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Based on The Development Strategy of Ice and Snow Sports Education in The National Fitness Environment

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Abstract: To host the 2022 Winter Olympic Games as an opportunity for development, the education department issued the "Snow sports into the campus" this promotion policy, in order to promote the development of china's campus ice sports further. However, due to the short development time of ice and snow sports in our country, there are many shortcomings in the teaching environment, teaching methods, group identity and teaching resources in the course of campus ice and snow sports education, which cannot promote the development of ice and snow sports on campus. In view of this, on the basis of combing the development status quo of campus ice and snow physical education and analyzing the existing problems in the teaching process of campus physical education, building the teaching resources of campus ice and snow physical education based on the intelligent learning environment, making a tentative inquiry into the teaching mode of ice and snow physical education in the campus in the intelligent learning environment, summarizing the development strategy of ice and snow physical education in the campus ice and snow education environment, providing theoretical reference for the development of ice and snow sports on campus, and promoting the sustainable and healthy development of ice and snow sports on campus.

Keywords: National Fitness; Sports Power; Campus; Ice and Snow Sports Development.

1. INTRODUCTION

Sports culture is the experience and product of human beings accumulating precipitation in the development of sports, enriching cultural life and promoting social development and progress. Snow and ice sports have received much attention in recent years, with a wide variety of activities and a wide range of activities that allow adults and children alike to participate [1-3]. One can also enjoy the fun, as can collective activities. Modern people's leisure time increased, exercise fitness has become a leisure health activity. Ice and snow sports activities can not only improve people's physical fitness, but also enhance feelings. At present, the ice and snow movement need to be vigorously developed, which is the requirement of the times, but also the expectations of the public [4-6]. In order to meet the 2022 Winter Olympic Games, in response to the concept of green open and shared development, actively carry out a variety of mass ice and snow activities, so that ice and snow sports activities develop into a national nature of fitness activities.

As early as the beginning of 2015, before bidding for the 2022 Winter Olympic Games, Suggestions were put forward to carry out extensive winter sports activities, vigorously promote snow and ice into schools, parks, enterprises, factories and other deepening winter Olympic cultural publicity, and create a good atmosphere for bidding. However, as China's winter sports are still in their infancy, there is not enough ice and snow culture precipitation. There are three obstacles in front of Chinese people: lack of space, scarce talents and lack of promotion. At the time, 80 per cent of China's skiers were junior skiers, compared with just 5 per cent in Europe and the US. Even in the ice-rich northeast, many children today can't skate or ski. In order to achieve the goal of "300 million people participating in ice and snow sports" and to lay a solid foundation for the popularization of ice and snow sports, the first thing to do is to enter the campus and play a leading role. Starting from children, it is imperative to open the eyes of Chinese children to ice and snow sports and give them full opportunities to contact with ice and snow sports. The development of snow and ice sports in China lags behind. The external factors are of course the climate conditions and geographical location, but the deeper reason lies in the fact that the competition equipment, all kinds of maintenance accessories and even clothing need to be imported from abroad and are not cheap. All of these, to a considerable extent, have limited the popularization and promotion among ordinary people, especially helping the youth group of "300 million people on ice and snow".

According to a survey released earlier by Renmin University of China, snow and ice sports in China still face three shortcomings: insufficient participation of the masses, insufficient venue construction and shortage of professional talents. Wang Weidong, deputy director of the China Research and Data Center at Renmin University of China, said the survey sampled 4,126 people nationwide. Through the investigation, it is found that the public participation rate and level of ice and snow sports in different regions are obviously different. In Heilongjiang, Jilin, Liaoning and other traditional ice and snow sports provinces, the participation rate of ice and snow sports is as high as 42 percent, 25.9 percent in northwest and north China provinces, and only 18 percent in southern provinces. The number of people in southern provinces participating in ice and snow sports is about half that in traditional provinces. According to the survey, in terms of family guidance and
school education, only 3.9% of middle school students have received ice and snow sports education courses at school, 14.9% of parents have taken their children to participate in ice and snow sports, and the proportion of professional ice and snow sports participation does not exceed 5%. At the same time, the lack of sports fields and time in the vicinity of their residences also make it difficult for many people to participate in ice and snow sports.

It can be seen from the above data that in the process of "300 million people participating in ice and snow Sports", it is far from enough to only involve the three northeastern provinces and other northern provinces, and it will not work without the majority of young people as the main force. In September 2018, the General Administration of Sport of China launched the "Two programs and three plans" to strengthen the planned and systematic work of the Beijing Winter Olympic Games, implement specific measures and guarantee conditions, ensure solid and in-depth progress of all work, and comprehensively enhance the competitive level and international competitiveness of ice and snow sports in China. Among them, in order to vigorously popularize mass ice and snow sports and achieve the goal of "bringing 300 million People to Participate in ice and snow Sports", the Implementation Outline of "Bringing 300 million People to Participate in Ice and snow Sports" was specially formulated (2018-2022). After the Beijing Olympics in 2008, China launched a national fitness craze. The proposal of the goal of "300 million People participating in ice and snow Sports" for the 2022 Beijing Winter Olympic Games is bound to lead to a new trend of national ice and snow sports. The Implementation Outline of "Driving 300 million People to Participate in ice and snow Sports" also suggests that "people's attention, love, support and participation in ice and snow sports will reach a higher level". Ding Dong, executive deputy director of the Winter Sports Center of the General Administration of Sport of China, said that China will continue to promote the implementation of the strategy of "southwestward expansion and eastward expansion" of ice and snow sports, and promote the expansion of ice and snow sports to the whole country and the four seasons. Youth participation in ice and snow sports should be emphasized to promote winter Olympic cultural education in schools.

2.THE CHARACTERISTICS AND VALUE OF ICE AND SNOW SPORTS

Ice and snow sports in the northern snow and ice resources more abundant areas have become a popular way of fitness activities for adults, in the traditional ice and snow sports after innovation prevailed. Ice and snow sports activities make leisure time people conducive to a richer exercise activity, people are full of vitality and vitality. In winter, snow and ice sports activities are held in the silver-clad land, adding vitality to nature. Ice and snow sports are still evolving, more diverse forms, from the beginning to the natural challenge, now into the individual self-breakthrough, ice rink speed competition, strength and skill competition, and the natural wind and snow face contrast and collision, the simplest previous ice skating, sledging projects, gradually developed more suitable for the participation of the public activities, such as skiing, snow football, winter running, people's increasing material needs to meet a certain degree.

Ice and snow sports is not only a way for people to enrich their lives in their leisure time, but also has great significance and value [7-10]. Therefore, ice and snow sports activities deserve to invest time and energy to seriously participate. In terms of intensity, ice and snow sports can be adjusted according to personal circumstances, individuals can grasp and control, age can participate. Improve people's physical fitness, but also improve physical coordination, control ability and so on. It also has a positive effect on exercising people's will and improving people's quality. Regular participation in snow and ice sports activities can improve the body's cold resistance, adapt to cold weather, for the winter low temperature caused by the illness and discomfort can play a preventive role. During exercise, the limbs and brain need to be perfectly fit and need flexible limbs and strong bones to support them. Ice and snow sports require a lot of energy, is also a big test of physical strength, training intensity, will speed up blood circulation, metabolism will also speed up, the respiratory system, as well as cardiovascular positive effects, to help the body maintain a healthy and stable state. In this need for the body and the brain to perfectly fit in the movement, the brain needs to the body to transmit commands to maintain a sense of balance, in order to prevent accidental falls in the process to successfully complete the movement, in the movement can also continuously improve their ability to react, as well as the body's ability to control the limbs, the coordination of various parts of the body will also be improved in the process. Ice and snow sports have developed a variety of forms in line with the needs of the masses, in order to improve the physical fitness of the whole people provides an important way. Ice and snow sports not only have a positive effect on the body, but also has the following aspects of value: First, because it belongs to the form of sports, so it has a very high competitive value; Ice and snow sports activities are one of the important forms of activities in winter, can organize people, better communication, is conducive to the healthy development of people. The characteristics of the sport and the positive effects brought to the people make it very high in the crowd, by the people's love and active participation, conducive to the healthy physical and psychological development of the whole people, more and more people participate in the development of ice and snow sports to provide support. General Secretary Xi Jinping instructed in the 13th Five-Year Plan that national fitness is the foundation and guarantee for all the people to enhance their physical fitness and healthy life, and that the people's health is an important connotation for building a well-off society in an all-round way, and that people's health should be given priority for development in the strategic position. It can be seen that sports have become the focus of development. On this basis, ice and snow sports need to be vigorously developed to
achieve the health of the whole people, improve
physical fitness has become the most important task of
the current society. The 2022 Winter Olympics have
also brought great heat to the ice and snow sports,
attracting more attention. With the help of the Winter
Olympic Games, we can promote the ice and snow
sports for all people and realize the participation of the
whole people, so as to improve the level and experience
of participation in ice and snow sports in China. Ice and
snow activities have gradually developed into an
important part of people's cultural life, the form is
richer and more diverse, and more personality. Schools
occupy a place in the development of ice and snow
sports, not only to train sports talent, transfer talent, but
also to assume the national physical and mental health
of the major social responsibility. In the context of
national fitness, taking the development angle of ice
and snow sports as the starting point, discuss the
problems arising in the development of ice and snow
sports, and put forward targeted measures to solve them,
so as to promote the better development of ice and
snow sports to the whole society.

Snow and ice industry are a new industry in recent
years. It is a special resource industry based on the
development of snow and ice resources. When China
won its first winter Olympic gold medal in 2002, ice
and snow began to gain wider attention. After more
than ten years of development, China's ice and snow
tourism has entered an explosive growth stage. The ice
and snow industry consists of five parts: ice and snow
equipment, ice and snow events, ice and snow tourism,
and ice and snow events. With the continuous development of the
snow and ice industry, new fields such as snow and ice
equipment and snow and ice marketing have been
gradually paid attention to, with great development space. At present, China's ice and snow sports industry
has initially formed an industrial pattern with fitness
and leisure as the main industry, competition
performance, venue services, sports training and sports
tourism and other forms of coordinated development.
There is a strong demand for participation and training
in ice and snow sports, increasingly rich competition
performances, rapid development of ice and snow
tourism, relatively high degree of marketization in the
construction and operation of ice and snow venues, and
large space for the manufacturing of ice and snow
products and related products.

3. THE DEVELOPMENT VALUE OF SNOW AND
ICE SPORTS ON CAMPUS UNDER THE
BACKGROUND OF NATIONAL FITNESS

The continuous development of national fitness, so that
people's physical and mental health has been
significantly improved. Ice and snow sports is an
important development object in the national fitness,
with the improvement of economic and social
development level, ice and snow sports has become a
popular sports form. In the heat of the 2022 Winter
Olympics, the school has trained participants and
conductors in the snow and ice movement, bringing in
all kinds of talents for the community. The ice and snow
movement on campus is an important part of sports culture,
which plays a positive role in the shaping of students' behavior and values. The development of ice and snow
sports on campus not only plays a positive role in the culture
of the school, but also makes students feel the interest from
ice and snow sports, which helps students' physical and
mental health, and cultivates the sports consciousness of
lifelong sports. The Winter Olympics really bring great
opportunities for the development of the national ice and
snow movement, schools and communities and schools to
cooperate, through the organization of competitions and
other ways to popularize and develop, through the power of
the media to promote, so that the national ice and snow
sports really go to the whole people, promote the better
development of the national ice and snow movement,
and promote the health of the whole people and lifelong sports awareness training.

