers need to set different educational resources according to the individual differences of students. For example, in volleyball courses, for students of public sports, teachers set relatively easier tasks in online teaching and mainly focus on cultivating students' learning interests in offline teaching; for students of sports majors, the assignment tasks in online teaching are relatively demanding and offline teaching is mainly based on competition. It should set up different teaching contents, teach according to the material, and improve the teaching effect with students as the center.

4.2.2 Innovative Evaluation Mechanism to Stimulate Students' Interest in Learning

In college physical education, teachers' evaluation for students is not only limited to the record of students' learning results and final examination results on the online teaching platform, but also through participation in sports competitions (members, referees, commentators, etc.), movement development in the form of PPT and mini-coaching (instructing others on technical movements); as well as measuring students' overall physical quality and effort; and evaluate students' performance by keeping records of their practice time. All these evaluation methods can greatly enhance the fun and persistence of learning and improve students' learning outcomes.

4.2.3 Create "Intelligent + Sports" Informal Learning Environment

In the blending learning of physical education in colleges and universities, artificial intelligence technology is used to create an informal environment conducive to the development of students, to promote the development of students' personality, to stimulate students' interest in learning, and to actively learn motor skills, theoretical knowledge and the connotation of sports culture. For example, using artificial intelligence technology such as VR, AR in skiing teaching to monitor the standardization of students' movements, to solve the problem of no places for exercise due to season and other reasons, so that students can practice at any time, and to promote the deepening of learning theory and skill knowledge. The situational informal teaching environment created by the combination of artificial intelligence and physical education promotes the cultivation of students' judgment and creativity and improves the quality of physical education teaching.

5. CONCLUSION

The application of blending learning in college physical education is the seamless connection between traditional teaching and online teaching in the post-new crown era, which makes the content of physical education teaching more abundant, methods more diverse and evaluation more scientific. With the development of information technology, the two-way integration of online and offline teaching provides the foundation for the intelligent development of physical education in colleges and universities, and also provides conditions for students to learn without limitation of time and place, so that students' ability to find and solve problems can be improved. This

contextual, informal teaching environment created by combining artificial intelligence with physical education promotes the development of students' judgment and creativity, and improves the quality of physical education.

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Research on The Means of Ideological and Political Education in Higher Vocational Colleges Based on The New Media Environment

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Abstract: In the new media environment, ideological and political work in Colleges and universities has become the focus of current teaching activities, and has been widely concerned by educators. This paper will discuss the current situation and problems of Ideological and political education in Higher Vocational Colleges Based on the new media environment, and elaborate the means of ideological and political education in Higher Vocational Colleges Based on the new media environment, in order to ensure the smooth progress of follow-up teaching work.
Key words: New media environment; Higher vocational colleges; Ideological and political work; Teaching means

1. BASED ON THE NEW MEDIA ENVIRONMENT, THE CURRENT SITUATION AND PROBLEMS OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

1.1 Current situation of Ideological and political education in Higher Vocational Colleges

Since the reform and opening up, ideological and political education in Colleges and universities has made remarkable achievements. But at the same time, in the face of various ideological and cultural impact, it is still facing severe challenges. Diversified values have a huge impact on students' ideas. In the new media environment, teachers' ideas can not keep up with the times, and the information supervision path in the new media era needs to be improved. Facing the new changes, how to innovate the ideological and political education in Colleges and universities has become the focus of educators.

1.2 Problems of Ideological and political education in Higher Vocational Colleges

With the continuous development of the new media era, people's outlook on life, values and world outlook have undergone corresponding changes, and the communication between people is more convenient. The ideological and political education work is developing and progressing on the whole. However, nowadays, college students have become the main force of colleges and universities, and students have unprecedented confidence in the party's policies and the future development of the country, They are also the main recipients of Ideological and political education. And while pursuing economic development, China has also absorbed some western culture. It is in such a diversified environment that post-90s college students grow up. However, the current society has attached many labels to college students, for example, some students lack a sense of responsibility, self-control ability and collective concept. And some ideological and political teachers can not adapt to the development of the times, teaching ideas lag behind the times, teachers still use the traditional teaching methods, it is difficult to mobilize the enthusiasm of students, indicating that there are still great problems in the current means of education. Therefore, the society has put forward new requirements for the ideological and political education in Colleges and universities. It is hoped that starting from the new situation of Ideological and political education in Colleges and universities, this paper will explore the challenges and Countermeasures of Ideological and political education in Colleges and Universities under the new media environment, so as to achieve the purpose of improving students' Ideological and political awareness.

2. BASED ON THE NEW MEDIA ENVIRONMENT, THE IDEOLOGICAL AND POLITICAL EDUCATION MEANS OF HIGHER VOCATIONAL COLLEGES

2.1 Change teaching ideas

In order to make a breakthrough in the ideological and political education in Colleges and universities in a timely and targeted way, we must fully consider the ideological characteristics of college students, and the specific content taught by teachers must reflect the fundamental mission, objectives and requirements of Ideological and political education. The most prominent problem in the content is the lagging development, lack of persuasion and influence. With the deepening of China's education reform, the ideological and political education for college students began to emphasize the all-round development of students. In order to achieve the all-round development of students, we can not let new media technology become an indispensable auxiliary tool, we can make full use of the resources under the background of the Internet to create a convenient learning environment for students, so that students can actively understand the society, and can use their knowledge to analyze current affairs and politics, so as to have their own ideas and actions.

China's ideological and political education has increased moral education and public mental health education. For example, the education of outlook on life, values and world outlook centered on ideological education, the education of national spirit centered on nation, and the education of individual morality based on basic morality.

Quality education should focus on the overall development of college students. In this teaching environment, students can actively explore and perceive, understand current affairs and politics, and make full use of the function and value of current affairs and politics to achieve the fundamental goal of Ideological and political education.

2.2 Innovative management mechanism

Innovating the mechanism of Ideological and political education is one of the important stages of Ideological and political education. With the continuous development of new media, to grasp the new function of Ideological and political education, university leaders should do a good job in students' physical and mental work, shoulder the teaching responsibility, and optimize the internal education management mechanism. However, there are still many obstacles in the actual work, because the network has a certain complexity, in the process of new media dissemination of teaching content, it may be difficult to guarantee the network security. In most cases, the management mechanism of Ideological and political education only affects the internal work of Ideological and political education, and it fails to synchronize with ideological and political education. In order to improve the effectiveness of Ideological and political education, colleges and universities must rely on the leading role of the ideological and political management mechanism, affect the campus spiritual culture as a whole, and enhance students' Ideological and political awareness. In the process of carrying out ideological and political education, all departments should clarify their responsibilities, grasp the direction of public opinion, create a good campus environment, and be able to pass the relevant policies On the basis of learning in software, platform or electronic reading room, it provides rich ideological and political teaching resources to create a convenient and fast learning environment. In the process of managing the new media, we should improve the supervision and management system of the school, and play a leading role in the ideological and political education of the school. On the basis of supervising and managing the ideological and political management mechanism, teachers should give full play to the advantages of the Internet environment, so that students can master the latest information. Thus, we can give full play to the auxiliary function of new media in the process of supervision and management, make full use of the convenient environment provided by new media, enable students to be influenced by good values in the learning process, and improve their comprehensive strength [1].

2.3 Innovation of Ideological and political education methods

The guarantee mechanism of Ideological and political education is a necessary fortress to improve students' ideological awareness and moral quality. And this mechanism is also an easily neglected link in the educational mechanism. The construction of Ideological and political guarantee mechanism can follow three steps: first, increase education funds and optimize relevant education conditions. Second, establish perfect rules and regulations to promote the standardization of Ideological and political education. The third is to innovate the ideological and political education methods, optimize the original education methods, refine the teaching work, create diversified network information communication channels, and improve the quality of Ideological and political education. In the long run, both the party and the state attach great importance to ideological and political education. However, due to some problems existing in the current ideological and political education in Colleges and universities, the ideological and political education in some colleges and universities can not be well carried out. To improve the effectiveness and innovation of Ideological and political education, we must strengthen the innovation of Ideological and political education methods and implement them. Only in this way can ideological and political work be implemented and the quality of Ideological and political education be improved [2].

2.4 Building a platform for ideological and Political Education

Classroom teaching is the main way for college students to study ideological and political subjects. Many students feel boring and distressed in class, and they are not interested in the theory of Ideological and political education. It is very important to innovate the media of Ideological and political education in order to make students easily accept the relevant knowledge and study happily. At present, college students are in a stage where a variety of information media coexist, and the information resources that students contact far exceed what the classroom provides. Therefore, students' vision has been greatly broadened, which should not be limited to the traditional teaching content and mode. Teachers should create special education platform with the help of advanced information technology platforms, such as wechat, QQ, campus network, etc Media, carry out teaching activities, and fully highlight the openness and diversity in the era of big data. Colleges and universities can also use various resources to establish "Internet Education Website", open up internet teaching channels, and become an online learning way of Ideological and political education. Compared with the traditional boring classroom, the new ideological and political teaching method is more popular [3].

2.5 Establish the idea of people-oriented

The traditional "cramming" teaching can not meet the needs of modern college students. Colleges and universities should change this old method of Ideological and political education and establish the idea of people-oriented. people-oriented is the core concept of modern education, which has been widely supported by educators. It is necessary to establish a unified training mode of Ideological and political education, promote the humanized and personalized development of Ideological and political education, and integrate ideological and political education into students' healthy development planning. Colleges and universities should deeply understand students' psychological needs, and help students solve the key problems of study, life, psychology

and so on. In this process, students can be liberated from the advanced ideological and political education, and can better deal with the future work and life. For example, teachers can use emotional teaching method, and take emotional education as the main body of Ideological and political teaching. In this way, students can learn relevant knowledge on the basis of emotion and improve their ability of emotional expression. This kind of education method is not only suitable for classroom teaching, but also suitable for life teaching. Emotional teaching also depends on the guidance of college counselors. Counselors transform students' emotional expression into the main tool of Ideological and political education. If students have a sense of loss or other negative emotions, teachers should actively guide students' psychology. We can establish an emotional communication platform through network channels, so as to adjust students' attitude, consolidate students' inner world, and help students establish a good ideological and political awareness [4].

2.6 Enhance students' self-learning ability

Ideological and political educators should recognize students' consciousness and enhance their self-development and self-education ability. We should do a good job in the two-way communication between teachers and students. When teachers impart knowledge, they should communicate with teachers, and students should give feedback to teachers in time. Only in this way can we do a good job in the next step of education. If students can't feed back to teachers in time, they don't know how to solve problems. The more problems they have accumulated, the more ideological and political knowledge they have learned can't be used in practice. On the other hand, colleges and universities should enhance students' self-education ability. The purpose of learning ideological and political education is to let students use it in their daily life. If students have a certain self-learning ability, they can make use of the knowledge they have learned and innovate on the original basis, so that they can master a certain self-learning ability and adapt to social work as soon as possible. Therefore, colleges and universities should strengthen self-education. Ideological and political influence will affect the life of students, to prepare for students to establish a correct outlook on life, so as to promote the healthy development of Ideological and political education in China.

3. CONCLUSION

To sum up, in order to improve the effectiveness and innovation of Ideological and political education, ideological and political teachers in Colleges and universities should constantly strengthen learning, combine with modern technology, innovate modern education mode, and realize the real sense of Ideological and political education. In this paper, through changing teaching ideas, innovating management mechanism, Innovating Ideological and political education methods, building ideological and political education platform, and establishing a human-oriented education system, we can improve the effectiveness and innovation of Ideological and political education This paper expounds the ideological and political education means of Higher Vocational Colleges in the new media environment from the following aspects: the idea of this paper, the enhancement of students' self-learning ability, and hopes to provide reference for relevant educators [5].

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Study on Geological Disasters Caused by Mining and Comprehensive Treatment

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Abstract: In recent years, the number of geological disasters caused by mining is increasing, which leads to a serious threat to the safety of people's lives and property. In the face of this situation, the relevant departments need to strengthen the attention and governance of geological disasters. If we want to realize the effective management of geological disasters caused by mining and reduce the probability of safety accidents, the relevant departments need to strengthen the management of the mining area, investigate the changes of hydrogeology around the mining area, and comprehensively grasp the causes and characteristics of geological disasters, aiming at the specific situation of the mining area Based on the scientific analysis, a reasonable and effective comprehensive treatment plan of geological disasters is formulated to ensure the safety of people in the relevant areas.

Keywords: Mining; Geological disasters; Comprehensive treatment

1. TYPES OF GEOLOGICAL DISASTERS CAUSED BY MINING

1.1 Landslides and unstable slopes

Landslide and unstable slope geological disasters in mining area are affected by topography, lithology and structure, which are common on both sides of highway. The main reason for this kind of geological disaster is the unreasonable mining method and the random stacking of mining waste. Although these behaviors will not change greatly in a short period of time, landslide will occur in case of heavy rainfall, blasting vibration and earthquake. As far as the actual situation is concerned, the scale of landslide and unstable slope is relatively small, but its distribution range is relatively wide, and there are many uncertain factors. In addition, the waste residue produced in the mining process and the slope formed by its continuous accumulation are easy to slip, especially in the rainy season, the continuous erosion of rainwater will cause great damage to its stability [1].

1.2 Collapse

Collapse, a natural disaster, mostly occurs in the open-pit mining area. Due to the influence of blasting, mining and other human activities, there are many potential rock collapse bodies in the mining area, that is, the so-called dangerous rock. Generally, the common collapse types in the mine are fall and slide, and the scale is relatively small, with singleness and suddenness. In the open-pit mining of the mine, some high and steep slopes will be formed in the mining parts, and the related rock mass will be broken or become a suspended body because of certain disturbance. In this case, once it is washed by vibration or rain, it will collapse, and then affect the daily life and production of nearby people.

1.3 Debris flow

Many mines have a long mining time, and a lot of waste will be produced in the mining process, such as abandoned mines, coal gangue and waste residue. These wastes are usually piled up by mining units to ravines or hillsides, with a large amount and loose structure, which provides the corresponding material for the formation of debris flow. If the accumulated waste is located in the valley with relatively large cutting depth, or in the area with obvious terrain vertical drop, once there is heavy rainfall and mountain torrent, it is more likely to cause the geological disaster of debris flow, and then endanger the safety of people's lives and property in the nearby area.

2. COMPREHENSIVE CONTROL MEASURES OF GEOLOGICAL DISASTERS

2.1 Scientific use of Grouting Technology

2.1.1 Grouting technology for separated zone

When related enterprises carry out mining work, fracture zone, caving zone and bending subsidence zone will not only cause damage to the overlying strata, but also cause greater damage to the separation zone between fracture zones. The occurrence of this phenomenon will increase the probability of geological disasters, therefore, the relevant mining enterprises should do a good job in the treatment of the separation zone, and the staff can gradually fill the separation zone, so as to strictly manage and control the surface subsidence, and reasonably change the traditional situation of only controlling the size of mining space, so as to improve the safety of mining To reduce potential safety hazards [2].

2.1.2 Crack grouting technology

For the crack grouting technology, it is mainly used in the comprehensive management of geological disasters. The effective application of this technology can realize the scientific management of landslide disasters. In the specific application process, the relevant staff need to have a comprehensive understanding of the relationship between the landslide and the protected object, as well as the main movement direction; then carry out scientific detection on the distribution of cracks in the landslide, and master the specific distribution; then conduct in-depth research on the relationship between the slip surface and the position of the grouting; finally, study the grouting material Reasonable selection and application of raw materials. There are great differences between separated layer grouting and Fissure Grouting. The former is mainly used for material filling, so as to realize the support of the overlying strata, improve the strength of the whole rock mass, and effectively control the sliding layer, so as to prevent the occurrence of landslide disasters and reduce the probability of surface settlement. The latter is to use

the cementation of filling materials to enhance the strength of rock mass.

2.2 Reasonable application of strip technology

When carrying out mining work, some enterprises will adopt longwall caving method. The application of this method will lead to a large area of surface subsidence, and also cause greater damage to the buildings in the subsidence area. In the face of this situation, the relevant enterprises need to improve the mining method, or choose a new mining method, including the application of strip technology It can avoid large area settlement. In the specific process of using strip technology, relevant enterprises need to scientifically divide the mined coal seams to present the shape of strip, and to mine one and keep one, so that the retained strip coal pillars can bear all the load of the overlying strata, which can make the surface move slightly, so as to reduce the probability of surface subsidence.

2.3 Strengthen the standardized management of mining behavior

The reason why geological disasters occur in mining area is mainly because some enterprises and individuals over exploit the mining area, which leads to adverse effects on the geological and hydrological conditions of the mining area, and certain damage to the ecological environment, which eventually leads to geological disasters. In the face of this situation, the relevant departments need to strengthen the management of mining work, but also set up scientific and reasonable mining standards, mining enterprises and individuals are required to strictly abide by the corresponding standards, improve the standardization of mining behavior. Before mining the mine, the relevant staff should select some professional technical means to scientifically survey the geological and hydrological conditions of the mining area, effectively predict and evaluate the risk of mining disasters, and formulate a reasonable mining scheme according to the specific situation, so as to avoid adverse effects on the surrounding environment. In the mining process, it is necessary to make reasonable planning for relevant mining activities, do a good job in geological prediction and evaluation, and strengthen the research and protection of the "three mining" ground, prohibit enterprises and individuals from mining small kilns in the mining area, standardize the previous disordered mining activities, reduce unreasonable mining behavior, and reduce the probability of geological disasters [3].

3. CONCLUSION

The development of social economy has greatly increased the demand for minerals, which also makes the mining workload gradually increase. In the mining process, there are many problems, including over exploitation, the use of unscientific mining methods and so on. These problems will increase the probability of geological disasters in the mining area, which will not only endanger the safety of people in the surrounding area, but also affect the natural environment nearby This requires the relevant departments to adopt reasonable comprehensive management measures to reduce geological disasters, protect the natural environment and ensure people's safety.

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Application of Game Teaching Method in Primary School Science Teaching

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Abstract: With the continuous reform and innovation of China's education, the teaching methods of many subjects have undergone tremendous changes, in which the science teaching in primary school has always been ignored, not only because science teaching is not the main subject of study, but also because it cannot reflect the achievements of science teaching in primary school examination, so science education has been ignored, but by the students With the continuous development of quality education in our country, all schools are gradually increasing the cultivation of students' ability, especially the innovative curriculum such as science education has attracted more and more attention. However, science education in primary school is originally a discipline with strong abstraction. It is difficult to understand a lot of knowledge in the learning process. In addition, primary school students are too young to understand the content of science discipline, which leads to the complex atmosphere of science education. Therefore, it is necessary for primary school science teachers to change their teaching objectives, optimize the teaching mode and teaching methods of primary school science teaching, and add some understanding interactive links in the teaching process, so as to make primary school students more interested in learning science. In this paper, the author analyzes the significance of game teaching method in primary school science teaching, and expounds the practical application strategy of game teaching method in primary school science teaching.

Key words: Game teaching method; Primary school; Science teaching; Application

1. THE SIGNIFICANCE OF APPLYING GAME TEACHING METHOD IN PRIMARY SCHOOL SCIENCE TEACHING

1.1 The essence of primary school science and the application significance of game teaching method

Science Education in primary school is closely related to life, and many of its contents are derived from life. Therefore, in order to better implement science education, we must return the teaching content to life, which can not only strengthen students' understanding of science teaching, but also enable students to have a deeper understanding of Science Teaching content [1]. However, due to the influence of China's teaching environment and many factors, few schools really bring science education into life exploration. Therefore, in order to better implement the primary school science curriculum, through the mediation of game teaching method, students can explore more scientific content in the game, which not only increases the interest of the primary school science classroom, but also improves the efficiency of the classroom to a certain extent Therefore, game teaching method is an indispensable teaching method in the process of science teaching in primary school.

1.2 Primary school science teaching needs reform and innovation

In the traditional teaching process, teachers mainly pass on teaching knowledge to students in the form of blackboard writing, but this kind of teaching method is too boring, and can not achieve good teaching effect, which is the unique feature of science curriculum in primary school stage, because the science curriculum in primary school stage itself is a subject that needs to be explored, and the teaching content of science curriculum will change with the times Time changes, so if the primary stage of science teaching methods do not change, it is likely to lead to the decline of the quality of science teaching. In addition, because primary school students are in the stage of 6-12 years old, students have a strong curiosity, they are generally full of energy and vitality, the traditional teaching method is obviously no longer suitable for them, but also will wear out the nature of primary school students, and the emergence of game teaching method is very good to stimulate their advantages, and can let them really lead Realized the significance of primary school science teaching.

2. APPLICATION MEASURES OF GAME TEACHING METHOD IN PRIMARY SCHOOL SCIENCE TEACHING

2.1 Introduction of game teaching method in classroom

In the traditional teaching process, the teaching method of "reviewing the old and learning the new" is usually used to retell the teaching content of the previous section, and the content of this section is introduced in the retelling process. Although this teaching method can play a certain guiding effect, it is not suitable for primary school students, because their thinking ability is not yet developed, it is difficult to control some knowledge content, and it is easy to be interfered by other things, so this traditional teaching method is not suitable for students to have a deep understanding of the content. In the primary school stage of science curriculum, the introduction of new curriculum content through game teaching method can not only mobilize students' subjective initiative, but also make the teaching atmosphere of science classroom more heated and make students' memory more profound. For example, in the first volume of the first year of science course, in the article "all kinds of clothes", teachers introduce "clothes recognition game" into science class. Teachers first need to use the network resources to download different kinds of clothes on the network, and then divide the class students into multiple groups to rush to answer. The group with more correct answers can get

more rewards. This kind of game can not only improve students' learning enthusiasm, but also understand the rules of dressing in their daily life. The connection between life content and teaching knowledge can make primary school students know more about the practicability and universality of scientific knowledge, so as to make the learning atmosphere of the whole science teaching more relaxed.

2.2 Application of game teaching method in classroom teaching

In the teaching process of primary school, students are easily attracted by some external factors, which leads to students' inattention in curriculum learning, such as desertion, whispering and so on, which has a serious impact on Teachers' classroom teaching, and teachers can not blindly require primary school students to concentrate, so we should improve students' quality through other teaching methods In the teaching process, adding some games can not only stimulate students' attention, but also stimulate students' learning enthusiasm, and avoid students' weariness. For example, in the course of "making friends with animals" in the first volume of the third grade, students can play their favorite animals, and let students guess. For example, some primary school students play dogs, cats, pigs, tigers and other animals. Active participation can enrich the classroom learning atmosphere, and students' interest and mood in learning can also be improved. At the same time, in the process of playing the game, students can learn more Middle school students also know a lot of animals, which has an important help for the improvement of teaching efficiency.

2.3 Application of game teaching method to homework

How to arrange homework has always been the focus of primary school teachers, and how to complete homework is also the source of primary school students' worry, because homework means that primary school students do not have their own time to play, and it also means that they need to stay on the desk for a longer time, which will not only make primary school students miserable, but also have a forced mood [2]. The emergence of game teaching method not only solves the problem of students' homework, but also greatly increases the interest of pupils' homework, and makes pupils more willing to do homework. The use of this game teaching mode can greatly improve the efficiency and enthusiasm of pupils' homework, and fall in love with homework [3]. For example, when the teacher arranges the homework content of "how the lever works", the primary school students can use a ruler or other rectangular board to test what they have learned in the classroom, such as how to pry a heavy object or at which distance point it is easier to pry by means of lever. Through many experiments, the students can test how the lever works Knowledge content, which not only does not worry about students' laziness, but also allows students to learn scientific content in the game, and further consolidate and think, is really killing two birds with one stone.

3. CONCLUSION

To sum up, the author analyzes the application significance and innovation significance of game teaching method in primary school science teaching, and expounds the application measures of game teaching method in primary school science pre class teaching, in class teaching, after class teaching, hoping to bring help to primary school science teachers.

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On the Path of Chinese Traditional Culture into Korean Teaching

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Abstract: Under the promotion of economic globalization, the exchanges and cooperation between China and other countries in the world are increasing day by day. In this process, the traditional culture of the Chinese nation is also spread to all countries in the world, and more and more countries are competing to learn. For Korean teaching, the penetration of traditional Chinese culture is also essential, It can effectively realize the further spread of Chinese traditional culture through Korean talents, so as to further strengthen the world's understanding of China. How to effectively infiltrate Chinese traditional culture into Korean teaching has become a problem of concern for more and more people. Based on this background, this paper discusses the path of integrating Chinese traditional culture into Korean teaching.

Keywords: Chinese traditional culture; Korean teaching; Integration; Path

1. THE SIGNIFICANCE OF INTEGRATING CHINESE TRADITIONAL CULTURE INTO KOREAN TEACHING

1.1 Effectively improve Korean teaching efficiency

As far as the current situation is concerned, Korean teaching, as a kind of small language course, has not been included in the education structure system for most colleges and universities. Most of the colleges and universities are close to South Korea, which makes the Korean teaching work lack of perfect and scientific teaching system and grading examination system. On this basis, as a minority language, we should learn it practically The number of students studying Korean is very limited. In this way, if we want to effectively guarantee Korean teaching achievements and reserve high-quality Korean talents, we must improve teaching efficiency. The integration of Chinese traditional culture can effectively achieve this goal. Although China and South Korea are adjacent to each other and belong to East Asian countries, the cultural differences between them are very significant, This also causes the actual language characteristics of Korean to bring difficulties to learners' understanding, and the penetration of Chinese culture can strengthen students' understanding of Korea and Korean from the perspective of culture, so as to better understand the Korean language environment and cultural connotation, further improve the mastery of Korean knowledge and strengthen practical ability [1].

1.2 Help to correct the purpose of Korean Teaching

For the development of Korean Teaching in China, in essence, it is to build a bridge of friendly connection between China and South Korea through Korean talents, so as to promote in-depth exchanges and cooperation between the two countries, implement peaceful diplomacy, and create good neighborly and friendly relations. However, due to the influence of China's traditional exam oriented education background, there are also significant foreign language teaching problems in Korean teaching process The disadvantage is dumb Korean. Even if most students have excellent ability to answer questions, they still can't speak in practice. The integration of traditional culture can effectively realize the innovation of Korean teaching mode, so that students can more effectively master the application of Korean knowledge in the teaching environment, implement the goal guidance of learning for practical use, and realize the goal of teaching for students The correction of Korean teaching objectives.

1.3 Effectively promote the rational integration of world culture

Under the background of economic globalization, the cultures of all countries in the world have collided and interacted, and this stage is highly inclusive and colorful, and no one country will be the only one. The integration of Chinese traditional culture into Korean teaching can effectively strengthen students' national pride, understand and respect the connotation of diversified culture, and achieve the goal of learning The creation of students' Multi-dimensional vision of language learning enables them to look at the world cultural differences with an objective perspective, so as to play a strong role in promoting the development of world culture as a solid foundation, better improve the status of traditional culture in the international arena, and comprehensively enhance the comprehensive national strength.

1.4 It is conducive to the further dissemination of China's fine traditional culture

In the five thousand years of development of China, traditional culture has a long history. As a country of etiquette, China always adheres to the guidance of the concept of "harmony but difference, a hundred schools of thought contend" in the process of exchanging national policies with friends from all over the world, so as to further strengthen the great unity of the people of the world. As an important card in China's development, Chinese culture is very important for strengthening the world's recognition and recognition of China Acceptance is of great significance. In the process of Korean teaching, the integration of Chinese traditional culture is an important channel to further convey Chinese cultural connotation to Korea, so that the two countries can effectively use language to make them feel the beauty and brilliance of Chinese culture [2].

2. THE FEASIBLE PATH OF INTEGRATING CHINESE TRADITIONAL CULTURE INTO KOREAN TEACHING

2.1 Improve the education system

If we want to implement the integration of Chinese traditional culture in Korean teaching, we first need the education department to improve the education system for this work, so as to achieve the creation and development of Chinese traditional culture Korean teaching curriculum with the help of reasonable and scientific teaching system norms and guidance, effectively provide behavioral basis for diversified education and assessment work, and further clarify the teaching objectives At the same time, I said that the continuous development of social economy has made the education of traditional culture an inevitable trend. In Korean teaching, we need to issue reliable policies under the guidance of a reasonable education system, so as to ensure the rationality and effectiveness of curriculum planning and further implement the infiltration of traditional culture on the basis of meeting the teaching needs Guide, effectively improve the quality of teaching and teaching efficiency.

2.2 Strengthen the teaching staff of Korean

Teachers are the core foundation to ensure Korean teaching results. In order to ensure the integration of Chinese traditional culture in Korean teaching, we also need to pay attention to the strengthening of teachers, so as to effectively improve teachers' professional quality and guidance level, always keep in mind their own mission, and realize the cultural communication responsibility in language teaching, which requires them to have high-quality Korean teachers On the basis of language teaching ability, we can be proficient in the cultural connotation of our country and the essence of culture, so as to achieve the comprehensive integration in the curriculum, so as to create a strong cultural teaching atmosphere for students, so that they can be imperceptibly influenced, and realize the implementation of the teaching value.

2.3 Changing educational objectives and implementing Korean value

The integration of Chinese traditional culture into Korean teaching also requires relevant educators to pay attention to the transformation of their own consciousness and ideas, so as to further clarify the educational goals, effectively avoid the limitations of Korean exam oriented teaching, effectively implement the goal of Korean teaching application, and test the effect of traditional culture infiltration in practice, so as to carry out real-time adjustment and improvement of teaching work Innovation, better implementation of the "people-oriented, individualized" concept, make Korean become an

important tool for learners, not just some symbols to deal with the exam [3].

2.4 Attach importance to the innovation of teaching methods

In order to break the limitations of the traditional mechanical transmission education mode, colleges and universities must pay attention to the innovation of teaching methods, so as to realize the innovation and optimization of teaching classroom by combining with the advanced teaching mode and teaching means under the background of the times, such as playing Korean movies for students with the help of multimedia, performing the plot deduction combined with their learning facts, and providing "the difference between Chinese and Korean food culture" Students can communicate and discuss in Korean, express their own views, or organize Korean speech and debate activities, so that they can effectively learn Korean in the teaching situation of cultural infiltration, and combine practice to improve the ability of learning to use, while ensuring the integration of traditional culture, it can also provide students with a relaxed and interesting learning field In order to improve the teaching effect.

3.CONCLUSION

To sum up, it is very necessary to infiltrate Chinese traditional culture in Korean teaching. In the process of carrying out this work, colleges and universities need to pay attention to the transformation of teaching consciousness and teaching mode, and pay attention to the improvement and construction of the education system, and constantly strengthen the teaching staff, so as to lay a solid cultural foundation and guide norms for the development of Korean teaching, and provide guidance for the development of world culture The integration of the two countries will help.

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Explore the Effective Path of Ideological and Political Theory Teachers' Development in Colleges and Universities in The New Era

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Abstract: Starting from the current situation of the development of Ideological and Political Theory Teachers in Colleges and universities, this paper expounds the common problems in the development of Ideological and Political Theory Teachers in Colleges and universities, analyzes and explores the main development path of Ideological and Political Theory Teachers in Colleges and universities, hoping to provide some help and suggestions for ideological and Political Theory Teachers in Colleges and universities, so that their personal ability can be better developed and constantly improved High teaching ability.
Key words: Theory course; Ideological and political; Teaching level

1. INTRODUCTION

The general secretary pointed out that in order to carry out the education in Colleges and universities with socialist characteristics in China, it is necessary to make the ideological and political course more reasonable and vigorous, and educate the students with the socialist ideas of our country in the new era, and the teachers of the ideological and political theory course in Colleges and universities are the key. However, there are many problems in the personal development of Ideological and Political Theory Teachers in domestic universities. Therefore, it has a certain practical significance to study the main development path of Ideological and Political Theory Teachers in Colleges and universities.

2. THE CURRENT SITUATION OF THE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL THEORY TEACHERS IN COLLEGES AND UNIVERSITIES

In Colleges and universities, ideological and political theory course is an indispensable course for college students, which undertakes the important task of systematic education of Marxist theory, is the main position and channel of Ideological and political education for college students, and is of great significance for the correct cultivation of College Students' values, outlook on life and world outlook. Objectively speaking, teachers of Ideological and political theory course are the main body to carry out the teaching work of Ideological and political theory course. They not only need to cultivate students' ability and impart students' knowledge, but also need to carry out the education of outlook on life, world outlook and values. From this point of view, ideological and political theory teachers should have personality charm, scientific research level, academic literacy and political consciousness at the same time. However, there are some problems in the development of Ideological and political theory teachers, such as low quality cultivation, backward management mode, weak cultural confidence, and lack of unity of knowledge and practice. Therefore, it is necessary to actively explore its development path.

3. THE MAIN DEVELOPMENT PATH OF IDEOLOGICAL AND POLITICAL THEORY TEACHERS IN COLLEGES AND UNIVERSITIES

3.1 Strengthen teaching soft power and improve quality cultivation

In the new era, the teachers of Ideological and political theory course should fully implement the general secretary's view that personality should be correct, and improve their personal quality. To achieve this, on the one hand, we should use knowledge to cultivate humanistic quality, so as to achieve profound humanistic quality and knowledge reserve; on the other hand, we should learn to deal with and process these knowledge scientifically. After the process of synthesis, identification, filtering and selection, we should internalize them into stable and special psychological quality combined with our own experience in practice, and have strong appeal Show your personality charm. On the teaching level, personality charm is a kind of soft power, which can not only influence the values, outlook on life and world outlook of college students, but also create a harmonious and friendly atmosphere in the classroom teaching of Ideological and political theory course, promote the emotional communication between students and teachers, and fully arouse students' interest and enthusiasm in learning ideological and political theory course Inspired, greatly enhance the appeal and attraction of Ideological and political theory teaching, but also increase the effectiveness and affinity of teaching.

3.2 Improve development environment and update management mode

The general secretary pointed out that party committees at all levels should put the construction of Ideological and political theory courses on the agenda, firmly grasp the restrictive problems in the process of Constructing Ideological and political theory courses, and formulate and implement solutions in terms of security support, team building, work pattern and other aspects [1]. Each level of Party organizations should constantly update the management mode, and provide strong and scientific support to the development of the personal ability of Ideological and political theory teachers. In the process of updating the management model, we should do the following: first, we should fully implement the overall

goal of "three complete education", establish an education pattern of "all staff education", highlight the status of moral education in Ideological and political theory course, and improve the enthusiasm of Ideological and Political Theory teachers in developing teaching level. Second, we should establish and improve the mechanism of evaluating the teaching level of Ideological and political theory course, highlight the core position of teaching ability in the process of teachers' professional development, fully stimulate the endogenous motivation of Ideological and Political Theory Course Teachers' development of teaching level, and promote the sustainable development of their teaching level.

3.3 Identify the development direction and strengthen cultural confidence

In the new era, in order to achieve personal development, teachers of Ideological and political theory should find out the political direction of developing teaching level, and always adhere to and constantly strengthen cultural self-confidence. The general secretary pointed out that to strengthen China's confidence in socialist system, theory and road, the most fundamental thing is to adhere to cultural confidence. The teachers of Ideological and political theory course in Colleges and universities should constantly have a broad cultural vision, actively absorb the civilized achievements of excellent talents, and have a deep sense of patriotism. They should actively and spontaneously find out the development direction of developing the teaching level of Ideological and political theory course according to the policy of strengthening politics pointed out by the general secretary. In order to achieve this, first, we should have a higher political awareness, and be able to highlight the political attributes of the ideological and political course. Second, we should always strengthen our personal political position, strengthen the four senses and do a good job in two maintenance, so as to be consistent with the Party Central Committee based on the general secretary in action and thought. Third, political principles should be unswerving, always support the leadership work of the Communist Party of China, carry forward and cultivate the core values under socialism for a long time, and help teachers and students become model practitioners, hard communicators and believers of core values.