4. THE CURRENT PROBLEMS IN THE
DEVELOPMENT OF ICE AND SNOW SPORTS

Because ice and snow sports in China by the impact of the
environment climate, the start time is late, although the
speed of development is fast, but the existing problems need
to be analyzed and solved. In the context of China's
acquisition of the right to host the 2022 Winter Olympics,
education. The department has issued a promotional policy, "Snow and Ice Movement into the Campus" activities. The main group
of people targeted by this activity is the youth group of our
country, and they are also the main group to achieve the
policy goal of "300 million people involved in ice and snow
sports" in our country. China, which is increasingly strong
in overall national strength, is no longer the main purpose of
bidding for the Winter Olympics is no longer to pay
attention to the competition for medals at the level of competitive sports, the more important purpose is to let
more Chinese people, especially young people, participate
in ice and snow sports, as an opportunity to enhance the
quality of national sports, promote the overall physical and
mental development of the people, and carry forward and
spread the Olympic spirit.

But at present, the overall level of ice and snow sports
development in China is not high, regional imbalance. In
particular, attention needs to be paid to the development of
snow and ice physical education in school with young
people as the main group. This directly leads to the shortage
of reserve talents for ice and snow sports in China, which
directly restricts the overall improvement of the level of ice
and snow sports in China. Therefore, how to study the
effective method of education and teaching development,
the ice and snow physical education into the campus
education and teaching practice, improve the quality of ice
and snow sports for the whole people, has become the
current field of ice and snow physical education teaching to
be an urgent problem to be solved.

4.1 Schools do not pay enough attention.
The school is an important base of ice and snow sports, and
it is an important key point for cultivating students' sports
consciousness. However, in schools, the development of ice
and snow sports is far less smooth than expected, ice sports
on campus road still needs reform and innovation. The school's emphasis on ice and snow sports still needs to be further improved, and it is necessary to re-establish the correct concept of ice and snow sports. In schools, physical education is often treated incorrectly, the school itself does not attach importance to physical education, so the popularity and development of ice and snow sports in schools has been affected by the concept is difficult to smoothly. Most teachers are biased in their beliefs and are therefore reluctant to take the initiative to participate in activities and set an example for their students. Although policies have been put in place at the national level to support ice and snow sports, some students themselves do not like sports, so they are even more resistant to ice and snow sports. Due to the influence of examination-oriented education, physical education has become the object of crowding out among other major disciplines. Physical education class time is compressed, students' sports consciousness cannot be cultivated, so the participation in ice and snow sports is lack of enthusiasm and interest.

4.2 Underfunding
To develop ice and snow sports vigorously, a lot of money must be invested. Because of the environmental requirements of ice and snow sports, most areas of the country cannot carry out ice and snow sports, snow and ice resources shortage. The demand for ice and snow resources across the country is extremely uneven. Due to the continuous progress of science and technology, the dependence and demand of ice and snow sports on natural conditions can be solved, and the development of ice and snow fields by refrigeration equipment can solve the resource demand problem in the south. But it's an invisible investment that requires a lot of money to run. Second, in the training of coaches and professional athletes also have to spend money, in terms of wages is also a huge cost. In the equipment, equipment and other construction investment in the capital demand. The equipment, facilities and environment of ice and snow sports need to bring an excellent sense of experience, which is conducive to the development and popularization of ice and snow sports, the investment of funds has become a major obstacle to the development of ice and snow sports.

4.3 Lack of community sports management systems
Snow and ice sports activities in China's community and the degree of popularization and promotion needs to be improved, in some areas, there is a gap in the development of community sports, the concept of fitness, as well as the promotion of national fitness lack of awareness and awareness, so in the community sports arrangements, the lack of corresponding planning and preparation, did not play the function of community services, which caused the development of ice and snow sports is relatively backward.

4.4 There is a shortage of professionals in snow sports
At present, China's relevant practitioners in terms of academic qualifications are not high, and the number of professionals is small, professional guidance is older, the relevant needs cannot be satisfied. The sport requires both professional trainers who can take on the responsibility of professional training, as well as professionals who can conduct scientific and rational guidance and supervision in the movement of people. The quality and management level of the relevant personnel of ice and snow sports in our country need to be improved to meet the needs of the current society.

5. STRATEGIES FOR DEVELOPING ICE AND SNOW SPORTS VIGOROUSLY
China is in a backward state in the development of ice and snow movement, should follow the pace of the times, in the development of planning scientific and reasonable adjustment, for the ice and snow movement of the participation of the whole people to prepare for the preparation and support. How to develop the ice and snow movement, for this problem, the strategy boils down to the following:

5.1 Increased investment in infrastructure.
The 2022 Winter Olympics have given great attention to snow sports and become the focus of attention from all walks of life, and have therefore entered a period of rapid development, and the public is also very enthusiastic about the sport. The source of funding is mainly from strong government support, in addition to the source of less. Therefore, we should widen the funding channels to provide more abundant funds for ice and snow sports activities, promote ice and snow sports in the major urban communities, and make it an important part of the construction of sports for all, and implement the infrastructure construction. Scientific and reasonable management of the relevant projects of national fitness, in order to popularize the ice and snow sports to create a material basis to meet the needs of society and people.

5.2 Increase publicity efforts to strengthen the awareness of national fitness.
In community schools and other places for the promotion of national fitness, popularize snow sports and fitness common sense and skills, the distribution of ice and snow sports related information to learn manuals, so that ice and snow sports into the lives of more people.

5.3 Absorb professional guidance personnel and establish a sound training mechanism.
Relevant departments should make scientific and rational planning of the professional resources of ice and snow sports, excavate the professionals of colleges and universities, will know the salary and treatment of personnel to improve, mobilize the enthusiasm of professional work, increase the training of instructors, improve their professional level, professional ism, service and management concepts.

5.4 Strengthen young people's awareness of ice and snow sports.
Through a number of popular science manuals and reading materials, organization of relevant knowledge competitions and other means, the school students to carry out the popularization of ice and snow sports, publicity of relevant knowledge and sports skills, in primary and secondary schools to set up relevant courses, attract students' attention, improve their interest in ice and snow sports, and provide sports-related resources and equipment, mobilize students' enthusiasm, encourage participation, promote the
development of ice and snow sports among young people.

5.5 Strategies to promote the development of ice and snow sports on campus.

The development of ice and snow sports on campus needs to be promoted continuously, there are various problems in the development process, in order to further promote the development of ice and snow sports in colleges and universities, so as to promote the popularization and development of national fitness.

5.5.1 Focus on the implementation of the training and construction of the talent team.

China should pay attention to the training of ice and snow sports talents, and the related work should be paid attention to, so as to improve the overall level of sports. Talent includes athletes, teachers, coaches, managers, etc. There is a direct link between the development of ice and snow sports on chinese campus and the training of talents. Excellent teachers are an important basis for the development of ice and snow sports on campus, to ensure the smooth participation of the masses in snow and ice activities, the relevant departments should be through the system of professional theoretical knowledge training, technical practice training, strengthen the training of professional personnel, improve the quality of teachers also level. Relevant departments should implement relevant preferential policies or conditions, increase capital investment, in order to train more talents to meet social needs.

5.5.2 Campus Snow Sports Courses and Competitions are offered.

First of all, students to the basic knowledge of ice and snow activities teaching, so that students form the most basic concepts. According to the conditions of the school to carry out targeted curriculum design, carry out related teaching activities, so that students learn ice and snow sports skills. In addition, the development of ice and snow sports courses need professional teachers, according to the psychological and physiological characteristics of students to design teaching content, the construction of a good sports infrastructure. Focus on the sports foundation, technical essentials, pay attention to the main points, such as detailed combing and explanation.

5.5.3 Reform the teaching system and promote the joint efforts of schools and enterprises.

Campus ice and snow sports need to design and plan according to the characteristics of the region to design and plan in line with the teaching content, set up in line with the psychological and physiological characteristics of students, to ensure the number of classes, and actively mobilize the enthusiasm and participation of students. In addition, the theoretical knowledge part can be used in the form of traditional book teaching and online teaching, online courses, micro-courses and other teaching models are also welcomed by students, which is a teaching form to improve efficiency, through theoretical teaching, for students to lay a foundation for the practice of ice and snow sports. Knowledge can be connected to practice by putting theoretical knowledge into practice through practical lessons, such as participation in club activities or competitions. To achieve the coordinated development of theory and technology.

6. CONCLUSION

At present, the promotion of national fitness is imminent, popularizing and developing ice and snow sports is of great significance for improving the physical fitness and physical and mental health of the whole people. Schools should seize the opportunity to make use of their own educational resources to make more students understand the ice and snow movement, actively participate in the students to become the popularization of ice and snow sports. Schools in the promotion and promotion of ice and snow movement also encountered the concept of backward, low cost investment and infrastructure is not sound and other issues, want to get a perfect solution, need to improve awareness, through the implementation of teaching courses and competitions and other forms of combination, the online and offline, classroom and practice integration to improve students, parents of the right awareness of ice and snow sports, aware of the real value of ice and snow sports. According to local characteristics, promote ice and snow sports and school culture, regional characteristics of the integration, set up a mandatory course strain of ice sports at the same time set up related clubs and competition activities, to create a positive atmosphere for learning snow sports in schools, to create a good sports environment. Promote the basic and cultural knowledge of ice and snow sports, conduct competitions between schools and schools, actively mobilize the enthusiasm of students, further improve the resources and venues required for ice and snow sports, ensure that the venues, equipment, equipment and so on to meet the needs of students, while paying attention to the management needs of sound safety mechanisms, expand the sources of funds required for ice and snow sports, the school snow sports facilities and venues should be open to the public, maximize the use, to create more sources of funding for schools, At the same time to promote the development of the ice and snow movement of the whole people. In addition, in the concept of the need to update, keep up with the trend, the introduction of professionals and management system, the training of ice and snow sports talent to develop a sounder system for the development of ice and snow sports into a new force. The promotion of ice and snow sports to improve the physical fitness of the whole people, the cultivation of fitness awareness plays a huge role in promoting, not only to meet the diversity of people's demand for sports, but also to create the environment and atmosphere of the whole people's active participation in ice and snow sports.

REFERENCES


ACADEMIC PUBLISHING HOUSE
The Influence of Sports Activities on The Formation of Sports Interest

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Abstract: The physical education interest status of primary school students is related to the development of primary school physical education curriculum is smooth, but also related to students in the future study or work can take a positive and healthy attitude to do things. Therefore, it is very important to cultivate students' interest in sports at the primary level. Children are the future of society, carrying hope and hope, and the premise of realizing good wishes is a healthy body, for students, have a good body, a healthy mentality is used for life! Using the research methods of literature, questionnaire, interview, observation, mathematical statistics, etc., the paper conducted a survey on the impact of physical activity on the physical education interest of three primary schools in Huanggang City, and further obtained the reasons for the students' interest in physical education through their positive degree of daily physical education class, their interest in physical education, etc., and put forward concrete suggestions and opinions on how to cultivate their lifelong sports consciousness.

Keywords: Pupils; Sports; Sports Interest.

1. INTRODUCTION

With the implementation of the new curriculum reform, the primary school physical education curriculum has undergone a very big change, students learn sports activities, the interest in physical education gradually increased, and gradually formed a sense of ideology. Through the survey of three primary schools in Huanggang City, through questionnaire survey, interviews with teachers, observation of students' attendance, this paper draws a lot of reasons that affect primary school students' sports activities, which directly affect the formation of their sports interest [1-5]. Through these reasons to actively change the content form of the course, so that the curriculum to further get the students like, let them cultivate the concept of life-long sports, for the development of sports cause reserve strength.

2. SPORTS INTEREST

Ding Zhongyuan thinks that interest refers to the psychological tendency of people to try to know, master something, participate in an activity and have a positive emotional color, and means pointing and trending in the process of cognition. He believes that people's interest can only be shown if they steadily point their understanding towards something over a longer period of time. Zhou Shaozhong and Yan Hankang pointed out that interest is a psychological tendency to actively recognize something or engage in certain activities, and the close relationship between interest and need is based on need, in the process of social practice and development. The psychological tendency of interest shows that people give priority to something and have a desired mood. And it has a good emotional color, will trigger a positive emotional attitude towards something or activity. "Interest is the best teacher, and it is very important for students to develop students' interest in physical education in the process of physical education, " Li said. With the deepening of the reform of the education system, the comprehensive promotion of quality education and the new changes in students' study and way of life, the strength of students' interest in sports is related to the development of students' health status. Therefore, strengthening the cultivation of students' interest in sports in the new period and actively guiding students to participate in sports activities is a major event related to the healthy growth of young students and the overall promotion of quality education, which has great practical significance. "I think it's important to think about the main reasons that influence students' interest development, and then implement them on a case-by-case basis [6-9].

Yao Lei pointed out that the teaching environment refers to the overall factors related to teaching, which affect teaching and influence people through teaching. Generally speaking, the physical education material environment includes physical education teaching places and teaching equipment, while the psychological environment of physical education includes the school sports tradition and atmosphere, the teaching psychological atmosphere and the interpersonal relationship in teaching. And a good teaching environment has edification, motivation, aesthetic education and health functions. Hu Tianmei put forward that the fundamental purpose of school physical education is to promote the physical and mental health of students. According to Pottinger (1990), school physical education is associated with health in five areas: (1) physical adaptability (fitness); (2) relieve stress and relax stress; (1) Lifelong education is an education that concerns the health of all. Health is a dynamic process, so sports is not necessarily a one-off activity. Lifelong sports thought can be accepted by the general public because the purpose of life-long sports is to teach people how to exercise and how to treat their health well. The goal of school sports should reflect the idea of lifelong sports and be in line with lifelong sports. Lifelong sports thought requires students to establish lifelong sports values, cultivate lifelong sports interest, attitude, behavior and ability, so that students enjoy the fun of sports for life, enrich life, create greater value in life. Therefore, the school sports goal of the determination, can not only look at the immediate task, the pursuit of near-term benefits, ignore the
long-term benefits, resulting in a disconnect with life-long sports.

Jia Haitao in the "Primary and secondary physical education students interest development research" that the factors affecting the learning interest of primary and secondary school physical education students have objective factors and subjective factors, among which, objective factors are the school physical education hardware facilities, school organization management, sports performance plus points, etc. ; or "gifts." Although physical activity learning can remove developmental barriers to promote development, but cannot ignore the genetic factors of the norms, but its plasticity is small. Secondly, the students' own factors can also be broken down into height, weight, maturity, balance, agility, muscle strength, transient force, motor skills, learning interest and self-expression desire, and so on, Wu Wanfu for each factor for experiments and research. In addition, he pointed out that since teachers are at the heart of the class group and have the task and responsibility to determine the direction of learning, they have absolute influence and unique value on children's learning outcomes. In addition, he also subdivides the learning environment into material environment, social environment and conceptual environment, and also divides the learning mode factors into such factors as experience learning and systematic learning, individual learning and group learning, education centers and student centers, full and parting, and centralized learning and decentralized learning [10-12].

To sum up, since interest is an important area in psychology and one of the key areas of study in the teaching profession, there are quite a few studies related to interest. However, there are relatively few researches on physical learning interests, and most of them focus on the interests of physical education in universities, colleges and middle school students, and the research on the interest strain of physical education of primary school students is rather inadequate.

3. THE INFLUENCE OF INTEREST ON THE CONCEPT OF LIFELONG SPORTS

Langlang, in Introduction to Lifelong Education, points out: "If the role of school physical education is regarded as insignificant and does not attach importance to school physical education, then after the students enter the adult stage, physical activity does not exist; Wang Yong believes that school physical education, as an important stage for students to receive physical education, is a key period for cultivating students' sports skills and developing good physical exercise habits, and is also an important way to carry out quality education and cultivate innovative talents. This depends on the social basis of the school through the cultivation of students' lifelong sports consciousness to achieve, so that school sports and social sports in line with social sports services. The key to the implementation of lifelong physical education in schools is to cultivate students' interest in all-round physical exercise, to develop the habit of good exercise, to form the consciousness of students' self-stimulation and learning, self-design, self-supervision, self-organization and management, and to consciously use physical education knowledge to guide physical education practice. Quzong Lake, Yang Wenxuan mentioned the school walls of physical education, so that students on more than ten years of physical education classes, participated in more than ten years of physical activities, but after graduation will not engage in physical exercise. The Ministry of Education pointed out that "school sports are done well, the socialization, scientific and sustainable development of mass sports has a foundation, the number of people who regularly participate in physical exercise can be guaranteed, and the improvement of the health quality of the whole nation can be effectively implemented." Cai Baozhong believes that "life-long sports, as a new idea, has had a profound impact in the field of Chinese schools in a short period of more than a decade, and with this influence, it has rapidly moved into the 21st century, becoming the most guiding ideology." Zhao Zhijian believes that the relationship between teachers and students in the new era must be changed, and that the teacher's identity has been slowly transformed from the elders of the past into an idol in the minds of students, Yan Father and friend Zhao Zhijian, so that young and vulnerable primary school students can enjoy the fun of learning sports. Students' learning is connected by teaching content, teaching conditions and teaching methods. And to instill knowledge and skills in students, the most important bridge between teachers and students is teaching methods. Without good teaching methods, although the teacher's skills are high, the school equipment is perfect, it is impossible to achieve a good physical education class. Primary school students love activities, most of them want to express themselves on the sports field, however, when teachers' teaching methods fail to meet the expectations of students, students will naturally attribute the reasons for poor learning to physical education teachers, which will directly affect students' interest in physical education.

Zeng Ji pointed out in the article "Investigation and Study of Extracurricular Sports Activities of Students in General Colleges and Universities" that some students in the whole country do not participate in extracurricular sports activities. Because there is no mandatory requirement in high schools and universities, there are significant differences in the number and time of extracurricular sports activities between male and female students caused by many reasons, such as venues, equipment, learning pressure, but, after nearly a decade of physical education in elementary and junior high schools, most students still do not form the ability to exercise, habits and consciousness, still need someone to organize, guidance is also one of the important reasons. Yang Lizhu, Han Jin's, etc. put forward that "personality is a comprehensive system with various psychological characteristics, which is restricted by social living conditions on the biological basis, thus forming a unique and stable characteristic with regulatory ability, tendency, dynamic." The survey by Huang Yibing found that students prefer looser technical moves or exercise styles that allow them to play freely.
Zhou Yixia made a detailed analysis of the attitude, motivation, exercise time and tendency of students' participation in extracurricular sports activities in his paper, "Research on physical sports needs and supply of primary school students in rural areas of Hunan Province", and pointed out the factors affecting the sports interest of middle school students in Hunan Province, such as personal factors, environmental factors, media publicity and so on. Ji Changxing and so on put forward to cultivate students' interest in physical education in physical education, which needs to be combined with the innovative atmosphere of campus sports culture. Zhao Le in the survey pointed out that to students as the main body, teachers should be in accordance with the requirements of the new curriculum standards, in the classroom innovative teaching methods. "Physical education is the most accident-prone subject in a school" is the phrase, I believe that not many people will object. Physical education class has other subjects, it is not carried out in the classroom, students are not sitting in the seat to learn, and physical education classes are often involved in formal forms of equipment; However, it is natural in life to hope that they are safe and do not want to endure pain, but lively and active but at the same time is the characteristics of primary school students, when these two personalities overlap, students naturally have expectations of physical education security measures, so that they can enjoy and safely play sports activities. Therefore, if the physical education teacher can arrange a safe learning environment, so that students can put aside their worries, concentrate on teaching activities, to enhance their interest in physical learning must have a positive effect.

Wang Xiaozan period after the physical learning interest of primary school students to carry out in-depth analysis, the direct interest staked and indirect interest of primary school students re-classification, respectively, "direct interest - positive interest and negative interest" and "indirect interest - sports participation level and independent learning interest", and for these four interest dimensions to produce a specific scale, and this study also cites this scale for the first part of the study. Zhu Yuli, Ji Liu mentioned the innocent and lively primary school students, with a dynamic nature, you have a wide range of interest in sports activities, but also to see sports as "play", as long as the activities can feel full of joy, show interest, tireless. But there have also been some changes in their sports interest from the first to sixth grades of primary school. Ma Qiwei research shows that the first to third grade for full activity stage, they choose games, running and other technical simple, interesting activities; In summary, interest throughout the primary school stage is not stable enough, and it is easy to get bored with dull, monotonous activities.

4. CONCLUSIONS

Through the form of theoretical lessons, let students know the importance of sports activities, through sports activities to bring their own benefits, let students establish a sense of active participation in sports activities, and secondly, through physical exercise can the will of students, cultivate their spirit of fearlessness and perseverance. Enrich the classroom teaching content, the outline requirements of the teaching content adapted into easy for students to accept, like the nature of the game activities. In the classroom free activity time to lead students to do some meaningful exercise activities, preferably both fitness and brain-beneficial activities. In the classroom can carry out a series of game games, exercise their sense of cooperation, the sense of excellence. Cultivate their strong will, and "friendship first, competition second" excellent quality.

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Study of The Effect of Basketball Training on The Attention of Middle-Aged Boys

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*Corresponding Author.

Abstract: In this study, basketball training has high requirements on the quality of attention of the participants, and boys in the middle school age are just a good period for the development of attention quality. The effectiveness of basketball training to improve the attention quality of middle school boys is explored. Research shows that basketball training is a very effective sport for the attention quality of middle school boys. After basketball training, the overall level of attention quality of middle school boys can be significantly improved. The overall level of attention is mainly improved by the noticeable changes in the distribution level and attention breadth level. To improve the level of attention quality, to further determine the impact of basketball training on the attention quality of middle school boys.

Keywords: Mid-School; Boys; Basketball Training; Attention.

1. INTRODUCTION
Basketball belongs to the same confrontational sports, the attack and defense conversion is fast, the rhythm of the movement is more complex, the characteristics of the basketball sports determine that the players have a strong attention ability in the game, long-term training and competition caused the players to participate in basketball training to adapt to the development of basketball attention ability. Research proves that middle-school boys who have long participated in basketball training have the ability to adapt to their own projects. Through the test comparison, it is concluded that the middle-school boys who take part in basketball training have some differences in attention ability than middle-school boys who take part in basketball training [1].

Attention is not concentrated is an important obstacle to the study and life of young people. Attention ability is further related to the development of the intelligence level of boys in middle school age. The study was based on the school-age stage because attention develops the fastest at this stage in order to capture its key at the fastest-growing stage of attention. Attention is essential in learning, life, and other aspects, and the intensity of attention is key to the efficiency of direct access to information. For school-age children, attention is the basis for acquiring knowledge, so the impact of attention on daily learning is important. Through the psychological experiment method, the influence of basketball training on the quality of boys' attention in middle school age is explored.