3.4 Strengthen the hard work of teaching to ensure the unity of knowledge and practice

Since the 18th CPC National Congress, the general secretary has repeatedly said the concept of unity of knowledge and practice. Through the unity of knowledge and practice, the dialectical relationship between practice and theory can be effectively dealt with, which is the hard work of Ideological and political theory teachers to develop their teaching level in the new era [2]. Objectively speaking, the unity of knowledge and action should first solve the "problem of knowledge" and increase the reading amount of classic texts, especially the in-depth exploration and study of socialist ideas in the new era and strengthen the cultivation of theory; then solve the "problem of action" and establish the concept of unity of knowledge and action. The key and key point is to be good at transforming the learned knowledge into ability, and to serve the society and society In classroom teaching and other work, we should make full use of the new social practice and teaching practice to deepen the ideological understanding, test the truth of the theory, and promote the innovation of the theory. At the same time, we should be good at guiding college students to give full play to their creativity and enthusiasm, and guide them to combine knowledge with practice with insight, so as to fulfill the historical task of national rejuvenation in China with concrete actions.

4. CONCLUSION

In a word, it is of great significance to study the main development path of the teachers in Ideological and political theory course in Colleges and universities. Relevant personnel should have a comprehensive understanding of the current situation of the development of Ideological and Political Theory Teachers in Colleges and universities, fully grasp the common problems in the development of Ideological and Political Theory Teachers in Colleges and universities, and can strengthen the soft power of teaching, improve quality and cultivation, improve the development environment, update management model, find the development direction, strengthen cultural confidence, strengthen teaching hard work, and ensure the unity of knowledge and practice, Thus, the individual ability can be fully developed and the teaching and education ability will be improved continuously.

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Research on The Problems and Solutions of Ideological and Political Practice Teaching in Colleges and Universities Under the New Situation

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Abstract: Practice teaching is an important part of the ideological and political course, and it is an important means to achieve the purpose of education. After years of research and summary of previous scholars, the ideological and political practice teaching in Colleges and universities in China has achieved remarkable results, but there are still some problems to be improved. Based on the current situation of Ideological and political practice teaching, this paper analyzes the problems existing in Ideological and political practice teaching, and further obtains reasonable solutions, so as to further improve the ideological and political practice teaching.

Key words: Ideological and political practice teaching; Problems; Solutions

1. INTRODUCTION

Nowadays, experts in the field of education and teachers of Ideological and political course have conducted in-depth research on Ideological and political practice teaching from a variety of perspectives, and at the same time, they have also made valuable research results. However, the current ideological and political practice teaching still has some problems about the depth and quality of teaching. Therefore, it is of far-reaching significance to give reasonable solutions to the current problems in the ideological and political practice teaching in order to improve the overall teaching quality of the ideological and political course [1-5].

2. THE PROBLEMS OF IDEOLOGICAL AND POLITICAL PRACTICE TEACHING IN COLLEGES AND UNIVERSITIES

Nowadays, the ideological and political course in Colleges and universities has been highly valued by the national government, and the relevant education departments have specially formulated a lot of targeted policies. As a very important part of the ideological and political course, the ideological and political practice teaching has also attracted the attention of the relevant departments and achieved ideal results. However, at the same time, there are still some problems in the ideological and political practice teaching in Colleges and universities. The existence of these problems, to a certain extent, limits the teaching quality and future development space of the ideological and political practice teaching.

2.1 Ideological and cognitive problems

First of all, the height of the ideological position is not enough. As the first knowledge and dynamic basis of action, only when the ideological awareness is in place, can the action be effectively implemented. At present, domestic colleges and universities have a certain understanding of the significance of Ideological and political practice teaching, but because the ideological position is not high enough, some college leaders and related teachers can not deeply realize the importance of Ideological and political practice teaching, leading to the actual teaching process is often ignored. Secondly, the backwardness of ideology makes some colleges and universities pay more attention to theory, preach, practice and cultivation, which has a negative impact on the effect of Ideological and political practice teaching in Colleges and universities.

2.2 The evaluation mechanism is not perfect

Because the ideological and political practice teaching is a teaching activity jointly implemented by colleges and practice units, the evaluation of Ideological and political practice teaching should be completed by colleges and practice units. But in the actual evaluation process, only the ideological and political course teachers complete the evaluation, and the evaluation results made by the teachers unilaterally are difficult to achieve objective and fair results.

2.3 Disconnection between practice and theory in teaching process

In the teaching of Ideological and political course, the goal and content of practice teaching and theory teaching are different, but practice and theory complement each other. Practice teaching must be based on theory, while theory teaching needs the process of practice to make students further understand. At present, there are such problems in the ideological and political teaching in many colleges and universities. Students can not get the guidance of theoretical basis in the process of practical teaching. At the same time, the theoretical knowledge learned can not be further understood through practice.

2.4 There is no sound guarantee mechanism

At present, there are still many problems in the guarantee mechanism of Ideological and political practice teaching, such as: lack of funds, less practice teaching base, no prescribed time and so on. In terms of funds, many colleges and universities are unable to bear the cost of practical teaching; the number of practical teaching bases can not meet the number of students who need practical teaching; in terms of teaching time, most colleges and universities only arrange the required class hours of

theoretical teaching, without considering the time of practical teaching.

3. COUNTERMEASURES FOR IMPROVING IDEOLOGICAL AND POLITICAL PRACTICE TEACHING IN COLLEGES AND UNIVERSITIES

In order to make the ideological and political practice teaching effect get better effect, improve the overall quality of Ideological and political practice teaching, the author puts forward some relevant countermeasures on the following aspects.

3.1 Improve the ideological position

In order to achieve the ideal effect of Ideological and political practice teaching, sufficient ideological understanding is the prerequisite. As a more important ideological and political course in the ideological and political work of colleges and universities, it is the main way for college students to receive ideological and political education in school In order to achieve the goal of all-round education, we must adhere to the fundamental task of moral education and reasonably embed practical teaching courses on the basis of theoretical teaching. While strengthening theoretical teaching, the importance of practical teaching can not be ignored.

3.2 Clear the objective of the practical teaching of Ideological and Political Course

The premise of effective implementation of Ideological and political practice teaching must be to clarify its teaching objectives. There are many aspects of the teaching objectives of Ideological and political practice teaching in Colleges and universities:

3.2.1 Cognition

Through practical teaching, students can have a deeper understanding of the relevant theoretical knowledge learned in class, and understand the significance of knowing from practical activities.

3.2.2 Ability

Through practical teaching, students' ability to analyze and solve practical problems by using the theoretical knowledge they have learned will be cultivated, and their abilities of analysis, discrimination and innovation will be fundamentally improved.

3.2.3 Through practical teaching experience, students have a deeper understanding of national conditions and society, and improve their sense of social responsibility, so as to subjectively connect themselves with the country and society, and finally become truly useful talents to the society.

3.2.4 Politics, through a series of teaching activities, fundamentally improve students' sense of social responsibility and mission, so that students have the ability and willingness to succeed in socialist construction. The above are the four main teaching objectives of Ideological and political practice teaching. The four objectives depend on each other. The former aims at the latter and the latter is based on the former. Cognitive goal is the most basic goal, ability and success is the intermediary goal, and political goal is the ultimate goal of Ideological and political practice teaching.

3.3 Improve the practice teaching system

The construction of perfect practice teaching system is essential for the normal ideological and political practice teaching.

3.3.1 The practical course should be established in the ideological and political practice teaching, and the "Ideological and political practice teaching" should be summarized as a special course.

3.3.2 In terms of teaching materials, relevant education departments shall specially prepare relevant textbooks such as ideological and political practice teaching, which can be used as the basic teaching materials for ideological and political practice teaching in Colleges and universities, so that ideological and political practice teaching can be carried out in more orderly manner.

3.3.3 Practical teaching content, combined with the theoretical knowledge of Ideological and political courses in Colleges and universities, should be reasonably designed to ensure that practice and theory complement each other.

3.3.4 The evaluation mechanism, taking the University as the main body, forms an evaluation institution in cooperation with the practice organization, and evaluates the teaching results of Ideological and political practice objectively and fairly from all aspects.

3.3.5 Teachers should strengthen the cultivation of professional quality and ideological awareness of teachers in Ideological and political courses, and properly improve the treatment of outstanding teachers.

3.4 Develop the channels of practical teaching

The following five aspects are combined to open up the channels of Ideological and political practice teaching and innovate the form of practice teaching.

3.4.1 Combine with the construction of campus culture, so as to enrich the practical teaching content; 3.4.2 Combined with professional practice teaching, the school pays attention to exploring the intersection of professional courses and ideological and political courses, and intersperses ideological and political practice teaching content in professional practice teaching;

3.4.3 Pay attention to the ideological and political content involved in the process of students' social practice outside school in combination with social practice;

3.4.4 Combined with the Internet, students discuss and guide the ideological and political content through the Internet;

3.4.5 Combined with teaching base, diversified practice teaching base is an important support for practice teaching, which has an important impact on Ideological and political practice education.

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Educational Informationization And Deepening Reform of Teaching in Colleges and Universities

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Abstract: The high-quality growth of socialist market economy drives the innovation and development of science and technology, which creates a good environment and conditions for education and teaching. The popularization and application of computer and Internet technology, as well as the birth of multimedia teaching equipment, have fundamentally changed the way of education and teaching, and improved the quality and efficiency of education and teaching in China. Therefore, from the perspective of education informatization, this article explores the effective measures to deepen the reform of college teaching, promote the deep improvement of college teaching, so as to ensure that the talent training of colleges and universities can fully meet the needs of social employment.
Key words: Education and teaching; Informatization; Deepening reform

1. INTRODUCTION

With the continuous advancement of quality education in China, the education and teaching reform of schools at all stages has gradually ushered in new challenges and opportunities. To keep pace with the development of the times and timely adjust the talent training mode is not only the key to teaching and training talents in Colleges and universities, but also the core of deepening the reform of teaching in Colleges and universities. The full realization of education informatization is a part of the development of national informatization. The deepening reform of university teaching is inseparable from the application of information technology, and the comprehensive informatization construction of university teaching can also improve the quality of school teaching service to a certain extent [1-3].

2. ANALYSIS OF THE CONNOTATION OF EDUCATION INFORMATIZATION

Educational informatization can be said to be the product of the development of the times, and it is a comprehensive achievement based on the continuous improvement and perfection of computer technology and information technology. Chinese scholars believe that: "from the perspective of education and teaching, educational informatization is a modern teaching system, such as information technology, under the guidance of advanced educational ideas and the application of various advanced educational technologies for teaching and personnel training Technology, Internet technology, big data, etc. "some scholars believe that" education informatization is the comprehensive application of computer technology, multimedia technology, network communication technology, etc. in the process of education and teaching activities. It is a trend of education and teaching modernization transformation, which helps to promote the comprehensive reform and improvement of Education and teaching, and ensure the coordination between education and teaching and the development of the times one."

For the deepening of teaching reform in Colleges and universities, education informatization needs to grasp the following contents:

2.1 The core of education informatization is information technology and information, which requires the deep promotion and application of colleges and universities in education and teaching;

2.2 Under the background of education informatization, the in-depth reform of university teaching should pay attention to the coverage of information technology and the integrity of education and teaching. On the one hand, it is the use of information technology in teaching, education, management and school administration; on the other hand, it is the comprehensive grasp of students' learning, life and development information;

2.3 Colleges and universities should be aware of the limitations of education and teaching, especially the two dimensions of time and space. Therefore, to deepen the teaching reform based on education informatization, we should pay attention to the promotion and comprehensive application of information technology in the field of education and teaching, and promote the breakthrough of this limitation, so as to fully reflect the value and significance of education informatization [1].

3. THE CURRENT SITUATION AND SHORTCOMINGS OF THE DEVELOPMENT OF TEACHING INFORMATIZATION IN COLLEGES AND UNIVERSITIES

3.1 Lack of correct cognition of educational informatization

As far as the current talent cultivation in Colleges and universities is concerned, although the teaching reform has been carried out, the impact of educational informatization on it is not very deep. Most schools are still one-sided about the application of information technology in teaching, which is basically reflected in classroom teaching. As a basic form of educational informatization, multimedia equipment teaching has become a hot topic in Colleges and universities This paper analyzes the biggest performance of information teaching. At the same time, teachers' cognition of educational informatization is not completely correct, and some old

professors are not proficient in the use of advanced technology, and the final teaching method is still based on the traditional mode. Schools should be aware of this problem and improve it in time.

3.2 Deficiencies in information construction

The development of educational informatization and the deepening of teaching reform in Colleges and universities are based on the school. Without the school as the main body, any reform and development of education and teaching will lose its practical significance. However, in the process of talent cultivation in Colleges and universities, most of the energy of the school is on how to improve the professional teaching and improve the quality of talents. The introduction and investment of funds, equipment, technology and so on are also in these aspects, which leads to the neglect of the construction of Education and teaching informatization in Colleges and universities, and further affects the deepening reform of Teaching [2].

3.3 Lack of innovation in teaching mode

The deepening reform of university teaching includes the reform of teaching content, teaching method, teaching mode and so on. As far as the reform of teaching mode is concerned, the innovation in this aspect is very insufficient. Not only does the teaching idea of teachers not keep pace with the times, but also the application of teaching mode does not show the characteristics of informatization. The traditional talent training mode has serious traces, and the double suppression of thinking and practice has hindered the development of education informatization and the deepening of teaching reform.

4.STRATEGIES OF DEEPENING THE REFORM OF COLLEGE TEACHING UNDER THE BACKGROUND OF EDUCATION INFORMATIZATION

4.1 Improve theoretical guidance

For deepening the teaching reform in Colleges and universities, educational informatization is not only a way and measure, but also an effective theoretical guidance to promote the reform. To a certain extent, it affects the change of teaching ideas and the innovation of teaching methods in Colleges and universities. Improving the theoretical guidance of educational informatization can enhance the scientific theoretical basis for the deepening of teaching reform in Colleges and universities, and avoid the blindness and confusion of teaching reform. Therefore, it is necessary to pay attention to the organic combination of information technology, information equipment, information and other factors with education and teaching, and promote the combination of theory and practice, which is the key to ensure the effective deepening of teaching reform We have enough power.

4.2 Strengthen the awareness of information teaching

First of all, colleges and universities need to stand in the perspective of promoting the development of the school and improving the quality of personnel training, correctly recognize the education informatization, treat it as the same as their own teaching deepening reform, improve the information construction while improving the awareness of teaching informatization, and provide a wide space and excellent conditions for teaching deepening reform;

secondly, teachers need to stand in the perspective of improving the quality of teaching and innovating teaching From the perspective of the way, we re-examine the educational informatization, correctly recognize the value and significance of information technology and information integration, "remove the essence of its dross", actively apply information-based teaching to discard the traditional educational mode, thus promoting the establishment of a modern education and teaching system and promoting the development of information construction in the whole country [3].

4.3 Overall optimization of teaching mode

In the process of deepening teaching reform in Colleges and universities, the overall optimization of teaching mode includes overall planning of teaching informatization construction, innovation and reform of education and teaching content, and improvement of information education and teaching evaluation system. Colleges and universities should timely improve and standardize the campus information education system, formulate targeted teaching management mechanism, and at the same time, according to their own development situation, they need to rationalize and integrate the connotation and thought of education informatization, and make changes from theory to practice, so as to ensure the effectiveness of teaching deepening reform. In addition, colleges and universities should timely introduce information-based teaching equipment, and correspondingly improve the level of information-based teaching of teachers, so as to fundamentally ensure that education and teaching information and deepening reform can achieve certain results.

5. CONCLUSION

In a word, the development of education informatization provides good conditions for deepening the reform of teaching in Colleges and universities, and promotes the improvement of teaching methods and personnel training mode in Colleges and universities. Improving theoretical guidance, strengthening teachers' awareness of educational informatization, and comprehensively optimizing teaching mode are effective measures to promote the deepening reform of College Teaching under the background of educational informatization. However, colleges and universities need to pay attention to the shortcomings of their own reform and timely improve the immediate problems to ensure the effective realization of deepening reform, so as to ensure the sustainable development of colleges and universities and the effective cultivation of talents Good.

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Big Data Security and Privacy Protection

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Abstract: With the rapid development of information technology, the concept of big data arises at the historic moment, which brings convenience to people's life, but also increases the risk of privacy leakage, and the authenticity of information cannot be guaranteed. This paper mainly discusses the security and privacy protection of big data, deeply explores the problems in all aspects of the whole life cycle of big data, breaks through the difficulties in the field of big data technology, increases the confidentiality and accuracy of data, and improves the efficiency of encryption and decryption.

Key words: Big data; Security; Privacy protection

1. INTRODUCTION

Big data is widely used in many fields, the speed of data transmission is faster and faster, and the coverage is wider. In this case, the use of big data technology can greatly improve the data utilization. The risk faced by users is not only the leakage of data, but also the hidden danger in data storage, transportation and other stages. Although some methods increase the security, they also become more complex. Therefore, in the process of obtaining data value, data analysis technology should be used to effectively ensure the security of privacy.

2. BIG DATA SECURITY AND PRIVACY PROTECTION

Big data can be divided into four stages according to its life cycle, including data collection, data storage, data development and mining and data application. Big data security should be implemented in the whole life cycle. Cloud computing technology is the main driving force, which can complete a lot of data and information processing. But it is worth noting that the data owner and manager may not be the same person, so there are some security risks in the follow-up information processing. The third party may steal or change the data on the cloud storage platform. In this situation, the data usually needs to be checked on the cloud platform. The improvement of data security can be carried out on the cloud platform, and the attribute encryption technology or homomorphic encryption technology can be used.

With the rapid development of communication technology, it is easier to collect, store, publish and analyze a large amount of data. In these processes, information may be leaked, which poses a threat to privacy security. In order to ensure that personal privacy is not infringed, data models should be protected effectively. There are two types: one is privacy protection data publication based on anonymous model, the other is privacy protection data publication based on differential model Publish data on the basis of privacy [1-4].

In the past, the method of protecting data is based on anonymous model. The common way is to use anonymous to hide the background and carry out special attacks after being attacked. However, in the actual use process, this method does not have a good degree of quantification and has great limitations, especially when a large amount of data may be maliciously damaged, the user's personal data may be leaked Therefore, we should increase the research in the field of network privacy security.

3. THE SIGNIFICANCE OF BIG DATA SECURITY AND PRIVACY PROTECTION

The security and privacy protection of big data is related to everyone's vital interests. People's actions on the network are recorded by big data, leaving traces, which makes personal habits mastered by Internet companies. Once exposed, it will bring great trouble to the parties. If the credibility of big data is insufficient, it will lead to untrue information flooding the network, and false data will cause inaccurate analysis results of big data, which will lead to deviation when enterprises predict people's consumption habits through big data, affect subsequent production and sales, and is not conducive to improving the economic benefits of enterprises.

We should deeply realize that the security and privacy protection of big data can promote economic development, and the security of big data is also related to the long-term peace of the country. We should always protect the national cyberspace sovereignty, maintain the national information security, and improve the competitiveness of information and data. We should constantly improve technology to adapt to new industries and achieve the purpose of industrial technology upgrading [2].

4. KEY TECHNOLOGIES OF BIG DATA SECURITY AND PRIVACY PROTECTION

4.1 Anonymous protection technology

This technology is a common method of data security and privacy protection, which mainly includes identifier, micro data and sensitive attributes. For example, in the bank account opening information, micro data is the original personal data, the name of the account holder is identifier, and the bank flow and assets are sensitive attributes. All of these should be protected. After the information is leaked, it will be harmful to customers So we should use this technology to better protect the privacy of users, and use anonymous model and algorithm to resist vicious attacks.

In social networks, users' sensitive information should be hidden, so as to greatly reduce the risk of leakage. Social networks have the characteristics of graph structure, which are not independent of each other and have certain connections. Therefore, intruders will use this feature to infer the related information, and different types of social networks should choose the anonymous way in line with their own characteristics. For example, in collaborative social networks, tree generalization and classification tree can be used to clean up the identifier. If it belongs to associative social networks, the nodes can be hidden by

domain generalization and reduction tree.

4.2 Data watermarking technology

Data watermarking technology can combine the identification information with the data carrier, but it will not interfere with the normal use of data. This technology has high security, it is difficult to change or forge information, almost no false detection, data watermarking technology has high concealment, robustness and watermark capacity. After repeated processing of the data dosage form, its authenticity and integrity can be determined.

4.3 Data Traceability Technology

This technology is to trace the source of big data records, transmission and calculation process, ensure that there are no errors in the data, and provide help for the next analysis of data. There are usually standard method and reverse query method. The annotation method should mark the key content of the original data and change with the transmission of the original data. The reverse query method is a process of reverse reasoning.

4.4 Risk adaptive access control

Set an access boundary. When someone crosses this boundary, it is necessary to take appropriate restrictions to make it unable to continue to access. The setting of the standard should fully consider various factors, not only to ensure the user's privacy and data security, but also to meet the needs of data use.

5. BIG DATA SECURITY AND PRIVACY PROTECTION PATH

5.1 Change the awareness of information protection

Big data is a new thing formed by the development of network, which has been gradually used in people's daily life. Most users do not have a full understanding of big data security and privacy protection. When they register and use various software, they disclose personal information, and lack a certain awareness of protecting personal information. In this situation, criminals will take advantage of the situation and infringe on users' privacy. For older people, they don't know this knowledge, and they are easy to be cheated. We should strengthen the publicity of the importance of privacy information protection, and carry out targeted publicity for special groups, so as to establish the awareness of personal information protection [3].

5.2 Strengthen technology research and development

At this stage, if there is no advanced technology, there is no way to talk about data privacy protection, all ideas are empty talk. Technicians should invest more energy to develop more effective technology to improve the security of data transmission. In the aspect of data encryption, the most advanced algorithm should be selected for encryption operation to make the encrypted data storage more secure. Decryption process should also be combined with high-strength key. Anonymity method is used to publish data information to ensure the security of the transmission process and make data encryption and decryption more efficient.

5.3 Improve the relevant legal system

Relevant departments should carry out research, implement relevant legislation, make laws keep pace with the pace of social development, realize effective supervision, establish corresponding legal system on big data security and privacy protection, and provide protection at the legal level. In addition, the relevant regulatory departments should strengthen the supervision in this aspect, deal with the problems found in a timely manner, protect the legitimate rights and interests of users to the greatest extent, establish links for the supervision of each link, improve the personal data protection mechanism, set up the corresponding access authority, and strictly supervise the behavior of Internet enterprises to reduce the probability of violations. If illegal activities are found, compulsory measures should be taken at the first time to impose severe punishment on the enterprises involved. We can not ignore any details in the process of data application, and carry out rectification from the source, so as to keep the user's personal privacy data in a safe environment, prevent data leakage as much as possible, and do not leave opportunities for lawbreakers.

Big data is derived from information technology and has its own particularity. Because of the large volume of big data and the wide range of users, it is difficult for relevant departments to effectively protect the use of data, which reflects the role of legal constraints and confirms the necessity of legal constraints. We should constantly improve the legal system to provide protection for big data security and privacy protection. On the basis of the privacy protection law, the relevant laws and regulations are gradually improved, which has played a deterrent role in cybercrime and strangled the criminal attempt at the embryonic stage. It is necessary to distinguish various types of information and use appropriate methods to protect them. All data should not be classified into one category, and should be opened and shared without principles. It is necessary to focus on the control of relevant data related to user privacy, so as to prevent leakage from causing serious economic losses [4].

5.4 Focus on data privacy protection

In the process of protecting the privacy of big data, we should pay attention to the use of traditional information security mode, deeply study the relationship between privacy protection and data use, and improve the safety factor of information use. For computer technology, we should explore the mode of sharing resources, find out the physical boundaries of information system, and play the role of big data and cloud computing technology. For example, in privacy security, using cloud computing technology can quickly obtain data information, encrypt important data, and achieve effective development of data value. One server can connect with many virtual servers. The logic of virtual server is different, so the encryption technology has a higher standard. The previous hardware based security mode is not consistent with the work of security and privacy protection, so we should improve the security protection technology, optimize the firewall and encryption transmission technology, and ensure the safety of data use.

For cloud computing users, upgrading the database can protect the security and privacy, and use the internal cloud and private cloud method to store relevant information, so

that high-value and privacy data can be effectively stored. The essence of data security and privacy protection is to encrypt the relevant data to ensure that each step has a strong security, which reflects the real value of cloud computing and big data technology.

The processing of sensitive data is an important content, which can discover the user's sensitive data in time. Cloud computing technology can transform it and prevent leakage through static and dynamic methods. In this way, the purpose of information security management can be achieved, and the utilization rate of data resources can be improved. Automatic interception and business registration management can ensure the authenticity of data and provide convenience for management . In addition, the data flow should be visualized, and the bottom account data should be controlled through visual analysis.

5.5 Building privacy protection model

To strengthen the security and privacy protection of big data, first of all, we need to establish a privacy protection model to make data applications more dynamic and secure, and meet the requirements of multi-user management. The protection model has a variety of structures, involving security technology methods, access and security attributes. The mode should be able to accurately obtain the location, have good confidentiality, and integrate data encryption technology with cloud computing technology to achieve efficient resource management, which is conducive to user access and cross platform management. Using big data technology can provide users with corresponding privacy protection, making management work more efficient. In the application of security password, it can provide data storage and create conditions for safe operation. In the information management and application, the establishment of security mode increases the value of data resources utilization. To protect data periodically and create a safe environment, the specific work can be carried out in the special system framework. The data transmission process is the main link to ensure the security of data resources. With the help of big data and cloud computing technology, the security barrier of information protection is formed, the limitation of traditional technology application is broken through, and the data protection ability is strengthened.

Cloud computing technology is an important means to ensure the security of data and data, and it is an effective way to innovate and develop the model. At present, the cloud computing platform has the function of data tamper prevention. Through encryption protection and historical data investigation, information transmission and application are more secure, and conform to the data security management concept in the new era. In addition, it can destroy and transfer data resources, which can ensure the security of user information better.

5.6 Do a good job in safety visit supervision

The secure access of data means that users encrypt and control the privacy data during the process of access. For example, with the use of access control function, cloud computing protection system can access data, check user

information and ensure that information application is more secure. Access rights can be set for user confidential data to make the privacy data in a safe environment. During the process of access operation, corresponding risk points need to be identified. All of the above operations cannot be separated from big data and cloud computing technology. The specific content includes reading, searching and changing user data, and achieving the purpose of normal access and supervision of data resources.

Cloud computing technology can be used to establish information supervision system to ensure the security of data and information application process. The use of password mechanism makes data applications more secure and reliable. We should pay more attention to privacy protection, integrate with data privacy protection system, and have many functions such as secret key segmentation, cloud encryption, password recovery, etc., so as to effectively protect information security. The system framework includes security access, confidentiality analysis, mining perspective and other forms to provide protection for privacy security.

Security audit is to record the operation behavior of the subject and object, involving user name, IP, data layer, etc. the recording method can provide help for big data application security. Analysis of database encryption mode, explore the characteristics of encryption function, database security is the key to prevent data leakage. Data encryption should pay attention to the security of database system. China's encryption technology has been quite mature, with the following characteristics: first, identity authentication, users not only need to provide user name and password, but also have the terminal secret key; second, security backup, the system can back up the secret key and database plaintext. Third, the overall protection, access to the database in the process of data transmission need to be encrypted, to achieve a secret, to avoid the phenomenon of being replayed. The fourth is encryption settings. Users can choose the database with encryption requirements and obtain the sensitive information of encryption location. Practice shows that it can not only improve the access speed, but also lay the foundation for independent access. The fifth is multi-level secret key. The security area is generally used to store the master key and variables, and the master key variable can protect the secondary secret key. The sixth is storage encryption. The encryption form used in database is phase level encryption. Specifically, each field has its corresponding secret key. This design makes data storage present better integrity.

6. CONCLUSION

The research on big data field in China is not long, the relevant technology is not mature, and the laws and regulations are not perfect. We still need to sum up the experience in the specific practice, strengthen the publicity, improve the awareness of personal information protection, and create a high-quality Internet environment under the joint efforts of many aspects, so that big data technology can promote the rapid economic development.

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Targeted Research on The Teaching Of "Ideological and Moral Cultivation and Legal Basis" in Higher Vocational Colleges

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Abstract: With the deepening of quality education, higher vocational education, as an educational institution specialized in cultivating social comprehensive practical talents, has gradually attracted the attention of the broad masses of the people. However, under the background of diversified social development, great changes have taken place in the spiritual and psychological aspects after people's material life has been satisfied. In particular, higher vocational college students, they have not really entered the society, and there are deficiencies in all aspects of cognition. Therefore, higher vocational colleges have carried out the professional course of Ideological and moral cultivation and legal basis, and the main purpose is to cultivate their correct core quality, values and legal cognition. In view of the differences of each college student, how to achieve scientific targeted teaching has become a task that relevant educators should pay attention to.

Key words: Higher Vocational Colleges; Ideological and moral cultivation and legal basis; Course Teaching; pertinence

1. INTRODUCTION

The reform and development of higher vocational education is an inevitable trend at present. Because most of the students in higher vocational education have passed single enrollment and failed in examination, they are not ideal and study, so there are some ideological deviation. As a required course in their university, ideological and moral cultivation and legal basis have strong socialist characteristics and are the core teaching contents of cultivating their talents. Its value is reflected in the remolding of College Students' thoughts and emotions, and in order to improve the evaluation effect of their thoughts, the teaching of this course must be targeted [1-2].

2. DIFFERENCES BETWEEN STUDENTS' IDEOLOGICAL COGNITION AND POLITICAL LITERACY

2.1 Differences in ideological understanding

In fact, after years of education, college students have already had independent thoughts on some problems. But higher vocational students think that the source is different, so there are inevitably differences in all aspects. If the cultivation is carried out in accordance with the unified path, it is difficult to achieve the ideal effect. Many students think that China's development is closely related to its future development, but some students think that they can live well, and the development of the country has

nothing to do with themselves. In fact, moral education is closely related to Marxism, and the core is to cover students' Cultivation in all aspects, but most college students have no awareness of it. If we haven't received good ideological and moral cultivation and basic legal education after entering higher vocational education, college students will still be confused about their future when facing some things, and even lose themselves under pressure background.

2.2 Differences in life values

According to the survey of College Students' values, some students are realistic in their pursuit of life, and they also have a high understanding of law. However, there are some students who have a vague definition of their goals, and are easily attracted by money, rights and other bad things, thus embarking on the wrong thinking and road. College students are bound to go to the society to take part in work in the future. It will be a disaster for them if their cognition of life values is wrong. Today's society is diversified, and a lot of negative information can affect their outlook on life, values and world outlook. Once their self-awareness is not clear, coupled with the impact of various adverse factors or negative ideological infiltration, these will lead them to the wrong path. The course of ideological, moral and legal basis is to guide their thoughts and values, so its development and improvement is inevitable.

3. TARGETED MEASURES OF IDEOLOGICAL AND MORAL CULTIVATION AND LEGAL BASIS COURSE TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 Complete the transformation of teaching materials to teaching

The main characteristic of higher vocational education is to include application and practice, so how to implement the ideological and moral cultivation and legal basis course on this basis is what educators need to further study. Generally speaking, this course in undergraduate colleges mainly includes four directions, which are complementary to each other. In higher vocational colleges, ideological and moral cultivation, legal basis, Chairman Mao's thought and China's socialist theory are lacking, while Marxist philosophy is lacking. Therefore, it is difficult to implement the correct life values of higher vocational students. Therefore, in the process of teaching, teachers need to combine the contents and methods of the course with the actual situation and life of college students, so that when they accept knowledge, they can be transformed into an idea to guide them forward, which can realize the

value of teaching.

3.2 Innovation of teaching methods

Most teachers in traditional classroom teaching are inclined to theory teaching, and the method is mainly indoctrination. As long as the teaching materials, blackboard and oral narration can complete a class, and there will be no activity during the course. Such teaching mode can not stimulate students' interest in learning, so the effect is self-evident. Therefore, the relevant professional teachers of higher vocational colleges should carry out research according to their cognition in this direction, pay attention to the differences of students in individual, and choose the content and examples of teaching materials properly, so as to implement the students' ideology and make them form positive energy on the basis of a kind of positive energy personnel and material. In addition, the teaching methods can be combined with modern technology, such as the American media teaching assistant system, flipped classroom and micro class, or the traditional classroom situation teaching, group cooperation and role play, etc., focusing on improving students' interest in learning and taking them as the center to participate in it, so as to enhance the sense of experience and transform these correct knowledge into their own Skills, thus laying a good foundation for future learning and development.

3.3 Reform of teaching mode

In this respect, we need to implement it from five aspects. The first is to change the classroom environment and let students go out. The main teaching of higher vocational education is skills and practice, so they often establish cooperation with some enterprises. Teachers can take students into the enterprise to feel culture regularly, or come to the places where they may work in the future to make them feel ahead of time, so as to lay a good foundation for their professional values. The second is to guide them to change their own ideas in time in teaching, that is, from students to social people to professional people, they should be aware in advance, and should be carried out scientifically under the guidance of teachers in class, so as to lay a good foundation for entering social life and participating in work in the future. The third is to

properly join Marxist Philosophy in the process of cultivating their ideological and political moral concepts, so as to implement the correct outlook on life, values and world outlook, so that they can be improved in their personal ideological and moral and legal literacy. The fourth is the organic integration of teaching in and out of class, that is, combining with some practical cases of social occurrence, we can educate the psychology of college students, and then combine local economy, politics and construction to integrate their ideas into the concept of service. The fifth is to start the target task in each course unit so that students can know what they want to learn, the goal of learning and the key and difficult points.

4. CONCLUSION

In conclusion, the ideological and moral cultivation and legal basis of higher vocational education have a very important influence on the study, life and development of college students. As a professional teacher, we must combine their teaching experience, the actual situation of vocational students and the current social trends, and realize innovation in teaching methods and contents, so as to achieve innovation in teaching methods and contents Only by promoting the comprehensive development of students.

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The Combination of Animation Character Modeling Design Technology and Art

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Abstract: Modeling design refers to the creation of character modeling, costume design, common props, etc. for the characters in the animation, so as to set the character modeling suitable for the animation. The character images in the animation are just like the storyline in our real movies. They also play the role of connecting the storyline, promoting the animation, and revealing the characters' character and personality the fate of life, the design of characters in animation will directly affect the effect of the overall animation.

Key words: Animated characters; Modeling design; Art; Combination

1.INTRODUCTION

The quality of an animation work can be perfectly explained by the protagonist image of this animation. Excellent animation characters can fully improve the effect of this animation by virtue of its excellent character modeling design and humorous character characteristics. With the loss of people's memory, a film may not stay in his brain for a long time, but the success of a role will be firmly remembered in his memory. When he mentions the animation, he may not know, but when he mentions the role, he can immediately think of the film, which is the role the importance of shaping. The combination of character modeling design and art will determine whether the film can reach the height [1-4].

2. THE ARTISTIC STYLE CHARACTERISTICS OF ANIMATION CHARACTERS

Animation has hundreds of years of history, and the style has experienced hundreds of years of evolution. At present, the mainstream animation style is generally interpreted according to the image of objective reality to make certain changes, exaggerations or variations, and exaggerate some characteristics of a character. The character modeling design mainly refers to some characteristics of animation, and exaggerates its image, such as shape, expression, action and so on. Is the image effect of plane used at present simple in color and in line with the characteristics of the work? It is concise and moderate, and has humorous and interesting artistic characteristics. It is more cordial and lovely than the real image. Another is the realistic style animation, whose modeling design is basically based on the natural reference materials, which is close to real life. The design of such animation mainly uses the visual effect, which makes the audience easily see the scene in the animation to resonate. There is also a personification style. Modeling means can be said to be one of the most basic ways of animation character modeling design, mainly embodied in the animation of animal and plant anthropomorphism. Human nature of animals and organisms is given by full imagination.

Finally, it is abstract style. The shape of such animation characters is simple, abstract and random. Most of the animation of this style is applied to non mainstream animation or experimental animation.

3. DESIGN PERFORMANCE OF ANIMATED CHARACTERS

The main characteristics of animation characters are generally divided into exaggeration deformation, humor, etc., and the main expression method in animation. They are not only the soul of animation design but also increase the entertainment and exaggeration of animation. Animation modeling is very different from other modeling arts. Unlike other modeling arts, it is a single embodiment, but a multi-faceted display. Therefore, it is necessary to judge from the perspective of positive, back, side and back, and inverted, and draw the character brick surface map, and more clearly observe the shape structure of the character from different angles [2]. Symbolization is also a main feature of animation characters. It is based on simple and clear modeling, aiming to improve the recognition of character modeling features. The audience is impressed by some simple basic modeling and easily formed symbolic features, such as the springy tail and distinctive pattern of tiger jumping; the most prominent thing of grey wolf is his broken hat and the distinctive scar on his face. Symbolization can make the character's shape more prominent his characteristics, and it is of great significance to the unity of the overall style of cartoon. In the design of many characters in cartoon, the author intends to exaggerate the characters' image, so as to make the cartoon more interesting and dramatic.