2. EXPERIMENT OBJECTS AND METHODS.
2.1 The subject of the experiment
This experiment took basketball training as the study object of the attention effect of middle-school boys, and 42 middle-school boys as the subjects, of which 14 did not have a training basis, 14 with a training basis for one year, and 14 with a 2-year training basis. Middle school age refers to the 11 to 15 years of age, the middle-of-school boys pay attention to the development of the state characteristics, is due to the unintentional attention of the state began to dominate the development of intentional attention gradually occupied the dominant [2]. Most scholars believe that the fastest-growing attention is in elementary and middle school, where attention levels level sleeve and slow down when students reach high school [3-5]. Therefore, this study selected the middle stage of the fastest-growing attention-making school age as the study object, so that the critical period can be captured in the fastest stage of attention development.

2.2 Research method.
2.2.1 Documentary Law.
According to the needs of this research, through the library of Jiangxi University of Technology to consult the relevant books, newspapers and other related materials, and the use of Weipu, Wanfang data, China Knowledge Network, EBSCO foreign language journal database, and other resources to collect research materials related to the attention of middle-aged boys, other scholars to carry out relevant analysis, and to summarize and summarize, for this research to do a solid theoretical basis.

2.2.2 Psychological experiment.
The four qualities of the attention ability of middle-school boys (the distribution of attention, the breadth of attention, the stability of attention, the diversion of attention) were measured using the attention scale. Using a multi-factor hybrid design, the subject's argument was the basketball training years of middle-school boys, and the subject's argument was 4 qualities of attention.

2.2.3 Mathematical Statistics.
Multiple variance analysis and repeated measurement analysis are the key uses in this study. Investigating changes in time was one of the goals of the study. Between the multiple variance analysis and the repeated measurement analysis, it is not necessary to be satisfied with the spherical hypothesis, and usually in the case of large sample sizes, the error rate of the first and second categories is smaller than the repeated measurement variance analysis. Therefore, this study uses the repeated measurement analysis of multiple
variances.

3. THE RESULTS AND ANALYSIS OF THE RESULTS

3.1 General analysis.
Attention is the direction and concentration of conscious thought and psychological activity on specific objects outside the world. Attention is a psychological activity that focuses on something or something. It is the medium of information transmission, but also to pay attention to the transfer of information between people and the outside world, play an important role. All psychological processes must be performed in a specific state of attention. In a certain environment, the human body reacts to all unknown stimuli, but does not react to every stimulus, but makes a choice about the response of the body to the stimuli of a particular thing, which refers to this relatively concentrated psychological phenomenon as attention.

The quality of attention consists of the breadth of attention, the stability of attention, the transfer of attention, and the distribution of attention.

Meyer collated the learning process model, as shown in Figure 1, which shows that attention is paid to A through external stimulation of information in the brain, and then the relevant information content is selected according to the pointing of attention, and the stability of attention is used to ignore other irrelevant information and activate short-term memory. C, to respond accordingly, while also activating long-term memory B, as shown in the figure above, continue the learning process until the end.

First conduct the experiment, then recycle, organize the experimental data, and then analyze the data, using SPSS software to analyze the overall data, as follows Figure 1.

![Figure 1. Model of the Learning Process](image)

3.2 Statistical analysis.

<table>
<thead>
<tr>
<th>Four qualities, training years.</th>
<th>N (sample value)</th>
<th>Number of experiments.</th>
<th>Number of errors.</th>
<th>Standard deviation.</th>
<th>F (Significance).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note the allocation.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I haven't been through training.</td>
<td>14</td>
<td>483</td>
<td>300</td>
<td>0.625</td>
<td>0.125</td>
</tr>
<tr>
<td>One year of training.</td>
<td>14</td>
<td>503</td>
<td>234</td>
<td>0.688</td>
<td>0.139</td>
</tr>
<tr>
<td>Two years of training.</td>
<td>14</td>
<td>530</td>
<td>183</td>
<td>0.744</td>
<td>0.127</td>
</tr>
<tr>
<td>Total.</td>
<td>42</td>
<td>1516</td>
<td>717</td>
<td>0.686</td>
<td>0.136</td>
</tr>
<tr>
<td>The breadth of attention.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I haven't been through training.</td>
<td>14</td>
<td>2467</td>
<td>474</td>
<td>0.839</td>
<td>0.026</td>
</tr>
<tr>
<td>One year of training.</td>
<td>14</td>
<td>2594</td>
<td>368</td>
<td>0.876</td>
<td>0.028</td>
</tr>
<tr>
<td>Two years of training.</td>
<td>14</td>
<td>2681</td>
<td>252</td>
<td>0.914</td>
<td>0.026</td>
</tr>
<tr>
<td>Total.</td>
<td>42</td>
<td>7742</td>
<td>1094</td>
<td>0.876</td>
<td>0.040</td>
</tr>
<tr>
<td>Pay attention to the stability.</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I haven't been through training.</td>
<td>14</td>
<td>414</td>
<td>76</td>
<td>0.845</td>
<td>0.146</td>
</tr>
<tr>
<td>One year of training.</td>
<td>14</td>
<td>428</td>
<td>62</td>
<td>0.873</td>
<td>0.139</td>
</tr>
<tr>
<td>Two years of training.</td>
<td>14</td>
<td>461</td>
<td>28</td>
<td>0.943</td>
<td>0.055</td>
</tr>
<tr>
<td>Total.</td>
<td>42</td>
<td>1303</td>
<td>166</td>
<td>0.887</td>
<td>0.125</td>
</tr>
<tr>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I haven't been through training.</td>
<td>14</td>
<td>3656</td>
<td>40</td>
<td>0.989</td>
<td>0.011</td>
</tr>
<tr>
<td>One year of training.</td>
<td>14</td>
<td>3669</td>
<td>27</td>
<td>0.993</td>
<td>0.007</td>
</tr>
<tr>
<td>Two years of training.</td>
<td>14</td>
<td>3678</td>
<td>18</td>
<td>0.995</td>
<td>0.005</td>
</tr>
<tr>
<td>Total.</td>
<td>42</td>
<td>11003</td>
<td>85</td>
<td>0.992</td>
<td>0.008</td>
</tr>
</tbody>
</table>

From the significance of the Table 1 data can be seen, in addition to the breadth of attention significance of 0.05, the other three attention quality significance is 0.05, indicating that there is a significant difference between the training years and the breadth of attention, and the other three not, this may exist the difference between groups, so subsequent after-the-fact test seeking such as Table 2.
Table 2. Post-mortem

<table>
<thead>
<tr>
<th>The dependent variable</th>
<th>Average difference (I - J)</th>
<th>Standard error</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>I haven't been through training.</td>
<td>-0.063</td>
<td>0.049</td>
<td>0.210</td>
</tr>
<tr>
<td>Two years of training.</td>
<td>-1.11862414058780*</td>
<td>0.049</td>
<td>0.021</td>
</tr>
<tr>
<td>I haven't been through training.</td>
<td>0.063</td>
<td>0.049</td>
<td>0.210</td>
</tr>
<tr>
<td>One year of training.</td>
<td>-0.056</td>
<td>0.049</td>
<td>0.265</td>
</tr>
<tr>
<td>Two years of training.</td>
<td>-0.11862414058780*</td>
<td>0.049</td>
<td>0.021</td>
</tr>
<tr>
<td>I haven't been through training.</td>
<td>0.056</td>
<td>0.049</td>
<td>0.265</td>
</tr>
<tr>
<td>One year of training.</td>
<td>-0.056</td>
<td>0.049</td>
<td>0.265</td>
</tr>
<tr>
<td>Two years of training.</td>
<td>-0.056</td>
<td>0.049</td>
<td>0.265</td>
</tr>
<tr>
<td>I haven't been through training.</td>
<td>-0.004</td>
<td>0.003</td>
<td>0.237</td>
</tr>
<tr>
<td>Two years of training.</td>
<td>-0.004</td>
<td>0.003</td>
<td>0.237</td>
</tr>
<tr>
<td>I haven't been through training.</td>
<td>0.004</td>
<td>0.003</td>
<td>0.237</td>
</tr>
<tr>
<td>One year of training.</td>
<td>0.004</td>
<td>0.003</td>
<td>0.237</td>
</tr>
<tr>
<td>Two years of training.</td>
<td>0.004</td>
<td>0.003</td>
<td>0.237</td>
</tr>
</tbody>
</table>

Note the allocation.

The breadth of attention.

<table>
<thead>
<tr>
<th>Average difference (I - J)</th>
<th>Standard error</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;= 1</td>
<td>28</td>
<td>0.716</td>
</tr>
<tr>
<td>&lt; 1</td>
<td>14</td>
<td>0.625</td>
</tr>
<tr>
<td>&gt;= 1</td>
<td>28</td>
<td>0.895</td>
</tr>
<tr>
<td>&lt; 1</td>
<td>14</td>
<td>0.839</td>
</tr>
<tr>
<td>&gt;= 1</td>
<td>28</td>
<td>0.908</td>
</tr>
<tr>
<td>&lt; 1</td>
<td>14</td>
<td>0.845</td>
</tr>
<tr>
<td>&gt;= 1</td>
<td>28</td>
<td>0.994</td>
</tr>
</tbody>
</table>

Note the transfer.

Pay attention to the stability.

<table>
<thead>
<tr>
<th>Average difference (I - J)</th>
<th>Standard error</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;= 1</td>
<td>28</td>
<td>0.989</td>
</tr>
<tr>
<td>&lt; 1</td>
<td>14</td>
<td>0.989</td>
</tr>
</tbody>
</table>

It can be seen from Table 2 that in the distribution of attention, the stability of attention, and the transfer of attention, the significance between two years of training and the absence of training is 0.05, indicating a significant difference between the two-year and one-year significance of 0.05, there is no significant difference. In the breadth of attention, the three training years are significant to each other, and there are significant differences.

3.3 Whether there are four qualities of training experience and attention t-test analysis

The t-test was carried out to test whether the quality of the four attentions was different if they were trained and not trained. (1 indicates no training experience, and 1 indicates 1 year and 2 years of training experience). Table 3 is as follows.

Table 3. T-test analysis of whether there are four qualities of training experience and attention.

<table>
<thead>
<tr>
<th>Number of years of training</th>
<th>Sample N.</th>
<th>Average (E)</th>
<th>Standard deviation</th>
<th>t</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note the allocation.</td>
<td>&gt;= 1</td>
<td>28</td>
<td>0.716</td>
<td>0.134</td>
<td>2.117</td>
</tr>
<tr>
<td>&lt; 1</td>
<td>14</td>
<td>0.625</td>
<td>0.125</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;= 1</td>
<td>28</td>
<td>0.895</td>
<td>0.033</td>
<td>5.615</td>
<td>0.000</td>
</tr>
<tr>
<td>&lt; 1</td>
<td>14</td>
<td>0.839</td>
<td>0.026</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;= 1</td>
<td>28</td>
<td>0.908</td>
<td>0.110</td>
<td>1.576</td>
<td>0.123</td>
</tr>
<tr>
<td>&lt; 1</td>
<td>14</td>
<td>0.845</td>
<td>0.146</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Note the transfer.</td>
<td>&gt;= 1</td>
<td>28</td>
<td>0.989</td>
<td>0.011</td>
<td>1.557</td>
</tr>
<tr>
<td>&lt; 1</td>
<td>14</td>
<td>0.989</td>
<td>0.011</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As can be seen from Table 3, there is a significant difference between the average level of attention allocation and the breadth of attention of people with training experience and in the absence of training experience and training, as the significance of which is 0.041 and 0.000,000, respectively. In the stability of attention and the transfer of attention, the significance is 0.05, indicating no significant difference.

3.4 Analysis of the four qualities of boys' basketball training and attention in the middle of school year

As can be seen from Table 4, there is a significant correlation between the number of years of training and the...
The breadth of attention refers to the scope of attention, which refers to the amount of information that an individual can be very precise in a short period of time.