4.THE ARTISTRY OF ANIMATION CHARACTER MODELING DESIGN

4.1 Artistry

Art may often be mentioned in people's eyes, but the meaning of this word is different for everyone. To discuss the artistry, we must first determine a certain range according to this word. This range must be in the animation production process. Whether the early animation design can successfully attract the audience's attention and be sought after by the audience, we must grasp the audience's inner thoughts and preferences. And the artistry in animation works is indispensable, it is an important prerequisite for the sustainable development of an animation. No matter how excellent the animation works are, they are also inseparable from the "interest" of the artistic character art design.

4.2 Fun

A good work of art can not be short of interest. It is not only reflected in cartoons, but also in movies, paintings and music. An interesting work can win the eyes of the majority of the audience. At the same time, it can also

stimulate the creative adoption psychology of some authors.

4.3 Feasibility of character modeling

The feasibility of character design means that the setting of a character conforms to the harmony and unity of the whole animation. An animation can be designed at will according to the designer's idea, but the premise is that it should conform to the overall style of the whole animation, otherwise, even if the best design result does not conform to the animation style, it is not desirable. The reasonable degree of character design is strict, and it is more rigorous in 3D animation. For example, to design a bear, in order to highlight its loveliness, you can draw its belly big and its four legs shorter and fatter. Because of the short hands and feet, we can't catch the honey in the book, and the script itself has this scene, which is not easy to realize.

5. THE TECHNICALITY OF ANIMATION CHARACTER MODELING DESIGN

First of all, most of the animation characters in the shape and shape of the design, draw on a lot of opera characters and mythical characters modeling, and the reality of the characters and animals have a lot of big gap, which makes the animation artists on the character modeling and design more pursuit of perfection, so from the side also can highlight the decorative characteristics of animation character modeling. The decoration here is designed according to the author's unique way of thinking, and does not need to be restricted to the form of real life [3].

Secondly, the exaggeration design and characterization of animation characters must follow a kind of rule and method, and can't be designed at will, which is similar to the characters in drama and myth. The modeling of animated characters needs the characteristic characters appearing under the specific conditions of the film, and its modeling design needs to be linked with the script layer

by layer, and consistent with the film time and story environment [4].

6. CONCLUSION

From the present point of view to analyze our country's animation design, it is easy to find that our country's animation design is lack of innovation, no new ideas, compared with China's 1960s and 1980s, there has been a serious decline. China needs to fully learn from foreign culture, design our animation into an artistic image suitable for contemporary people's favorite, and combine with the aesthetic ideas of modern people, constantly innovate our animation design, China's animation modeling still has a long way to go, China's animation has begun to integrate the aesthetic and vitality of local art into the works, its potential is still very huge Big one.

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Practice and Research on Bilingual Teaching of Traditional Chinese Opera Under the Background of Cross Culture

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Abstract: This paper briefly expounds the concept of bilingual teaching and its role in the cross-cultural context, focusing on the analysis of the specific measures to infiltrate bilingual teaching methods in the cross-cultural aspect of opera art.
Key words: Drama art; Cross culture; Bilingual teaching

1. INTRODUCTION

Opera art is an important part of Chinese literature, which contains aesthetic taste, personality charm and tragic art. For Chinese culture, the promotion of opera is of great significance. In order to realize the cross-cultural exchange of this art, we need to pay attention to the application of bilingual teaching methods, so as to create a new way of cultural exchange of Chinese opera.

2. BILINGUAL TEACHING RESEARCH

Bilingual teaching is a teaching method which takes two or more languages as the teaching carrier. One of the languages is not the students' mother tongue. By using the bilingual teaching mode, students can master more than two languages in the classroom, and use the second language in the classroom with the encouragement of teachers. It can be seen that bilingual teaching is the teaching of different subjects in schools with the help of the second language. When it is reformed, it will involve the reform of teachers, teaching mode, teaching evaluation system and other aspects. In teaching, it is easier to enhance the effect of bilingual teaching by creating a learning environment [1-2].

3. RESEARCH ON THE PRACTICE OF BILINGUAL TEACHING UNDER THE CROSS-CULTURAL BACKGROUND OF OPERA ART

3.1 Adopting bilingual teaching mode

The key to the application of bilingual teaching mode is to choose the appropriate teaching content and arrange bilingual teaching courses reasonably on this basis. In the current stage of teaching process, class hours are largely compressed, and in the case of unable to set up drama art elective course, in the actual drama literature and art teaching, we need to use both Chinese and English teaching. For bilingual teaching mode, the reasonable arrangement of time and content is the key consideration for teachers. It is necessary to ensure the effectiveness of teaching, implement the classroom with students as the main body, and make students fully feel the charm of Chinese and Western opera art, so as to realize cross-cultural communication. Therefore, in the design of teaching time, teachers should control English teaching time within one third of the total class hours. Too much English teaching, not only can not achieve the purpose of cross-cultural communication, but also is not conducive to Chinese students' acceptance and understanding of opera art. If the length of English teaching is less, it can not play the potential charm of opera cross culture, and then can not play the value of bilingual teaching. When designing the teaching content, the teacher can use Chinese to explain the surface content of drama art to the students, such as the writers and works of Chinese and Western drama, as well as the creation time. But for the works adapted from British drama, such as "building the ark", "Hamlet" and other related contents can be taught in English, because in such classic works, there are many meanings Rich language art and cultural connotation can promote students' cross-cultural learning.

In addition, in the process of daily opera practice, teachers should also pay attention to the guidance of students on the contents of Chinese and western classic dramas, so as to improve students' English level. They also need to require students to master the professional knowledge of opera art, so that students can feel the charm of opera art in limited teaching time, and enhance their understanding of the creative background to guide students Interpretation of the content of drama.

3.2 Teaching with the help of case series

Case teaching can make students realize the significance and value of cross-cultural communication of drama art, and stimulate their interest in learning. In the process of teaching, we should choose the cases suitable for students to learn and tell them in bilingual teaching. For example, the adaptation of the ancient Greek tragedy Oedipus the king, the Peking Opera Oedipus the king, achieved great success at that time. The aisle of the performance hall was full of audience. Through this phenomenon, we can see that in the market of Chinese opera, not only the audience who love opera, but also many people from all over the world who want to understand Chinese traditional art through Chinese opera The masses. The teacher should always pay attention to the students' listening state when telling the case, use Chinese when describing the classic sentences in the drama, and pay attention to the changes of intonation and tone, and use English when explaining the content of the Peking Opera, so as to cultivate students' English listening ability. In addition, the Peking Opera has also been recognized by Professor Yin Mei, a Chinese American dancer. It can be seen that this way of drawing materials from western classics can let more foreigners understand the content of the drama. What attracts them to watch is the means of Chinese interpretation of Western

stories. Although many people can't understand the language, they can also bring it into the audience with the help of the actors' expressions and behaviors The play. Therefore, when explaining the case, the teacher can play the video of drama performance for the students, and find out different versions of different countries to carry out contrastive teaching. In the process of comparison, the students can master the performer's manner in each sentence. On this basis, they can use Chinese and English to relay each other, so that the students can find out the differences in language expression In this way, students can realize cultural exchange through drama, and enhance the overall teaching effect with the blessing of language [2].

3.3 Carry out practice teaching

Nowadays, many art groups begin to interpret foreign classics with the help of opera art, and compile many plays. For example, according to the content of les miserables, the Chinese Academy of drama created and performed in the form of Peking Opera, which has received great repercussions and influenced the French cultural circles to some extent. In these repercussions, there are both praise and doubt: can this kind of opera in western style be called Peking Opera. But in fact, this innovative attempt can not only promote the cultural connection between the two countries, but also find the convergence point between drama art and Foreign Drama Classics. In this regard, teachers can also adopt the method of adaptation teaching. On the basis of bilingual teaching, students can form teams and choose the Western Drama Classics suitable for arrangement. First of all, students should choose appropriate plays according to their language ability, such as Othello and Oliver Twist, which are classic plays. Secondly, let the students watch the original drama repeatedly, learn from the elements or scenes, and learn their language pronunciation, and then start to arrange the story. During this period, the teacher should give appropriate guidance, including action and expression. In the process of practice, let the students master the character characteristics of the tasks in the drama. In order to present it better, we need to ask students to understand the central idea and creative background of the play, and learn the way of speaking of each task, so as to ensure the integrity of the play. Finally, students need to practice many times and teachers need more guidance. Take "Oliver Twist" as an example, because it is a drama form, it will be more difficult to translate English into Chinese, but the practical requirement is to use English and Chinese for deduction, so the teacher should focus on guiding students to translate the relevant content. In addition, after the practice, the teacher should evaluate and summarize the performance of each group, and point out the shortcomings and excellence of the students, so as to enhance the students' confidence in the cross-cultural communication of opera art, promote the students' sense of language achievement after using non native languages, and let more western countries see works in different languages, Promote the further exchange of opera culture.

4. CONCLUSION

To sum up, in order to promote the cross-cultural communication of traditional Chinese opera, we need to use bilingual teaching mode, at the same time, we need to clarify its meaning, and on this basis, we need to give full play to the value of bilingual teaching and achieve the purpose of cross-cultural communication by means of case teaching and performing Western Drama Classics in the form of traditional Chinese opera.

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On the New Requirements and Implementation Path of Ideological and Political Education in The New Era

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Abstract: The ideological and political education in the new era must be in line with the characteristics of the times, adapt to the needs of the development of the times, take cultivating new people of the times as the eternal mission, make the ideological and political education more forward-looking, carry forward the socialist core values, and carry out continuous innovation and development. Based on this, this paper discusses the new requirements and implementation ways of Ideological and political education in the new era, in order to provide reference value for the ideological and political education in the new era.

Key words: Ideological and political education; New requirements; Implementation path

1. INTRODUCTION

Ideological and political education is the lifeline of national reform and construction. At this stage, after continuous innovation, ideological and political education can be different from time to time and new according to the situation. In the process of practice, the charm of the times has been highlighted. Ideological and political education not only has the connotation of the times, but also has the mission of cultivating new people of the times. Educators must improve its pertinence and effectiveness when carrying out ideological and political education.

2. NEW REQUIREMENTS OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE NEW ERA

In the development of Ideological and political education in the new era, we must keep in mind the idea of people-centered. Taking the people as the center is not only the position of Marxist historical materialism, but also the general plan of socialism with Chinese characteristics. We must take the people as the center for development, guarantee the comprehensiveness of the people in development, and seek the freedom and liberation of the people. For the society, the people can not only create material wealth, but also spiritual wealth. From the beginning to the end, the Communist Party of China will stand in the same angle with the people and strive for the fundamental interests of the people. Ideological and political education workers should study Marxist theory, and then deeply explain the concept of people-centered, and establish the corresponding platform for ideological and political education. Innovation is the main driving force of development. When carrying out ideological and political education, we need to reform and innovate the people-centered theory. We should not only inherit and carry forward our excellent education theory, but also

learn from foreign theoretical achievements. In addition, the ideological and political education in the new era also requires educators to strengthen the forward-looking research on the content of education and cultivate and carry forward the socialist core values.

3. THE IMPLEMENTATION PATH OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE NEW ERA

3.1 The ideological and political education in the new era should pay attention to affinity

The affinity of Ideological and political education, that is, ideological and political education must be people-oriented, to meet the needs of learning and life of the educated. The affinity of Ideological and political education is mainly reflected in the following aspects: first, the affinity of content. The content of Ideological and political education must be close to reality, life and the masses. The combination of education with the times means that ideological and political education must conform to the current stage of development. When updating the content of education, it must keep pace with the times. For its presentation form, it must be more life-oriented. It should make the educated have a sense of intimacy and familiarity with the content of education, which can be used in the development of Ideological and political education After understanding the content, we can make full use of the ways of inspiration, guidance and thinking, so that the subjective initiative of the educated can be fully mobilized and the ideological resonance can be formed, so that the educated can improve their acceptance of Ideological and political education. Secondly, the affinity of the method. The method of Ideological and political education must be close to their psychology. In order to make the educated more able to accept the ideological and political education, the ideological and political education should be more novel, more diverse, more personalized, flexible use of multimedia technology, good at insight into the acceptance preferences and changes of the educated, use new ways to attract them to learn, and improve the effect of education. Finally, the affinity of environment. The environment of open ideological and political education is very complex, so the implementation of Ideological and political education is relatively difficult, but the innovation of Ideological and political education can increase the resources that can be used. The affinity of Ideological and political education in the environment is shown as follows: harmonious environment, ideological environment, humanistic environment, co construction

environment. The ideological and political education environment can be divided into classroom and network The educational environment of cyberspace, while strengthening the educational environment of cyberspace, should also make the network environment more compatible, so that the educational role of cyberspace can be fully played [1].

3.2 The ideological and political education in the new era should be scientific

In the development process of Ideological and political education, scientificity is always an important topic, especially in the new era, ideological and political education must rely on the promotion of scientificity in the process of innovation and development. The innovation and development of Ideological and political education must be carried out from the perspective of the popularization of Marxism. We must resist the inculcation of wrong ideology into the masses, and adhere to the socialist thought with Chinese characteristics. The goal of Ideological and political education is to guide and educate the masses, so that they can master the critical and innovative spirit and scientific position of Marxism In the face of social trends of thought, we can have a strong screening ability, have the correct three outlooks, provide more quality services for socialism, and promote social progress and human development. If we can't guarantee the scientificity of the methods and means of Ideological and political education, we can't guarantee the correctness of the direction of Ideological and political education, and ultimately can't get the ideal results. In the process of innovation, ideological and political education must keep pace with the development of the times and the progress of science and technology. The ideological and political education in the new era must guarantee the scientificity of ideas, theories and methods, and must innovate on the premise of science. The advantage of doing so is that it can meet the needs of socialist construction and all-round development of mankind at the same time, correctly handle the relationship between the elements of Ideological and political education and other work, and maximize the benefits of Ideological and Political Education [2].

3.3 The ideological and political education in the new era should pay attention to the network

In the new era, ideological and political work should make more use of Internet carriers. Ideological and political education is a special educational practice, which has strong purpose and value orientation. Even if the educational activities in cyberspace change in time and space, the essence of education has not changed. For the ideological and political education in the new era, it needs to integrate network resources first in the process of network development, so as to make the network atmosphere It should be more positive and improve its network environment. We can establish educational websites and learning platforms to give full play to the Internet functions. Besides, we should screen and rectify the bad information. We need to cooperate with the network supervision department, do a good job in propaganda and guidance, prevent the invasion of bad information and create a better network environment for people. Secondly, we should hold various educational activities, such as the red theme cultural program with Chinese Dream Theme and socialism with Chinese characteristics theme in the new era, so that the function of network space education can be fully exerted. Because the information is spread faster and has more influence in the network space, we must carry out positive publicity and positive guidance, and according to its information dissemination law, the excellent civilization achievements of human beings can be better spread in the network space.

4. CONCLUSION

To sum up, the center of Ideological and political education in the new era is the people, and the guidance is the socialist core values. We need to dare to innovate and develop. In order to adapt to the call of the times, relevant personnel must explore its practical path. In the context of the new era, educators should do a good job in ideological propaganda, cultivate new people of the times, condense the people's will and strength, and tell the story of China Story, to realize the Chinese dream and struggle.

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Research on The Influence of New Media Environment on College Students' Mental Health Education and Coping Strategies

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Abstract: Under the new situation, with the development of the times, a kind of efficient information dissemination speed of new media has been presented to everyone's field of vision, and has been recognized by everyone. The transmission of information and the change of receiving methods have deeply optimized our thinking and life style. Only by making full use of the advantages of new media and avoiding the negative effects, can we effectively promote the development of College Students' mental health. Therefore, this paper first puts forward the main contents that need to be explored, and then, combined with the current situation, analyzes the positive significance and negative impact of new media environment on mental health education, finds out the problems, and formulates scientific impact solutions.
Key words: New media environment; Mental health education; Influence

1. QUESTION RAISING

From the current situation, the new media has entered our life in different ways and has been developing rapidly. Colleges and universities are the cradle of talent training, and college students are the fastest place to accept new knowledge. The new media is like a double-edged sword, which not only brings positive positive significance to the mental health education of college students, but also brings negative influence. Some college students can use new media to accumulate learning knowledge and promote their own rapid growth. Some students use new media to watch bad information such as online violence and pornography[1]. At this time, only if the relevant personnel uphold the main idea of scientific development concept, increase the construction and control of new media, eliminate or suppress the emergence of bad ideas, then students can be effectively promoted to develop and train more high-quality talents for the country. In view of this, how to better use the new media for mental health education of college students? How to understand the impact of new media environment on College Students' mental health? How to maximize the positive significance of new media and avoid the negative impact of new media? It has become the focus of the current situation, which needs to be explored.

2. THE INFLUENCE OF NEW MEDIA ENVIRONMENT ON COLLEGE STUDENTS' MENTAL HEALTH EDUCATION

2.1 The positive influence of new media environment on College Students' mental health education
The new media presents to everybody's field of vision, because of its own characteristics, has attracted more people to come to study. The development of new media is consistent with the characteristics of contemporary college students, and has been unanimously welcomed by students. There are many advantages of new media, but there are also some unavoidable disadvantages [2]. First of all, new media has a strong diversity. With rich network information resources, it can provide the basis for college students to acquire rich knowledge and guide their thoughts and behaviors. Access to curriculum information channels can be expanded. Without time and space constraints, we can integrate resources, enrich advantages, improve students' imagination, meet students' learning demands, and improve the teaching effect in the way of pictures and texts [3]. Second, new media is instant. Students can reasonably use wechat, microblog, blog and other flexible learning, extend learning space, refine to individual, and enhance flexibility. Under the effective integration of online and offline, we should understand the main principles and policies of socialism with Chinese characteristics, conform to the trend of the times, increase infrastructure construction, and maintain sustainable development. And as long as you have a smart phone, you can meet your desire for knowledge at any time and get the knowledge and information you want. Third, the new media has a strong interactivity, students can judge the teaching content according to their own foundation. Effectively improve the relationship between themselves and educators, eliminate the existing problems, establish a harmonious relationship, maintain the extension of teaching content, and increase scientific construction. And students can also express their views through "comments", "forwarding", "like" and other ways, improve the interaction between teachers and students, eliminate conflict psychology, enhance the sense of trust, and pay attention to students' Ideological Status and ideological trends [4-10]. In the dynamic mental health control, we can combine the needs of students, customize the corresponding teaching content and teaching methods, enhance the interaction, go deep into the spiritual world of college students, guide them correctly, and help them establish a correct outlook on life and values. Fourth, new media has a strong openness. It can reveal some bad problems in the society, and also help college students to see the essence of things clearly, and establish the consciousness of equality and elite.

2.2 The negative impact of new media environment on College Students' mental health education
First, some college students lack judgment. Although the

new media has changed the centralization and authority of traditional information dissemination, it also has a great impact on students' mental health, ideology and social moral bottom line. Many college students are in the period of immature physiology and psychology. Although they have some knowledge and experience, they still lack the ability of discrimination and resistance of various information. And the western thoughts that have been publicized on the Internet are all contrary to Marxist thoughts, which are not conducive to the mental health of learning[5].

Second, some students rely on new media. After the emergence of psychological problems, but out of a fluke mentality, in the virtual world to vent their emotions, the emergence of these emotions, to a large extent, is not conducive to students' future progress and development, will bring more negative emotions to students.

Third, some students live in the virtual world. Unable to face up to the huge difference between the network world and the real world, the virtual world is more inclined. Once they do not achieve the desired effect, there will be strong anxiety or lonely psychology, which will bring negative impact on interpersonal communication. They often distrust their family members, neglect their communication with others, and even lead to language barriers [6]. Many times, we can see that students will be immersed in the network when they walk, go to the toilet and eat. Some students are self hyped and want to attract the public's attention by way of standing out, but they violate the moral bottom line and even form extremism.

Fourth, because of the Recessive Negative Influence of new media, some students are not independent in thought and their intelligence degenerates. When students encounter problems, the first time is to think that they need to go to the Internet to find answers, and indulge in the network, increase convenience. In this case, students don't need to think about the problem by themselves and get the answer. From another perspective, in such a situation, college students' ability of "hands-on", "eye movement" and "brain movement" gradually degenerates, and rarely spend energy on exploring the knowledge system [7].

3. COPING STRATEGIES OF NEW MEDIA ENVIRONMENT ON COLLEGE STUDENTS' MENTAL HEALTH EDUCATION

3.1 Using new media thinking to design psychological work platform

Under the new media environment, college students' mental health education is inseparable from the construction, transmission and acceptance of education content. The traditional teaching methods can not meet the current development needs, and will be limited by time or space. At this time, college students' mental health education can not do without the help of new media. We need to use the thinking mode of new media reasonably, increase the infrastructure construction, reflect the advantages of new media, and enhance the corresponding technological innovation construction. First of all, teachers need to combine the actual situation of their own school, reasonable analysis and construction of network learning platform. By using microblog or wechat, teachers

can let students get the corresponding mental health information without leaving home. It not only gives students more freedom, not controlled by time and place, but also makes learning more free and maintains sustainable development path. Secondly, teachers can effectively use the network platform, increase the intensity of interaction. For example, we can use app or QQ, post bar and other ways to increase the participation among students and improve the interaction between students [8]. For some common questions, we need to solve psychological problems on the basis of openness. For some personalized problems, teachers need to protect students' privacy, respect students' thinking, and encourage students to take the initiative to solve problems in the "one-to-one" guidance. Then, teachers need to use new media reasonably and increase the construction of virtual experience platform. Let students combine with their own actual situation. Choose some virtual game projects, and release their bad psychological problems in a separate case, to relax their mood [9]. Finally, teachers need to combine the advantages of new media to establish an electronic file with mental health, which can be established by college students from the beginning of their freshmen. They can transmit their real-time psychological changes to the Internet and establish a database. After observing these changes, teachers can grasp the psychological situation of students at any time. For the students with problems, they can combine with the reality and provide targeted personalized guidance to help students get out of the psychological haze and move towards the sunshine.

3.2 Give full play to the advantages of new media and grasp the guidance of network public opinion

Under the correct guidance of the Party Central Committee, new media needs to build a new media public opinion supervision mechanism. We should build the supervision mechanism of we media public opinion under the framework of rule of law, maintain the authority, implement the real name system of campus LAN users for filing, and do a good job in information review. And teachers need to adhere to the main idea of the scientific outlook on development, pay close attention to the public opinion trend of students, clarify the emergency problems in time, delete false information in time, and delete and deal with violence, pornography and other information. Strengthen the guidance of public opinion, correct students' Outlook on life and values. Strengthen the supervision of public opinion, implement the real name authentication system of social network, consolidate the communication foundation of campus culture, strengthen the legal management, build the evaluation mechanism of we media, and maintain the standardization. Once problems are found, they need timely maintenance to meet students' learning needs and improve students' comprehensive quality. In addition, the school also needs to communicate with parents in time, guide parents to take the lead, correctly use new media, pay attention to students' life, understand students' words and deeds, maintain independence and establish a strong sense. To severely crack down on illegal acts and seriously

investigate the responsibility, operators also need to cooperate with national policies and schools to publicize some positive information and resist bad information.

3.3 Introducing new media technology and innovating classroom teaching mode

In the era of new media, teachers should uphold scientific ideas, combine the interest points of college students, help students analyze interpersonal problems, study pressure problems, job search difficulties, emotional confusion problems, etc. For example, teachers can offer "psychological moxa course", where college students can learn a lot of knowledge about mental health, and learn to adjust their psychology according to their shared experience. In addition, we can also use multimedia to expand the ideological and political education form of college students, keep the teaching content authentic, reliable, and infectious, improve the corresponding teaching quality, and lay a good foundation for the future development. The micro platform of mental health education is built by the Internet governance education experience. On the basis of opening, convenience and sharing, we can complete the personalized communication, and provide technical support for students' mental health education channels. Pay attention to the individual needs of students, convey emotions, help the students internalize, and turn these contents into positive behaviors. The role of microblog and blog can be released, such as the latest college notice and examination information, etc., to accurately grasp the ideological dynamic of students, and guide the students' thoughts correctly with encouragement and support and combined with the actual situation. Actively use instant messaging technology to show the advantages of free, open, fast and equal new media and expand coverage. According to the equality and interaction characteristics of wechat and QQ, the interest of communication is increased, the interaction is strengthened, and the trust is increased, and the mental health of students can be better served. Students can accept these contents and cooperate actively in their subconscious. However, they can not rely on the transition of these communication tools, be good at using daily education and services, and guide students to grow healthily.

3.4 Enhance new media application ability and strengthen team building

The mental health education mode of new media can change the traditional ideas to a great extent, solve the single teaching method, and overcome the limitation of time and space. Adhere to the idea of people-oriented, combined with the characteristics of students, the advantages of new media, to help students innovate learning and teaching methods, to build a learning society. In addition, the school also needs to integrate resources and set up a professional mental health team. For example, the school can set up a professional mental health doctor, set up a psychological counseling department, and increase the Psychological Counseling Department of counselors Psychological educators need not only professional psychological education related knowledge, but also new media related knowledge. After entering the

Department, we need regular or irregular training. In the process of imperceptible influence, we can constantly enhance our knowledge and skills, expand the coverage, and reasonably use new media to solve students' psychological problems. For example, psychological educators can help students find a sense of belonging, improve work efficiency and extend diversified channels on the basis of online and offline needs. For example, wechat, microblog and e-mail can be used to expand publicity and infrastructure. It can also establish and cultivate network opinion leaders of mental health education, represent the interests and demands of college students, and improve the overall quality of students.

4. CONCLUSION

With the progress of society, new media has a great impact on College Students' growth and mental health, not only positive but also negative. Colleges and universities should correctly face the problems of College Students' mental health education, based on the foundation, analyze the current situation, and help students establish a correct outlook on life and values. We should innovate the way of mental health education for college students, improve their awareness of mental health, and improve the team of mental health education, so as to maximize the advantages of new media, extract the essence and discard the dross, and promote the healthy growth of students.

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Information Resources Construction of University Library Based on Blockchain Technology

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Abstracts: Blockchain technology is a kind of information technology, which has the powerful functions of centralizing resources, protecting resources and recording the use of resources. At the same time, it has certain universality, and can be used in many fields, including university library. For university libraries, the main role of blockchain technology is to help the library to do a good job in the construction of information resources, which can make the library's information resources richer, service more thoughtful and information security level higher. In this case, in order to achieve the purpose of information resources construction of university library with the help of blockchain technology, this paper will carry out relevant research, mainly discusses the problems of information resources construction of university library, and then puts forward the strategies of information resources construction around blockchain technology, which can solve the existing problems.

Key words: Blockchain technology; University library; Information resources construction

1. INTRODUCTION

University library is a kind of teaching service facility project for students, in which there are a large number of collections for students to choose, supporting students' after-school learning activities, which can make students increase their knowledge, broaden their horizons, make students understand knowledge more deeply, and even promote students' communication. Therefore, University Library has good application value. In order to meet the needs of modern students when reading books, most colleges and universities have begun to build information libraries, so that students can obtain book information through the network, which further improves the service quality of the library and gets the favor of the majority of students. But in the construction process, many colleges and Universities have encountered a bottleneck, which is mainly reflected in the construction of information resources In order to break through the bottleneck, it is necessary for colleges and universities to carry out relevant research. How to use the blockchain technology to carry out the next step of information resources construction is the key problem for colleges and universities.

2. PROBLEMS IN THE CONSTRUCTION OF INFORMATION RESOURCES IN UNIVERSITY LIBRARIES

2.1 It is difficult to introduce resources

Although many colleges and universities have rich library collection resources, they can get large-scale and diverse information resources after transforming resources into information format with the help of the network, but these resources are accumulated by colleges and universities over the years. Although the actual number is large, it is also limited. At the same time, the speed of accumulating these resources in Colleges and universities is very slow. In this case, the limited collection can not meet the learning needs of students one day, forcing colleges and universities to quickly introduce more new resources through other channels. Many colleges and universities find that even if they introduce new resources regardless of the cost, it will be difficult to introduce new resources because of the lack of new resources channels and the limitations of practical factors. Therefore, the construction of information resources is in a dilemma, which is difficult to solve To further enrich the information resources. In addition, the difficulty of introducing information resources is also reflected in the pertinence of resources, that is, modern education advocates precise education, which aims to provide targeted teaching services to students according to their needs or learning problems, including the collection of targeted books and materials or literature, which makes colleges and universities have a stronger purpose in introducing resources, but many colleges and universities find that they are in the process of self-improvement It is also proved that the introduction of information resources in university library is very difficult [1].

2.2 Poor resource security

At the stage when the information resources construction of university library is initially accepted by universities, many universities have thought about the security of resources, that is, referring to some similar platforms in the network environment, such as the network novel platform, universities find that the information resources are easy to be stolen, similar to some people will steal the text information in the network novel platform by means of copying, screenshots and so on , then spread everywhere, this phenomenon is absolutely unacceptable for university libraries, because the information resources in university libraries are all the painstaking accumulation of scholars, students, etc., or universities have paid a large cost, so if they are stolen, it means that universities have suffered serious losses, and this phenomenon will make the security of information resources construction of universities Sex is in question. In this case, modern colleges and universities generally use some information

protection means to ensure the security of resources in the construction of library information resources, but the role of these means is not obvious, especially in the face of simple means such as copying, screenshots, etc., these protection means are equivalent to none, which indicates that the security of university library information resources construction is relatively poor and needs to be strengthened [2].

2.3 Fuzzy objective of resource introduction

As mentioned in (2.1) above, colleges and universities should introduce resources according to students' needs, which indicates that students' needs are the goal of introducing resources into colleges and universities. It is necessary for colleges and universities to understand students' needs and actively introduce relevant resources. But the reality shows that, because it is impossible for colleges and universities to interview every student, they can only understand the needs of students through observation, but this way is not only slow in efficiency, poor in timeliness, but also unable to make accurate judgments, which leads to the fuzzy goal of introducing resources into colleges and universities. Many colleges and universities introduce a lot of resources in this case, but students rarely read, which shows that the high efficiency Many of the resources introduced by the university are idle, which is a waste of resources.

3. INFORMATION RESOURCES CONSTRUCTION STRATEGY OF UNIVERSITY LIBRARY UNDER BLOCKCHAIN TECHNOLOGY

3.1 Build a resource sharing center and give full play to the advantages of Internet

Faced with the difficulty of introducing information resources into university library, universities can start to build resource sharing center. The purpose is to connect with other regions from their own point of view, and introduce resources from other regions to enrich their own resources. In contrast, this resource introduction method is easier, so it can solve the corresponding problems. In addition, the construction of resource sharing center must be based on the Internet, so in the construction of the center, colleges and universities should give full play to the advantages of the Internet, such as using the Internet to establish a blockchain relationship with more colleges and universities, or expanding the relationship establishment objects other than colleges and universities, so as to introduce more different kinds of resources, and finally transform them into information resources and bring them into the library Yes.

3.2 Build a blockchain security protection mechanism to improve the security of information resources

Aiming at the problem of poor security of resources, it is difficult to avoid information being copied by conventional means, but this problem can be solved by the trust mechanism in blockchain, that is, there is the concept of "partner trust" in blockchain technology. Members in blockchain relationship can jointly establish a trust list, in which all users can copy resources or screenshots, etc., while the list is not Users without a table cannot enjoy the trust mechanism, so they cannot copy or take screenshots. In this case, universities can improve the security of information resources as long as they build the blockchain information mechanism. For example, a university has built the mechanism and tested it. The results show that only the trusted users can copy the literature information, but when the untrusted users copy, the system will pop up the "information is private information, can't copy" window to protect the security of information resources.

3.3 Make active use of the record function to define the target of resource introduction

The recording function of blockchain technology can help colleges and universities record students' library activity data, including which books students have read and which books are most popular with students (single student). According to these data, colleges and universities can know what books each student likes to read, and then have a clear goal of introducing resources. For example, a university learned from the records that a student often read the literature of mechanical engineering, and these materials are generally comprehensive data of the application of computer technology in mechanical engineering. Therefore, a certain amount of similar materials are introduced and actively pushed to the students, and the students are very satisfied.

4. CONCLUSIONS

To sum up, this strategy can give full play to the role of blockchain technology, with the help of this technology to solve the three major problems in the construction of university library information resources, and also improve the quality of information resources service of university library. In this paper, the use of the strategy, the basic logic and the specific role are discussed, and the use effect of the strategy is demonstrated, hoping to bring reference and help.

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An Analysis of The Role of Mother Tongue Transfer in Japanese Teaching Reform

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Abstract: Mother tongue transfer is a very common learning phenomenon in foreign language learning. Sometimes it is positive and sometimes it is reverse, so it is easy for foreign language learners to pay special attention to it. In the process of Japanese teaching, teachers and students should first face up to the phenomenon of mother tongue transfer and have a rational and correct understanding of it. On this basis, they should make good use of the phenomenon in language learning, strengthen the reform of daily teaching and constantly improve the quality of Japanese teaching.
Key words: Mother tongue transfer function; Japanese teaching reform; Function

1. INTRODUCTION

Language transfer is a normal phenomenon in the process of language learning. With the increasing economic and political exchanges between China and Japan, Japanese has gradually become a popular major in many universities, especially in the second foreign major. The Japanese Teaching in our country is generally set up in Colleges and universities, and learners are often deeply influenced by their mother tongue when they first learn Japanese. Therefore, how to effectively use this phenomenon of mother tongue transfer in daily teaching and promote the continuous acceleration of Japanese teaching reform has become one of the important issues that need to be paid attention to and solved in the current Japanese Teaching in Colleges and universities.

2. ANALYSIS OF THE THEORETICAL CONNOTATION OF MOTHER TONGUE TRANSFER

Transfer is a psychological term, which refers to a psychological phenomenon that when learners learn new knowledge, what they learned before will imperceptibly affect what they learn now, and apply what they learned before to the learning process of new knowledge [1]. Generally speaking, transfer can be divided into positive transfer and negative transfer. If the knowledge learned in the past plays a positive and promoting role in the acquisition of new knowledge, it is positive transfer, otherwise, it is negative transfer. In the process of foreign language learning, the role of mother tongue transfer is inevitable, especially the negative role of mother tongue transfer will often have a greater impact on learners' Japanese learning, especially on vocabulary, sentence patterns, grammar and other aspects. At the same time, mother tongue culture will also cause certain obstacles to learners' Japanese learning, but at the same time, mother tongue transfer will also affect students' Japanese learning Learners' Japanese learning has a positive impact, we

often encounter such a phenomenon in real life, that is, people who speak Japanese well often speak Chinese fluently, and people who have better handwriting often write Japanese in a standardized way. At the same time, because Daiwa culture borrowed from Chinese culture at the beginning of its formation, there are many similarities between the two cultures In terms of vocabulary, Japanese and Chinese also have many similarities. Many people who have not studied Japanese can see many traditional Chinese characters in Japanese. In the process of learning Japanese, learners can sometimes easily master some Japanese vocabulary, which are the performance of positive transfer of mother tongue. Therefore, in the process of Japanese Teaching, teachers and students are not satisfied We can not simply look at the phenomenon of mother tongue transfer, but we should correctly and scientifically understand it, and then "pursue the advantages and avoid the disadvantages", strive to overcome its negative effects, actively play the positive role of mother tongue transfer, and effectively boost the process of daily teaching reform.

3. THE ROLE OF MOTHER TONGUE TRANSFER IN JAPANESE TEACHING REFORM

This paper analyzes the role of mother tongue transfer in Japanese teaching reform, mainly based on its positive role in Japanese Teaching [2]. Compared with English teaching at all levels of education in our country, many students often start to learn Japanese after entering colleges and universities. Therefore, mother tongue transfer, especially the negative transfer of mother tongue, has a more significant impact on students, which also highlights the role of mother tongue transfer in the process of Japanese Teaching Reform. In the process of Japanese teaching, teachers should be especially good at using the theory of mother tongue transfer to continuously optimize Japanese teaching and boost students' Japanese learning.