This study is to take the number of training years as a dependent variable, the breadth of attention as an argument, the one-way linear regression analysis, as shown in Table 6, the regression coefficient value of the training years b is 0.03, and shows a significant level of 0.000 (p.<0.01), which means that the "training years" will have a significant positive impact on the "widens of attention", indicating that the larger the number of training years, the greater the breadth of attention.

3.5.3 The effect of the number of basketball training years on the attention stability of boys in middle school age.

This study is to take the number of training years as a dependent variable, attention to the stability as an argument, the one-way linear regression analysis, as shown in Table 7, the regression coefficient value of the training years B is 0.048, and shows a significant level of 0.041 (p.<0.05), which means that the "training years" will have a significant positive impact on "stability" and indicate that the larger the number of training years, the better the stability of attention.

When a person performs two or more psychological activities at the same time, the ability to allocate attention to the activities that are carried out at the same time is the distribution of attention [5].

In this study, the number of training years as a dependent variable, attention to the allocation capacity as an argument, using "non-standardized factor" or "standard factor" to judge, if greater than 0, is a positive effect, otherwise the description is a negative effect.

3.5 The effect of basketball training on 4 qualities of mid-school attention (regression analysis).

For regression analysis: first determine whether there is a correlation significance, if P. lt; 0.05 indicates that there is a correlation, and vice versa, there is no related impact relationship. In the premise that there is an impact relationship, specifically positive or negative impact relationship, using "non-standardized factor" or "standard factor" to judge, if greater than 0, is a positive effect, otherwise the description is a negative effect.

3.5.1 The effect of the number of years of basketball training on the distribution of attention of boys in the middle of school age.

3.5.2 The impact of the number of years of basketball training on the attention span of boys in middle school age.

The breadth of attention refers to the scope of attention, which refers to the amount of information that an individual can be very precise in a short period of time. Therefore, it is also indicated that regression impact relationship research can be carried out.

### Table 4. Analysis of four qualities: age, years of training, and attention.

<table>
<thead>
<tr>
<th></th>
<th>Age allocation</th>
<th>Note allocation</th>
<th>The breadth of attention</th>
<th>Pay attention to the Note stability</th>
<th>The Number of years of training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Pearson correlation</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Note allocation</td>
<td>Pearson correlation</td>
<td>-.0031</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The breadth of attention</td>
<td>Pearson correlation</td>
<td>-.053.431**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pay attention to the stability</td>
<td>Pearson correlation</td>
<td>.118 .120</td>
<td>.385* 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Note the transfer</td>
<td>Pearson correlation</td>
<td>.239 .090</td>
<td>.152 .050 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of years of training</td>
<td>Pearson correlation</td>
<td>.057 .359*</td>
<td>.771** .324* .309* 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* p <0.05 ** p <0.01

### Table 5. Regression Analysis of Training Years and "Note Allocation".

<table>
<thead>
<tr>
<th>Model</th>
<th>Non-standard factor</th>
<th>Standard coefficient. t</th>
<th>Significance</th>
<th>Collinear statistics.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>.665</td>
<td>.245</td>
<td>2.714</td>
<td>.010</td>
</tr>
<tr>
<td></td>
<td>.025</td>
<td>.361</td>
<td>2.410</td>
<td>.021</td>
</tr>
<tr>
<td>Allow.</td>
<td>.997</td>
<td>Bright</td>
<td>1.003</td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent variables: The allocation of attention.

### Table 6. Regression Analysis of Training Years and "The Breadth of Attention".

<table>
<thead>
<tr>
<th>Model</th>
<th>Non-standard factor</th>
<th>Standard coefficient. Beta.</th>
<th>t</th>
<th>Significance</th>
<th>Collinear statistics.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>.885</td>
<td>.049</td>
<td>18.091</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>Number of years of training</td>
<td>.038 .005</td>
<td>.777</td>
<td>7.696  .000</td>
<td>0.997</td>
<td>1.003</td>
</tr>
</tbody>
</table>

a. Dependent variables: the breadth of attention.

### Table 7. Regression Analysis of Training Years and "Stability".

<table>
<thead>
<tr>
<th>Model</th>
<th>Non-standard factor</th>
<th>Standard coefficient. Beta.</th>
<th>t</th>
<th>Significance</th>
<th>Collinear statistics.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>.885</td>
<td>.049</td>
<td>18.091</td>
<td>.010</td>
<td></td>
</tr>
<tr>
<td>Number of years of training</td>
<td>.038 .005</td>
<td>.777</td>
<td>7.696  .001</td>
<td>0.997</td>
<td>1.003</td>
</tr>
</tbody>
</table>

a. Dependent variables: the breadth of attention.

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Table 7. Regression Analysis of Training Years and "Stability of Attention".

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>.689</td>
<td>.226</td>
<td></td>
<td>3.051</td>
<td>.004</td>
</tr>
<tr>
<td>Number of years of training.</td>
<td>.048</td>
<td>.023</td>
<td>.318</td>
<td>2.110</td>
<td>.041</td>
</tr>
</tbody>
</table>

a. Dependent variables: Note the stability.

3.5.4 The effect of the number of years of basketball training on the transfer of attention of boys in the middle of school age.

This study is to take the number of training years as a dependent variable, attention to the transfer as an argument, a metal near regression analysis, as shown in Table 8, the regression coefficient value of the number of training years B is 0.003, and shows a significant level of 0.043 (p.<0.05), meaning that the "training years" will have a significant positive impact on the "transfer of attention", indicating that the larger the number of training years, the better the attention.

Table 8. Regression Analysis of Training Years and "Transfer of Attention".

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>.968</td>
<td>.014</td>
<td></td>
<td>68.371</td>
<td>.000</td>
</tr>
<tr>
<td>Number of years of training.</td>
<td>.003</td>
<td>.001</td>
<td>.296</td>
<td>1.999</td>
<td>.043</td>
</tr>
</tbody>
</table>

a. Dependent variables: the transfer of attention.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions
4.1.1 Training years are related to the four qualities of attention.
4.1.2 Basketball training has the most significant effect on the attention span of boys in the middle of school age.
4.1.3 Basketball training plays a significant role in the development of the attention distribution of boys in the middle of school to promote zero basic basketball training, and has no obvious effect on promoting their attention stability and attention-shifting.
4.1.4 Basketball training plays a very significant role in promoting the development of the attention span of middle-aged boys who have been training basketball for one year, and has no obvious effect on promoting the stability of attention transfer, attention, attention distribution.
4.1.5 Basketball training plays a significant role in promoting the attention distribution, attention stability, attention-shifting and attention-span development of boys in the middle of school for two years of training basketball.
4.1.6 The longer the basketball training time, the faster the attention span of boys in middle school.

4.2 Recommendation.
4.2.1 There is a positive correlation between basketball training experience and no basketball training experience in attention with significant differences in basketball training years and attention quality.
4.2.2 It is recommended that all primary and junior high schools should integrate basketball into primary school physical education classes or after-school sports activities to popularize basketball.
4.2.3 Recommends standardizing basketball training and teaching content and improving the professional level of basketball teachers.
4.2.4. It is recommended that parents of middle-school boys encourage their children to play basketball and stick to them.

REFERENCES

The Localization Development Strategy of Cheerleading from The Perspective of Mutual Learning Among Civilizations

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Abstract: By using the methods of literature and logical reasoning, this paper studies the localization development strategy of Cheerleading from the perspective of mutual learning among civilizations. The results show that: cheerleading originated from the American rugby auxiliary activities in 1877. It not only has the explicit characteristics of full of aesthetic feeling and dynamic, but also has the implicit characteristics of promoting healthy, happy, positive spirit and showing the spirit of unity and cooperation, but also has rich historical value, cultural value, spiritual value and economic value. However, due to the introduction of Cheerleading in our country for a short time, there is still a problem of "unconventional", leading to the development of cheerleading, unsatisfactory. At the moment of vigorously promoting the great rejuvenation of Chinese culture, especially under the situation of "mutual learning among civilizations", we should take measures to develop cheerleading with our own characteristics, respect the diversified development of cheerleading and the unity of innovation and reference development, so as to promote the prosperity of Cheerleading in China. The introduction of Cheerleading from other countries is of great significance not only to the development of our country, but also to the development of our country. 

Keywords: Mutual Learning from Civilization; Cheerleading; Localization; Development Strategy.

1. INTRODUCTION

In 1998, cheerleading landed in Guangdong for the first time. In 2009, with the support of the gymnastics management center of the General Administration of sport of the people's Republic of China, cheerleading has developed rapidly in the mainland and is favored by most teenagers and college students. In 2014, the State Council promulgated "several opinions on accelerating the development of sports industry and promoting sports consumption" [1]. After the national fitness was promoted as a national strategy, cheerleading has sprung up like mushrooms and blossomed everywhere. However, as cheerleading is an "alien species" originated in the United States, when it first arrived in China, it was welcomed by most young people, but also criticized by many people. Therefore, it is urgent to study the localization development of cheerleading.

2. THE CORE IDEA OF MUTUAL LEARNING AMONG CIVILIZATIONS

In 2014, Xi Jinping expounded the idea of civilization exchange and mutual understanding at the headquarters of UNESCO [2], which aroused strong resonance worldwide. In recent years, the connotation of this thought has been constantly enriched and its influence has been growing. Its core ideas include the following three aspects. One is to conceive greatness. The greatness of the idea lies in the fundamental direction of building a community of shared future for mankind, the basic premise of which is to develop the civilization with its own characteristics, and to promote the common progress of human society as the final destination. Second, the pattern is grand. It is to integrate into the new pattern of governance, serve the great vision of national rejuvenation, and promote the integration of civilization and common growth. A strong country and a great nation must have a broad mind. A country with closed door doctrine, egoism and populism has never been strong and great. Third, the connotation is broad. Civilization exchange and mutual learning is a broad system, which covers many deep relationships such as history and reality, peace and development, nation and world, inheritance and innovation. Xi Jinping's idea of civilization exchanges and mutual learning has achieved the balance, coordination and co-ordination of the above relations as a whole. Through the "internal" and "external" connection, we can realize the unity of inheritance, innovation and reference development, "he" and "I" link, realize the multi-dimensional overall planning of communication and promotion and respect, "soft" and "hard" integration, and realize the coordination of soft engineering and hard engineering.

3. THE ORIGIN, CHARACTERISTICS AND VALUE OF CHEERLEADING

3.1 The origin of Cheerleading

Cheerleading started as a ritual to encourage hunting and fighting. Modern cheerleading originated from the auxiliary activities of American rugby in 1887. In 1980, student Johnny Campbell was the first to shout cheers during a rugby game at the University of Minnesota. Students at the University of Minnesota published the cry in the journal Arial, which symbolized the official birth of cheerleading. After the 1890s, some universities began to cultivate "cheerleaders" and "shouting leaders" to strengthen the communication between spectators and athletes. In the 1920s, women joined cheerleading; in the 1970s, cheerleading began to rely on professional sports...
organizations to carry out activities in the form of entertainment and sales; in the mid-1980s, with the emergence of song and dance, women in sexy clothes attracted the attention of male fans during the rest time of the competition. So far, cheerleading is known to the public.

China's cheerleading first appeared in the "national sports college students' demeanor competition" held by the science and Education Department of the State Sports Administration in 2000. At first, cheerleading in China was a completely male entertainment. Since then, with the professionalization of China's ball games, cheerleading performance has become one of the most important sports events in China, and has become a hot topic for fans to talk about.

3.2 Characteristics of Cheerleading

Cheerleading can stand firm in the school and society because its various performances are adapted to the competition in the school and social market. This kind of very good entertainment function makes campus cheerleading get the unanimous recognition of the society.

The characteristics of Cheerleading are embodied in two aspects: explicit characteristics and implicit features. Among them, there are two main characteristics. First, it is full of beauty. Cheerleading is vigorous, healthy and upward, with beautiful youth and beautiful lines. Men have a strong sense of muscle lines, with an inverted triangle shape; women have beautiful muscle lines, symmetrical body proportion, clean and beautiful skin. The second is dynamic. Cheerleading is different from aerobics and hip-hop dance. It not only pays attention to basic hand position, step and jump, but also combines various dance elements and slogans, as well as various formation, rhythm and space changes to show its sports characteristics; it also pays attention to the rapid movement change to show its unique sense of strength. There are two main implicit features. One is to promote healthy, happy and positive spirit. Health and happiness are the general impression of cheerleading. Cheerleaders have unlimited enthusiasm and charm. They are not only full of external image, but also present a pure, lively and upward spirit, which permeates the health and happiness from the inside to the outside. In the style of competitive performance, cheerleaders will wear professional clothes according to the regulations, clean, capable, healthy and beautiful. In life, cheerleaders will show a handsome face, healthy and energetic new fashion, reflecting the healthy, happy, positive spirit and youth style. The second is to demonstrate the spirit of unity, cooperation and unity. On the one hand, it is reflected in the requirement of Cheerleading that the actions of all the team members should be neat and uniform, which means that without the overall sense of unity and cooperation and the sense of collectivism honor, it cannot be done. On the other hand, there are many throwing and catching actions in cheerleading, and the most important thing is safety. Without the close cooperation of members, it will be difficult to complete the high-level movements, and there will be potential safety hazards. As a result, cheerleading bursts with a strong spirit of unity and cooperation.

3.3 The value of Cheerleading

Cheerleading originated from the early tribal people cheering, dancing to encourage soldiers, hoping to triumph. The "Cher" part of it means to boost the spirit and morale. There are four main values.

First, historical value. Different cultures came into being in different times, reflecting people's life and production mode at that stage, as well as the demands, emotions and wishes expressed in that period. For example, cheerleading's "V character", "positive H", "inverted V", "L" and other pace movements are an emotional expression in ancient times in order to encourage the soldiers to go hunting and hope them to return triumphantly. Second, cultural value. Cheerleading is a new derivative culture which shows the inner essence of healthy, happy, positive and United. What it declares is not a single sports skill, but many related sports cultural elements. Such as the development history of cheerleading, ideology, clothing and equipment culture, art and entertainment culture. Third, spiritual value. Cheerleading in addition to the charm of personal technology display, the most exciting is the shocking collective strength and team spirit. This strength and spirit can inspire people to forge ahead and win-win cooperation. Fourth, economic value. At present, some companies in the United States still sell cheerleading clothes, shoes and props online, with annual revenue of 200 million dollars. China's cheerleading League was sponsored by 2.6 million yuan in 2012; several sponsors were willing to contribute 10 million yuan when the competition investment promotion plan was launched in 2013. All these show that cheerleading contains great economic value.

4. THE CORE CONTENT OF LOCALIZATION THOUGHT

Localization is a change made by a thing to adapt to the current environment. In popular words, do as the Romans do in Rome. In modern society, due to the developed transportation, there are close contacts between regions, and tourism, visiting and even immigration are common. To a new place, if you want to integrate into the local living environment, you have to learn the local language and accept the local customs. Therefore, localization is not a narrow concept of region, let alone the opposition of ethnic groups. It is a process, not an end.

The core content of localization thought is mainly reflected in the following three aspects. One is the localization of customs. The wind is different in a hundred miles, and customs are different in ten miles. The customs and customs of each place are different. In a new environment, you can bring in the customs of your own country, but it is more important to accept the local customs and conditions first. If you blindly ask others to accept their own customs, it will appear out of place with the environment. Therefore, in different places, there are different festivals or anniversaries, so we should take part in them and integrate into the public. Only when we enter the country, do as the Romans do and respect and tolerate can we coexist in the same body. The
second is the localization of habits. Each country's etiquette and habits are different, for example, life, diet, work, greeting way, are different. For example, people in the North like pasta, while people in the south are accustomed to rice; in western countries, hugs and kisses are used as greetings; in Eastern countries, handshakes are used to express enthusiasm; in the west, knives and forks are used, while chopsticks are used in the East. Therefore, the habit should follow the local localization in order to blend with people. Third, localization of education. When you come to a new place, you should not only understand its history and culture, but also respect the local education. Just as Buddhism was introduced into China from India, it merged Confucianism's "benevolence" and Taoism's "tranquility and inaction" to form a unique Chinese Buddhist culture. Only by understanding the true meaning of "localization" and looking into the future, can we expand our own development space, promote national harmony and embody the rich connotation of multicultural society.

5. LOCAL DEVELOPMENT MEASURES OF CHEERLEADING FROM THE PERSPECTIVE OF MUTUAL LEARNING AMONG CIVILIZATIONS

"Mutual learning of civilization" is an idea put forward by Xi Jinping at the United Nations General Assembly in 2014. The core content is: building the community of human destiny as the fundamental direction, taking the development of our own characteristic civilization as the basic premise, promoting the common progress of human society as the final destination, serving the great prospect of the revival of the people, promoting the integration of civilizations, and achieving the unification of inheritance, innovation and development. There are three main measures for the localization development of Cheerleading from the perspective of mutual learning among civilizations.

5.1 Developing cheerleading with national characteristics

The development of Cheerleading should be based on the development of Cheerleading with its own characteristics. There are four specific measures. One is to integrate Chinese elements into the clothing. Cheerleading was introduced into China about 17 years ago, with rapid development and rapid spread. [3] Since the "Chinese element" was first put forward in 2004 and triggered the upsurge of "Chinese element", it has caused a great sensation at home and abroad. Subsequently, the international level creative competition of "Chinese elements" held continuously from 2006 to 2008 pushed the "Chinese elements" to the forefront of the times. The proposal of "Chinese elements" has played an important role in the mutual learning and exchange between Chinese cheerleading and international cheerleading. To develop cheerleading with Chinese characteristics, we should integrate Chinese elements into the costumes. For example, we can not only directly choose the ancient Han Dynasty clothes and the ancient official clothes, but also according to the young people's aesthetic view, we can appropriately mix and transform the official clothes and popular clothes of various dynasties in China's history, cut and sew them to suit the cheerleading movement, and also can choose the Han clothes with "cross collar and right Lapel", the Tang suit with stand collar and sleeve, the Tang suit with lapel and sleeve, and the Hu with lapel, lapel and narrow sleeve. They are clothes with square kerchief and round collar, and Mandarin coats of Qing Dynasty with navel length. The second is to integrate Chinese characteristics into the choreography. The creation of traditional cheerleading routine is limited by the rules in terms of time, difficult movements and props, which leads to the regular structure of the routine and pays attention to the next x nature of routine movements, while neglecting many "dances" elements, which greatly limits the artistic sense of the routine. Therefore, we can take the spirit of "mutual learning from civilization" as the guide, and add more Chinese elements to the arrangement to make it full of Chinese characteristics. For example, it can be made into eight trigrams array, long snake array, etc. in ancient times, it can also be made into Miao's "moon dance", Bonfire Dance and Tuju people's hand waving dance. The third is to show the Chinese characteristics in the movement technique. Although the cheerleading movement has the characteristics of fast rhythm, uniform and rapid change, it cannot avoid falling into the situation of single technology and boring. We can integrate Chinese characteristics into the movement technology. For example, Lu Zhishen's plucking willows upside down, Monkey King playing with the golden cudgel, and other actions that Chinese people like to see and hear can be integrated into them, so as to increase the interest of "serving the soil and water". In addition, mythological actions such as "heavenly maids scatter flowers" and "Jingwei reclamation" can be incorporated into cheerleading to enhance the ornamental value of "clothing soil and water". Fourth, the musical props highlight the Chinese mark. Most of the current cheerleading music is very popular and used repeatedly abroad. We can try to integrate into local music. For example, for example, the opening song "the river flows eastward" in "outlaws of the marsh", "dare to ask where the road is" in "journey to the west" and "thousand year wait once" in "Legend of the white lady". Using this local music with Chinese characteristics and familiar to the people as the background music of Cheerleading can not only highlight the Chinese mark, but also be grounded. In terms of props, we can replace traditional cheerleading flower balls with fans, flower branches, golden cudgels and other items with Chinese cultural characteristics, so as to highlight Chinese characteristics in the form of imprinting people's life.

5.2 Respect the diversified development of Cheerleading

"Mutual learning among civilizations" proposes to "serve the great vision of national rejuvenation and promote the integration and common growth of Civilizations". It emphasizes that "a strong country and a great nation must have a broad mind. A country with closed door doctrine, egoism and populism has never been associated with" strong "and" great ". Under the mutual learning of civilization, to develop Cheerleading in China, we should respect the diversified and integrated development of cheerleading.
There are three specific measures. One is to respect the diversified development of cultural forms. China's cheerleading to a higher level, we must learn and integrate the diverse cheerleading evolved from different national cultural forms. Due to the different cultural background of each country or region, the performance style of cheerleading is also different. For example, Thailand's "East Asian Wind", Uzbekistan's "middle Asian Wind", Arab "West Asian Wind", Chinese wind, Indian wind and so on. To respect the different forms of cheerleading bred by different cultures is to respect the diversified development of Cheerleading culture. This is not only the requirement of "mutual learning among civilizations", but also the only way for cultural evolution. Second, respect the diversified development of music. Music is the soul of cheerleading. If you want the overall effect of Cheerleading choreography to be good, you can integrate the role more quickly in the performance process. In terms of music selection, in addition to choosing Chinese songs, you can also choose some very hot foreign language songs. Tiktok, we can choose some music in the big events, and choose "salt", "I Hope" and "MESS" in the European and American style, such as "jockey" and "little volcano". Some of the music that is very popular, dynamic and fast rhythm. Third, respect the diversified development of movement arrangement. In the choreography of Cheerleading in China, there are some problems in the choreography of cheerleading, such as the high proportion of basic action elements, the weak style of individual dance part, the relatively insufficient use of transitional and connecting movements, the small number of difficult movements, the poor combination and innovative arrangement of difficult movements, the lack of innovative lifting of innovative personality, too much consistent action arrangement proportion, and longtime of comparative combined action And so on. It can be seen that if we want to develop our cheerleading with high quality, we must learn and learn from the action elements of foreign cheerleading. For example, it can absorb the strength of American cheerleading, the 360 ° and 720 ° rotation of American cheerleading; it can also absorb the formation transformation and movement uniformity of Japanese cheerleading, which gives people a strong visual impact, so as to make the action arrangement of Chinese cheerleading to a higher level.

5.3 Unity of innovation and reference development
"Mutual learning among civilizations" covers many deep relationships between history and reality, nation and world, inheritance and innovation. To achieve the unity of inheritance and innovation and reference development, we should connect "internal" and "external". There are three specific measures to develop cheerleading with the unity of innovation and reference development.