3.1 Make good use of the positive transfer of culture in the process of mother tongue transfer

Language is the carrier, bridge and link of culture. Learning a language is always inseparable from the soil of culture. To some extent, learning a language is not only learning a symbol, but also learning the culture behind the language [3]. In the process of Japanese teaching, students should not only learn Japanese vocabulary, grammar and expression, but also have a deep understanding of Japanese culture, that is, Daiwa culture. Only by fully understanding this culture, can they get twice the result with twice the effort in the process of Japanese learning. More than 2000 years ago, China and Japan began cultural exchanges. In the process of development, Chinese and Japanese cultures can be said to influence each other.

Therefore, Chinese and Japanese cultures have great similarities in many aspects. For example, "home" in Chinese culture is the family members who live together and the place where they live. In Japanese, the meaning of "いえ" also has the meaning of a sense of belonging, which requires teachers to learn in this field In the process, they are good at giving full play to the positive transfer of culture, and actively use the positive transfer of culture to improve the effect of Japanese teaching.

3.2 It is necessary to be good at playing the positive role of vocabulary transfer in the process of mother tongue transfer

The transfer of vocabulary may be one of the most obvious characteristics in Japanese learning. This is due to the fact that the vocabulary in Japanese was the result of learning Chinese characters at the beginning of its creation. If you go to the streets of Japan, you can find the traditional Chinese characters at any time, and those who have not learned Japanese can easily understand all the advertising language. Statistics show that Japanese characters are mainly composed of Chinese characters and Kanas. There are more than 2000 commonly used Chinese characters in Japan, among which Kanas are divided into hiragana and katakana. Katakana is mainly created by the side of the Chinese character regular script. Hiragana is created by the grass script of Chinese characters. Although Chinese characters have been transformed for a long time after they were introduced into Japan, their meanings have changed, but this does not affect the students' effective use of the positive transfer of the vocabulary in the process of Japanese learning, and it can easily recognize and remember some words in Japanese. This requires teachers to be good at using this in the process of Japanese vocabulary teaching, so as to help students learn better And master Japanese vocabulary.

3.3 We should be good at giving full play to the positive transfer of grammar in the process of mother tongue transfer

Japanese and Chinese belong to different language families, so there are great differences in grammatical structure. The most prominent difference is the word order. For example, the word order of Chinese is generally "subject predicate object", while that of Japanese is "Chinese is" subject object predicate ". The predicate often appears at the end, and it is expressed at the end whether it is negative or past tense, which makes many beginners feel confused People who learn Japanese often feel very uncomfortable, but it is undeniable that Japanese and Chinese have the same similarities in grammar, such as judging sentence patterns, Chinese "I am a Liang person", Japanese is "private Liang person", at the same time, ancient Chinese "zhe.".. "Ye" sentence pattern is also expressed as a judgment sentence in Japanese, which also provides a favorable aspect for Japanese Teaching in the process of grammar teaching. Teachers should be good at looking for similarities between Japanese and Chinese in grammar, and actively use the positive role of grammar transfer in mother tongue transfer to help promote grammar teaching.

4. CONCLUSION

In short, mother tongue transfer is a normal language phenomenon in the process of Japanese teaching. Teachers should be good at making effective use of mother tongue transfer in the process of Japanese teaching, actively play its positive transfer role in culture, vocabulary, pronunciation and even grammar, constantly optimize and improve Japanese teaching, and promote the process of Japanese teaching reform.

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Research on the Implementation Path of College Students' Rural Entrepreneurship from the Perspective of Targeted Poverty Alleviation

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Abstract: This paper first expounds the significance of College Students' Rural Entrepreneurship from the perspective of precision poverty alleviation from the aspects of alleviating the employment pressure of college students, ensuring the achievements of poverty alleviation campaign, and promoting the implementation of Rural Revitalization Strategy, then analyzes the direction of College Students' Rural Entrepreneurship from the perspective of rural e-commerce, rural live broadcasting, rural tourism, agricultural products processing, and new agriculture, and finally puts forward some suggestions This paper analyzes the existing problems of College Students' Rural Entrepreneurship from the perspective of precision poverty alleviation from the aspects of insufficient support policies, poor implementation effect of support policies, serious homogenization of direction, lack of basic knowledge and complex environment, and puts forward specific and feasible implementation path of College Students' Rural Entrepreneurship according to the problems.

Key words: Targeted poverty alleviation perspective; College students' rural entrepreneurship; Implementation path

1. INTRODUCTION

In 2013, the general secretary put forward the concept of targeted poverty alleviation for the first time during his inspection in Xiangxi, Hunan Province. Extensive poverty alleviation, corresponding to targeted poverty alleviation, can improve the quality of life of people in poverty-stricken areas on a large scale. The weakness of extensive poverty alleviation is that it can not solve some key poverty-stricken people and families. The targeted poverty alleviation can complement the extensive poverty alleviation, and carry out poverty alleviation work for families in all poverty-stricken areas from both large and small aspects. Therefore, in 2020, China's poverty alleviation campaign will win a comprehensive victory. However, the country still can not take the targeted poverty alleviation work lightly. It also needs to further guarantee the achievements of the campaign of poverty alleviation through the Rural Revitalization Strategy, so as to prevent the targeted poverty alleviation personnel from returning to poverty again. Therefore, the rural entrepreneurship of college students has become the focus of attention from all walks of life.

2. THE SIGNIFICANCE OF COLLEGE STUDENTS' RURAL ENTREPRENEURSHIP FROM THE PERSPECTIVE OF TARGETED POVERTY ALLEVIATION

2.1 Relieve the employment pressure of College Students

From the perspective of targeted poverty alleviation, college students' rural entrepreneurship policy allows some college students to go back to their familiar hometown directly after graduation without looking for jobs from school recruitment and social recruitment, and complete their own entrepreneurship through the support of College Students' rural entrepreneurship policy. In this way, college students' information can be used in rural entrepreneurship, so as to ease the labor supply of college students The problem of seeking. Moreover, college students are facing many problems in the process of employment. Some college students can't see the direction of their major's employment, so they are very tangled in choosing a job. Finally, they miss the best opportunity for employment, resulting in a large number of unemployed college students. Therefore, college students' Rural employment has the effect of alleviating the employment pressure of college students [1].

2.2 Guarantee the achievements of poverty alleviation campaign

From the perspective of targeted poverty alleviation, college students' rural entrepreneurship policy can make a large number of talents and funds flow back from urban areas to rural areas, so that the rural poor who benefit from the targeted poverty alleviation policy can participate in the college students' entrepreneurship policy, so as to protect their work needs. No matter the scale of College Students' rural entrepreneurship, it can bring a large number of jobs to poor rural areas. If a certain number of college students return to rural entrepreneurship, the rural industry can be further developed, so that the poor rural areas can be able to rely on themselves. Therefore, college students' Rural entrepreneurship has a positive significance to ensure the results of the campaign of poverty alleviation [2].

2.3 Promoting the implementation of Rural Revitalization Strategy

From the perspective of targeted poverty alleviation, the rural entrepreneurship policy of college students responds to the Rural Revitalization Strategy. The Rural Revitalization Strategy and the poverty alleviation strategy are integrated. If we only carry out the poverty alleviation campaign and ignore the Rural Revitalization Strategy, it is easy to cause poor families and poor households to return to poverty. Only when we carry out the Rural Revitalization Strategy and the poverty alleviation campaign at the same time, can we

fundamentally solve the problems of poor families and poor households The problem of the household. In a sense, college students' rural entrepreneurship is the specific implementation strategy of Rural Revitalization Strategy and targeted poverty alleviation, so college students' rural entrepreneurship has positive significance to promote the implementation of Rural Revitalization Strategy [3].

3. THE DIRECTION OF COLLEGE STUDENTS' RURAL ENTREPRENEURSHIP FROM THE PERSPECTIVE OF TARGETED POVERTY ALLEVIATION

3.1 Rural e-commerce

From the perspective of targeted poverty alleviation, the development of rural e-commerce is in full swing. Practice shows that rural e-commerce is an act of benefiting the people. Rural people in poor areas can sell their goods through e-commerce. In this way, rural e-commerce can provide sales guarantee for the production of poor people. However, sometimes rural e-commerce can not complete the sales of a large number of agricultural products only with the help of college students and farmers themselves. Therefore, the e-commerce platform and the government should invest a certain amount of time and energy to help rural e-commerce complete the sales of agricultural products through advertising and policies, so as to gradually put the rural e-commerce industry on the right track.

3.2 Rural live broadcast

From the perspective of precise poverty alleviation, rural live broadcasting is quietly rising with the short live video broadcasting platform. The rural live broadcast is limited to traditional live broadcasting platforms such as fighting fish and tiger teeth, but this kind of live broadcast can not show the essence of rural life and rural products to the audience. Therefore, the community has not paid enough attention to rural live broadcasting. But after Kwai tiktok and short video platform is rising, rural live broadcast can choose the best segment of rural life through actual situation, or show the whole rural life to the audience through long live video broadcast. This will greatly increase the influence of rural live broadcast. Many large students in rural entrepreneurship are choosing the way of live broadcast in rural areas, [4].

3.3 Rural tourism

From the perspective of targeted poverty alleviation, after the general secretary put forward the concept of two mountains, ecological environment protection has been paid more and more attention. However, most of the rural areas have not been developed, and most of them retain the original style. Therefore, rural areas can combine the local advantages to transform the ecological environment advantages into Jinshan and Yinshan. However, the professional level of rural tourism industry staff is relatively high, only relying on the efforts of the people in rural areas is not enough to produce enough attraction for tourists. Therefore, college students can choose the direction of rural tourism, make use of their knowledge advantages to do a good job in all aspects of research work, and gradually build the rural area into a regional rural tourism symbol.

3.4 Processing of agricultural products

From the perspective of targeted poverty alleviation, agricultural products in rural areas can be sold to further areas, without worrying that agricultural products have no sales channels and can only be sold to middlemen at low prices. However, this kind of sales method can not fundamentally change the reality of low prices of agricultural products, and if agricultural products can not create enough economic benefits, rural farmers can not get rich by planting and selling agricultural products. Therefore, college students can choose the direction of agricultural products processing, through the deep processing of agricultural products to improve the added value of agricultural products, so as to fundamentally improve the income of agricultural products sales.

3.5 New agriculture

From the perspective of targeted poverty alleviation, the planting and breeding industries in rural areas are no longer independent. Driven by the concepts of ecological agriculture and smart agriculture, the rural people are gradually uniting their own industries, making use of the advantages of various industries to form complementary, and increasing the economic benefits of all industries. College students can choose the direction of new agriculture, build large-scale farms or carry out large-scale land planting, and use scientific knowledge to enhance the rationality of agricultural development.

4. THE PROBLEMS OF COLLEGE STUDENTS' RURAL ENTREPRENEURSHIP IN THE PERSPECTIVE OF TARGETED POVERTY ALLEVIATION

4.1 The supporting policies for college students' rural entrepreneurship are insufficient

From the perspective of targeted poverty alleviation, after the upsurge of College Students' Entrepreneurship in rural areas, college students considered returning to their hometown to start a business when they graduated. However, after understanding, they found that their hometown rural areas did not formulate corresponding rural entrepreneurship support policies. Finally, many college students gave up the idea of returning to rural areas to start a business and devoted themselves to the ideal of Rural Revitalization and targeted poverty alleviation The volunteers were extinguished. The family conditions of college students in poor rural areas are generally not rich enough, and entrepreneurship needs basic funds, and even rural entrepreneurship also needs certain investment. Therefore, the lack of support policies for college students' Rural Entrepreneurship will inevitably lead to the difficulties of College Students' entrepreneurship.

4.2 The implementation effect of College Students' Rural Entrepreneurship support policy is poor

From the perspective of targeted poverty alleviation, college students' Rural Entrepreneurship support policy provides financial support for college students' entrepreneurship, but the implementation effect of College Students' Rural Entrepreneurship support policy is poor, leading to the extinction of College Students' enthusiasm for rural entrepreneurship. Many college students will have a detailed understanding of the

entrepreneurship support policies for college students in rural villages and towns before making clear entrepreneurial goals, and then make clear entrepreneurial goals and programs accordingly. However, college students in the relevant departments to deal with college students' Entrepreneurship procedures will be greatly hindered, cumbersome administrative procedures and the casual attitude of civil servants gradually make college students cold hearted, and finally college students get entrepreneurial support funds has passed quite a long time, at this time, college students have lost a lot of entrepreneurial opportunities.

4.3 The homogenization of rural entrepreneurship direction of college students is serious

In the perspective of targeted poverty alleviation, although the rural entrepreneurship of college students has been paid attention to by some college students, most college students will not choose to go back to the countryside to start their businesses when they can find the right majors and the enterprise is well paid. Therefore, most of the college students who go back to the countryside and start businesses are concentrated in some majors, and these students are in the state of oversaturation in the market. Therefore, the rural entrepreneurship direction of college students has serious problems of homogenization, e-commerce industry is one of the most serious disaster areas. Many college students in the same area take rural e-commerce as the direction of entrepreneurship after returning to the countryside. However, the large number of rural e-commerce directly leads to the excessive pressure of internal competition, and finally, the rural areas lose their competitive advantage.

4.4 The basic knowledge of Rural Entrepreneurship of college students is insufficient

In the perspective of targeted poverty alleviation, the essence of Rural Entrepreneurship of college students is still entrepreneurship, while the basic learning of college students in school is professional curriculum knowledge. Many of them have learned business knowledge related to entrepreneurship. Therefore, there are many problems in basic knowledge of rural entrepreneurship among college students, which is one of the main reasons for the failure of rural entrepreneurship.

4.5 The rural entrepreneurial environment of college students is complex

In the perspective of targeted poverty alleviation, college students' agricultural entrepreneurship is not only from their families and their own pressure, but also need to bear the questioning and discussion of fellow villagers. If the government can not strengthen the propaganda of the rural entrepreneurship support policy for college students, and let the rural people change the backward thinking of going out of the countryside, college students are more reluctant to go back to the countryside and start businesses under the pressure of public opinion. At present, the people in rural areas generally believe that college students should stay in urban areas, rather than return to rural areas. College students returning to rural areas must not stay in urban areas. This psychology is extremely unfavorable for college students to start rural entrepreneurship. Only by

making rural people realize that college students' Rural Entrepreneurship is to use their knowledge to change their hometown, can they be able to realize that rural entrepreneurship is to use their knowledge to change their hometown Eliminate the worries of public opinion in the students' heart.

5. IMPLEMENTATION PATH OF COLLEGE STUDENTS' RURAL ENTREPRENEURSHIP FROM THE PERSPECTIVE OF TARGETED POVERTY ALLEVIATION

5.1 Formulate and improve the rural entrepreneurship policy for college students

From the perspective of targeted poverty alleviation, government departments must respond to the call of College Students' rural entrepreneurship, and actively formulate and improve the rural entrepreneurship policies for college students, so as to protect college students from financial worries and troubles. Among them, the township government directly connects with the college students who return to the countryside to start a business. Therefore, the township government's policy on College Students' Rural Entrepreneurship must be perfect enough, and the rationality review and fund distribution must be completed in the shortest time after the college students submit the rural entrepreneurship materials, so as to ensure that the college students can spend most of their time in the rural entrepreneurship business, instead of allowing the college students to spend limited time Energy and time are all put on the process of College Students' rural entrepreneurship policy.

5.2 Optimize the policy implementation and supervision system of College Students' rural entrepreneurship

From the perspective of targeted poverty alleviation, government departments should establish a corresponding regulatory system after improving college students' rural entrepreneurship policy, ensure the orderly implementation of College Students' rural entrepreneurship policy, and ensure that college students' Rural Entrepreneurship support funds can really be used to help college students start their own businesses. Only in this way can more college students return to their hometown to start their own businesses in rural areas. At the same time, if college students encounter problems in policy implementation in the process of rural entrepreneurship, they can give feedback to the supervision and management department to prevent grass-roots personnel from causing obstacles to college students' rural entrepreneurship. Therefore, the staff of College Students' Entrepreneurship Department of township government must be trained to improve their understanding of accurate poverty alleviation and Rural Revitalization Strategy.

5.3 Expand the direction and ways of College Students' Rural Entrepreneurship

From the perspective of targeted poverty alleviation, the direction that college students can choose to start a business in rural areas is relatively limited, which leads to the coincidence of the direction that college students choose to start a business in some areas. Therefore, the government should analyze and discuss the rural

entrepreneurship of college students from a more comprehensive perspective, analyze the direction that college students can choose, and then publish the results to the society. Finally, college students browse the relevant information on the government website, which can reduce the homogenization of College Students' rural entrepreneurship. At present, the main directions of College Students' rural entrepreneurship are rural e-commerce, rural live broadcasting, rural tourism, agricultural products processing and new agriculture. Many directions have regional characteristics and are not suitable for large-scale promotion. However, new agriculture and rural live broadcasting are promising. Live broadcasting of rural life or rural scenery is a good direction for entrepreneurship. College Students' Rural Entrepreneurship must ensure that they have a broad vision. Only by doing characteristic rural entrepreneurship can they be more successful.

5.4 Strengthen the basic knowledge education of entrepreneurship for college students

From the perspective of targeted poverty alleviation, college students' Rural Entrepreneurship needs a certain amount of business entrepreneurship knowledge as a reserve to better carry out their work. Therefore, colleges and universities should actively influence college students' agricultural entrepreneurship policy and the call for rural revitalization, and increase the basic knowledge education content of College Students' Entrepreneurship in the employment curriculum system, so that college students can make clear what work they need to do before agricultural entrepreneurship. Only in this way can we improve the success rate of College Students' rural entrepreneurship, otherwise the continuous failure of College Students' Rural Entrepreneurship will only block the road of Rural Revitalization.

5.5 Change rural people's ideology and improve rural infrastructure

from the perspective of targeted poverty alleviation, in the process of implementing the rural entrepreneurship policy for college students, the township government should assign relevant staff to go to the countryside for publicity, so that all rural people can understand that the government supports college students to return to the countryside for entrepreneurship, so as to make rural people realize that college students' rural entrepreneurship is a good thing for the country, society and countryside. at the same time, the township government also needs to improve rural infrastructure such as road traffic, otherwise college students do not have the basic environmental conditions for rural entrepreneurship.

6. CONCLUSION

To sum up, from the perspective of targeted poverty alleviation, college students' Rural Entrepreneurship must first do a good job in policy, direction, knowledge, environment and other aspects of security measures to ensure the smooth progress and success of College Students' agricultural entrepreneurship, otherwise college students' entrepreneurship is like water without roots and wood without roots. Therefore, the government, colleges and rural areas should develop and improve entrepreneurship policy, entrepreneurship policy implementation and supervision system, expand the direction and ways of entrepreneurship, strengthen the basic knowledge education of entrepreneurship in Colleges and universities, change the rural people's ideology and improve rural infrastructure and other specific entrepreneurship Implementation Paths to provide material, capital, talent, policy and environment guarantee for college students' entrepreneurship Obstacles.

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The Application of Output Driven Hypothesis in College English Teaching

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Abstract: In order to solve the problems in College English education activities, this paper introduces the output driven hypothesis, reasonably arranges the output tasks, and appropriately adds input materials to expand practical activities. Through the teaching link design of cycle alternation, students' autonomous learning potential can be stimulated. For reference.

Key words: Output driven hypothesis; College English; Output task

1. INTRODUCTION

To adopt the output driven hypothesis in College English teaching, we should break the original teaching mode, based on textbooks, and expand it rationally. The application of this teaching method has indeed created a development path for College English teaching, so that students can look directly at their own language learning defects and solve them independently.

2. CONCEPT ANALYSIS OF OUTPUT DRIVEN HYPOTHESIS

It is a new type of teaching form, which is oriented to the teachers who are engaged in foreign language teaching and have a basic knowledge of English. It sets up an evaluation mechanism, continuously improves and supplements the teaching content, so that the students can improve in all aspects of language learning. The actual teaching activities can be divided into two parts: Input Hypothesis and output drive, and can be subdivided into three levels of connotation. First of all, from the perspective of psycholinguistics, output is relatively easier to stimulate learning ability. Assuming that there is no output drive in language learning, even if high-quality input is achieved in the early stage, learning efficiency can not reach the ideal state. Secondly, from the perspective of College Students' language learning and market situation, it is more critical to accurately grasp the output ability than all kinds of input ability. Finally, from the perspective of language teaching, both output driven and input hypothesis are carried out around language input, which is more efficient and meets the requirements of modern society in the comprehensive ability of talents. The input and output of language is of great value in College English teaching activities. In terms of the dimension of this theoretical approach, it pays attention to the reverse order of input and output, and drives input with the help of output [1].

3. INNOVATION OF USING OUTPUT DRIVEN HYPOTHESIS IN COLLEGE ENGLISH TEACHING

First, we should not carry out classified teaching, and sum up all language learning skills into two parts: input and output. Second, relying on the textbook and higher than the textbook, the teaching content arranged by teachers should be true and adapt to the students' ability. Thirdly, the output tasks are diversified and in line with the reality, and the tasks with different difficulties are arranged to meet the needs of students with different foundations. Fourthly, the role of teachers should be adjusted by adding the roles of "designer" and "leader" on the basis of the original knowledge imparter.

4. THE APPLICATION OF OUTPUT DRIVEN HYPOTHESIS IN COLLEGE ENGLISH TEACHING

4.1 Reasonably arrange output tasks

Interest has a direct impact on the quality of teaching, and is a key factor to guide students into the classroom. At present, most teachers recognize the importance of interest, but when observing the actual English classroom activities, teachers usually ignore the emotional changes of the educated, which leads to the limited driving force of interest, and the final quality of education is difficult to achieve expectations. Therefore, guided by quality education, teachers need to actively try new classroom forms, adjust teaching concepts and thinking, give consideration to language skills and English comprehensive quality, reasonably use output driven hypothesis, and arrange output tasks on the premise of analyzing students' current cognitive rules.

For example, in $Five Famous Symbols of American Culture$ In classroom teaching, this theoretical teaching method can be combined to show the students the elements with characteristics and typical characteristics in the relevant culture. Based on the actual situation of the students, the problems can be set up reasonably. For example, teachers can ask, "what is the impact of American culture on us?" Do you know American culture And so on and so on question, analyzes the student feedback result, carries on the grouping study. After the students have a basic understanding of the content of the textbook, arrange the independent inquiry activities related to this class. Through the cooperative discussion in the group, let the students output the content in all kinds of learning practice, such as $make brochures$ 、 $set up situational dia \log u es$ And so on. In this way, students' subjective consciousness and creativity can be stimulated.

4.2 Adding input materials skillfully

In the teaching mode of output driven hypothesis, if students want to complete all the teaching hypothesis activities, it is difficult to meet the teaching needs only by relying on the content of teaching materials. Therefore, teachers need to establish detailed teaching objectives and

corresponding requirements, based on the English syllabus, reasonably deepen students' understanding of specific content, so as to protect students' classroom status, select input materials that meet the actual educational situation, and guide students to expand their knowledge in classroom activities. In this teaching process, during the selection of input data, teachers and students should consider the output task to ensure that the input and output content match. On the basis of ensuring the quality of teaching, students' autonomy in language learning should be mobilized.

For example, $Five Famous Symbols of American Culture$ Based on the textbook content, the teacher selects the relevant text, audio and video materials, and uses them in the input part of the main data, and determines the result "$project$". Combined with the specific situation, the hypothetical task is subdivided into multiple tasks "$tasks$". According to the progress of the task, we should reasonably use the network information and other modern means to show the students the relevant input materials. For example, based on the theme of teaching content, play relevant videos, so that students' experience of teaching content rises to personal emotion, and encourage students to actively explore more relevant information in the practice of output and input activities, so as to enhance their self-learning ability, so that students can master all the skills of input and output。

4.3 Contents of development and practice activities

Based on the output driven hypothesis, it needs to be integrated into all aspects of English teaching. After completing the basic content of the English classroom, teachers need to summarize and integrate all the language education content, and consider the overall development of students and the current living conditions, arrange effective expansion activities, so as to guide them to carry out in-depth exploration of learning resources, and ensure that the teaching results can be fully displayed [2].

Or with $Five Famous Symbols of American Culture$ for example, after completing the text teaching of this lesson, teachers can encourage students to think independently after class. In order to grasp the actual direction and determine the learning task, teachers can also provide several reference problems, while students can choose the analysis angle given by teachers, and also can independently put forward problems and solve them, so that students can start thinking horizontally and vertically based on the text itself. For example, the differences between American culture and Chinese culture, as well as the changes of Chinese culture, can be used as the supplementary content of teaching. After the students complete the tasks assigned by the teachers, the teachers need to combine with the driving teaching situation, implement reasonable evaluation, and all the students can participate in it. Students give scores according to their personal feelings, and promote the intimacy between teachers and students through selection. This kind of evaluation mode is different from the conventional evaluation mode, ignoring the single evaluation index of the test paper and the teacher's personal evaluation, which can promote the growth of students' English thinking. The students who are recognized by most of the students can get appropriate awards and make acceptance speech to build a more harmonious and free learning condition for the students, carry out the output and input activities alternately, and share the experience of completing the learning tasks, so as to strengthen the students' confidence in English learning, improve the effectiveness of education, and let the students form a variety of learning habits.

5. CONCLUSION

In the systematic language education, the output driven hypothesis can show the innovation and real characteristics in the teaching methods and goal setting. Especially, various practical projects. In reality education, teachers and students should focus on the reality, highlight the positive guiding value of this education mode, stimulate students' cognitive understanding, and develop the English knowledge reserve of students.

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Analysis of Harmonious Development Between Metallurgical Enterprises and Environment

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Abstract: Metallurgical enterprises are one of the high pollution industries. Under the background of strengthening environmental protection and realizing sustainable development, how to better deal with the relationship between environmental protection and enterprise economic benefits in the development process of metallurgical enterprises, and realize the positive interaction between enterprise development and environmental protection, is a realistic topic in front of every metallurgical enterprise and the whole metallurgical industry.

Key words: Metallurgical enterprise; Environment; Harmonious development

1. INTRODUCTION

Metallurgical enterprises are one of the typical "double high" industries with high pollution and high emission [1]. In recent years, the state has continuously strengthened the environmental protection supervision of high pollution industries, and the metallurgical industry has become one of the first target industries to bear the brunt. Therefore, under the background of China's entering a new stage of development and emphasizing "adhering to and developing the system of ecological civilization and promoting the harmonious coexistence between man and nature", metallurgical enterprises must further clarify the great significance of ecological environmental protection in the process of development, pay attention to environmental protection in the process of business development, and actively shoulder the social responsibility and main body of strengthening environmental protection Responsibility, to achieve a win-win situation of economic and social benefits.

2. BACKGROUND ANALYSIS OF HARMONIOUS DEVELOPMENT BETWEEN METALLURGICAL ENTERPRISES AND ENVIRONMENT

Strengthening environmental protection is the need of the times and people's livelihood. Since the beginning of the new century, China's economic strength has increased significantly, and its international competitiveness has improved greatly. At present, China has become the second largest economy in the world. However, due to the deviation of the previous economic development concept and the relatively backward production technology, the consequences of ecological damage and ecological deterioration in China are gradually highlighted, which has a negative impact on the sustainable development of economy and society [2]. In response, the party and the state have made a series of important arrangements for strengthening the construction of ecological civilization and environmental protection. The party's 18 colleges and universities have included the construction of ecological civilization in the "five in one" overall layout; the report of the 19th National Congress of the Communist Party of China points out that we should "adhere to the harmonious coexistence of man and nature" and incorporate it into the basic principles of upholding and developing socialism with Chinese characteristics in the new era In the general plan, all of these provide the metallurgical enterprises in the new era with the ideological and practical guidance to further implement the responsibility of environmental protection and realize the harmonious development of enterprise operation and environment in the process of operation and development.

At present, the development of China's metallurgical industry has entered a new stage of high-quality development from the previous high-speed growth stage, and more attention should be paid to environmental protection in the development process. In the short run, metallurgical enterprises, especially some small and medium-sized metallurgical enterprises, may bring some pressure to their development by strengthening environmental protection. However, it should be noted that this pressure does not come from the increase of investment in environmental protection, but from the unreasonable industrial structure of these metallurgical enterprises, the relatively backward technology of enterprise green development, and the imperfect mechanism of promoting environmental protection The deep-seated reason is also the problem that many metallurgical enterprises need to further reverse their development concept and development mode. Therefore, for the majority of metallurgical enterprises and even the metallurgical industry, it is necessary to deal with the problems between economic development and environmental protection in specific work. While actively doing a good job in environmental protection and related governance, it is also necessary to ensure the stability and efficiency of the market in this process To achieve the sound development of enterprise development and environmental protection.

3. PATH ANALYSIS OF HARMONIOUS DEVELOPMENT BETWEEN METALLURGICAL ENTERPRISES AND ENVIRONMENT

The development of metallurgical enterprises and the harmonious development of environment is a long-term process, and it is impossible to achieve it overnight. We should focus on the following aspects.

3.1 Change the development concept and maintain the environmental protection force in the process of economic benefit development

In terms of environmental protection in the process of enterprise development, the general secretary has emphasized on more than one occasion: "to further

strengthen the ecological environment protection and maintain the strategic force of ecological civilization construction, we cannot, because of the difficulties encountered in economic development, trade the environment for economic growth, and even try to break through the red line of ecological protection" [3], which requires metallurgical enterprises to make efforts to break through the red line of ecological protection In the process of development, we should change the development concept, and the whole staff should establish the concept of "green water and green mountain is Jinshan Yinshan". We should correctly handle the relationship between operation and environmental protection, ensure that the two directions of enterprise operation and environmental protection work in the same direction and in the same direction, so as to realize the organic integration and benign interaction between them. In this process, we should be good at grasping the two principles: one is to grasp the two principles: one is to grasp the principle of "green water and green mountain" is Jinshan Yinshan Mountain It is that enterprises must not sacrifice the environment as the cost in the process of development, and should develop and operate under the premise of paying attention to environmental protection. Second, in this process, we can not do "one size fits all". Metallurgical enterprises of different scales and different regions should formulate relevant policy measures according to their own actual situation in time, so as to protect and develop in the process of development.

3.2 Accelerate the transformation and development, and promote the effective connection between enterprise operation and environmental protection

To build a modern metallurgical economic system and realize the high-quality development of metallurgical industry is the fundamental strategy to fundamentally promote the harmonious development of metallurgical enterprises and the environment [4]. To this end, the metallurgical industry should actively play the leading role of the industry, focus on personnel construction, technical reform and innovation, and strive to promote the transformation and development of modern metallurgical enterprises, and actively develop projects with high scientific and technological content, broad market prospects and low energy consumption. In this process, metallurgical enterprises should actively grasp the transformation and upgrading of process, Pay attention to the cultivation of emerging industries, especially for industries with certain pollution nature such as metallurgical enterprises, we should not take our own industry as a burden, but treat it with a positive attitude, strive to develop with innovative ideas, and strive to upgrade and improve the existing industrial chain through intelligent transformation according to the principle of "green, quality and efficiency" At the same time,

metallurgical enterprises should focus on the relevant laws and regulations such as industry production standards, constantly strengthen internal control, increase the optimization and reorganization of small and medium-sized metallurgical enterprises that do not meet the industry standards, and strive to promote the harmonious coexistence and benign development between enterprises and environment through various effective measures.

4. CONCLUSION

In a word, metallurgical enterprises should take the initiative to take the historical mission of promoting green development in the process of development, further enhance the awareness of law-abiding and environmental protection, actively establish new development concept, and strive to penetrate the new development concept into the whole process of enterprise operation and development, and strive to improve the environmental governance ability and level through technical transformation and talent construction, and promote enterprises The transformation and upgrading development will realize the benign development between the enterprise operation and the ecological environment, fulfill the social responsibility of metallurgical enterprises and take the green development road. At the same time, relevant government departments shall further improve the relevant assessment indexes of green development of metallurgical enterprises, strengthen the measures and control, actively implement the paid system for environmental pollution of metallurgical enterprises, accelerate the backward force of technical water Metallurgical enterprises with low level, low added value and high pollution and high energy consumption have orderly exited the market, and strive to improve the ecological environment in the process of promoting the high-quality development of metallurgical industry, and practically implement the concept of "green water and green mountain" is Jinshan Yinshan.

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An Empirical Study on The Information-Based Teaching Mode of Higher Vocational English

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Abstract: At this stage, the rapid development of information technology, has been deeply applied to various fields, especially in the field of education. Through practical application research, it is found that information technology plays an important role in stimulating students' interest in learning, and with the current education system reform, English Teaching in Higher Vocational Colleges ushered in the "dawn", which can integrate information technology into teaching, and give full play to the advantages of information technology in the classroom to improve teaching efficiency and teaching quality. In this paper, the author will analyze the information technology applied in Higher Vocational College English teaching measures.
Key words: Higher Vocational English; Informatization; Teaching mode; Empirical research

1. INTRODUCTION

With the continuous development of society, the quality education in China has been paid more and more attention, which puts forward new requirements for the cause of education. At present, the emergence of information technology has been widely used in various fields and industries. Of course, education industry is no exception. In many colleges and universities in China, network and multimedia information platform are equipped to help teachers better carry out education activities for students and improve their English learning ability. In addition, the application of information platform in higher vocational colleges can improve the information teaching of Higher Vocational English on the basis of the original, and provide more guidance. However, according to the actual situation, there are still many problems in the English Teaching of vocational colleges. It affects the teaching of teachers and students' learning. Therefore, it is necessary for the school to innovate and reform and provide a good learning environment for students.

2. ANALYSIS OF THE APPLICATION OF INFORMATION TEACHING IN ENGLISH TEACHING OF HIGHER VOCATIONAL COLLEGES

In the English Teaching of higher vocational colleges, according to the current situation, most of the vocational colleges still have many problems in carrying out teaching activities. The school has failed to improve the attention of information technology, and also failed to take scientific and reasonable measures to promote the development of information teaching. In addition, vocational colleges belong to vocational schools. Compared with other undergraduate colleges, higher vocational colleges have the advantages in talent training,

especially pay attention to the cultivation of technical talents, so that students can learn more content through vocational and technical education, and can also make them directly engage in professional related work after they leave the school door, and improve their social adaptability [1] . In addition, most of the knowledge learned by students in higher vocational colleges can be applied to the actual work and life, and pay too much attention to the application of knowledge and skills, so the cultivation of their theoretical knowledge is seriously ignored, which is not conducive to the cultivation of students' comprehensive ability. In addition, the importance of English Teaching in vocational colleges is not high. In addition, the teachers' wrong teaching methods lead to the great reduction of the quality of the school, which hinders the promotion of information teaching.

3. PROMOTE THE APPLICATION OF INFORMATION TEACHING IN THE TEACHING OF CHINESE IN HIGHER VOCATIONAL COLLEGES

3.1 Accurately positioning the teaching mode of English informatization in Higher Vocational Colleges

In the English Teaching of higher vocational colleges, the school should not only carry out the teaching of knowledge application skills, but also improve the attention of theoretical knowledge teaching, break the shackles of traditional concepts and better use the information teaching mode to teach. In addition, when the higher vocational colleges use the information teaching mode to carry out teaching activities, it can constantly explore the promotion effect of the information teaching mode from the perspective of optimizing the teaching information, and timely apply it to improve the teaching quality. In addition, the information teaching in higher vocational colleges is mainly based on the current situation of the school. According to the actual situation, advanced theoretical knowledge and information are integrated into teaching activities, so that English teaching becomes more practical. At the same time, to improve the teaching quality of teachers, the school must collect relevant teaching resources, and develop, use, manage and evaluate them, optimize the information teaching to the maximum extent, give full play to its role in teaching activities and realize the optimization of teaching resources. In addition, there are great differences between the information teaching mode and the "pure" information teaching mode, and there is a great gap with the traditional teaching mode. Because the information teaching mode also has the teaching concept combined with the traditional teaching mode, so as to better teach students

and cultivate their independent learning ability, It can actively participate in learning and improve its comprehensive ability[2].

3.2 Higher vocational colleges need to improve their own teaching equipment

English is a West Germanic language, which is the most widely used language in the world. It can also be called "world language". In Higher Vocational English teaching, the school must actively improve the teaching equipment, timely introduce advanced teaching technology and new modern equipment, in this way, not only can better promote the application of information teaching mode, but also open up a new development path for information technology. The main reason is that the traditional teaching mode can not meet the needs of students, can not keep up with the requirements of the development of the times, so we need to intervene in the information-based teaching mode and equipment, to carry out teaching activities for students, so that they can more comprehensively understand and master English knowledge, improve learning efficiency.

3.3 Improve the quality of teachers in Higher Vocational Colleges

In English Teaching in higher vocational colleges, teachers' behavior and accomplishment will affect students, which is not conducive to their learning. Therefore, the school should improve the quality of English teachers, carry out regular training and education activities for them, improve their own professional knowledge and teaching experience, so that they can use information-based teaching methods to carry out English teaching activities, and cultivate students' English learning ability. Not only that, during the teaching activities, the quality of teachers is particularly important, to enable individuals to have an in-depth understanding of information technology, but also to a certain extent to improve their own information technology ability and level, teaching ability can also be improved accordingly, in order to give full play to the advantages of information technology teaching, to carry out more vivid knowledge explanation for students Let students feel the charm of the English world [3]. In addition, during the teaching period, the school must encourage English teachers to use the information-based teaching mode to carry out English teaching activities, formulate teaching plans according to

the actual situation, stimulate students' enthusiasm and enthusiasm for learning, mobilize their interest, and enable students to learn face to face with a good attitude. On this basis, teachers should also deeply realize the importance of information-based teaching, and use it correctly, so as to improve the efficiency of classroom teaching.

4. CONCLUSION

Vocational college students are in the transition stage to the society, they need to learn some practical skills, which can help them have excellent comprehensive quality in the future work. For vocational college students, English learning is very important, but in the actual situation, their interest in English learning is not good, so that it can not effectively improve the teaching efficiency. Nowadays, with the rapid development of information technology, the application of information technology in English teaching can promote the improvement of teaching efficiency. In this paper, the author analyzes this problem, discusses how to apply information technology in English Teaching in higher vocational colleges, and puts forward some suggestions, hoping to help improve the quality of English teaching.

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A Study on The Cultural Communication Strategy in English Language Marketing of Cross-Border E-Commerce Enterprises

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Abstract: Cross border e-commerce enterprises can effectively spread Chinese culture while doing well in foreign trade. In order to better play the function of culture spreading overseas, cross-border e-commerce enterprises should strengthen the service awareness and strength of English language marketing, so as to effectively promote the healthy and stable development of cross-border e-commerce and language services.
Key words: Cross border e-commerce; English; language marketing; Cultural communication; Research

1. CULTURAL COMMUNICATION FROM THE PERSPECTIVE OF CONCEPT AND ATTITUDE

Chinese e-commerce enterprises should establish a good attitude and concept in the process of sales,
In the process of providing language services, English can be used for writing, not in translation into a foreign language first. Because English and Chinese are different in thinking mode, word by word translation can only write Chinese English, and it is difficult to present the content of local culture in the process of translation. It can provide language services directly in English, which can make language expression more easy to understand, and can pull into the distance between readers and local culture, and achieve more real experience when they understand the text content. The form of direct translation also requires the staff to have higher professional quality. In the process of spreading local cultural concepts, the following principles should be observed: first, China has a long history and culture, and rich historical tiger elements are deposited in various regions. In the process of production of e-commerce products, we should dig the historical and cultural heritage of the production site of products, so as to teach local cultural concepts to customers in the process of selling products and provide products with local cultural concepts Each product contains profound implication, which makes the competitiveness of local cultural products higher than other products. Secondly, we should give the products cultural Chinese cultural elements, and combine the products with cultural communication. For example, the local famous for Liuqin opera, the products are collected from the scenic area of Taierzhuang after the profound history and culture, so that a local culture is the basis for the interpretation of the products. Third, enterprises can build their own brands and do well in corporate culture publicity, so as to improve the charm of enterprises and improve their comprehensive competitiveness in social market [1].

2. CULTURAL COMMUNICATION FROM THE LINGUISTIC STRUCTURE

2.1 Sound level

Trademark is a kind of mark that can make people distinguish similar products. Nowadays, we can see a wide range of trademarks on the street. Some trademarks are several Chinese characters and some are a pattern. Through the trademark, it can establish a good image for the enterprise. Good product name brings a good feeling to consumers, thus increasing the spread of products and making people feel about the products Life yearns for. Therefore, enterprises should make fine creation from product name, so as to make it superior to competitors. Cross border e-commerce wants to create a good brand image, and also from the structure of English language and text to create better emotional significance for products. There are many kinds of alternative forms of product names in translation, such as literal translation, transliteration, free translation, etc. in the process of translating product names, people should not only know the nature of the products, but also gain more unexpected results if they can combine with the humanistic environment, which can bring the consumers a psychological resonance, or can improve people's hearts The level that is considered. With a popular product name, it is even more necessary to improve competitiveness in the market. If the enterprise does not pay attention to carefully creating the product name, even if there is any good product, it is difficult to impress the consumers' heart. For example, the Chinese name of an e-commerce enterprise is called Wantong. If it is translated by literal translation, it is "Wangtong", It is very popular for Chinese people. But in western countries, wangton (close to Wangtong) means that behavior is not correct, which will bring discomfort to consumers, even the name directly derogates the image of the enterprise and makes consumers avoid it. Secondly, dog unreasonable baozi is a famous snack in Tianjin. It has been more than 100 years ago. It can be famous at home and abroad. At the same time, it has traditional Chinese traditional culture. If the enterprise starts to name "dogs don't even care", it will degrade the image of the enterprise, and the enterprise gives the dog unreasonable bag a good moral go belive, And similar to Chinese name, and stimulate consumers' interest, coupled with the unique taste of dog ignore baozi, can stimulate consumers' desire to consume. Although the price of dog ignore bun is far higher than that of the same kind of products, it still causes the purchase desire of foreign consumers. Therefore, the effect of giving products to cultural communication is better than that of

directly translating the products [2].

2.2 Discourse level

Before sales, the enterprise will introduce the basic information of the product in general, such as the site, manufacturer, product function and effect, process and raw materials, etc., and the sales or communication will be made on the use method and quality of the product. When communicating with the consumers, the enterprise will try to be as simple and clear as possible, and do not let the statement be lengthy and non focused, which will cause the upset of consumers, In communication, we don't have to say sentences with complex grammatical structure. We can divide one thing into several simple statements, which can improve the efficiency of communication. Because it is oral communication, it should be expressed in a compact and concise way. The more complex and less commonly used English words should not appear as much as possible. They can be replaced by similar words. For example, T-Mobile is too professional, so it can be replaced by get more, The meaning of expression is clear and clear. This translation method needs to understand the cultural connotation behind it and refine the key elements. This requires the sales service personnel of relevant languages have profound cultural background and professional quality, and can have rich business experience, so as to extract important information while following the characteristics of business language sales, so as to simplify the translation The simple and easy to understand form is expressed, so that consumers can feel simple and convenient, and can easily obtain information, and can also transmit the local cultural information of enterprise products to consumers [3].

2.3 Cultural communication from the perspective of ideology

Cross border e-commerce culture communication platform serves consumers, so we should take into account the feelings and experience of consumers everywhere, and take consumers as the center. On this basis, we should establish a good sense of concept, so as to gain good sales results and obtain ideal economic benefits.

For example, in the process of marketing products, we should have good political awareness. Chinese food culture is civilized both at home and abroad. Western countries love Chinese food very much. However, when translating food, we should consider whether we ignore the political consciousness, such as promoting promise no waste in hot pot advertisements Oil will make the image of hot pot products greatly reduced. As we all know, gutter oil, which often appears in the catering industry, has a very bad influence on the society. It is a stubborn disease in China's food production and a major cultural stain in China. Therefore, we should not translate the slogans related to gutter oil without thinking, which will make consumers' interest in the products plummet and affect China It has a negative impact [4].

3. CONCLUSION

To sum up, while doing a good job in product sales, cross-border e-commerce enterprises should tell regional culture and refine regional stories, so as to effectively promote the continuous development of economy. This paper expounds the cultural communication strategies in English language marketing of cross-border e-commerce enterprises from the aspects of concept attitude, language structure and concept consciousness, hoping to provide reference for relevant workers.

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On the Performance Evaluation System of Logistics Management in Enterprises

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Abstract: For the operation and development of an enterprise, the construction of logistics management performance evaluation system is related to the standardization of enterprise management, improving the quality and efficiency of logistics management, and fundamentally ensuring the good construction and effective implementation of enterprise performance system. Therefore, this article mainly explores the effective construction of enterprise logistics management performance evaluation system, to help enterprises improve their management quality in the process of development, and to promote enterprises to gradually enhance their core competitiveness, so as to ensure the sustainability of enterprise development.

Key words: Enterprise; Logistics management; Performance evaluation

1. INTRODUCTION

In the whole process of enterprise logistics management, performance evaluation runs through the whole process and plays an important role. Enterprise logistics management performance evaluation needs to be evaluated from cost, efficiency, customer satisfaction and other aspects. Only by building a comprehensive and specific evaluation system can the effective value of performance evaluation be guaranteed. In the following, starting from the current logistics management performance evaluation in China, we will study the effective countermeasures to improve the logistics management performance evaluation system, so as to help enterprises better control the performance evaluation.

2. ANALYSIS OF THE CURRENT ENTERPRISE LOGISTICS MANAGEMENT PERFORMANCE EVALUATION SYSTEM

The high-quality growth of market economy in modern society drives the development of the times. Under the new social background, the competitiveness of all walks of life is gradually rising. For the operation and development of enterprises, improving the quality and level of performance evaluation of logistics management can effectively enhance their core competitiveness and promote enterprises to occupy a place in the fierce market competition.

From the perspective of the world, the construction of logistics management performance evaluation system in China is less efficient than that in foreign countries. At present, in the logistics management of domestic enterprises, reducing cost, improving quality and improving management mode are the key points. However, there are some deficiencies in the construction of enterprise brand image and customer satisfaction, which are also the main factors affecting the construction of logistics management performance evaluation system reason. At the same time, most of the data and information involved in the process of enterprise logistics management come from finance. The improvement of the quality of financial budget management is related to the construction of logistics performance evaluation system, while most enterprises ignore the accuracy of financial information in logistics management, and the formulation and implementation of some plans in the actual management behavior do not form a supply chain with finance Finally, it leads to the lack of scientificity and integrity of logistics management performance evaluation [1].

3. THE PRINCIPLE OF IMPROVING LOGISTICS MANAGEMENT PERFORMANCE EVALUATION SYSTEM

3.1 Integrity principle

For the construction of enterprise logistics management performance evaluation system, it is very important to follow the integrity principle. Firstly, this principle can ensure the complete consideration of various factors in the construction of the evaluation system, such as financial data information, logistics cost and risk control, customer satisfaction, etc.; secondly, the integrity principle is conducive to help enterprises take care of the whole logistics management, promote the improvement of the content of all aspects of logistics management, so as to ensure the comprehensiveness of the construction of the performance evaluation system, Fundamentally ensure the effective value of the performance evaluation system.

3.2 Economic principles

The economic principle is not only an important principle for the construction of the performance evaluation system of enterprise logistics management, but also the core content in the process of enterprise operation and development, which runs through the whole process of enterprise development. The most important feature of economic principle is that it can help enterprises effectively control logistics cost, improve the utilization rate of enterprise economic investment to a certain extent, and effectively avoid risks, so as to avoid the lack of rationality in the establishment of performance evaluation system. At the same time, this principle can promote the relationship between quantitative performance evaluation and customer satisfaction, reduce logistics risk and revise management problems.

3.3 Principle of comparability

The principle of comparability and the principle of comparability are the same. When constructing the performance evaluation system of enterprise logistics management, we need to consider not only the vertical comparison of time, but also the horizontal model comparison within the industry. The comparison with

other enterprises will help to find the inadequacy of their own management and promote timely improvement. The principle of comparability enables enterprises to make a comprehensive comparison from the vertical and horizontal dimensions, promotes the construction of enterprise logistics management performance evaluation system to a certain extent, improves the effectiveness, and helps enterprises find more suitable methods [2].

4.STRATEGIES TO PROMOTE AND IMPROVE THE CONSTRUCTION OF ENTERPRISE LOGISTICS MANAGEMENT PERFORMANCE EVALUATION SYSTEM

4.1 Construction of cost index

Cost index is an important part in the construction of enterprise logistics management performance evaluation system, which includes storage fee, transportation fee, handling fee, purchasing fee, packaging fee and so on. In the process of building logistics management performance evaluation system, enterprises need to carefully consider the choice of cost indicators, pay attention to the changes in the market environment and the logistics management operation mode of other enterprises, so as to keep up with the market trend and avoid falling behind others. At the same time, we also need to pay attention to the content of salary cost and bonus, promote the refinement of wages and other benefits, so as to gradually improve the performance appraisal system.

4.2 Efficiency index construction

In the construction of enterprise logistics management performance evaluation system, the reasonable construction of efficiency index is the key. First of all, enterprises should pay attention to the relationship between the total cost, substandard material flow and logistics efficiency, and need to effectively control the safety rate, accurate completion rate and loss rate; second, they should also pay attention to control the quality and efficiency of warehousing, packaging, procurement, processing, loading and unloading. Only by strictly controlling the management of each link, can we ensure the overall efficiency of logistics management, ensure that the efficiency index is reasonable enough, and then substantially promote the improvement of enterprise logistics management performance evaluation system.

4.3 Standard division of customer satisfaction

Customer satisfaction is an indispensable part in the construction of enterprise logistics management performance evaluation system, and it is directly related to the quality and efficiency of enterprise logistics management. Enterprises need to pay attention to the strict review of the time, accuracy and integrity of goods delivered to customers, and build the satisfaction classification standard according to the different satisfaction degree between customers, so as to promote the improvement of the performance evaluation system, so as to improve the quality of logistics management performance evaluation and ensure the good logistics management of enterprises. In this way, it can effectively reduce the dissatisfaction experience of customers, and the improvement of customer satisfaction is the key to help enterprises establish their reputation and brand image.

4.4 Scientific and reasonable budget management

Scientific and reasonable budget management can help enterprises improve the plan when building the logistics management performance evaluation system, promote the formation of a systematic management mechanism, and organically combine logistics management, financial management, administrative management, personnel management, etc., so as to ensure the effectiveness of logistics management performance evaluation [3]. Enterprises need to pay attention to synchronously improve the quality of financial management, ensure the accuracy of data information for logistics management, so as to enhance the effect of budget management, cost control and risk control in logistics management, fundamentally guarantee the scientificity and perfection of logistics management performance evaluation system, and directly improve the quality and efficiency of logistics management.

5. CONCLUSION

To sum up, the construction of logistics management performance evaluation system is the key to promote and enhance enterprise management. In the construction process, we should pay attention to the principles of integrity, economy and comparability, so as to ensure the effectiveness and soundness of the system construction. The standard division of cost index, efficiency index and customer satisfaction, as well as scientific and reasonable budget management are effective measures to promote enterprises to improve logistics management performance evaluation, which can reduce costs and improve management efficiency to a certain extent, and promote enterprises to maintain sufficient momentum in the development process.

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The Research on The Network Behavior and Psychological Characteristics of College Students and Their Guidance

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Abstract: With the rapid development of Internet technology, the Internet has deeply penetrated into people's daily life, work and even all aspects of learning. As one of the important users of the Internet, contemporary college students are deeply influenced by the Internet in their value orientation, behavior mode, moral concept, mental health and other aspects. How to effectively pursue the advantages and avoid the disadvantages of the "double-edged sword" of the network, guide college students to use the network scientifically, reasonably and correctly, and make deep use of the network to carry out more targeted thinking for college students Thinking about political education is one of the major issues that the current ideological and political educators need to think deeply about.

Keywords: College Students' network behavior; Psychological characteristics; Guidance

1. INTRODUCTION

The rapid development of network not only brings severe challenges to the daily study and life of contemporary college students, but also brings new opportunities [1]. Only by deeply grasping the network behavior and psychological characteristics of contemporary college students, can we further enhance the pertinence and effectiveness of network ideological and political education in Colleges and universities. This is the premise and foundation to effectively guide college students to use the network in a civilized and scientific way, and to do a good job in college students' education, management and service through the network.

2. ANALYSIS ON THE NETWORK BEHAVIOR AND PSYCHOLOGICAL CHARACTERISTICS OF CONTEMPORARY COLLEGE STUDENTS

The relationship between contemporary college students and the Internet is increasingly close, and their network behavior and psychological characteristics are mainly as follows: first, college students have become an important group of Internet users. According to the statistical data of China's Internet development, the number of Internet users in China has exceeded 100 million, and the proportion of young people aged 18-24 is the highest, which has exceeded 35% % College students have become the main group of network users [2]. Second, the entertainment and leisure functions of using the Internet are obviously more than obtaining information and learning. According to the survey of 18 college students conducted by the Chinese Academy of Social Sciences, nearly 60% of college students watch the live broadcast through the Internet, and nearly 40% of college students pay attention to the popularity of the Internet. In terms of the use of the Internet, games, science and technology, and cosmetics are most popular among the post-95 college students, while finance, education and other live broadcast receive little attention among college students, with only 2 % And 3 % This reflects that contemporary college students use the Internet more to meet the needs of leisure and entertainment, and they have not really taken the Internet as an important way to obtain information and learn. Third, the problem of online game addiction is serious. According to the survey conducted by the joint investigation team of some universities, such as Central South University, a small number of college students have serious mobile phone dependence, and the problem of College Students' addiction to online games is serious. Some college students use mobile phones for an average of 7-9 hours a day, with an average of 118 times a day. Many college students have some misunderstandings about online games, It is believed that online games are not only an entertainment tool, but also a social tool. However, it is online games, as a "social tool", that have become one of the main factors that harm college students' physical and mental health and even interpersonal relationships.

3. ANALYSIS OF THE GUIDING PATH OF COLLEGE STUDENTS' NETWORK BEHAVIOR AND PSYCHOLOGICAL CHARACTERISTICS

The network has a great impact on the behavior mode, mental health, moral personality and other aspects of college students. As college counselors and other educators, we should adhere to the management and education on one hand, and actively strengthen the education of College Students' network behavior and even mental health through carrying out relevant educational activities, formulating corresponding management system and creating a good atmosphere Kang's positive guidance and education can guide college students to use the Internet scientifically and reasonably.

3.1 Strengthen education and guidance to create a good atmosphere

Idea is the forerunner of action. The effective guidance of College Students' network behavior and psychological characteristics must start from strengthening ideological education. College counselors and other educators should fully respect the students' dominant position, follow the objective law of Internet communication, actively grasp the initiative of network guidance, and create a good network atmosphere through theme class meetings and

special activities. One is to strengthen the guidance of network public opinion. Counselors should accurately grasp the analysis of College Students' network public opinion, carefully analyze and timely determine the various hot spots and key issues that college students generally concern about, and do a good job of persuasion and persuasion of college students. The most important thing is to be good at occupying the network position with mainstream, healthy and positive ideas, and guide college students to actively identify and defend all kinds of wrong information. Second, we should actively carry out various types of network civilization construction activities. We should actively carry out campus cultural activities and strengthen the construction of network civilization. Counselors and other educators should be good at finding the combination point between network and campus culture. Around the special group of contemporary post-95 young college students, we should carry out ideological, intellectual and interesting network civilization construction activities according to their psychological characteristics, such as carrying out network science and technology knowledge Through a series of activities, we should create a positive, healthy and orderly network civilization atmosphere for college students, enhance students' awareness of network civilization and cultivate their behavior habits of civilized Internet.

3.2 Strengthen the establishment of rules and regulations, and standardize the online behavior

The guidance of College Students' network behavior and psychological characteristics depends not only on ideological guidance, but also on relevant systems. Counselors and other groups should actively use modern scientific and technological means to maintain the safety of College Students' network use, strengthen the management of all kinds of network information, effectively prevent and resolve all kinds of harmful information, and prevent students from browsing pornographic, violent and other bad information. First, the school level should establish and improve the campus network security protection, information filtering and other related technical systems, and build a more secure network technology prevention and control system. Second, it is necessary to formulate relevant rules and regulations in time to regulate students' network behavior, such as revising and improving the "campus network management measures", "dormitory network management regulations" and other relevant rules and regulations, so as to effectively restrict students' network behavior. The third is to establish a relevant regulatory system.

University Network Center and other departments should be responsible for the construction of education website and network public opinion guidance and other related work, maintain the campus network security, ensure the content security of network information.

3.3 Strengthen psychological counseling and cultivate network morality

The freedom and virtuality of the Internet make many college students have a new feeling of "liberation and freedom". It is also easy for contemporary college students to relax their social responsibility and moral requirements, and even do something they want to do but dare not do in real life. In particular, contemporary college students generally have poor self-control ability and are prone to knowledge and behavior after entering college life and study Disjointed, resulting in network immoral behavior, but also may produce anxiety, paranoia and other adverse psychological problems in this process. Therefore, in view of the characteristics of the network activities of contemporary college students, counselors and other educators should strengthen psychological counseling and psychological education, strengthen psychological enlightenment while imparting knowledge, and enhance the standardized management and guidance of College Students' network behavior Guide, and gradually cultivate good network moral behavior.

4. CONCLUSION

In short, the network guidance of College Students under the Internet environment can be described as long-term and arduous. Counselors and other groups should actively base on the physical and mental development characteristics of contemporary college students, timely grasp the network behavior and psychological characteristics of college students, and take targeted educational measures to guide the healthy growth of College students.

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Analysis of Computer Information Data Security and Encryption Technology

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Abstract: With the development of society, science and technology are advancing. In people's production and activities, computer technology has been widely used. People enjoy the convenience of computer technology, at the same time, an urgent need to solve the problem also arises, that is, computer information and data security. Therefore, in the face of such a problem, the encryption of computer information data must be taken seriously. Based on the security of information data, this paper focuses on the exploration and analysis of information encryption technology. I hope it will be helpful for information and data security.

Key words: Computer information data; Security; Encryption technology

1. INTRODUCTION

Computer technology and digital information processing technology have become the main means of information communication in people's life and work. The application of these technologies can effectively organize and manage a large number of data information generated in daily life. However, with the convenience of digital information, there are more and more threats to the security of digital information, and the consequences are more and more serious. In recent years, with the development of market economy, science and technology are also making progress. Computer technology plays an important role in various fields of today's society, including digital currency, online banking, e-commerce platform, etc. It can be seen that in daily life, people's dependence on electronic information technology is also obvious. Therefore, the security of computer information data is gradually being concerned by the masses of people. If the information data is leaked or plagiarized, the threat people face will be incalculable, which will bring different degrees of loss to people's lives and work. Therefore, the security of computer information data will become an urgent problem to be solved. In other words, in order to ensure that computer information technology can better serve people and society, it is necessary to conduct in-depth research and further application of information encryption technology.

2. VALUE ANALYSIS OF COMPUTER INFORMATION

Computers have been widely used in many fields. The computer can not only process and realize a variety of functions, but also store the massive data information generated in the application process, which contains a large number of privacy data or confidential data. Unauthorized personnel cannot obtain and use these data. However, due to the high economic value of these information, a large number of information theft, information destruction and other acts have emerged. Once the important information is leaked, the loss is very expensive, so it is necessary to take necessary encryption and security protection measures to ensure the safety of information and data in computer application, on the one hand, to avoid information leakage, on the other hand, to minimize the loss in the event of information leakage[1].

3. SECURITY THREATS FACED BY COMPUTER INFORMATION DATA

3.1 Information security threats from computer viruses

After years of development, computers have been widely used, and the means and methods of virus attack against computer programs or data have also been greatly developed. The threshold of virus writing has been gradually reduced, and the development of variant viruses has been very rapid. With the help of professional writers, factors such as more and more secret virus code writing have brought serious threats to data security. The virus that invades the computer system can tamper with, destroy or even steal the data stored in the computer. Among the three kinds of acts mentioned above, stealing can cause the most serious harm[2].

3.2 Information security threats from users' lack of security awareness

The premise that computers bring convenience to people's life and work requires people to take necessary protective measures. But in practical application, the efforts of computer related users in protecting information security are still at a low level. For example, the data access permission setting is insufficient, the user does not need identity authentication to log in the system, and the security protection password or means are too simple, which will cause data leakage[3].

3.3 Information security threats from application vulnerabilities

The application of data is mainly realized by program. With the acceleration of social development and the improvement of people's requirements, the functions that can be realized by applications are more and more complex, while the production cycle is greatly reduced. In this case, there must be some security vulnerabilities in the application. If these vulnerabilities are obtained by illegal people, they will indirectly cause data security problems[4].

4. COMPUTER INFORMATION AND DATA SECURITY

4.1 Factors of computer information data security

Now it is the background of information and knowledge. In this background, computer information technology has played an important role in people's daily life. In the process of computer application, a key problem is information and data security. Generally, there are two

main factors that affect the security of computer information and data. First, human factors. In the security of computer information technology, one of the most important factors is human factor. For example, various forms of electronic fraud, hackers or trojans, viruses, etc. At present, the main threat to the security of computer information and data is here[5].

4.2 External conditions of computer information security
Computer security and communication security are two important external conditions to ensure the security of computer information technology. First of all, computer security. Users are used to storing information or data on the computer, and ensuring the security of the computer itself is the primary task. Computer security is mainly reflected in hardware and software. In terms of hardware, the computer should be checked and maintained regularly, so that the computer can operate normally. In terms of software, select some anti-virus software with good anti-virus quality for regular anti-virus. Moreover, communication security. On the computer, the transmission condition and medium of information technology is communication. When there are security problems in communication, there will be some hidden dangers in computer information data. Despite the development of science and technology, computer network technology is becoming more and more perfect, but in the security of computer information and data, we still have a lot of work to do. If we do these work well, a series of problems such as Trojan virus will be effectively improved[6].

5. SECURITY ENCRYPTION TECHNOLOGY OF COMPUTER INFORMATION DATA

5.1 Encryption technology of storage and transmission of computer information data
Storage encryption technology and transmission encryption technology are two important parts of information confidentiality technology. Next, I will introduce them one by one. First of all, the storage encryption technology is mainly used to prevent the storage security of information data in the computer. According to different implementation methods, it can be divided into two categories: ciphertext storage and storage control. Among them, ciphertext storage is achieved by means of encryption module, and access control is achieved by limiting the user's authority or identifying the user's legitimacy. No matter what kind of implementation method, the storage encryption technology has effectively played the purpose of protecting the computer information and data security, to a certain extent, preventing some information and data security risks. Secondly, transmission encryption technology. In order to ensure the security of information and data transmission process, the data to be transmitted is encrypted, that is, transmission encryption technology. Generally, transmission encryption technology is divided into two types: line encryption and end-to-end encryption. Line encryption is to encrypt the data in the line with different keys to ensure the security of computer information data. The end-to-end encryption refers to the encrypted processing by the user at the beginning of information sending and transmission,

which is transmitted by unrecognized information in the way of information packet. When the information arrives at the destination, the data can be decoded to get the information that can be read, and then be used for various purposes by the user[7].

5.2 Key management encryption technology and confirmation of computer information data
Encryption technology in computer information data security management, we know that key management encryption technology and confirm encryption technology is another different computer encryption technology, can be used to ensure the security of information data. In detail, first of all, for the key management encryption technology, the key is an important part of computer information security encryption. Generally speaking, key media include disk, magnetic card, etc., in which key management focuses on key generation, storage and destruction, etc. Through our key encryption work, we can ensure the integrity and correctness of the key operation link, so as to ensure the security and reliability of the above network information technology to a certain extent. Second, there is the confirmation encryption technology. Confirmatory encryption technology can ensure the security and integrity of data, prevent the loss of data and malicious copy by limiting the shared area of computer information data in the computer. One aspect of this technology is that the information sender can not deny the documents and information sent by his own hand, and can let the legitimate information receiver know the authenticity of the received information. Another point needs to be pointed out here. In the confirmation encryption technology, according to different purposes, the forms of information data confirmation system mainly include identity confirmation, digital signature, etc.

5.3 Information data integrity identification and abstract technology
As a common technology, integrity authentication mainly involves the identification of key, identity, information data, password, etc. in order to achieve the confidentiality of computer information data, the system will check the characteristic value and data of the input object according to the established program, so as to achieve the purpose and requirements of information data encryption. The key point of information digest technology can be processed by one-way hash encryption function, so as to achieve one-to-one information data transmission and transmission. When the information sender encrypts the digest, he / she can use his / her own private key process, while the receiver can determine and verify the accuracy and legitimacy of the data according to the key decryption technology, and through the summary of the original digest and transmission information Line comparison analysis and summary, whether the data information is changed can be clear, thus ensuring the security and integrity of computer information data[8].

6. CONCLUSION
With the wide application of computer, the more functions can be realized, the more important it is to take necessary security measures for computer data and information. In order to ensure the security of data and information and

promote the steady development of computer and its related technologies, we must adopt a variety of data encryption methods for various aspects and behaviors of computer information application. Under the current situation, we must ensure the security of computer information data. In order to achieve this goal, we must invest more financial and human resources to study the technology of information data encryption, and pay attention to the role of information encryption technology in computer security, so as to provide a safe and reliable information environment for a large number of network workers or users In this way, the security of computer information data can be guaranteed.

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Building Financial Service System and Its Application to Support Green Technology Innovation

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Abstract: The proposal of the five development concepts of green, open and sharing makes the academic circles, the government and other organizations pay more attention to the construction of the financial service system of green technology innovation, but there are still some problems in this aspect in China. This paper aims to analyze the financing problems faced by green technology investment and put forward relevant suggestions, so as to promote the construction of financial service system of green technology innovation.
Keywords: Green technology innovation; Green finance; Enterprise financing; Green technology standards

1.INTRODUCTION

At present, China is in the critical moment of transforming the economic growth period, and the economic growth has begun to change from the rapid development stage to the stable growth stage. Under this important background, it is very important to build the financial service system of green technology innovation. Although China has made unprecedented progress in the process of green industry development in recent years, there is still room for technological innovation However, there are some problems. The main problem is that there is too much investment capital needed in technological innovation. The capital source for most enterprises to carry out green technological innovation is government financial allocation. There are many difficulties for enterprises to carry out financing. These difficulties restrict the development of green technological innovation. In order to solve these problems, we need to build a financial service system of green technology innovation. This paper mainly puts forward some suggestions for the system.

2.FINANCING BOTTLENECK OF GREEN TECHNOLOGY INVESTMENT

Green technology mainly refers to the technology that can protect the environment and reduce energy consumption, such as wind energy, solar energy, tidal energy and other emerging technologies. Wind energy and solar energy are widely used at present, mainly used in power generation and daily lighting. The green technology innovation system is mainly through the government guidance, the mechanism of enterprise construction to carry out the construction work. Green technology innovation in enterprises requires enterprises to have scientific research departments to carry out relevant work. Although the government of China proposes relevant policies to encourage enterprises to carry out technological

innovation, the slow R & D speed makes the R & D cycle too long in actual work, and small enterprises do not have enough financial support to carry out relevant work. There are many factors that affect green technology innovation. This paper mainly studies the financing problems. The financing problems faced by enterprises are as follows:

2.1It is difficult to obtain sufficient financing from traditional channels such as banks

Through the bank financing, the amount of financing is less, the financing constraints are more, and the risk is also greater. When banks make loans, they will require enterprises to mortgage to ensure the safety of bank funds. Most green technology innovation enterprises are small and medium-sized enterprises. The investment scale of these small and medium-sized enterprises is small. If there is no way to provide mortgage when making bank loans, banks will not provide funds for enterprises. In addition, the term of bank loans is relatively short. Generally, the repayment term is less than 5 years, while the enterprise loan is short The R & D work of green technology in the industry is usually more than five years. The lack of collateral and the long-term loan lead to the inability of enterprises to finance through banks. There are also banks that support the development of green innovation technology and are willing to provide funds for small and medium-sized enterprises, but there are too many enterprises that need financing, while banks can provide less funds, which can not meet the capital needs of all enterprises.

2.2It is also difficult to obtain financing through private equity and venture capital

Green technology development enterprises can not finance through banks, so they can only finance through private equity and venture capital. However, due to the small scale of small and medium-sized enterprises, and the financing, investment, R & D and other work, they can not have a very mature operation mode like large enterprises. At the same time, they are also very different from the risk preference of domestic venture capital. Domestic private equity and venture capital mainly invest in the Internet, transportation, 5g, medicine and other aspects, but less in green technology.

2.3 Green projects face a variety of special industrial risks

Most of the green technologies have great risks. For example, solar panels will be unable to carry out power conversion work because of rainy days; wind power generation will also be unable to ensure the stability of power generation due to weather reasons. Consumers will

not adopt green technology for related work because they are worried about risks, which will reduce the market demand for green technology, thus restricting the development of green technology on the demand side.

3. SUGGESTIONS ON STRENGTHENING FINANCIAL SUPPORT FOR GREEN TECHNOLOGY INNOVATION

In order to solve the above problems, we need to build a financial service system of green technology innovation Encourage banking financial institutions to carry out investment and loan linkage business for green technology innovation

3.1Encourage banking financial institutions to carry out investment and loan linkage business for green technology innovation The capital of banks mainly comes from retail deposits, enterprise deposits and loan interest, which leads to the enterprises are not willing to bear greater risks. Generally speaking, banks are not willing to invest in the green technology industry with greater risks. However, banks hold most of the liquidity in China, and need to find a suitable way to invest in green technology industry. When banks lend to the green technology industry, they can take the way of investment and loan linkage. Investment and loan linkage is mainly carried out by banks and private equity or venture capital. Banks can assess the risk of green technology industry with the help of the professional ability of venture capital staff. If the risk is acceptable to banks, banks can provide corresponding funds for the innovation and development of green technology;

3.2 Support and foster private equity and venture capital institutions focusing on green technology

China does not carry out professional management of private equity and venture capital in green technology field, which brings considerable difficulties for green technology enterprises to carry out financing work. Nowadays, the number of funds in green industry is extremely small compared with other industries, and there are fewer funds for green technology penetration in a few green funds. With the continuous improvement of people's requirements for quality of life and stricter requirements on environment, the fund in the green industry will show a significant growth trend in the future. In this context, we need to build professional private equity and venture capital institutions. The government should support the construction of such institutions and put forward corresponding supporting policies.

3.3 Guarantee and other types of risk compensation for green technology innovation enterprises

At present, the financing guarantee system in China mainly relies on the governments at all levels to carry out relevant work, so the guarantee system mainly carries out public welfare activities to solve the financing difficulties of small and medium-sized enterprises. But there is no guarantee for green technology industry. In order to solve the financing difficulties of green technology industry and establish financial service system, China should issue relevant policies to guarantee the projects of green industry[1].

3.4 Encourage insurance companies to develop insurance products that support green technology innovation and green products

The main reason why most green technology projects are difficult to commercialize is because of the high risk. In order to support the innovation of green technology, insurance companies should develop relevant insurance products to resolve risks. In addition to the development of insurance products, insurance companies should also cooperate with risk assessment agencies to study the risks of green innovation technology industry, control relevant risks as far as possible, and provide relevant guarantee for the financing of green technology industry [2].

4. CONCLUSION

To sum up, the government needs to introduce corresponding policies to promote the financing activities of green technology innovation industry. The traditional banks should improve the lending mode to meet the requirements of green development. Insurance companies also need to develop insurance programs to provide protection for green technology industry. Venture capital and private equity should also make corresponding adjustments to ensure the sustainable development of small and medium-sized enterprises Financing work smoothly, and then contribute to the construction of financial service system.