One is to innovate the competition time. The new rules of Cheerleading should be 2 to 15 minutes. This requires a good grasp and interpretation of the composition of the music and the emotions conveyed by the movements within the prescribed time. [4] Based on China's national conditions, the innovation competition time should be within the specified time to better display the Chinese elements. For example, we can try to broaden or shorten the whole set of time, and set up performance time of 1 minute 30 seconds to 2 minutes 15 seconds, 2 minutes 30 seconds to 3 minutes 30 seconds, or even unlimited time. Just like in the New Year’s Day party in 2019, the Aerobics Team of Physical Education College of Huanggang Normal University performed nearly three minutes of "hero's song" cheerleading. We should relax the time and let students have more space to display, so as to promote the birth and development of more new elements of cheerleading. The second is to innovate art forms. The art form of Cheerleading includes the diversity of dance formation, the innovation and difficulty of lifting, transition and connection, and difficulty. The artistic arrangement of the whole set of movements is the easiest part to improve, and it is also the part with larger space for improvement. Then, if you want to be innovative, you have to integrate more Chinese elements on the basis of learning foreign art forms. For example, Tuja's "hand waving dance" and Miao's "moon dance" can be integrated into Chinese art elements. This kind of innovation and creation of "serving the soil and water" can make the localization development of Cheerleading in China and burst out new ideas. Third, learn from foreign technology. The development level of Cheerleading in China is relatively low. If we want to narrow the gap with developed countries, we must go abroad and strengthen exchanges and learning. For example, we can learn foreign advanced training methods, technical arrangement and music editing skills, invite foreign top athletes to our country for guidance, and send a group of domestic high-level athletes to study abroad. Combined with China's cultural elements, we can use the means of "innovation" and "reference" to promote the progress of Cheerleading in China development.

6. CONCLUSION
Cheerleading, which has rich historical value, cultural value, spiritual value and economic value, has a bright future in China. We have the responsibility and obligation to develop it. However, because cheerleading has not been introduced into China for a long time and its influence is not enough, it cannot be widely recognized by the public like football and basketball for a while. In view of this situation, based on the current situation of "mutual learning among civilizations", focusing on the localization development of cheerleading, we suggest that we should take measures to develop cheerleading with our own characteristics, respect the diversified development of cheerleading, and unify innovation and reference development, so as to promote the development of Cheerleading in China. This is not only to the local prosperity of cheerleading, but also to the development of other sports introduced from abroad.

REFERENCE
[1] Xinhua news agency. The State Council issued several opinions on accelerating the development of sports industry and promoting sports consumption [EB/OL].


AUTHORS’ BIOGRAPHY

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Current Situation of Physical Education in Kindergartens of Guangdong Province

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Zhaqing University, Zhaqing 526061, Guangdong, China
*Corresponding Author.

Abstract: This paper uses the literature and information method, questionnaire method, data statistics method, etc., to the current situation of physical education teaching for young children as the research object, to participate in the 2018 primary and secondary school backbone teacher training in Guangdong Province, 140 kindergarten director in the kindergarten of physical education status quo, the following conclusions: Guangdong Province kindergarten on physical education teaching is not enough attention; The teaching objectives are more reasonable, the organization forms of activities are mainly physical education classes and outdoor activities, the teaching content is mainly for physical intelligence games and ball classes, and the content of evaluation is diversified.

Keywords: Guangdong Province; Early Childhood; Physical Education; Status Quo.

1. INTRODUCTION

On November 25, 2015, the State General Administration of Sports issued the 2014 National Physical Fitness Monitoring Bulletin, in which 93.6% of young children's physical health status reached the "qualified" rating in the National Physical Fitness Measurement Standard, and the "National Physical Fitness Composite Index" was 102.65. Compared with the 2010 individual indicators, the height, weight, standing long jump, two-foot jump, sitting position front flexion, chest circumference, sitting height, leather fold thickness and other indicators increased in 2014, the highest value reached 16.5%; 10 meters round-trip running, walking balance wood, tennis throwing and other indicators have been reduced, the value of up to 2.3%; The index of balance wood and leather fold thickness increased, reaching a maximum of 13.9%, and the pre-bending performance of the sitting body decreased by 1.2%. [1] With the improvement of people's economic level, more and more people began to pay attention to the new era youth body, want to enhance the new era of youth physique, then, what methods do we use to be effective? Preschool education is one of the most important links, and young children, is the most important. This paper makes an in-depth excavation and research on the conditional resources, process resources and teaching management of early childhood physical education teaching in Guangdong Province. From many angles to observe the current situation of physical education of young children in Guangdong Province, and strive to find a breakthrough, and put forward effective suggestions.

2. THE NATURE OF THE KINDERGARTEN.

Guangdong Province is located south of Lingnan, the South China Sea, China's largest economic province. According to statistics at the end of 2019, the province's resident population is about 110 million, the annual birth population of about 1.43 million people. Kindergartens in Guangdong Province are broadly divided into public kindergartens and private kindergartens by nature, with the number of private-run schools in the majority. The sample number of kindergartens is 140, sampled are to participate in the 2018 primary and secondary school backbone teacher training in Guangdong Province, kindergarten leaders, they come from various regions of Guangdong Province in various types of kindergartens.

Table 1. The nature of the kindergarten.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public kindergartens.</td>
<td>106</td>
<td>75.7</td>
</tr>
<tr>
<td>Private kindergartens.</td>
<td>34</td>
<td>24.3</td>
</tr>
</tbody>
</table>

Table 1 shows that 106 public kindergartens, accounting for 75.7% and 34 private kindergartens, accounting for 24.3%. The number of public kindergartens is far higher than the number of private kindergartens. Because of the randomness of sampling, it can be seen that most of the participants in this training are public kindergartens. Different garden characteristics, have different teaching objectives, which also determines the development direction of kindergarten, the nature of the garden, resulting in different economic capacity of kindergartens, so that each kindergarten in the teaching input is different, which affects the development of physical education.

3. KINDERGARTEN DIRECTOR'S COGNITION OF CHILDREN'S PHYSICAL EDUCATION.

Kindergarten director as the leader of kindergarten, is based on the scientific concept of child-oriented and management concept, that is to say, the development of kindergarten is led by the kindergarten director, kindergarten director can make their kindergarten development is getting better and better. As a gardener, in establishing the correct educational concept at the same time, should have a certain management ability, so that can more in-depth understanding of parents and teachers' ideas, only in this way, in order to correct or adjust the school philosophy and methods in a timely manner. Therefore, the kindergarten director's cognition of outdoor sports for young children directly affects the quality of outdoor sports in kindergarten.

Participation in physical activity not only improves the physical flexibility and sensitivity of young children through...
participating in physical activities, but also improves the learning and memory ability of young children, improves the learning and memory ability of young children, and thus improves the intelligence of young children, the whole body and mind of young children, lays the foundation for the future development of young children.[2-4] From the statistical results of Table 2, it can be seen that 97.1% of gardeners think that participating in physical education is good for children's physical and psychological benefits, 90% of Table 2. The value of sports to young children.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Psychological</th>
<th>Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>136</td>
<td>97.1</td>
<td>126</td>
</tr>
<tr>
<td>Percentage (%)</td>
<td>97.1</td>
<td>90</td>
</tr>
</tbody>
</table>

Table 3. Sources of Physical Education Teachers

<table>
<thead>
<tr>
<th>Sources</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>This kindergarten teacher</td>
<td>48</td>
<td>34.3</td>
</tr>
<tr>
<td>External teachers</td>
<td>34</td>
<td>24.3</td>
</tr>
<tr>
<td>Head teacher</td>
<td>30</td>
<td>21.4</td>
</tr>
<tr>
<td>Others</td>
<td>28</td>
<td>20</td>
</tr>
</tbody>
</table>

It can be seen from Table 4 that 68 kindergartens have male physical education teachers, accounting for 48.6%, and 72 kindergartens have only female physical education teachers, accounting for 51.4%. All kindergartens have spared no expense in hiring male teachers. This is also a correction of the traditional concept of early childhood education. Physical education requires male teachers to teach, demonstrating the strong and brave spirit of sports transmission.

Table 4. Sex ratio

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>72</td>
</tr>
<tr>
<td>Male</td>
<td>68</td>
</tr>
</tbody>
</table>

It can be seen from Table 5 that 30 kindergartens are adequately funded, accounting for 21.4%, 84 kindergartens are moderately funded, accounting for 55.7%, and 26 kindergartens are insufficiently funded, accounting for 22.9%. It can be seen that 55.7% of the principals hold an intermediate attitude towards their own funds. The investment in physical education funds determines the degree of importance a kindergarten attaches to physical education. With sufficient funds, professional teachers can be hired, and a teaching research group can be formed to conduct targeted research and innovation on physical education activities in the garden.

Table 5. Sports funding

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adequate</td>
<td>30</td>
</tr>
<tr>
<td>General</td>
<td>78</td>
</tr>
<tr>
<td>Insufficient</td>
<td>32</td>
</tr>
</tbody>
</table>

It can be seen from Table 6 that 30 kindergartens have adequate equipment, accounting for 21.4%, 84 kindergartens have average equipment, accounting for 60%, and 26 kindergartens have insufficient equipment, accounting for 18.6%. It can be seen that 18.6% of the principals are not satisfied with their equipment. The quantity and quality of sports equipment determines the quality of physical education. Good venues and equipment can carry out relatively safe and comfortable physical education activities, and can stimulate children's yearning for physical activities.

Table 6. Situation of sports equipment

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adequate</td>
<td>30</td>
</tr>
<tr>
<td>General</td>
<td>84</td>
</tr>
<tr>
<td>Insufficient</td>
<td>26</td>
</tr>
</tbody>
</table>

4. PROCESS RESOURCES FOR THE IMPLEMENTATION OF CHILDREN'S PHYSICAL EDUCATION

4.1 Children's physical education goals
Teaching goal is the direction in which students change in the teaching process, the learning result that teachers expect students to achieve, and the basic basis for teachers to implement teaching content. When the teaching goal meets the children's own needs, the inner motivation of the children stimulates the children to participate in physical education more actively. On the contrary, it will weaken the inner motivation of young children.[3]

Table 7. The basis for formulating children's physical education teaching goals

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child development</td>
<td>118</td>
</tr>
<tr>
<td>Documentation</td>
<td>100</td>
</tr>
<tr>
<td>Teaching task</td>
<td>78</td>
</tr>
<tr>
<td>Personal experience</td>
<td>44</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
</tr>
</tbody>
</table>

It can be seen from Table 7 that children’s needs for all-round development account for the largest proportion. There are 118 kindergartens, accounting for 84.3%, and 31.4% of kindergartens use personal teaching experience to set teaching goals. The formulation of physical education goals should be based on health as the first element. At the same time, they should be based on the actual situation and needs of the kindergarten. This enables teachers to formulate appropriate teaching goals for children in the kindergarten based on their personal teaching experience while setting goals based on the guidance documents.
It can be seen from Table 8 that the physical education teaching goals set by kindergartens in Guangdong Province are diversified, which promotes all aspects of children who are at the peak of physical and psychological development, and will also expose children to various types of teaching Activities allow children to understand the world from different perspectives, so as to promote their all-round development.

<table>
<thead>
<tr>
<th>Table 8. Teaching objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Promote physical and mental health</td>
</tr>
<tr>
<td>Enhance physical fitness</td>
</tr>
<tr>
<td>Develop motor skills</td>
</tr>
<tr>
<td>Stimulate interest in sports</td>
</tr>
<tr>
<td>Exercise the quality of will.</td>
</tr>
<tr>
<td>Cultivate the ability to cooperate</td>
</tr>
</tbody>
</table>

4.2 Preschool physical education content
The selection of children’s physical education content should be goal-oriented. When selecting items suitable for children’s age characteristics, they should be carried out according to the actual situation of the kindergarten. The teaching cost of the kindergarten must be considered, and the teaching characteristics of the kindergarten and the equipment should be fully utilized. Advantages, different kindergarten characteristics will provide children with different environmental atmospheres. Combining all the favorable conditions and making up for their weaknesses will create a better atmosphere for children, as Table 9.