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Discussion on Safety Production Management of Metallurgical Enterprises in China

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Abstract: Metallurgical enterprises are specialized in ferrous metal smelting and calendaring processing industry and other production activities and belong to one of the types of high-level industry enterprises. Therefore, safety production management has always been a key part of daily management of metallurgical enterprises. In recent years, with the continuous attention paid by the state to the work safety of metallurgical enterprises and the promulgation and implementation of relevant rules and regulations such as "Regulations on work safety of metallurgical enterprises and non-ferrous metal enterprises", the work safety accidents of metallurgical enterprises in China are decreasing year by year, and the overall situation of work safety is stable and tends to improve. However, it is undeniable that due to the influence and limitation of various factors, the work safety of metallurgical enterprises is increasing the production situation is still not optimistic, the total number of accidents is still very large, the illegal production phenomenon is relatively serious, some enterprises pay more attention to production than safety, the management of safety production is weak, and the main responsibility of safety production is not implemented in place.
Key words: Metallurgical enterprises; Safety production management; Problems; Discussion

1. INTRODUCTION

Metallurgical enterprises often produce large scale, and involve high temperature, high pressure, toxic, harmful, flammable and explosive safety factors, so the safety of production has always been widely concerned by government departments and all walks of life [1]. In recent years, the state, local and industrial enterprises have continued to deepen the safety regulation in the metallurgical field, and strive to prevent and resolve major safety risks. The overall safety management of metallurgical enterprises has continued to be good. However, many metallurgical enterprises still have many loopholes in the process of safety production management. Therefore, how to further strengthen the safety production management is still the future government departments and metallurgical industry enterprises One of the important issues that must be continuously concerned.

2. ANALYSIS OF PROBLEMS IN SAFETY PRODUCTION MANAGEMENT OF METALLURGICAL ENTERPRISES IN CHINA

In recent years, with the government departments and metallurgical industry enterprises seriously implementing the national requirements on safe production, continuously deepening the safety rectification work, and increasing the prevention and control and management of safe air duct in metallurgical enterprises, the work of safe production management in metallurgical industry has made positive progress, the total amount of various accidents continues to decline, and the overall situation of safe production is relatively stable, but at the same time, we are soberly aware of the situation We can see that the situation of safety production in metallurgical industry is still grim and complex. For example, in August 2019, a large amount of gas leakage occurred in Nangong Shuanglong metal products Co., Ltd. of Longhai group in Xingtai City, Hebei Province, causing six deaths and one injury, which reveals that the fundamental, source and bottleneck problems of safety production have not been fundamentally solved, and the safety development concept of some enterprises is not enough These are the practical problems that need to be solved by the metallurgical industry and the majority of enterprises.

3. COUNTERMEASURES AND SUGGESTIONS ON STRENGTHENING SAFETY PRODUCTION MANAGEMENT OF METALLURGICAL ENTERPRISES

In the face of the weak links and problems existing in the safety life management process of metallurgical enterprises, government departments and industrial enterprises should actively start from themselves, take effective measures to draw inferences from one instance, strengthen improvement measures, and continuously improve the safety management awareness and ability of enterprises.

3.1 Continuously strengthen the bottom line awareness and red line thinking of safety production management

Metallurgical enterprises have large production scale and many potential safety hazards. Once safety incidents occur, the consequences are often more serious. Therefore, enterprises should continue to take safety production as the basic task of enterprise management, continuously strengthen bottom line awareness and red line thinking in enterprise content, pay close attention to typical positive and negative cases of safety production management in metallurgical enterprises, and strengthen internal education, publicity and guidance, especially in the management of metallurgical enterprises It is necessary to firmly establish the concept of safety development among the production departments and staff at the front line, guide them to always tighten the nerve of safety production, never be careless and lax, avoid blindly optimistic and lax thinking, and effectively prevent and curb the occurrence of gas poisoning and other major events in metallurgical enterprises. At the same time, constantly improve the corresponding rules and regulations, mechanism and system, strengthen the safety education and training of employees, ensure that employees are familiar with the relevant safety production

rules and regulations and safety operation procedures, and master the safety operation skills and preventive measures of their posts, which are the premise and foundation for strengthening the safety production management of metallurgical enterprises.

3.2 Continuously implement the main responsibility of enterprise safety production

Government departments, especially emergency management departments, should continue to strengthen supervision and guide metallurgical enterprises to put safety production management, especially safety management of gas operation, in a more prominent position [2]. We should conscientiously implement the relevant policy requirements such as "Regulations on safety production of metallurgical enterprises and non-ferrous metal enterprises" and conscientiously implement the responsibilities: we should urge the enterprises to strengthen the daily inspection, focus on "anti three violations", strengthen the daily inspection of front-line production workshops and other departments, and increase the inspection of important equipment, key facilities and main production processes that have a greater impact on safety production In order to ensure the blast furnace tuyere platform, furnace body, furnace top and other key areas in a controlled safety state at all times, the configuration and operation of gas holder, pipeline monitoring and other protective facilities should strictly comply with the requirements of relevant safety regulations. It is necessary to guide enterprises to further improve the emergency rescue plan, strengthen emergency drills in daily work, formulate feasible emergency rescue plan in time according to the production and operation situation of enterprises, and organize drills regularly to prevent the expansion of accident casualties caused by improper rescue; at the same time, it is necessary to further increase the investment and update of safety protection hardware equipment, and provide sufficient protective equipment, Improve the ability to deal with the accident. At the same time, the local emergency management departments should regularly organize special inspections, take the opportunity of carrying out various safety production inspections, urge metallurgical enterprises to establish and improve the major hidden danger investigation and management and major hazard safety monitoring system, so as to avoid leaving blind spots, dead ends and formality, and seriously deal with the accidents caused by failing to fulfill the responsibility of safety production according to law and taking hidden danger management measures in time The enterprises and personnel involved in the accident should not only strictly investigate the responsibility, but also draw inferences from one instance, draw lessons from others, prevent similar accidents from happening again,

and use the lessons from accidents to promote the work of safety production.

3.3 Continuously build a stronger safety technology guarantee system

Technical factors play an important role in the process of safety production management in metallurgical enterprises[3]. In the process of safety production management of metallurgical enterprises, enterprises should effectively allocate safety technical personnel according to the regulations, implement the responsibility of the enterprise leader in charge of safety production technology management, and consolidate the technical and human foundation of the safety production management of the enterprise. The government departments shall enforce advanced and applicable technical equipment in metallurgical enterprises under their jurisdiction. For enterprises that do not update the equipment within the time limit, their production license shall be temporarily withheld according to law. Through actively promoting the information construction of enterprise safety production, efforts shall be made to improve the awareness and ability of enterprise safety production management.

4. CONCLUSION

In short, in the process of production and operation, metallurgical enterprises should always take safety production management as an extremely important basic work to grasp, grasp and achieve results, always adhere to the policy of "safety first, prevention first, comprehensive management", comprehensively strengthen enterprise safety production management, improve relevant rules and regulations of safety production, and improve the safety standards of front-line operation Emergency management departments should also strengthen the supervision and level of enterprise safety production, strengthen the implementation and accountability of the main responsibility of enterprise safety production, force metallurgical enterprises to continuously strengthen safety management, and promote the fundamental improvement of the safety situation of China's metallurgical industry.

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Research on the Strategies of Traditional Chinese Medicine Culture Communication

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Abstract: The proposal of the "Belt and Road" development strategy has brought unprecedented opportunities and challenges to the international spread of Chinese medicine culture. Culture is an important part of Chinese culture and a gem of Chinese culture. However, due to differences in culture and language, the dissemination of Chinese medicine culture has been hindered to a certain extent. Therefore, our country should continue to promote the dissemination of Chinese medicine culture on the international stage and expand the influence and influence of Chinese medicine in the world. This research studies the current situation and existing problems of the external communication of Chinese medicine culture and proposes effective communication strategies and approaches.

Key Words: The Belt and Road; Chinese Medicine Culture; External Communication

1. INTRODUCTION

General secretary Xi Jinping proposed to build the "Silk Road Economic Belt" and "the maritime Silk Road in twenty-first Century" during the visit to Central Asia and ASEAN in 2013. This strategy connects the Asia Pacific Economic Circle and the European economic circle, creates a good opportunity for the promotion of China's cultural soft power, and puts forward the requirements of culture first in many aspects. The exchange and mutual learning between different civilizations is the main channel for the development and prosperity of world culture, and also the era label of the increasing diversity and mutual tolerance of world civilizations[1-5].

The extensive and profound culture of traditional Chinese medicine not only embodies the unique health concept and disease treatment experience of the Chinese nation, but also contains the philosophical wisdom inherited from generation to generation.

It is a gem of China's ancient science and a key to opening up the Treasury of Chinese civilization. In depth study and scientific summary of traditional Chinese medicine is of positive significance to enrich the world medical cause and promote life science research. From this aspect, it is not difficult to see that the international communication of traditional Chinese medicine culture is about to usher in a new situation. Therefore, combined with the plight of international communication of traditional Chinese medicine culture, exploring ways to promote the communication, and studying how to greatly promote traditional Chinese culture and improve national soft power through international communication are important issues we will face.

2. COMMUNICATION PROBLEMS

At present, there are few researches on the concept of "Traditional Chinese Medicine Culture Communication". A more authoritative definition: use text, pictures, audio, video and other symbolic forms to arrange content such as TCM knowledge, ways of thinking, codes of conduct, and values, and realize the process of transmission and communication across time and space through media terminals.

Due to the different political, cultural, economic and religious reasons between the East and the west, the theoretical system and scientific connotation of traditional Chinese medicine have not been widely understood and accepted by the international community.

2.1 Single foreign language in colleges of Chinese medicine

At present, there is a growing demand for English translation talents for Chinese medicine majors in the society. However, English Teaching in Chinese medicine colleges is very weak. The cultivation of talents depends on education, and the teaching of TCM English in China is still in the initial stage. The curriculum is not complete, the quality of teaching and research is low, there is a lack of teachers in TCM English, and students are not aware of the importance of TCM English. All these needs to actively promote the teaching reform in Chinese medicine colleges and universities, strengthen the education force, so that students and teachers can pay attention to Chinese medicine English, and work together to reform the status quo.

2.2 Asymmetry of information exchange

Chinese medicine culture in China has a long history, similar to the complexity and diversity of Chinese medicine culture, its language also has the characteristics of fuzziness, ambiguity and generality.TCM culture embodies the essence of China's excellent traditional culture, which embodies the value concept and thinking mode of China's traditional culture. The connotation of traditional Chinese medicine culture is rich, including medicine culture, philosophy culture, health culture, ethics culture and nutrition therapy culture. Some important concepts of traditional Chinese medicine, such as five elements, Qi and blood, yin and Yang, can not be found in western medicine. The treatment of traditional Chinese medicine is also descriptive, and there is no corresponding chemical equation for the drug configuration of traditional Chinese medicine; The important theories and knowledge of traditional Chinese medicine are expressed through the character structure of ancient Chinese. The language and character differences between ancient Chinese and other countries and regions in the world are great, which also increases the difficulty of TCM translation. Due to the great differences in the way of thinking and values between Chinese and Western

cultures, the interest and recognition of Chinese medicine culture in the exporting countries may be greatly reduced.

3. STRATEGIES OF EXTERNAL TRANSMISSION

How to broaden the effective path of international communication of traditional Chinese medicine culture and deepen the understanding of traditional Chinese medicine in the international field is of great significance to the future development of traditional Chinese medicine and human life and health. The "going out" of traditional Chinese medicine is a multi-dimensional process of internationalization, which needs careful top-level design and long-term planning. The first problem is to make clear the attitude of traditional Chinese medicine to the world, and to deal with the historical opportunities and challenges from the content level, channel level and method level.

3.1 Respect for multicultural differences

In recent years, the audience of international dissemination of Chinese medicine culture covers the world, involving different countries, nationalities and races. Due to the great cultural differences between the East and the west, the audience has different ways of thinking, language habits, values and so on. Therefore, one belt, one road initiative, China should build a communication system for foreign cultures based on the differences in national conditions and cultural backgrounds, and innovate the communication mode and communication strategy according to local conditions, so as to make Chinese medicine culture better move towards the world. The international communication of traditional Chinese medicine culture should also change the traditional communication mode of "taking me as the center", accurately position the audience as the center, and adopt the communication strategies of "differentiation" and "localization". It can be seen that in the process of international dissemination of traditional Chinese medicine culture, we should make clear the "cultural space" form of traditional Chinese medicine in different overseas countries and the adaptation state of object culture to subject culture, so as to realize the positive communication and organic blending of subject and object culture on the premise of maintaining the cultural characteristics of traditional Chinese medicine.

3.2 Construct the standard corpus of traditional Chinese Medicine

Traditional Chinese medicine is the carrier of Chinese traditional medicine theory and culture. It plays an important role in cultural exchange and dissemination of Chinese culture at home and abroad. With the development of psychosomatic medicine, the research on natural health care and natural medicine has been strengthened in the international community, and the cultural body of traditional Chinese medicine is in a broader development platform. Therefore, it is necessary to build a corpus of Chinese medicine English translation and standardize the translation of Chinese medicine terms, so as to lay the language foundation for Chinese medicine culture to go abroad. At present, the English translation of TCM terms has not been fully standardized, and some categories of TCM terms are still lack of descriptive research based on a large number of real corpus, such as

TCM health care terms. Therefore, through the construction of the first "corpus of English translation of TCM terms", this study collects, processes and makes a preliminary statistical analysis of the data, aiming to fill the gaps, provide a reference corpus for the standardization of English translation of TCM terms, and promote the process of standardization of English translation of TCM terms.

In order to build a standard Chinese medicine corpus, we must adhere to step by step, and continue to promote the terminology of traditional Chinese medicine. The unification of standards is conducive to the global dissemination and sharing of TCM information and culture. Throughout the history of Western learning spreading to the East, we can find that the Chinese translation of Western medical terms has gone through a long process from confusion to unification. The unification of standards can not be completed overnight, and the process of its perfection is a long process.

4. CONCLUSION

Traditional Chinese medicine culture is the foundation and soul of traditional Chinese medicine, the shining card of Chinese culture, and the internal driving force for the sustainable development of traditional Chinese medicine. One belt, one road one belt, one road strategy, is being applied to China. We must firmly grasp the great strategic opportunities brought by the national macro policy to the Chinese medicine industry, and strive to carry out the related research on the exchange of Chinese medicine culture and the "one way and one way" strategy. It has important practical significance to promote and create a new development of the rapid development of Chinese medicine culture in the external exchange and dissemination. Righteousness. As president Xi Jinping pointed out, "we should inherit, develop and make good use of the valuable wealth left by our ancestors. And make great contributions to the great journey of building and sharing a healthy China. " At the same time, the foreign exchange and dissemination of Chinese medicine culture is a comprehensive project, which needs to be jointly promoted by various forces.

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The Construction of Translation Teaching Mode in Local Colleges from the Perspective of New Liberal Arts

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Abstract: Under the background of the construction of new liberal arts, the practical significance of English translation is highlighted, and more translation talents should be cultivated through the innovation of translation teaching mode. In this regard, based on the current situation of translation curriculum construction, this paper explores the problems of teaching objectives, curriculum content, teaching informatization and teaching evaluation, and analyzes the influencing factors of teaching quality from the perspective of teachers, students and teaching materials. Finally, from the perspective of new liberal arts construction, this paper puts forward teaching innovation measures, and strives to improve the quality of translation teaching by clarifying teaching objectives, enriching curriculum content, innovating teaching mode and improving evaluation system, so as to fully meet the requirements of new liberal arts construction and cultivate a large number of Interdisciplinary translation talents.

Key words: New liberal arts construction; Foreign language major; Translation course; Teaching mode

1. INTRODUCTION

Under the background of new liberal arts construction, in order to speed up the construction of "double first class", the state attaches great importance to the cultivation of translation talents for foreign language majors, which brings new opportunities and challenges to the construction and development of foreign language majors. In the foreign language system of local colleges and universities in China, translation course is the main basic course, which focuses on cultivating students' language ability and comprehensive quality, and occupies an important position in teaching. In this regard, we should base on the current situation of translation course construction, explore the problems of teaching objectives, course content, teaching informatization, teaching evaluation and so on, and put forward teaching innovation measures from the perspective of new liberal arts construction, so as to significantly improve the effect of translation teaching and cultivate more practical talents.

2. THE PRACTICAL SIGNIFICANCE OF ENGLISH TRANSLATION UNDER THE NEW LIBERAL ARTS CONSTRUCTION

After entering the new era, the state attaches great importance to the reform and innovation of education. The general secretary stressed that colleges and universities should not only build "new engineering", but also pay attention to "new liberal arts". Through the construction and promotion of new liberal arts, new forces will be injected into the development of other disciplines, so as to realize the marginalization of liberal arts and usher in a new "spring" of development. In this context, the practical significance of translation major can be strengthened. On the one hand, it is to provide services for the national strategy and contribute to the great rejuvenation of the discipline; on the other hand, it is also necessary to do a good job in discipline construction, carry forward traditional culture, lead Chinese culture to go out, realize the interdisciplinary development and complete the new tasks entrusted by the new era.

2.1 Serving the national strategy

The status and nature of translation discipline have only been confirmed in modern times, but in ancient times, as a human activity, it has always served for national construction and strategic realization. According to records, during the Zhou Dynasty, there were translators in charge of the four languages, serving the country's politics and diplomacy. After the silk road was opened in the Han Dynasty, Indian civilization was introduced into China through Buddhist scripture translation, which provided important nutrition for Chinese culture and made the period more dazzling. In the Ming and Qing Dynasties, the purpose of learning the "long skills" of western countries through translation was to save the country through translation. After the founding of the people's Republic of China, translation has always provided services for the national economic and cultural construction and made great contributions to the follow-up reform and opening up. At present, China regards itself as a big country in the world and has more say power. It needs a large number of talents in diplomatic translation, business translation and so on. The primary task of English translation is to serve the national strategy and contribute more to the prosperity of the country.

2.2 Help to carry forward traditional culture

In 1972, translatology was officially named in the International Conference on applied linguistics, and made a detailed conception of the subject's objectives, scope and basic framework, which became the symbol of the establishment of the subject, but it did not resonate at that time. Until the 1980s, the translator's cognition of discipline construction has been constantly improving, and there has been a discussion on Translatology in the academic circles. The detailed description of the discipline framework, connotation and branch establishment has laid a solid theoretical foundation for the establishment of

translatology. At present, one belt, one road, is being built up for decades. The discipline system is becoming mature and perfect, and the number of translation talents is growing. More and more translation talents have been invested in the construction of "one belt and one road". They not only translate a series of literary works of contemporary writers, but also translate many traditional classics, which helps to carry forward the traditional culture and is widely concerned by the international community. It can be seen that the establishment of translation discipline is of great significance to serve the country and the place.

3. THE CURRENT SITUATION OF TRANSLATION TEACHING FOR FOREIGN LANGUAGE MAJORS IN COLLEGES AND UNIVERSITIES

This paper takes the foreign language majors in local colleges and universities of H city as the survey objects, and issues a questionnaire on the current situation of translation teaching, including teaching objectives, course content, teaching informatization and teaching evaluation, etc. a total of 200 questionnaires are issued and 200 questionnaires are collected. According to the survey results, 62.5% of the students are dissatisfied with the current situation of translation teaching; 73.3% of the students say that it is difficult to arouse their interest in learning because of the aging teaching methods and the lack of application of information technology; 65.2% of the students are dissatisfied with the teaching materials. It can be seen that the current situation of translation teaching is not optimistic, so we need to explore the influencing factors and take effective reform measures.

3.1 Teaching status

3.1.1 Vague teaching objectives.

The investigation shows that the target of translation teaching in this university is vague, too much attention is paid to cognition and skills, and the method and emotional target are ignored. Some students say they don't know why they want to learn? Teachers' understanding of teaching objectives is also biased. They mainly regard translation as a means of language teaching rather than an end. In teaching, they pay too much attention to cognition and skills, pay less attention to emotion and methods, and even confuse teaching translation and translation teaching, which greatly restricts the improvement of teaching efficiency of translation theory and skills. In the actual teaching, teachers are still the main body, using the traditional teaching mode. Ignoring the actual needs of students, for a long time, students gradually lose interest in translation.

3.1.2 Single course content

Textbooks are the main basis for the development of teaching activities. At present, there is a lack of specialized English Chinese translation textbooks for liberal arts majors. In the cultivation of students' translation ability, the emphasis should be put on the intensive reading course, but the quantity and quality of skill training in the arrangement of relevant textbooks are insufficient. Taking "New College English" as an example, each unit is only equipped with five Chinese to English

sentences, and the sentences mainly train the words and sentence patterns in the text, which can only be used to test the students' understanding of language knowledge. But in fact, translation requires students not only to have basic language skills, but also to carry out a lot of translation practice after theoretical study, so as to achieve the purpose of learning . In terms of classroom content, the structure of translation course is not reasonable. Due to the lack of attention of colleges and universities to this kind of course, less class arrangement, and more translation knowledge, teachers' arrangement of teaching content is too compact, which inhibits the improvement of students' learning autonomy. In addition, the role of teachers in teaching is not fully played, and information technology is integrated into the curriculum content, which leads to more rigid content and lack of flexibility, and it is difficult to stimulate students' interest, which affects the effectiveness of translation teaching [2].

3.1.3 Low level of teaching informatization

At present, information technology has gradually penetrated into the teaching of colleges and universities, which has broken the traditional teaching mode and created new models such as micro class and distance education. However, it puts forward higher requirements for the network infrastructure of the University. Due to the limitations of technology and funds, the university can not give full play to the advantages of information technology, and the level of teaching informatization is low. Some teachers only use multimedia courseware to teach because of the lack of information technology cognition, which inhibits the role of information technology in translation classroom. At the same time, colleges and universities have not given full play to their functions, and they are not in place in terms of training course construction and teachers' information literacy enhancement, which leads to teachers' low cognitive level of information technology, affects the smooth development of translation courses, and makes it difficult for students to master translation skills and essence with the help of information technology, which is not conducive to the improvement of learning effect.

3.1.4 Imperfect teaching evaluation

Teaching evaluation can be divided into two forms: formative and summative. The former is carried out during the teaching period to collect information on the advantages and disadvantages of each link of teaching, so as to provide the basis for the revision and improvement of the teaching plan; the latter is carried out after the teaching, with the goal of collecting information and making the overall planning of the teaching plan. At present, the teaching evaluation of the university often pays too much attention to the summation and ignores the formation, which leads to the single and one-sided evaluation method and affects the objectivity of the final result. There is also a single problem in the evaluation subject. Teachers are the main body to evaluate students unilaterally, while students' evaluation of teachers is ignored. This is not conducive to the improvement of classroom teaching and hinders the mutual promotion between teachers and students [3].

3.2 Influencing factors

Under the background of education reform, the teaching of English translation in our school has made some achievements. However, there are still some deficiencies in teaching objectives, contents and methods, and the overall quality of teachers needs to be improved. In view of the above problems, combined with the results of the questionnaire survey, this paper explores the influence of the above factors on the teaching quality from the aspects of teachers, students and teaching materials, as follows.

3.2.1 Teacher factors

According to the survey, many teachers think that English translation does not need special explanation, as long as they learn to listen, read and write, they will naturally translate. In terms of professional quality, a survey on the teaching staff of the University shows that only 20% of the teachers are professional foreign language teachers. Among these 20% of the teachers, 25% are older and 65% have bachelor's degree or below. It can be seen that the number of English teachers with high educational background and professional age is small, and the reserve force of senior translators is insufficient, which is facing the danger of fault. In terms of teaching methods, most teachers adopt the traditional apprenticeship teaching method, requiring students to complete translation exercises by themselves after class. In the next class, teachers will check the answers sentence by sentence, without explaining the theoretical basis and methods in depth, so that students "know what it is" but do not know "why it is", so it is difficult to take the initiative in the follow-up translation practice. This kind of Teacher centered approach is bound to fail to meet the requirements of the new liberal arts construction, stifling students' autonomy and creativity in translation and seriously hindering the improvement of teaching efficiency [4].

3.2.2 Student factors

According to the survey, 32% of the 300 foreign language majors in the school think it is unnecessary to study English specifically. As long as English learning is good, they are naturally competent for translation posts; 37% of them think that only after graduation, they will find and accumulate in their work. However, they learn to translate. Therefore, it is unnecessary to open a separate course to learn. Therefore, the idea of "translation does not need to be taught" is deeply rooted and has a great influence on translation teaching. According to the daily examination and the passing rate of level 4 and 6, most students' translation level needs to be improved. Many students have many shortcomings in translation practice. Facing the problems arranged by teachers, they can directly copy the answers and fail to elaborate and speculate, and rely on the teacher's explanation too much. Some students realize the importance of English translation learning, but they have not found a suitable way to do it Effective methods, sometimes find a bunch of materials to learn, but the effect is still not significant, gradually lose interest in translation, resulting in a fear of psychology, which is not conducive to the improvement of translation ability.

3.2.3 Teaching material factors. The choice of teaching

materials depends on the guiding ideology of teaching. For a long time, English translation has been paid little attention to in foreign language majors. There are always no special English-Chinese translation classes in the compilation and selection of textbooks. Most of the translation skills are left to the students to complete themselves after class, but seldom in the classroom for special explanation and a large number of training. Translation practice is mainly used as a means to consolidate the knowledge of textbooks, and is used to test the understanding of students' language knowledge. The practice content is not connected with the work of the students. There are still some problems in the translation of English and Chinese, such as narrow sentence coverage, which makes the function of translation practice weakened.

4. REFORM MEASURES OF TRANSLATION COURSE FOR FOREIGN LANGUAGE MAJORS IN LOCAL COLLEGES

4.1 Clear teaching objectives to meet the requirements of new liberal arts construction

Under the background of the new liberal arts construction, English translation teaching should be properly and accurately positioned to find its own position in the English teaching system, which will help to improve the teaching efficiency and promote the reform and development of translation teaching. Translation is one of the key subjects of English major. In order to meet the requirements of the new liberal arts construction, teachers should actively innovate teaching ideas, change the previous teaching mode, give full play to the auxiliary role of information technology in teaching, and promote students' translation level with a new teaching mode. In the actual teaching, teachers should create the corresponding multimedia learning environment according to the teaching content, enhance the students' sense of substitution, make them understand the translation knowledge more deeply, and combine with the learning situation and progress, formulate the corresponding teaching plan, guide them to better adapt to the teaching methods, so as to improve the translation level. Teaching objectives can point out the direction for teaching activities. In translation teaching, teachers should accurately and comprehensively grasp the students' learning situation, combine the students' foundation, learning ability and interests to formulate teaching objectives, and maximize the students' translation level. Because students' English foundation is uneven, teachers can divide the general goal into several sub goals to make the goal adapt to the actual situation of students, so as to improve students' professional ability. In order to improve the teaching effect, colleges and universities can take the following measures: to measure the current level of translation talents by English teachers, and then choose different levels of translation refining courses according to the level of students. If conditions permit, to create a multimedia classroom, teachers are required to make full use of network resources, information technology, etc., to assist translation teaching with the most advanced technology, strengthen students' understanding of foreign

language translation, and improve their practical ability [5]. In order to cultivate more translation talents, we should start from the level of curriculum system creation, integrate advanced education ideas and information technology, and put them into the curriculum system.

4.2 Enrich the course contents and innovate the translation textbooks

On the one hand, improve the content of translation course. In the teaching reform, teachers should give full play to their guiding role and flexibly use the teaching resources in information technology to enrich the content of translation course. At the same time, colleges and universities should also increase the class hour arrangement of translation course, so that teachers can reasonably set up the content, avoid compact arrangement, highlight the key knowledge of each chapter, guide students to actively participate in teaching activities, and deepen the impression of translation knowledge in the interaction between teachers and students. With the help of information technology, teachers can combine theory with practice in the mode of practical translation teaching, so as to enhance their comprehensive ability. On the other hand, we should innovate translation textbooks. In translation teaching, how to apply the textbook efficiently and reasonably becomes the key. In order to improve the lack of teaching materials, we can give priority to the latest copyright teaching materials certified by the state, and then provide some auxiliary teaching materials for teachers to facilitate the flexible use of teaching materials. In practical teaching, the introduction of English Chinese translation outline and new English Chinese translation course can effectively stimulate students' interest and achieve more ideal results. In order to meet the requirements of new liberal arts construction and teaching reform, textbook compilation should keep pace with the times, meet the interdisciplinary needs, and integrate information technology. Textbook selection should meet the following requirements.

4.2.1 The content conforms to the major. We should properly handle the relationship between professional knowledge, practice and related disciplines, such as translating practical articles according to practical needs and discipline characteristics. Because the learning theme can be connected with current affairs, it helps students apply their skills to real life, so as to apply what they have learned.

4.2.2 Mainly practical translation. The content of the textbook should be practical, more comprehensive in terms of skills and exercises, so as to lay a good foundation for translation, and ensure that the practicability is in line with the needs of future jobs.

4.2.3 Provide a lot of practice. As a practical activity, translation needs repeated practice. A lot of teaching experience shows that only by using the pen, can we master skills in a large number of style translation and improve the level of translation. Therefore, sufficient translation practice is required in the teaching materials, so as to improve students' application ability.

4.3 Innovate teaching mode and improve practical ability

4.3.1 Build a translation e-learning platform. In the Internet age, college students have a strong interest in information technology. By creating a translation network platform, teachers can firmly grasp the interests of students, give full play to the auxiliary role of information technology in teaching, rely on online classroom to fill the loopholes in traditional classroom teaching, and strengthen the understanding and memory of knowledge points. The e-learning platform includes the following contents: first, the foreign language translation resource module, mainly including English translation, learning materials and academic materials, which students can query in real time by inputting keywords; second, the English audio-visual resource module, which has audio-visual materials before and after class, which students can watch offline at any time after downloading; third, the translation assistant function, which contains English words Language query, professional corpus and other resources, including IELTS, TOEFL, CET-4, CET-6 and other examination related materials; fifth, network communication module, through which teachers and students can interact, support homework upload, status monitoring, forum, chat room and other functions. In addition, teachers can use the Internet to communicate with students. According to students' habits of online communication and learning, teachers can communicate with them through wechat. Before the translation course starts, students are encouraged to complete the preview task online, and they can discuss what they don't understand in the chat room; teachers can also publish some simple paragraph translation tasks online, asking students to translate in real time. This has a two-way effect. It can not only innovate the classroom teaching mode, improve students' reaction ability and meet the innovation requirements in the curriculum reform, but also create another classroom on the Internet. With the help of the Internet, teachers and students can communicate and learn with each other, which helps to reduce the difficulty of English translation and make students learn knowledge imperceptibly in easy communication [6].

4.3.2 Situation creation method. At present, teachers can introduce situation creation and role play into the new liberal arts construction. For example, students in the class can be divided into several groups to deepen the understanding of translation knowledge and strengthen oral communication ability in the group discussion; corresponding situations can be set according to the teaching content to guide students to make accurate judgment according to the situation and complete the translation of characters to strengthen students' random translation ability; role playing method can also be introduced, for example, in learning "the American" Teachers can encourage students to play the role they like, which can not only improve their communicative ability, but also enable students to have a deeper understanding of American family culture.

4.3.3 Strengthen translation skills. Only by mastering a large number of vocabulary can students translate better and more accurately. Some students are puzzled by a certain word when doing translation problems, which shows that vocabulary learning needs to be improved,

especially to master the vocabulary related to Chinese customs, festivals and historical events, in order to be more handy in translation. For example, in the translation of "the ends of the earth" in Hainan, the correct translation should be "end of the cart", while many students translate "the end of the world" into "the end of the world", which means that the words are not accurate enough. Therefore, students should read more English translation, accumulate knowledge from others' translation and strengthen translation skills. For example, Xu Xiake visited 16 provinces in his life, almost all over China Students translate it as "Xu have visited and explored 16 provisions, leaving his footprints all the country", and the reference answer is "during his life time. Xu visited and explored 16 provisions, leaving his footprints in nearly every corner of the country". In daily learning, you can also download the English version of China Daily, browse the news in your spare time, learn the daily vocabulary and sentences, master the expression methods and principles of long and difficult sentences, so as to improve your translation practice ability [7].

4.4 Improve the evaluation system and conduct comprehensive and objective evaluation

The evaluation system can comprehensively evaluate students' translation ability, learning ability and development potential. For students, they should evaluate their ability in combination with their own actual situation, so that they can better understand themselves, develop good learning habits, and adhere to the principle of objective and fair evaluation. Colleges and universities should establish information technology evaluation system with the help of network platform

4.4.1 Inspection. The platform forensics points are connected with the learning platform to evaluate the students' online time, exercise completion, video viewing time and effective speech in the forum, and a specific proportion is included in the final score to make a fair judgment on their online learning ability. In classroom teaching, teachers should also record students' attendance rate and homework completion, and include them into the total score in a specific proportion. Colleges and universities carry out online translation ability evaluation for students, extract effective test papers from the translation question bank, and combine the test results with a number of evaluation results to obtain the comprehensive strength of students at the translation level.

4.4.2 Evaluation. The evaluation system is open and supports two-way mutual evaluation between teachers and students. It can not only evaluate students' translation ability, but also evaluate teachers' lesson preparation and teaching method selection. It pays more attention to formative evaluation, which can help teachers understand the teaching deviation, improve the teaching scheme, and make the whole evaluation system more perfect. Relying on comprehensive and objective evaluation, it can help teachers improve their teaching quality We should strive to achieve the goal of education reform.

4.4.3 Reflection and improvement. By means of mutual evaluation and regular inspection between teachers and students, the first-hand materials of translation teaching are collected and summarized to improve translation teaching. The improvement includes teaching mode, method, content and evaluation method, which makes translation teaching more objective and feasible, helps to cultivate and enhance students' translation ability and comprehensive potential, and also helps to optimize and perfect the whole teaching system.

5. CONCLUSION

To sum up, in the College English teaching system, the status of translation teaching can not be ignored, which can help students better integrate into the society and be competent for translation posts. From the perspective of new liberal arts construction, it brings new development opportunities for translation teaching in local colleges. English teachers should take advantage of the "east wind" of reform to actively innovate ideas, and solve the problems of teaching objectives, course content, teaching informatization and teaching evaluation by clarifying teaching objectives, enriching course content, innovating teaching mode and improving evaluation system, so as to improve the quality of translation course The construction status has been improved, the teaching quality has been significantly improved, guiding students to master more translation skills, improve their comprehensive application ability of English, and become compound translation talents, making great contributions to the promotion of national diplomacy and culture.

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On the Role of Universities in The Balanced Allocation of Teachers in Urban and Rural Compulsory Education

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Abstract: The balanced allocation of teachers is the key to the balanced development of compulsory education. In the development of China's compulsory education, there is a general problem of uneven distribution of teachers among regions. As a talent training base, colleges and universities can effectively make up for the shortage in the quantity and quality of teachers in some areas and schools by cultivating reserve teachers, training on-the-job teachers, and strengthening the education of ideals and beliefs, so as to enhance the stability of teachers in rural areas and serve the balanced development of compulsory education.
Keywords: Colleges and universities; Resource allocation; Compulsory education; Balanced development

1. INTRODUCTION

With the acceleration of the overall process of China's economic and social development, the balanced development of compulsory education among regions and schools has gradually become the focus of the community. As the "soft power" of education development, the quality of teachers has undoubtedly become the core element of the balanced development of compulsory education. As the reserve base and education base of social development talents, colleges and universities should play a role in the process of promoting the balanced development of compulsory education, and how to play a role has aroused extensive heated discussion in the teaching circle of colleges and universities.

2. THE MAIN MANIFESTATION OF THE UNBALANCED ALLOCATION OF TEACHERS IN COMPULSORY EDUCATION

2.1 Unbalanced number of Teachers

The shortage of teachers directly affects the quality of teaching. According to "China rural education development report 2019", after the early construction and development, the overall situation of rural primary and secondary school teachers has improved, but the number is still obviously insufficient. The specific performance is that the teacher-student ratio is not only lower than the national standard, but also significantly lower than that of urban primary and secondary schools, especially the rural junior middle school teacher-student ratio is still declining. The phenomenon of rural teachers "holding several posts" and "large class size" still exists. The heavy pressure of lesson preparation and many teaching objects make the on-the-job teachers unable to effectively carry out "point-to-point" teaching in the teaching process, which will

undoubtedly affect the teaching quality. Therefore, according to the number of students and the needs of teaching work, to make up for the shortage of teachers and establish a reasonable proportion between teachers and students is the basic premise and important task to ensure the quality of teaching and narrow the gap between compulsory education.

2.2 Uneven quality of Teachers

Besides quantity, the quality of teachers is also an important factor in the balanced development of compulsory education. The quality of teachers mainly refers to the professional and technical level of teachers in the process of education and teaching activities. The results of education activities show the growth and development of students' knowledge, skills and psychology. Generally speaking, the quality of teachers is affected by the richness of teaching experience, extensive knowledge, specialization and proficiency of teaching methods. In practical evaluation, people are generally used to evaluate from both subjective and objective aspects. The subjective aspect adopts the way of experts' attendance and scoring, while the objective aspect generally selects the evaluation criteria such as educational level, teaching years, natural age and student performance. According to the above research report, as of 2017, 81.10% of rural middle school teachers had college degree or above, which was 10.3 percentage points lower than that in cities and towns, and 3.53 percentage points lower than the national average; The proportion of rural primary school teachers with junior college degree or above is 93.80%, which is 4.6 percentage points lower than that in cities and towns, and 1.46 percentage points lower than the national average. In terms of the promotion period of professional titles, the number of years for rural teachers to employ secondary, primary and senior professional titles is significantly longer than that for urban teachers. There are obvious differences between rural compulsory education teachers and urban teachers in the structure of academic qualifications and professional titles. The quality of teaching staff has a direct impact on the quality of teaching and the balanced development of regional compulsory education.

3. ANALYSIS OF THE CAUSES OF THE UNBALANCED ALLOCATION OF TEACHERS IN COMPULSORY EDUCATION

3.1 Source of graduates: a selective Perspective

There are many reasons for the weakness of teachers in compulsory education schools in rural areas. For the first

time, it is mainly reflected in the process of choosing a job for normal graduates. With the reform of teacher qualification certification, in China, not only normal college students can apply for teacher qualification certificate in school, but also non normal students and graduates can obtain teacher qualification certificate through social application. It can be said that there are not a few people who are willing to engage in basic education and are qualified to do it. But why do the vast rural areas lack primary and secondary school teachers? The reason is very simple. There is still a certain gap in the level of economic and social development between regions and between urban and rural areas, which leads to a series of problems in employment in rural areas, such as inconvenient transportation, relatively weak public infrastructure, imperfect basic public services and so on. In addition, in the case of limited financial resources, the allocation of compulsory education resources also inclines to urban areas, which leads to the difficult working conditions of teachers in rural areas, the blocking of information resources, the internal competition and incentive of professional title evaluation and employment, and the huge external pressure. The hard working and living conditions make some college graduates unwilling to choose to teach in rural areas. Matthew effect in the development of rural compulsory education is reflected in the limited educational resources and hard production and living conditions can not attract talents, there is no fresh blood injection, but also increased the work pressure of existing teachers, affecting the development of education, indirectly affecting the regional economic and social development[1]

3.2 On the job teachers: from the perspective of stability

The stability of teaching staff is an important guarantee of teaching quality. A stable teaching staff is the basic guarantee for the implementation of the teaching plan, the smooth opening of the curriculum and the sustainable development of the school. If the employment choice of college graduates mentioned above is a choice, then for rural on-the-job teachers, leaving rural areas to work in cities and towns belongs to the category of second choice. From the current situation, compulsory education schools in rural areas are often located in remote areas, living conditions are difficult, wages are relatively low, and occupational pressure is high. They are not only faced with the problem of the loss of excellent teachers, but also the overall instability of the teaching staff. Every year, a large number of rural teachers transfer to urban schools for various reasons. At the same time, another phenomenon is that in the recruitment of local institutions, affected by the above-mentioned objective factors, it is relatively difficult for schools in rural areas to introduce talents and teachers, especially for provinces and regions with relatively backward economic development, it is more difficult to improve the teacher structure of rural schools. The instability of the teaching staff and the difficulty of improvement have seriously restricted the development of compulsory education in rural areas, which is extremely unfavorable to the balanced development of compulsory education.

4. THE SPECIFIC ROLE OF COLLEGES AND UNIVERSITIES IN THE BALANCED ALLOCATION OF TEACHERS IN URBAN AND RURAL COMPULSORY EDUCATION

4.1 Cultivating students' career ideals and beliefs

The development of compulsory education in rural areas is inseparable from the lofty professional ideals and firm professional beliefs of educators. The "Four Haves" of teachers in the new era means: "teachers should have ideals and beliefs, moral sentiment, solid knowledge and benevolence", which is first of all to have ideals and beliefs. Both normal schools and non normal schools are obliged to actively guide, educate and publicize the career ideals and beliefs of those students who are willing to engage in compulsory education. It is the so-called "those who are good at teaching make people follow their will". To be a good people's teacher, we must have lofty ideals, firm will, grand ambition, dare to direct difficulties, go straight ahead, and temper our character and will in difficult and dangerous situations. Only when we have lofty ideals and firm beliefs before we go to the teaching post, can we stand the test in the hard work and life in the future, and achieve the goal of "leaving the teacher's assistance but not opposing".

Lofty professional ideals and firm professional beliefs are the necessary conditions for teachers to develop their sense of responsibility, and also the concrete embodiment of their spirit of responsibility in the times. According to Han Yu and Han Ying, "a teacher, preaches, imparts knowledge and dispels doubts", "wisdom is like a source, behavior is like a teacher". Comenius and Kalinin also said that "teacher is the most noble profession under the sun" and "teacher is the engineer of human soul" " The importance of teachers lies in that their work is to shape the soul, life and human beings. " Teachers are a respected social profession, and Chinese society also has a fine tradition of respecting teachers. The reason is that teachers have the lofty idea of "cultivating talents and prospering the country" and the firm belief of willing to contribute" The principle of "correcting oneself before others" tells us that if we want students to have lofty ideals and firm will, teachers must first do it" Education is not (only) to transfer knowledge from one head to another, but to cultivate real people. " Teachers should have a sense of responsibility, be responsible for the growth of students, the entrustment of students' families, social development and national construction. The formation of this systematic sense of responsibility is inseparable from lofty professional ideals and firm professional beliefs. At present, China has realized the great transformation from "standing up" to "getting rich", and the real realization of "getting strong" still needs to rely on the further development of education. Teachers in the stage of basic education are carrying a more arduous and glorious social and historical mission.

4.2 Construct the corresponding training system for teachers in Colleges and universities and areas with insufficient teachers

As a talent training base, colleges and universities have very rich education and training resources. Therefore, we should make effective use of the resource advantages of

colleges and universities, build a teacher training system in line with regional characteristics, and effectively improve the teaching ability and level of teachers in areas with insufficient teachers. This is the basis of the corresponding training system of teachers in Colleges and universities and areas with insufficient teachers. Among them, "counterpart training" and "system construction" are the key to construct the counterpart training system of teachers in Colleges and universities and areas with insufficient teachers.

"Counterpart training" refers to the orientation and fixed-point training of urban and rural compulsory education personnel in Colleges and universities. According to the characteristics of compulsory education, orienteering can find related majors in Colleges and universities, including educational theory, educational psychology, teaching methods, professional content research and so on. The principle of proximity can be used to allocate the resources of teacher training. Nearby can not only meet the characteristics of local teachers and educational style in the training, but also reduce the waste of resources and time caused by long-distance flow in the process of teacher training. Through counterpart training, we can effectively improve the education and teaching level and ability of compulsory education teachers.

"System construction" refers to the corresponding training of teachers in Colleges and universities and areas with insufficient teachers. It is not a temporary achievement project. It is necessary to form an institutionalized and standardized training system" "System construction" should not only systematize the training process, but also systematize the training plan of colleges and universities. A long-term and stable teacher training plan should be formed between colleges and universities and their counterparts, and regular teacher training should be carried out to ensure that no one is left behind. According to the characteristics of training teachers, colleges and universities should mobilize relevant resources to integrate, formulate standardized training plans, and effectively improve the education and teaching ability of urban and rural educators.

4.3 Colleges and universities should be the base for teacher training and delivery

The cultivation and education in the period of compulsory education is the foundation of a powerful country. Similarly, compulsory education also plays a vital role in the development of higher education. During the period of compulsory education, the quality of Education Foundation and the cultivation of learning ability directly determine the potential of students' continuous learning and development in the period of higher education. Therefore, colleges and universities are of great significance to the training and delivery of compulsory education teachers. In addition to cultivating students' career ideals and beliefs, colleges and universities should also carry out professional training for students with relevant intentions, cultivate students' basic teachers' quality and education and teaching ability, and construct students' compulsory education service base, so as to enhance students' sense of belonging to compulsory education through practical training and become potential teachers.

Professional training is mainly to select experienced teachers for the intended college students and volunteer team to open education and teaching related theoretical training courses, so that students know how to teach, how to teach, how to establish morality. Strive to master the skills of teaching and education in learning. The construction of compulsory education service base for students is an important link in the promotion of teacher training from theory to practice. Only theory but no practice is always on paper. The construction of service base can not only provide students with a platform for practice, but also enable them to experience the teaching process, enhance their faith and strengthen their sense of belonging. The service base is jointly run by colleges and universities and relevant regional education departments to form a stable and institutionalized mode, which can not only make students learn and use flexibly, make clear their future career planning, but also give relevant regional education departments the opportunity to show themselves, so as to obtain more valuable and powerful compulsory education personnel and enhance the reserve of teachers in the region.

4.4 Establish the expert management system of urban and rural compulsory education teachers

The development of compulsory education in urban and rural areas cannot be separated from the help and support of the whole society. Especially the development of modern network education can bring more resources and power to the development of compulsory education in urban and rural areas, and fundamentally alleviate a series of practical pressures such as the insufficient number of teachers, low level and poor stability in rural areas and weak schools. It is suggested that the scientific research institutions of colleges and universities be the core, and the teacher expert think tank and corresponding management system of compulsory education should be established in the sub region. Meanwhile, a complete set of research, training, consultation, supervision, evaluation and assessment system and mechanism should be formulated to provide corresponding intellectual services and resources support for the construction and development of compulsory education undertakings and teachers in urban and rural areas. Meanwhile, according to the composition of the expert database, the development of urban and rural compulsory education teachers is tracked and evaluated, dynamic feedback and corresponding construction plans are updated and improved in a timely manner. For example, compulsory education in urban and rural areas is generally faced with practical problems such as insufficient professional talents, slow improvement of teaching level and insufficient teaching aids. A special education expert base or project team is established to realize the dynamic network communication between experts and urban and rural compulsory education teachers as much as possible, and provide corresponding guidance and information support. At the same time, in view of the problems in the process of education practice, both sides can carry out deep

discussion and research, so as to help the improvement of compulsory education teaching quality in urban and rural areas, especially in rural areas, and promote the balanced, coordinated and synchronous development of urban and rural compulsory education in terms of teachers, information and education quality[2].

5. CONCLUSION

In conclusion, the key to the balanced development of urban and rural compulsory education is the balance of teachers. As a talent reserve base, colleges and universities should give full play to their comprehensive advantages in intelligence and resources, and contribute more to the improvement of the overall quality of the teachers in rural areas, especially the weak schools, so as to establish professional confidence and improve their professional character, so as to promote the balanced allocation of urban and rural teachers' capital and the balanced development of compulsory education.

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Analysis on The Teaching Reform of Civil Engineering Major in Colleges and Universities from The Perspective of Curriculum Ideology and Politics

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Abstract: With the continuous development of China's social economy and the continuous improvement of people's quality of life, people pay more and more attention to the ideological education in Colleges and universities. It is an effective way to improve the quality of students' education to strengthen the teaching goal of moral education and implement the ideas related to ideological and political education. Therefore, this paper focuses on the discussion of the deficiencies in the teaching of civil engineering major in Colleges and universities from the perspective of Ideological and political courses, and puts forward effective and reasonable reform plans for the corresponding problems, so as to make our country's education develop vigorously.
Key words: Ideological and political education; Civil engineering major in Colleges and universities; Teaching methods; Educational philosophy

1. INTRODUCTION

In recent years, civil engineering has gradually become the professional subject with the highest enrollment rate in Colleges and universities. With the gradual increase of the number of students, the relevant teaching programs should be further improved. According to the survey statistics, in China's colleges and universities, 80% of the teachers are professional course teachers, 80% of the courses are professional courses, and 80% of the students' time is spent on professional course knowledge learning. However, there are many problems in Colleges and universities, such as the weakness of the ideological and political course, the low degree of ideological concept and attention. Only by further improving the understanding of the ideological and political significance of the course, can we better complete the teaching task.

2. COURSE IDEOLOGICAL AND POLITICAL OVERVIEW AND TEACHING OBJECTIVES OF CIVIL ENGINEERING

2.1 Definition and essence of curriculum ideological and Political Education

Curriculum ideological and political education is a kind of comprehensive education mode, which integrates all kinds of professional courses and ideological and political courses in the form of building a whole and whole education pattern, and takes moral education as the ultimate goal of education. Its main form is to integrate the ideological and political elements such as relevant values, theoretical knowledge of ideological education and related spiritual pursuit into the corresponding courses, so as to help students optimize their behavior and improve their ideological and moral quality. The essence of curriculum ideological and political education is to cultivate morality and cultivate people, pay attention to preaching and teaching, help students establish correct outlook on life, values, culture and country, so as to realize the all-round development of morality, intelligence, sports, beauty and labor, and cultivate excellent talents. The structure of Ideological and political course is three-dimensional and diversified. In the process of teaching, teachers are required to actively explore and intervene in students' daily life, help students answer questions, and provide help for students' difficulties. So that students can maintain a more positive and sunny attitude in life.

The thinking shown in the course of Ideological and political education is scientific, which emphasizes the thinking mode of dialectical materialism and historical materialism, and avoids looking at things or problems with mysticism or idealism. Especially in the current situation of the invasion of various social ideological ideas, the education of colleges and universities should resist the erosion, further strengthen the ideological education in various courses, build a solid defense line for students, and reduce the harm of wrong thinking. We should constantly innovate our thinking, solve new problems with new development and new methods, and realize the innovation and reform of curriculum ideological and political education.

2.2 Teaching objectives of Civil Engineering

The major of civil engineering can train students to master the basic theory and related knowledge of various civil engineering disciplines, and be able to carry out construction design in the direction of bridge, pavement, house, port, etc. The graduation requirements of civil engineering students in Colleges and universities not only need students to have enough professional knowledge, but also need to have complete, independent and correct thinking. The requirements for graduates include the following eight qualities:First, love the motherland, support the leadership of the Communist Party, and understand relevant ideas and theories. They are willing to serve the people, have a sense of responsibility to strive for the prosperity of the country, and have excellent quality and moral character;Second, have theoretical knowledge and accomplishment of Humanities and Social Sciences, and study literature, history, sociology and art to

a certain extent;Third, have solid basic knowledge of natural science, understand the direction and application prospect of science and technology development;Fourth, master professional knowledge and theory, be able to skillfully apply engineering skills;Fifth, understand the economic management of the project and the relevant laws and regulations;Sixth, to ensure physical and mental health, to develop good physical exercise and health management habits;Seventh, be able to carry out simple engineering design, management and construction, and have innovation ability;Eighth, master the means to obtain all kinds of information, master a foreign language, and have the corresponding ability to use computers.

3. PROBLEMS IN THE TEACHING OF CIVIL ENGINEERING SPECIALTY IN COLLEGES AND UNIVERSITIES

3.1 Ideological and political courses are relatively weak

At the present stage, the ideological and political courses in Colleges and universities are mainly theoretical courses. The teachers of such public basic courses are usually related personnel of law and political science, not professional teachers of Ideological and theoretical. Colleges and universities adopt the part-time teaching mode, so that the teachers of relevant professional courses can simply carry out ideological and political understanding, and then carry out relevant courses for teaching. This makes the theory and practice can not be carried out in depth and effectively. The assessment standard of Ideological and theoretical education in Colleges and universities is relatively low, which does not give full play to the supervision and examination function of teaching assessment. It is only superficial to carry out the relevant process, so that the ideological and political education does not attract enough attention of students, and can not actively and effectively learn the relevant knowledge.

3.2 Teachers' insufficient cognition of civil engineering course

Civil engineering professional teachers pay too much attention to the teaching of students' professional methods and principles. In order to further improve students' performance and ability, they subconsciously reduce the combination of professional theoretical knowledge and ideological education, and even think that ideological education is not within their own scope of work, and they are not responsible for students' education.

3.3 Ideological and political courses and professional courses are not integrated

Ideological and political course is considered as a new development and new trend in most colleges and universities. In order to improve the speed of development as soon as possible, colleges and universities are not practical in the integration of ideas and professional knowledge, which makes the teaching content too rigid, and even affects the original professional theory teaching. At this stage, the understanding of Ideological and political education in Colleges and universities is not perfect and is still in the process of exploration. Teachers lack the implicit education of Ideological and political education and do not understand the educational purpose

of Ideological and political curriculum. The lack of organic integration of Ideological and political education and professional courses makes ideological and political education too rigid and relatively lack of content, which makes it difficult for students to resonate and makes the quality of education low and efficiency slow.

4. STRENGTHEN THE TEACHING REFORM OF CIVIL ENGINEERING MAJOR IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL EDUCATION

4.1 Strengthen the education of Ideological and Political Courses

4.1.1 Mining ideological and political elements

Civil engineering professional course teachers should pay more attention to ideological and political course, combine with professional knowledge, comprehensively improve students' ideological cognition, cultivate good ideological and political ideas, and then establish a correct and positive outlook on life, further tap the ideological and political elements in books, so as to make the course more smoothly. Most of the civil engineering professionals will be engaged in housing construction, roads and bridges after graduation, which involves the protection of people's property safety. This requires the relevant personnel to have a high sense of responsibility and outstanding safety awareness, and maintain a serious and rigorous attitude, so as to reduce the occurrence of errors and dangers in the project. Not only that, in the construction, how to better carry out environmental protection, reduce pollution hazards, save related resources is also the main content of engineering construction, so the students of civil engineering also need to master a certain awareness of energy conservation and environmental protection, which is also the content of Ideological and political education. Further explore the ideological and political elements in the relevant professional knowledge, so as to deepen students' understanding of the ideological and political concept and improve the education effect [1].

4.1.2 Reform the teaching method of Civil Engineering

The premise of strengthening the combination of Ideological and political education and civil engineering teaching is to ensure that the original professional knowledge teaching is not affected, so the ideological and political elements should play a recessive effect in teaching. What to train, how to train and for whom to train are proposed by Chinese leaders at the 2016 National Conference on ideological work in Colleges and universities. For this kind of personnel training problem, we can effectively combine foreign teaching methods, but fundamentally we must adhere to the socialist school running direction of our country. Personnel training involves teaching, management, discipline and other systems. Only by thoroughly implementing the ideological and political work, based on the concept of education, and strengthening the reform of curriculum objectives, structure and content, can the teaching work be better carried out. We should integrate personality cultivation, national culture and professional knowledge and skills of various courses, realize the organic

combination of explicit and implicit, promote students' free growth, and play the role of education.

4.1.3 Strengthen practicality

Civil engineering has a strong theoretical and practical, further strengthen the practicality of learning, help students to participate in social practice, the reasonable use of classroom theoretical knowledge in life, not only can consolidate the relevant knowledge, but also improve the practical application ability. Teachers should constantly innovate teaching contents, create educational models, and strengthen students' ability of autonomous learning. The school should actively carry out cooperation and exchanges with enterprises to help students carry out field practice, so as to arouse students' in-depth thinking, understand the mission and responsibilities of future work, and then transfer the ideological and political ideas to each student's heart [2].

4.1.4 Enrich teaching methods

Strengthen the design of teaching content, integrate classroom teaching, students' self-study, practice and research, students' speech and independent debate, so as to change the teaching work from passive to active, take students as the main body, and help students learn independently. The teaching of Ideological and political courses needs to be more diversified. Schools should actively cooperate with social welfare institutions to strengthen the accumulation of students' social experience. The school can set up the selection mechanism of excellent volunteers, provide students with the opportunity to go to the corresponding institutions for exercise in each semester, improve the cognitive level of Ideological and moral character and quality literacy in the work of helping others, and obtain the title of excellent volunteers and corresponding awards for those who have completed the task. This method not only improves the enthusiasm of students to participate, but also can really help the social groups, at the same time, put the ideological theory into practice, and better help students understand the ideological and political ideas.

4.1.5 Combined with actual cases

Taking leishenshan hospital in 2020 as an example, it took less than 10 days from design to construction. A number of civil engineering technologies were used in the construction process. In order to help the country survive the most difficult time, help the trapped people get treatment as soon as possible and work day and night, the hospital can be built in such a short time. Through the use of such cases, students can not only learn the specific application of civil engineering technology, but also establish a sense of national pride, arouse students' attention to social problems, stimulate their sense of social responsibility, and improve their comprehensive quality.

4.2 Improve ideological cognition

4.2.1 Improving the value of Ideological and Political Education

The teaching objectives of civil engineering specialty should be formulated in accordance with the relevant requirements of curriculum civic, integrating students' professional skills, knowledge and education. Further optimization of the evaluation system of Ideological and political courses can help students to strengthen the importance of Ideological and political education. Due to the recessive educational characteristics of Ideological and political courses, the traditional assessment system is difficult to measure the proficiency of students, so it is necessary to carry out an intelligent assessment system combining professional quality, ideological and political ideas and ability quality. The assessment system is mainly reflected in the daily test, through the completion of students' homework and students' side evaluation, analysis of students' current learning attitude, professional ability and so on. According to the students' practical ability and moral attitude and other indicators, judge the final score of students [3].

4.2.2 Value orientation

There are many world-famous civil engineering projects in China. For example: Three Gorges Dam, water cube, bird's nest and so on, teachers can show excellent engineering cases to students when teaching. When teaching the construction principle and application experience of civil engineering, stimulate students' national pride and patriotism, and then establish students' engineering thinking and innovation consciousness. Through successful civil engineering cases, students can realize the inseparability of technology and thought, and further reflect the value of Ideological and political education. Not only that, teachers can also alert students through failed engineering cases. For example, in 2015, in a municipality directly under the central government of our country, there was a collective falling phenomenon of the walls of many houses, causing several people injured and one died. After follow-up investigation, the cause of the accident was analyzed. Due to the lack of safety awareness of the company's personnel contracted by the builder, in order to speed up the project construction, there is no secondary review after the completion of the building, the external plastering of the wall is uneven, and the peeling phenomenon occurs under the influence of long-term humid air. Through the analysis of painful cases, it can further arouse students' thinking, deeply understand the responsibilities of civil engineering workers in the future, and the importance of following professional norms, so as to reflect the value orientation of Ideological and political education.

4.2.3 Strengthening comprehensive professional quality

In order to protect the interests of the people and protect their own safety, civil engineering students in Colleges and universities are often responsible for their work in the future. College teachers should educate students to abide by the relevant laws and regulations of the state, strictly abide by professional ethics, be strict with themselves, and fulfill their duties. Ensure that students are not blindly confident in engineering projects, do not take decisions lightly, and always remember the unity of personal interests and collective interests, so as to better maintain China's social and economic stability [4].

4.3 Organic integration

The organic integration of professional courses and ideological and political courses is the teaching difficulty of most colleges and universities. In order to better

promote the combination of the two, we need to further deepen the relationship between the two, and change the teaching ideas, so as to play a positive role in classroom ideological and political education. Teachers can make bold innovations through practical games. For example, civil engineering teachers can use sand table simulation to teach professional knowledge, and demonstrate the process of building construction with the model in the sand table. In the game, students play different roles, such as the constructor, builder, audit department, local government and so on. Further determine the construction process through group discussion, and in the process of thinking, judge the unreasonable place, and be responsible for the corresponding project in case of error. Although the whole process of the game does not clearly reflect the ideological and political education, students will naturally realize their own responsibilities by playing different roles and imperceptibly integrating, which is in line with the characteristics of Ideological and political recessive teaching, so as to better complete the ideological and political teaching.

5. CONCLUSION

It can be seen that the ideological and political concept plays a positive role in the teaching of civil engineering major in Colleges and universities. Through excavating ideological and political elements, reforming civil engineering teaching methods, strengthening practicality, enriching teaching methods, combining with actual cases, improving ideological and political value, reflecting value orientation, strengthening professional comprehensive quality, organic integration and other methods, this paper further solves the problems of relatively weak ideological and political courses, teachers' insufficient ideological cognition of civil engineering courses, and the lack of integration of Ideological and political courses and professional courses Only in this way can the teaching quality of civil engineering be further improved.

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Research on Secure Localization Technology of Wireless Sensor Networks Based on Symmetric Cryptography

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Abstract: Wireless sensor networks are usually deployed in unattended areas. Wireless communication links are used for data transmission between sensor nodes. The resources of nodes such as calculation, storage, communication, and energy are very limited. Information encryption is one of the core contents of information security. In a sensor network, each sensor node senses and collects various information needed by the network in its geographical environment according to its special functions and transmits this useful information to the monitoring center for further processing in a multi-hop manner through encryption and wireless transmission technologies. Digital signature, identity authentication, password system and other technologies based on encryption technology can effectively maintain information security. It is of great significance to study encryption technology. This paper proposes a new secure location algorithm: symmetric cipher algorithm. This algorithm can effectively suppress malicious attacks of hijacked nodes. Symmetric cipher algorithm has no additional requirements on node hardware and can be used in ordinary wireless sensor networks.

Keywords: Symmetric password; Wireless sensor networks; Safe positioning

1. INTRODUCTION

Wireless sensor network (WSN) is usually composed of many inexpensive and low-power sensing devices, which have only limited storage, computing and communication resources [1]. Radio is used as a transmission medium between nodes, and a network is formed in a multi-hop relay mode. The network can realize real-time data acquisition, effective processing and reliable transmission. This sensor network integrates sensor technology, embedded computing technology, distributed information processing technology and communication technology, and can cooperatively monitor, sense, collect and process information of various environments or monitoring objects within the network distribution area in real time [2]. The physical characteristics of the wireless channel itself make the bandwidth of the wireless network generally lower than that of the traditional wired network. Moreover, the collision caused by competing and sharing the wireless channel is more intense through multi-hop transmission and high-density deployment among sensor nodes, and the problem of exposing and hiding terminals is more prominent [3]. The wireless multi-hop communication mode makes it easier to attack such as signal interference and eavesdropping. The possible capture attacks bring potential security risks of internal attacks to the network. Therefore, how to realize the secure positioning of wireless sensor networks is a challenging and valuable topic.

2. SYMMETRIC ENCRYPTION ALGORITHM

Symmetric cryptographic algorithms are sometimes called traditional cryptographic algorithms. The characteristic of symmetric algorithm is that the encryption key can be deduced from the decryption key, and the decryption key can also be deduced from the encryption key. Generally speaking, the encryption and decryption process of information is determined by the cryptographic system and key. The mathematical functions used for encryption and decryption are called cryptographic algorithms [4]. It is easy to implement. However, only the probability value can be used to measure whether the nodes can share the key and calculate the length of the key path. The degree of network security connectivity is also a probability result. When the network size is large, the sharing probability decreases rapidly. The sink node decrypts each data it receives, aggregates the data according to the corresponding aggregation function, and encrypts the aggregation result before forwarding them (this method requires the sink node to establish a private key with neighboring nodes).

As shown in fig. 1, the keys of both parties are kept confidential, because the confidentiality of the private key system must be based on the confidentiality of the key, not on the algorithm. This ensures the security of the private key encryption algorithm in hardware.
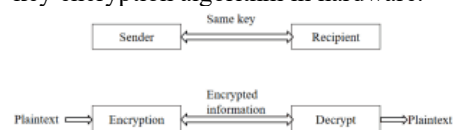

Figure 1. Symmetric encryption

In asymmetric cryptography, the key used to encrypt data and the key used to decrypt data are different, and the other key cannot be derived from one key, so the protection of the key is relatively strong [5]. The security of the encryption method depends on the secrecy of the key, not the secrecy of the algorithm. Therefore, it is not necessary to ensure the secrecy of the algorithm, but the secrecy of the key.

3. ANALYSIS OF NODE LOCALIZATION TECHNOLOGY

3.1 Distance-independent location algorithm

The location algorithm without distance measurement does not need to measure the distance or angle information between the unknown node and the anchor node. It

estimates the distance between the two nodes through connection information, energy consumption information or the area information of the overlapping area of the anchor node. As we all know, wireless sensor networks usually work in dangerous or hostile environments and have high security requirements, such as military applications. It is necessary to measure the absolute distance or azimuth between the unknown node and the beacon node. This phase is called the ranging phase. Then the actual distance or azimuth information between nodes measured by ranging technology is used to calculate the position coordinates of unknown nodes, i.e. the positioning stage. When the node to be located knows the coordinates of the surrounding three anchor nodes and the angles relative to the three anchor nodes, the unknown node can still determine its own position information under the condition that the distance between the node and the three anchor nodes is unknown [6]. On the one hand, the improved location algorithm makes the location algorithm less vulnerable to attacks from outside. On the other hand, it can design a secure location algorithm to detect attacks and eliminate the attacked nodes or improve the existing security algorithm to make it applicable to wireless sensor network location. In the case of no malicious nodes, the higher the density of two points, the more malicious nodes, and the larger the proportion of failed nodes in the sensor network.

3.2 Location algorithm based on distance measurement

The location method based on distance measurement estimates the distance between unknown nodes and anchor nodes, and then combines the location of anchor nodes and the location algorithm to estimate the location. However, the location method without ranging does not need to estimate the distance between the unknown node and the anchor node. Different localization algorithms in sensor networks have different localization ideas, and the security problems they face are also different. When exchanging the received anchor signal strength with the neighbor node, the malicious node maliciously changes its real strength. For example, the malicious node amplifies all signal strengths, making the neighbor node mistakenly believe that the distance from the malicious node to all anchor points is smaller than itself. Considering the influence of environmental factors in wireless sensor networks, this localization algorithm uses signal strength information and actual distance to verify the weighted value of nodes. Therefore, the algorithm can improve the adaptability in different network environments and improve the positioning accuracy. For example, in a public key cryptosystem, an attacker can encrypt any plaintext he chooses using the public key. This attack is a plaintext attack. Since the previous time synchronization protocols for wireless sensor networks did not consider security issues, attackers can easily launch various attacks against time synchronization protocols [7]. Specific attacks can be divided into two types: external attacks and internal attacks.

4. SECURE LOCALIZATION ALGORITHM FOR WIRELESS SENSOR NETWORKS BASED ON SYMMETRIC CRYPTOGRAPHY

DES (Data Encryption Standard) decryption process is the opposite of encryption. The key is used in the reverse order of encryption, namely k16, k15, and k1. The encryption system with additive homomorphism is used to aggregate data on ciphertext. The aggregated ciphertext is transmitted to the base station for decryption to obtain the final aggregation result. According to the known propagation speed of the two signals, the time difference is directly converted into distance. However, its power consumption and area cost are much higher than those of the operation unit with folded structure. Therefore, in wireless sensor networks characterized by low cost and low power consumption, it is a very difficult process to manage symmetric cryptographic algorithms, especially for some large and wide-area networks. It is precisely because of these factors that the scope of private key algorithm is restricted. During ranging, unknown nodes must be guaranteed to be within the signal coverage range of anchor nodes. The product of the average distance per hop value and the minimum hop value in the network is used to represent the distance information between the unknown node and the beacon node, and when the unknown node obtains the distance information with three or more distance information to the beacon node, multilateral measurement and positioning are carried out. In order to save the energy consumption of the whole network, wireless sensor network nodes should reduce the long-distance single-hop transmission as much as possible and change to short-distance multi-hop transmission to save energy. Node sends k bit data packet to another node with distance d, and its energy consumption is [8]:

$$E_{Tx}(d) = E_{Tx-elec}(k) + E_{Tx-amp}(d) \quad (1)$$

$$E_{Tx}(d) = \begin{cases} kE_{elec} + k\varepsilon_{fs}d^2 & d < d_{eo} \\ kE_{elec} + k\varepsilon_{mp}d^4 & d \geq d_{eo} \end{cases} \quad (2)$$

Energy consumption of node receiving k bit data packet is:

$$E_{Rx}(k) = kE_{Rx-elec}(k) = kE_{elec} \quad (3)$$

Where E_{elec} is the energy consumed by the node sending or receiving each bit of data, k is the length of the data packet, and ε_{fs} and ε_{mp} are constants under different amplification models.

Usually, when the coordinate information of the neighboring nodes is known, the distance between the unknown node and the target node is determined. Therefore, external malicious nodes can disguise themselves as anchor nodes in the network and broadcast fake location messages to the network. The number of keys in the whole network using elliptic curve encryption algorithm is H(n), which is less than DES. the key transmission and update of asymmetric cryptosystems do not require secure information channels. in terms of the number of keys to be distributed, the public key system and the private key system are n and n2, respectively. the latter is one order of magnitude more than the former and is difficult to distribute and manage. According to this model, by using the distance relation between the unknown node and the anchor node, a rectangular overlapping range can be determined, and the centroid of the overlapping region is the unknown node position. Through information exchange between nodes, each node records the hop distance value to the surrounding beacon

nodes and the location information of the beacon nodes for further processing. During pre-distribution, key groups are constructed in units of key fragments, the key groups become a set of key fragments, and the node pairs use the shared multiple key fragments to synthesize a shared key in real time. The process of stopping at anchor nodes to release positioning messages and then moving makes the signal coverage of the two stopping and releasing messages just correspond to a rectangular positioning area group. These clusters constitute the space-time multiplexing allocation of channels. It has advantages in cost and power consumption over distance-based methods. Therefore, it is widely used in wireless sensor networks.

Three spoofing attack nodes are randomly placed in the simulation experiment scene, and the communication range of the attack nodes is the same as that of unknown nodes and beacon nodes, both of which are 10m. Fig. 2 shows the average positioning error (curve 1) of the network node when there is no attack, the positioning error (curve 2) of the network node when there is an attack, and the positioning error (curve 3) of the node after the symmetric cryptographic algorithm is adopted. The results show that after the symmetric cipher algorithm is adopted, the average positioning error of nodes is close to the positioning error without attack, and the more beacon nodes, the better the approximation degree.
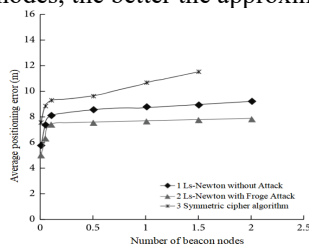
Figure 2. Average positioning error curve with beacon nodes and number

In data aggregation of static sensor networks, sensor nodes use the same public key to encrypt data, so data can be aggregated on ciphertext using additive homomorphism when transmitted to sink nodes. The distance consistency is used to eliminate abnormal nodes in the positioning reference set, and then the symmetric cryptographic positioning algorithm is used to estimate the coordinates of unknown nodes. When an unknown node obtains distances from 3 or more positioning nodes, trilateration positioning is performed in the third stage. If the channel is busy, the equipment needs to repeat the above process of waiting for a period and detecting the channel state until the data can be transmitted. Therefore, the influence of the inserted interference signal on the reception strength of the ranging message signal will be analyzed and discussed in detail below. That is, the positioning stage, in which unknown nodes use Euclidean distances between one or more beacon nodes obtained by the unknown nodes to carry out positioning operation using a specific algorithm, thus realizing the positioning of unknown nodes. This method reduces the system's requirement for node time synchronization, is relatively easy to implement and has high positioning accuracy but is still susceptible to multipath and non-line-of-sight propagation. Due to the existence of a large number of anchor triangles around the nodes, ignoring the fact that the nodes are located outside the triangles, the positioning accuracy will not be reduced and the security will be greatly improved.

5. CONCLUSION

With the continuous maturity and rapid development of technology, people can obtain a large amount of real-time information perceived and measured by objective environment through wireless sensor networks, so the security problem of information data is becoming increasingly serious. In this paper, a new secure location algorithm for wireless sensor networks based on symmetric cipher is proposed. Compared with the common location algorithm, the location error is smaller, and the sharing probability is higher, and the key path length is smaller than the existing multi-key sharing scheme under the same node key group length and key strength requirements. Symmetric cryptographic secure localization algorithm can improve the localization accuracy of unknown nodes since reducing the cost and power consumption of wireless sensor networks. And it can defend against certain camouflage attacks and wormhole attacks.

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Problems and Countermeasures of Civil Engineering Construction Quality Management

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Abstract: With the increasing demand of China's construction, the number of civil engineering is increasing, which has contributed to China's economic development. Under the new situation, in the civil engineering construction work, the construction quality control has gradually become the focus of the management work of the construction unit. Only by strengthening the control of the project quality, can we reflect our own advantages in the construction work and promote the rapid development of the construction unit. Strengthening the quality control of civil engineering construction can reduce the maintenance cost in the later stage and the maintenance workload of the construction unit, which has positive significance for its development.

Key words: Civil Engineering; Construction quality; Quality management

1. INTRODUCTION

With the increasing number of civil engineering, the public pays more attention to the construction quality of civil engineering, and the higher quality civil engineering will stimulate the consumers' desire to purchase, and the high-quality civil engineering can better guarantee the personal safety and property safety of the public. Therefore, the relevant personnel should control the construction quality of civil engineering in the construction work to avoid it Quality problems arise in the use of the project. Before the construction quality control, the management personnel should analyze the problems in the construction quality management of civil engineering at present, clarify the management loopholes and improve the quality of the quality control work.

2. PROBLEMS IN THE CONSTRUCTION QUALITY MANAGEMENT OF CIVIL ENGINEERING AT PRESENT STAGE

2.1 Problems of construction personnel

In the construction quality management, the construction management personnel should make clear the problems in the construction quality management and control at present, and based on this, the pertinence of the construction quality management can be improved and the high-quality management work can be guaranteed. In the construction quality control, the construction personnel are the decisive factors. On the one hand, the personnel in the design, measurement, equipment use and other posts cannot strictly improve their professional according to their own post standards, which will limit the improvement of construction quality. On the other hand, the construction personnel are not skilled in technology, and the construction unit can not improve the training work during construction, and will also increase the difficulty of quality control to a certain extent.

2.2 Inadequate material management

The construction material management is not in place also has a greater impact on the construction quality. The construction unit pays less attention to the material procurement work, and has no strict requirements for the procurement personnel. As a result, the material is prone to quality problems in the procurement stage, which limits the improvement of construction quality to a certain extent. And in the storage work, some personnel did not analyze the requirements of different construction materials for storage conditions, so that the materials are often stored in a humid environment, resulting in the quality of construction materials is difficult to guarantee. In addition, it is difficult for some construction personnel to identify the quality of construction materials, which leads to the application of some inferior construction materials in engineering construction, which will also reduce the construction quality [1].

2.3 Imperfect quality management mechanism

In the process of construction quality control, there is a problem that the quality management mechanism is not perfect, and the relevant personnel should analyze the problem. In some construction units, the management personnel have no awareness of quality management, so in the construction management, they will not gradually supplement the construction management system according to the existing problems, which leads to the construction system is not perfect. In addition, there is no clear right and responsibility in the improvement of the system, which leads to the phenomenon of irresponsible construction personnel.

3. SPECIFIC MEASURES TO IMPROVE THE QUALITY CONTROL OF CIVIL ENGINEERING CONSTRUCTION

3.1 Establish perfect construction quality management system

After clarifying the problems existing in the quality control of civil engineering construction, the management personnel should take targeted measures to strengthen the control of the work in the quality management, so as to improve the scientificity of construction quality control. In the quality control work of the construction unit, the construction unit should improve the construction quality management system. Only with the blessing of the system, the management personnel can strengthen the control of the construction quality. In improving the construction management system, we should make a detailed analysis of the loopholes in the mechanism and the results, and improve the construction quality management system according to the specific situation. In addition, the

improvement of the system can clarify the responsibility of construction personnel and facilitate the follow-up accountability work.

3.2 Quality control of civil engineering construction materials

In the quality control, the construction unit should make clear that the construction materials are the basis of controlling the construction quality. Therefore, it is necessary to strengthen the quality control of engineering construction materials. In the procurement work, we should pay attention to the proportion and quality of concrete, and make clear whether the purchased other materials meet the industry standards, so as to control the construction materials in the procurement stage. In the process of storage and transportation, the quality of construction materials should be strictly controlled to ensure that their quality meets the requirements of construction work in these two environments, so as to strengthen the control of construction quality in construction materials. In addition, the construction unit should strengthen the training of construction personnel in the process of daily work, make them understand the problems in the quality of construction materials, timely eliminate the construction materials with quality problems, and then strengthen the control of construction materials [2].

3.3 Strengthen the construction of talent team

Strengthening the construction of talent team is an essential link to improve the level of construction quality control. Therefore, the construction unit should strengthen the control of construction personnel, and then improve the construction quality. For different types of construction personnel construction units, they should improve their knowledge of the specialty, such as survey units, design units, budget preparation units, to ensure that they can rely on their own professional knowledge, do a good job in the quality control work. For the construction personnel, the construction unit shall strictly review the mastery of its construction technology, ensure that it clearly defines the standards for the use of construction technology, and use construction technology strictly in the construction work, and then achieve the purpose of construction quality control. In the construction work, the construction unit shall regularly carry out training work. Under the long-term influence, the construction personnel shall be guided to gradually have good ideas, make them realize their own shortcomings, have the awareness of clearly improving their own abilities, gradually improve their own abilities in the construction work, obtain the sense of responsibility in the training, and ensure that the construction work can be completed according to their

own responsibilities, and ensure the implementation The workers can strengthen the control of the project quality during the construction.

3.4 Strengthen safety management

In the civil engineering construction management, construction safety and construction quality control are inextricably linked. Therefore, in the quality control work of the construction unit, we should strengthen the construction safety management, and help to improve the construction quality control work. In the daily management work, the construction unit should pay attention to improve the safety management system, formulate safety precautions, and then improve the safety of construction work. In addition, in the construction safety management work, it is necessary to actively investigate the construction safety hazards, so as to reduce the hidden safety hazards to the personal safety of construction personnel. The fundamental to improve the construction safety is to gradually cultivate the safety awareness of construction personnel, so that the construction personnel pay attention to the construction projects with high risk in daily construction, reduce the occurrence of construction safety accidents, and ensure the safety of personnel.

4. CONCLUSION

In the quality management of civil engineering, due to the lack of professionalism of construction personnel, the construction quality can not be reliably controlled, and because most of the construction units pay less attention to the construction quality management, there is no perfect management system to control it in the construction management, and the frequent problems in the construction material management restrict the improvement of the construction quality. In view of these phenomena, the construction unit should actively improve the construction supervision work, strengthen the quality control of construction materials, attach importance to the construction of talent team, and strengthen the construction safety management, so as to improve the level of construction quality control work, and ensure that the construction task can be completed with high quality within the given time.

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A Short-term Prediction on the Impacts of Economic Restructuring Policy in Hebei Province based on BP Neural Network

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Abstract: In 2014, the Hebei Provincial Government issued the economic transformation policy. Using the index data from 2007 to 2013 for a short period, BP neural network predicted the index data from 2014 to 2017. The results show that the economic transformation policy promotes the development of economic vitality of Hebei Province by dramatically affecting the growth rate of enterprises.
Keywords: BP Neural Network; Short-term forecasting; Policy implications

1. THE RESEARCH BACKGROUND

Hebei Province, China is the research area for this question. In October 2014, the Hebei Provincial Government issued the "Notice on Policies and Measures to Promote Economic Growth of the Province", focusing on the outstanding issues in the current economic operation, focusing on investment and project construction. The industrial economy has improved quality and efficiency, supported the accelerated development of the service industry, worked hard to expand the scale of exports, and further released reform dividends, and formulated 24 policies and measures to promote the economic recovery of the province.

2. BUILDING AND SOLVING MODELS

BP neural network is a multi-level forward feedback network trained according to error back propagation (referred to as error back propagation). The corresponding algorithm is also called BP algorithm. Its algorithm flow is shown in Figure 1.
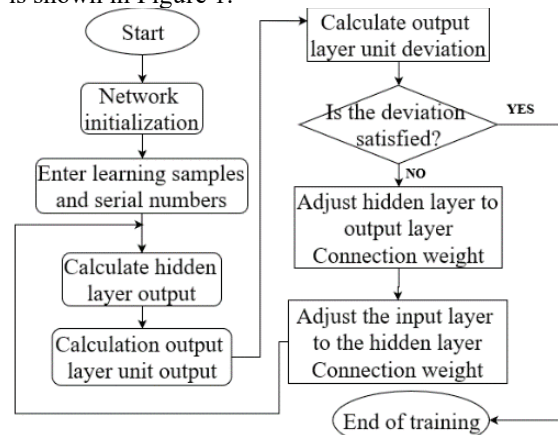
Figure 1 BP network training process and algorithm flow

Let the output layer of the BP neural network have 1 node, the hidden layer has 10 output nodes, and the output layer has 1 node.
Hidden layer neuron output: The function of hidden layer

neuron uses hyperbolic tangent function. The output of node j is:

$$z_k = n\left(\sum_{k=0}^{n} v_{kj}x_i\right), k = 1,2,\dots,10 \qquad (1)$$

Output layer neuron output: The output layer neuron function is a pure linear function, and the output node is:

$$y_j = \frac{e^n - e^{-n}}{e^n + e^{-n}}\left(\sum_{k=0}^{n} w_{kj}z_k\right), j = 1 \qquad (2)$$

Where w_{kj} is the connection weight of the hidden node j and the input node i; v_{kj} is the threshold of the hidden node j.
The total input for node j is:

$$a^k(t) \qquad (3)$$

After the calculation is completed, the calculation result and the correction amount of each weight are retained, the correction weight is calculated and whether to converge. If the convergence calculation is over, if all the outputs of the neuron are repeatedly calculated without convergence, the calculation of the convergence is completed.

Step1 Import training sample set, that is, the proportion of senior talents in 2007-2013, the data is as follows:

$$X_1 = [2007,2008,2009,2010,2011,2012,2013] \qquad (4)$$
$$Y_1 = [6.56,6.71,7.29,10.06,10.06,10.59,11.32] \qquad (5)$$

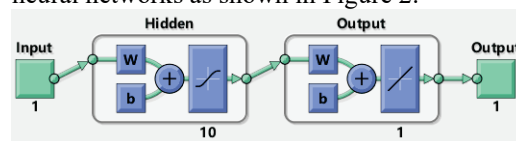**Step2** Build a neural network and set up a model of 10 neural networks as shown in Figure 2.
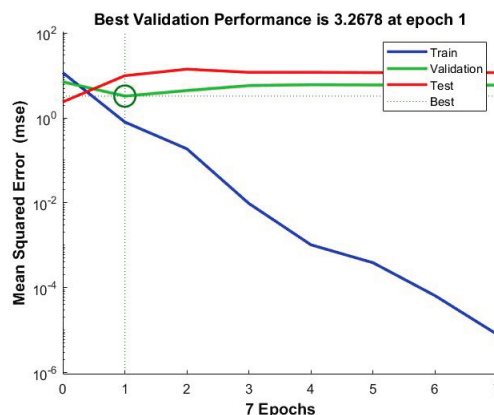

Figure 2 Neural network model

Figure 3 Training model

Step3 Training model, that is, the Lewinberg-Marquardt method is used to train the model to obtain a training

model. The results are shown in Figure 3.

Step4 The prediction result is output. After completing the training model, it is used to predict the change trend of the senior talent ratio data of Hebei Province from 2014 to 2017. The prediction result is shown in Figure 4. According to the forecast chart, it can be seen that after the economic transformation policy of the "Notice on Policies and Measures to Promote the Economic Growth of the Province" issued by the Hebei Provincial Government in 2014 in the forecast data, the proportion of senior talents in Hebei Province is still increasing at the

original rate, and has not appeared Significant increase. Referring to the development trend of actual data, the proportion of senior talents in Hebei region increased briefly in 2015, and even declined in 2016, and then rose at the original rate. The difference between the predicted data graph and the original data graph appeared a slight difference in 2015. This shows that the introduction of economic transformation policies in the short term in which the proportion of senior talents drives innovation and technological development has a certain effect on the economic vitality of Hebei Province, but it is not obvious.

Figure 4 Short-term senior talent ratio trend

Figure 5 Short-term corporate growth trend

Similarly, the short-term forecast of Hebei Province's business growth rate from 2014 to 2017 and the trend of the year, the training sample set is introduced, that is, the business growth rate from 2007 to 2013, the data is as follows:

$$X_2 = [2007,2008,2009,2010,2011,2012,2013] \quad (6)$$
$$Y_2 = [10.41,7.76,11,77,9.87,8.41,7.701,10.18] \quad (7)$$

Figure 5 shows the economic transition policy of Hebei Province in terms of short-term forecast of corporate growth rate. According to the forecast chart, it can be seen that after the economic transformation policy of the "Notice on Policies and Measures to Promote the Economic Growth of the Province" issued by the Hebei Provincial Government in 2014 in the forecast data, the growth rate of enterprises in Hebei Province does not change significantly, and it is still growing at the original rate . With reference to the actual data, the growth rate of enterprises in Hebei Province increased sharply in 2014,
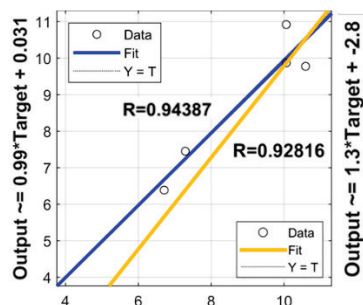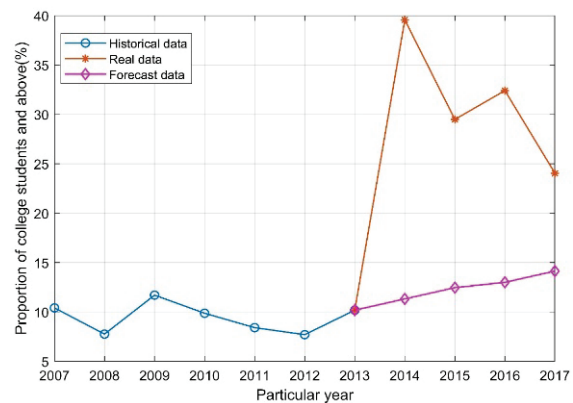
showing a "straight line" increase. Due to the constraints of the market environment, the huge increase showed a downward trend after the huge increase, and it went back and forth. The huge difference between the actual data graph and the predicted data graph indicates that the introduction of economic transition policies in terms of the growth rate of the enterprise driven by the economy in the short term has a significant impact on the economic vitality of Hebei Province.

To sum up, the economic transition policy promulgated by Hebei Province in 2014 will play an important role in promoting the economic vitality of Hebei Province in the short term.

3. TEST MODEL

After several calculations, a suitable basic structure model of the BP neural network is selected. The fitting effect analysis diagram of the BP neural network model is as follows.
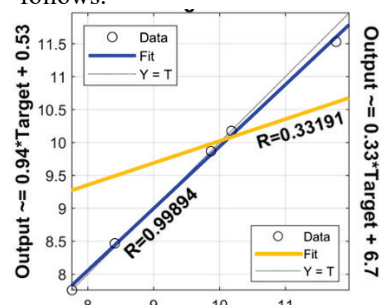

Figure 6 Comparison and test of senior talent ratio

Figure 7 Enterprise growth rate comparison and inspection

Figure 6 shows the trend of the proportion of short-term senior talents over the years. The goodness of fit of the BP neural network reaches 0.94387. Due to the introduction

of Hebei Province's economic transformation policy in 2014, the proportion of high-tech talents rose short-term.

The goodness of fit between the predicted value and the actual value reached 0.92816. From Figure 5, we can obtain the trend of the short-term business growth rate with the year. The goodness of fitting of the BP neural network reaches 0.99894. Due to the economic transition policy of Hebei Province in 2014, the growth rate of the business has been greatly promoted. It shows that the BP neural network's forecast and estimation of the development trend of the proportion of senior talents in Hebei Province and the growth rate of the number of enterprises in the short term of the economic transformation policy is completely feasible.

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Predictive Model of Converter Dephosphorization Based on RBF Neural Network

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Abstract: Phosphorus is a harmful element in steel. How to efficiently and stably reduce the phosphorus content in steel has become one of the difficulties to be solved urgently by steel companies and related scholars. In this paper, based on the big data obtained by enterprise on-site statistics, combined with the machine learning algorithm model based on RBF neural network, the influence of temperature, slag alkalinity, high oxides and other factors on dephosphorization is studied and analyzed. This can provide theoretical guidance and technical basis for iron and steel enterprises to smelt low-phosphorus steel and ultra-low-phosphorus steel.

Keywords: RBF neural network; principal component analysis; converter dephosphorization

1. THE PRECISE SELECTION OF DEPHOSPHORIZATION METHODS AND INFLUENCING FACTORS

In order to promote the high-efficiency synergy between the various processes of iron and steel enterprises and meet the development trend of smelting production closer to green, high-efficiency and intelligentization, this article is based on reducing costs and reducing emissions by combining actual production data on site and RBF nerves. The network prediction model is combined with the theoretical knowledge of metallurgical physics and chemistry, and the prediction model of the end-point phosphorus content under different converter dephosphorization methods is studied [1].

1.1 Method for dephosphorization of converter

At present, the main methods of converter dephosphorization are single slag method, double slag method and double slag method. According to different molten iron conditions and steel grade requirements, combined with on-site smelting conditions, it is necessary to select a suitable dephosphorization process method.

The single slag method only produces slag once in the converter smelting process, and does not pour slag or slag off in the middle, until the end of tapping, and pour slag before tapping under special circumstances; the double slag method is to remove once or several times in the smelting process 1/2~2/3 of the molten slag, and then add the slagging material to re-slag; the duplex method uses two converters to separately carry out smelting dephosphorization and decarburization operations. This method is suitable for more phosphorus requirements.

High-quality steel with high ultra-low phosphorus. In order to control the smelting of ultra-low phosphorous steel more stably and effectively, compared with the double slag method, the dual method of dephosphorization furnace and decarburization furnace at the same time has more advantages [1].

1.2 Principal component analysis

Artificial intelligence algorithms have extremely high requirements for variable selection. The higher the accuracy of the data set and the more accurate the description of the sample, the smaller the error of the algorithm result, and the closer the case prediction is to reality.

The input data set established according to the multi-index machine learning algorithm, that is, the data imported into the data set are all high-dimensional input data, and the accuracy of the model will be reduced if the sampled data points cannot cover the entire domain of definition. The usual solution is to reduce the dimensionality of the input data. This article chooses effective principal component analysis and independent component analysis.

The forecasting ability of the ANN model is closely related to the quality of the learning sample and the amount of information. First, the actual production data of the steel plant's production workshop should be selected, the number of data sets that have been completely recorded should be counted, the data should be preprocessed, and the temperature data and end point composition data should be recorded. The number of missing data sets that were excluded. Preliminarily determine the number of groups of the learning sample, remove outliers through principal component analysis, and finally determine the number of groups of the learning sample size.

Euclidean distance is used as the statistic to characterize the similarity, and the average distance criterion is used to classify the original samples. According to the clustering results, about 78% of the samples are randomly selected from all types to be included in the test set, and the rest are included in the training set . Finally determine the number of groups used for training and the number of groups used for testing.

Through cluster analysis, it is ensured that the training samples are uniformly distributed and can cover the structural information provided by the original samples, which makes up for the lack of a small amount of original

data. At the same time, it provides direction for the learning and training of ANN: Under the premise of correct recognition, the approximation is expanded [2].

2. RBF NEURAL NETWORK PREDICTION MODEL

The principal component analysis algorithm mainly achieves the purpose of dimensionality reduction; the RBF neural network algorithm mainly simulates the relationship between the data by establishing a neural network; combining the principal component analysis and the RBF neural network means that the data is mastered first. Component analysis reduces the dimensionality of the data from multiple variables to a few principal components. At the same time, the data can express the original information.

This means that the input nodes of the neural network have been changed. The original data has multiple input nodes. After principal component analysis, the input nodes are changed to a few principal components. The reduction of input nodes simplifies the structure of the neural network, thereby simplifying The convergence speed of the RBF neural network is improved, which is beneficial to improve the prediction accuracy. The schematic diagram is shown in Figure 1:
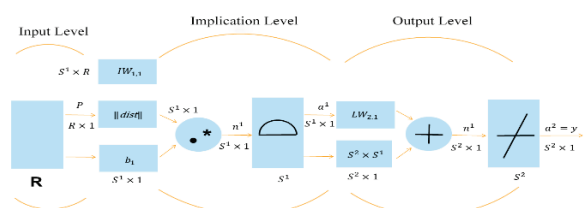

Figure 1 RBF neural network structure diagram

2.1 Overall model design

2.1.1 Single slag

The forecasting ability of the ANN model is closely related to the quality of the learning sample and the amount of information. The learning sample in this study is taken from a company's production data. There are 22,380 groups of complete records. Due to the lack of temperature data, 1160 groups are eliminated, and the learning sample is initially determined to be 21,220 groups. , Through principal component analysis, remove 340 outliers, and finally determine the learning sample size is 20,880 groups.

Euclidean distance is used as the statistic to characterize the similarity, and the original sample is divided into 4 categories using the average distance criterion. According to the clustering results, about 25% of the samples are randomly selected from each category and included in the test set, and the rest are included in the test set. Training set. Finally, 15,660 groups are used for training and 5220 groups are used for testing. Through cluster analysis, it is ensured that the training samples are uniformly distributed and can cover the structural information provided by the original samples, which makes up for the lack of a small amount of original data. At the same time, it provides direction for the learning and training of ANN: Approximation is carried out under the premise of correct recognition.

2.1.2 Double slag

The forecasting ability of the ANN model is closely related to the quality of the learning sample and the amount of information. The learning sample in this study is taken from a company's production data. There are a total of 23,580 groups of complete records. Due to the lack of temperature data and end point component data, 5680 groups of them are eliminated, and the learning is initially determined The sample is 17,900 groups, through principal component analysis, 230 outliers are removed, and finally the learning sample size is determined to be 17,670 groups.

Euclidean distance is used as the statistic to characterize the similarity, and the original sample is divided into 5 categories using the average distance criterion. According to the clustering results, about 78% of the samples are randomly selected from each category to be included in the test set, and the rest are included in the test set. Training set. Finally, it was determined that the 13,780 group was used for training and the 3890 group was used for testing. Through cluster analysis, it is ensured that the training samples are uniformly distributed and can cover the structural information provided by the original samples, which makes up for the lack of a small amount of original data. At the same time, it provides direction for the learning and training of ANN: Approximation is carried out under the premise of correct recognition.

2.1.3 Double

The forecasting ability of the ANN model is closely related to the quality of the learning sample and the amount of information. The learning sample in this study is taken from the production data of a certain company, and a total of 22,500 sets of complete records are recorded. Due to the lack of temperature data and slag sample composition data, 9240 sets of them are eliminated and preliminary determination is made The learning sample is 13,260 groups, through principal component analysis, 480 outliers are removed, and finally the learning sample size is determined to be 12,780 groups.

Euclidean distance is used as the statistic to characterize the similarity, and the average distance criterion is used to divide the original samples into 3 categories. According to the clustering results, about 80% of the samples from each category are randomly selected to be included in the test set, and the rest are included in the test set. Training set. Finally, it was determined that 10,620 groups were used for training and 2160 groups were used for testing. Through cluster analysis, it is ensured that the training samples are uniformly distributed and can cover the structural information provided by the original samples, which makes up for the lack of a small amount of original data. At the same time, it provides direction for the learning and training of ANN: Under the premise of correct recognition, the approximation is expanded [15]. Preprocess the learning samples. The numerical test parameters are set as follows: err≤0.3; eg: 0.001~0.1, the adjustment step is 0.001; sc: 0.05~2, the adjustment step is 0.05; input 10 neurons; output layer 1 neuron; iterative process hidden node The magnitude of the number increase is 1. The schematic diagram [3] is shown in Figure 2:
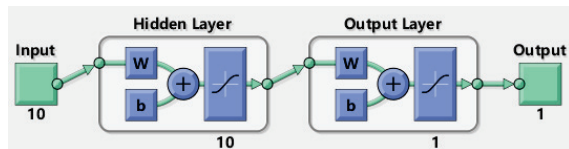
Figure 2 Model calculation structure diagram

2.2 Model solution result

The ROC curve of the model obtained by calculation through the RBF neural network prediction model is shown in Figure 3 to Figure 5:
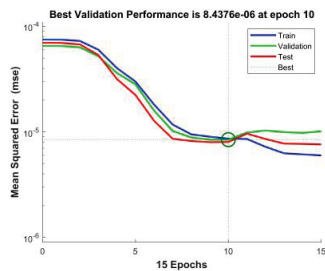

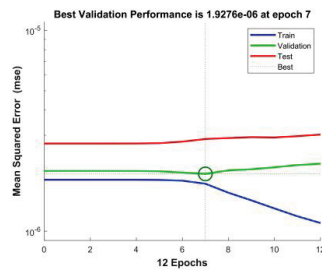Figure 3 ROC curve of single slag method

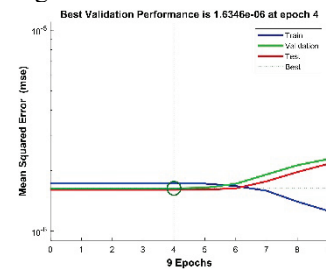Figure 4 ROC curve of double slag method

Figure 5 ROC curve of double method

The calculation results of the model are shown in Table 1:

Table 1 RBF neural network calculation results

input	output	Correct rate	deviation	Sensitivity	R square
All variable	Single slag method	80.41%	0.000149	0.82365	0.81735
	Double slag method	84.54%	0.000564	0.90526	0.88236
	Double method	87.33%	-0.000721	0.88521	0.86001
PCA	Single slag method	82.72%	0.000223	0.73267	0.87124
	Double slag method	83.26%	0.000437	0.93104	0.89123
	Double method	86.13%	-0.000326	0.85873	0.89602
Mechanism analysis	Single slag method	83.76%	0.000028	0.88231	0.89732
	Double slag method	85.23%	0.000514	0.95623	0.98131
	Double method	89.23%	-0.000069	0.89142	0.98652

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Research on Intelligent Control System of Blast Furnace Smelting

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Abstract: The process of blast furnace ironmaking is a very complicated process. The precise control of molten iron quality limits the process of blast furnace smelting. Therefore, intelligent control in the field of ironmaking is the only way for steel transformation and upgrading. In order to understand the control system of molten iron quality in the field of blast furnace smelting, this article summarizes the blast furnace expert system, time series, neural network and multi-agent cooperative control system, and discusses the principles and applications of various control methods. At the end of the article, the development prospect of the intelligent control system for blast furnace smelting is predicted.

Keywords: Expert System; Intelligent Control; Review; Development

1. INTRODUCTION

With the country's prosperity and social and economic development, my country's steel industry has made great achievements. The global share of steel output has grown from less than one-thousandth of the world's steel output when the People's Republic of China was founded to now occupy the world's steel output. 50% of it. The iron-making blast furnace is a metallurgical furnace with high temperature and high pressure, gas-solid-liquid coexistence in the furnace, full of various physical changes and chemical reactions, and is the most complicated link in the steel manufacturing process. Since France first began to study mathematical modeling to control blast furnaces, scholars at home and abroad have established a number of application models. The establishment of a precise intelligent control of blast furnaces is an important goal of iron smelters [1]. Nowadays, it is mainly used for blast furnace control: mathematical model control, neural network control, expert system control, time series predictive control, etc.

The control of blast furnace smelting is related to the quality of molten iron. Therefore, precise control is an important part of the smelting process, and the intelligentization of the ironmaking field is the only way for iron and steel enterprises to achieve transformation and upgrading.

At present, domestic and foreign scholars have established corresponding blast furnace prediction models based on blast furnace smelting principles and big data analysis. The blast furnace expert system is the most common blast furnace intelligent control system and has a wide range of applications in the field of blast furnace smelting. Some scholars have established a blast furnace smelting control system using neural networks and mathematical models [2], and some scholars have used data processing to explore the blast furnace smelting mechanism, and the blast furnace smelting intelligent control system is still the key goal of current research and development.

2. BLAST FURNACE CONTROL SYSTEM

2.1 Blast furnace control based on expert system

Expert system is an intelligent control system in the artificial field. It can simulate the knowledge of human experts to solve problems in this field. It is an important branch of intelligent control system. The expert system is composed of six parts: human-computer interaction interface, knowledge base, inference engine, interpreter, comprehensive database, and knowledge acquisition. The blast furnace smelting expert system learns by analyzing a large amount of data, and accurately controls the internal conditions of the blast furnace through the operation of a computer program. Existing expert systems such as Kawasaki Go-Stop system in Japan, Rod Rocky blast furnace expert system in Finland and so on.

The Kawasaki Go-Stop system in Japan is shown in Figure 1. The system will make judgments on the blast furnace process at regular intervals, and then pass the obtained information to the blast furnace engineer through the computer. The engineer can make judgments based on the information, and the expert system will provide repair and abnormal situation handling instructions [3].
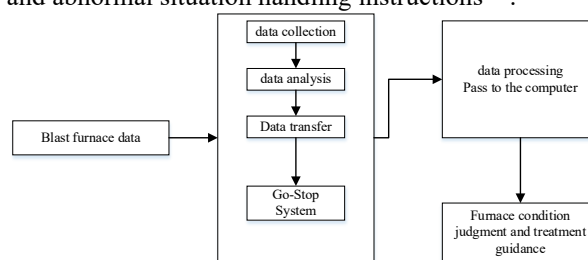

Figure 3 Schematic diagram of the Go-stop system in Kawasaki, Japan

After the development of the Kawasaki Go-Stop system in Japan, Finnish Rod Rocky also developed a blast furnace expert system on this basis, which is composed of a dynamic model and a static model, which can effectively prevent abnormal conditions in the blast furnace. Its research and development is mainly used for blast furnace process batching calculation, gas distribution and utilization analysis, abnormal condition identification and molten iron temperature control [3].

After successively developing blast furnace expert systems abroad, China has also been committed to the

research and development of blast furnace process intelligent control systems, such as Wuhan Iron and Steel's No. 1 blast furnace expert system. The main mathematical models for the establishment of the expert system include the distribution model, the furnace temperature prediction model, and the furnace temperature. The management model has achieved good development.

2.2 Predictive control based on time series

Time series models are also commonly used in predictive control of blast furnace smelting, such as stable time series predictive control and fuzzy time series predictive control. Predictive control based on stable time series is mainly used to control the temperature of blast furnace smelting. This is because the control of furnace temperature in the blast furnace smelting process pursues stability, and the stable time series just meets the requirements of furnace temperature control. The calculation formula for the numerical prediction of the ARMA model under stable furnace conditions is [4]:

$$Y(n) = a_2(n-2) + a_1(n-1) + a_0$$

Fuzzy time series will produce better results when the uncertainty of blast furnace information is relatively strong. The main steps of the fuzzy time series forecasting model are: a. Determine the universe; b. Obtain the fuzzy time series by fuzzing the original data; c. According to training Rules and prediction formulas make predictions [5].

2.3 Predictive control based on neural network

Neural networks have powerful self-learning functions and the ability to find optimal solutions at a high speed, and are often used in many fields. Neural network-based control is also one of the important methods of blast furnace smelting control. Blast furnace smelting is a non-linear, closed system with large time lag. Traditional neural network training algorithms are difficult to achieve the expected results. In practical applications, other algorithms are often used to optimize the training process of neural networks, such as temporal neural network prediction [6] and genetic neural network prediction [7].

The neural network prediction method based on time series is to estimate the value of future time $n+k$ (k>1) based on the historical value of time series $\{x_t\}$ from the observation value of time n to time m $(x_n, x_{n-1}, \ldots, x_{n-m+1})$, and the following formula can be used to represent:

$$x_{n+k} = f(x_n, x_{n-1}, \ldots x_{n-m+1}, \vec{u}) \qquad (\vec{u} \text{ is the input vector})$$

The training method adopts the time difference method, and the neural network based on time series makes up for the shortcomings of linear progressive calculation, so that the internal weight distribution is optimized.

Genetic neural network control uses genetic algorithms to improve the weight threshold of the neural network, which greatly improves the convergence speed of the model and makes the control of the molten iron temperature of the blast furnace more accurate.

Neural network-based control is mainly used to control the temperature of molten iron and furnace temperature, and the temperature of molten iron and furnace temperature are directly related to the quality of ironmaking. Therefore, neural network is of great significance in the quality control of blast furnace smelting.

2.4 Multi-agent collaborative control

Blast furnace multi-agent cooperative control is a control system in which a number of control models cooperated by domestic scholars. Aiming at the single control problem of the current blast furnace system, the system regards multiple control links as a subsystem, and combines them according to the principle of blast furnace smelting, thereby making the blast furnace control system more accurate and stable. This system conforms to the intelligent control trend of today's blast furnace smelting development and has important significance.

Each subsystem of the multi-agent system includes mathematical model agent, neural network agent and expert system agent. Multiple modules perform tasks through task sharing and result sharing. The mutual cooperation between multi-agents has the following effects [8]:

a)　Multi-line to improve the task completion rate.

b)　Sharing information among multiple agents expands the scope of capabilities.

c)　Coordinate with each other to improve the accuracy of control.
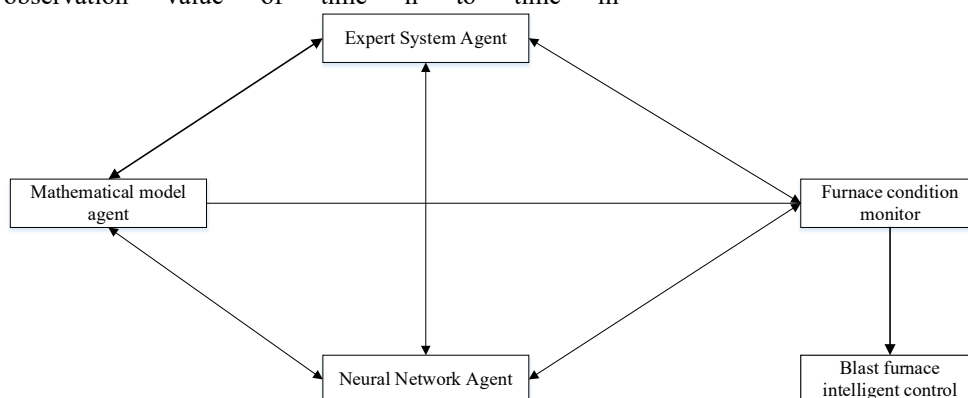

Figure 4 Schematic diagram of multi-agent cooperative control

The multi-agent collaboration system combines the advantages of different agents, enables different agents to realize distributed control, can judge abnormal furnace conditions in the blast furnace, and reasonably configure the resources in the furnace according to the blast furnace principle, thereby improving the execution of blast furnace smelting control effectiveness.

The process of blast furnace smelting is extremely complicated. Therefore, the multi-agent control system not only has a coordination function, but also has conflicts caused by multiple parties competing for the same resource. In response to this problem, the blast furnace distributed intelligent control system proposes such as negotiation Conflict resolution methods such as law and customary law.

3. PROSPECTS

The intelligentization of blast furnace smelting control is an important way to improve the quality of molten iron. The future development of blast furnace smelting will pay more attention to the precise control of the smelting process. The use of big data and other information technology to explore the inherent laws of the blast furnace smelting process is to realize the intelligent manufacturing of iron and steel enterprises. With the development of big data and artificial intelligence, the intelligent control of blast furnace will become more diversified. In addition, because the blast furnace smelting process is complex and changeable, the visualized intelligent control of blast furnace smelting is a new direction of development.

4. CONCLUSION

Driving blast furnace smelting with the help of big data to realize intelligence has become a hot issue in the field of iron and steel metallurgy. Since France began to study mathematical models to control blast furnace smelting, the field of blast furnace smelting has developed a variety of intelligent control systems such as blast furnace expert system control, time series predictive control, neural network predictive control and multi-agent coordinated control, and intelligent control of blast furnace smelting It will be a long-term trend in the development of blast furnace smelting.

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