<table>
<thead>
<tr>
<th>Table 9. Physical Education Teaching Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Physical games</td>
</tr>
<tr>
<td>Aerobics</td>
</tr>
<tr>
<td>Ball</td>
</tr>
<tr>
<td>Outdoor leisure class</td>
</tr>
<tr>
<td>National Tradition</td>
</tr>
<tr>
<td>Others</td>
</tr>
</tbody>
</table>

The contents of physical education in kindergartens in Guangdong Province mainly include physical games, outdoor recreation, aerobics, ball games, traditional national characteristics, swimming, martial arts and others. Among them, physical intelligence games accounted for 91.4%, which is the most commonly used teaching content in kindergartens. The main reason is the generalization of games. Children will be exposed to various games in their lives. Children continue to exercise themselves through games. Worldwide, it is suitable for kindergartens with various economic conditions and venues, as Table 10.

<table>
<thead>
<tr>
<th>Table 10. Basis for the selection of physical education content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Physical development</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>Interest</td>
</tr>
<tr>
<td>Physique</td>
</tr>
<tr>
<td>Teaching experience</td>
</tr>
</tbody>
</table>

4.3 Teaching materials for children's physical education
As the carrier of kindergarten curriculum, teaching materials carry the important task of children's comprehensive, healthy and harmonious development [4]. If teachers choose to use textbooks to enrich the lives of children, and to ensure the scientific and effective development of physical education in kindergartens, then this will help kindergartens to achieve the goal of all-round development.

<table>
<thead>
<tr>
<th>Table 11. Guidance materials for physical education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
</tbody>
</table>

It can be seen from Table 11 that 107 kindergartens have teaching materials for physical education, accounting for 76.4%, and 33 kindergartens have no teaching materials for physical education, accounting for 23.6%. About a quarter of kindergartens do not have instructional materials for physical education, which means that they are blind when teaching physical education and have no goals in physical education. Such physical education may not guarantee physical education in kindergartens. Scientific and effective development cannot help kindergartens achieve the goal of all-round development.

<table>
<thead>
<tr>
<th>Table 12. Sources of teaching materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Designated teaching materials</td>
</tr>
<tr>
<td>Self-screening</td>
</tr>
<tr>
<td>Self-edited teaching materials</td>
</tr>
<tr>
<td>Others</td>
</tr>
</tbody>
</table>

It can be seen from Table 12 that 37 kindergartens have designated unified textbooks, accounting for 34.6%, 42 kindergartens’ textbooks are self-selected from many textbooks, accounting for 39.2%, and 23 kindergartens’ textbooks are self-edited. It accounts for 21.5%. The textbooks of 5 kindergartens come from other sources, accounting for 4.7%. It can be seen that although the source of kindergarten teaching materials accounted for a large proportion of the designated unified teaching materials and self-selected among many teaching materials, self-compiled teaching materials also accounted for 21.5%. It can be seen that teachers’ selection of teaching materials is based on multiple factors, which avoids traditional stereotyped teaching, helps teachers to flexibly carry out targeted physical education, and enables children to like physical education activities and truly participate in physical education.
The time of physical education is one of the important factors to develop children's physical education. Too short physical education teaching time will result in the compression of the teaching plan, which is not conducive to the realization of the established teaching goals, while sufficient teaching time will be conducive to the realization of the teaching goals. Article 18 of Chapter 4 of the "Kindergarten Work Regulations" stipulates that under normal circumstances, children's outdoor activities (including outdoor sports time) shall not be less than 2 hours a day, and boarding kindergartens shall not be less than 3 hours [5, 6]. As can be seen from Table 13, the outdoor teaching time of only 42 kindergartens has reached the standard in the "Kindergarten Working Regulations", accounting for 30%. There are still 70% of kindergartens whose outdoor teaching time is not up to the standard, or even 12.1% of kindergartens have less than one hour of outdoor teaching time. Such kindergartens cannot reach the required amount of exercise.

Table 13. Length of Physical Education Teaching

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 hour and below</td>
<td>12.1</td>
</tr>
<tr>
<td>1-2 hours</td>
<td>57.9</td>
</tr>
<tr>
<td>2-3 hours</td>
<td>28.6</td>
</tr>
<tr>
<td>3 hours or more</td>
<td>1.4</td>
</tr>
</tbody>
</table>

4.5 Forms of organization of children's physical education

Table 14. Organizational form of physical education

<table>
<thead>
<tr>
<th>Teaching Method</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comprehensive</td>
<td>30</td>
<td>21.4</td>
</tr>
<tr>
<td>Course</td>
<td>128</td>
<td>91.4</td>
</tr>
<tr>
<td>Physical Education</td>
<td>122</td>
<td>87.1</td>
</tr>
<tr>
<td>Outdoor activities</td>
<td>24</td>
<td>17.1</td>
</tr>
<tr>
<td>Sports Interest Class</td>
<td>6</td>
<td>4.3</td>
</tr>
</tbody>
</table>

The organizational form of children's physical education refers to the structure in which teachers and students conduct joint activities in order to complete specific physical education tasks. [6] Comprehensive classes, physical education classes, outdoor activities, and sports interest classes are the main organizational forms of children's physical education in Guangdong Province. Among them, physical education is mainly carried out in the form of physical education and outdoor activities, accounting for 91.4%, which is much higher than Comprehensive courses and interest classes. Because there is no clear goal of physical education in comprehensive courses, teachers and children are blind in the teaching process. Physical education, outdoor activities, and sports interest classes are different, as they have clear teaching goals. Therefore, physical education, outdoor activities, and sports interest classes have become a form of physical education teaching organization that currently has a large social demand, and has also become a way of competition among kindergartens, as Table 14.

4.6 Children's physical education teaching methods

The physical education method is the general term for the behaviors that teachers adopt in physical education activities in order to achieve the teaching goals and teaching tasks. The choice of physical education teaching method is affected by the restriction of teaching content and the form of teaching organization. Each teaching method has its advantages and disadvantages. The same teaching plan uses different teaching methods to have great differences, and the knowledge and skills that children can learn are also different. Teachers should choose different teaching methods according to the content and purpose of the lesson and the actual situation of the children, as Table 15.

Table 15. Physical Education Teaching Methods

<table>
<thead>
<tr>
<th>Teaching Method</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language method</td>
<td>28</td>
<td>34.3</td>
</tr>
<tr>
<td>Intuitive method</td>
<td>78</td>
<td>55.7</td>
</tr>
<tr>
<td>Practice method</td>
<td>123</td>
<td>87.9</td>
</tr>
<tr>
<td>Game law</td>
<td>134</td>
<td>96.4</td>
</tr>
<tr>
<td>Situational</td>
<td>102</td>
<td>72.9</td>
</tr>
<tr>
<td>Teaching Method</td>
<td>Others</td>
<td>1.4</td>
</tr>
</tbody>
</table>

The most commonly used teaching methods in kindergartens in Guangdong Province include game method, practice method, situational teaching method, intuitive method, language method, etc. In this survey, 96.4% of kindergartens are using the game method, because the game method is the most basic teaching method in physical education. The cognitive ability of children at the age stage is limited, and sports knowledge and skills are reflected in the game. It is more conducive to children's acceptance and internalization. Teachers should not use one teaching method for a long time in the actual teaching process, and should use a variety of methods according to the actual situation. There are two main reasons. First, long-term use of a single teaching method will make children boring and easily reduce their interest in sports; second, different teaching methods have their advantages and disadvantages, and different children's sensitivity to different teaching methods. Different, apply a variety of methods to stimulate children's learning ability.

4.7 Evaluation of children's physical education

Physical education evaluation is an indispensable part of the teaching process. It is a process of judging the potential value of children, so that we can understand children more clearly. It can be evaluated from multiple dimensions, but they are all based on the teaching goals and the specific performance of the children in the teaching process. It can be seen from Table 16 that the evaluation content of the kindergarten physical education teaching has many aspects such as the mastery of children's learning movement skills. Among them, 125 kindergartens take children's learning motor skills as the basis for evaluating the quality of physical education teaching, accounting for 89.3%, and each kindergarten has selected multiple evaluation content, as Table 16.

Table 16. Evaluation of children's physical education

The evaluation methods of physical education include: teacher's evaluation of children's learning process, teacher's evaluation of children's learning results, children's self-evaluation, and children's mutual evaluation. Because the children are not mature enough to express and evaluate accurately, the investigation of children's self-evaluation and mutual evaluation between children is not conducted.
can be seen from Table 17 that teachers’ evaluation of children’s learning process accounted for 90.7%, and teachers’ evaluation of children’s learning results accounted for 87.9%, both of which are the main methods for evaluating kindergarten physical education in Guangdong Province. When evaluating children, teachers should evaluate children from a developmental perspective, and should not discriminate against each child, respect the individual differences of children, understand their psychological status in time, pay attention to encourage children, and care about the growth and development of each child.

Table 16. Evaluation content

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor skills</td>
<td>125</td>
</tr>
<tr>
<td>Performance in the progress</td>
<td>109</td>
</tr>
<tr>
<td>The content of infant physical monitoring</td>
<td>87</td>
</tr>
<tr>
<td>Related content formulated by the garden experience</td>
<td>77</td>
</tr>
<tr>
<td>Teacher’s personal load</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>22</td>
</tr>
</tbody>
</table>

Table 17. Evaluation methods of physical education teaching

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation of the learning process</td>
<td>127</td>
</tr>
<tr>
<td>Evaluation of learning results</td>
<td>123</td>
</tr>
</tbody>
</table>

5. THE MANAGEMENT OF CHILDREN’S PHYSICAL EDUCATION

5.1 Physical Education Management System

Table 18. Physical Education Management System

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, strictly implement</td>
<td>54</td>
</tr>
<tr>
<td>Yes, poor implementation</td>
<td>67</td>
</tr>
<tr>
<td>No</td>
<td>19</td>
</tr>
</tbody>
</table>

It can be seen from Table 18 that 121 kindergartens have a physical education management system, accounting for 86.4%. Of these, 54 kindergartens strictly implement the physical education management system, 67 kindergartens have a poor implementation of the physical education management system, and 19 kindergartens still do not. Physical education management system. Without a management system, the division of labor between teachers will be unclear, which is not conducive to the development of physical education, and it is not conducive to creating a comfortable and safe learning environment for children.

5.2 Sports safety accident safeguard measures

It can be seen from Table 19 that 47 kindergartens implemented sports safety accident protection measures to purchase corresponding insurance, accounting for 33.6%, 0 kindergartens implemented sports safety accident protection measures to reduce sports activities, and 8 kindergartens implemented sports safety accident protection measures. Reduce the load of sports activities, accounting for 5.7%, 79 kindergartens implemented sports safety accident protection measures to formulate children's sports safety management policies, accounting for 56.4%, and 2 kindergartens implemented sports safety accident protection measures for other, accounting for 4.3%. Better safeguards for sports safety accidents can not only help kindergartens to avoid risks, but also increase teachers' awareness of sports safety. Sports safety accident protection measures can greatly reduce the frequency of safety accidents, which allows us to prevent accidents from happening at the source. If a safety accident occurs, insurance or other safeguards can greatly reduce the risk that kindergartens bear.

Table 19. Implementation of safeguard measures for sports safety accidents

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase insurance</td>
<td>47</td>
</tr>
<tr>
<td>Reduce physical activity load</td>
<td>0</td>
</tr>
<tr>
<td>Reduce exercise load</td>
<td>8</td>
</tr>
<tr>
<td>Formulate a sports safety policy</td>
<td>79</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
</tr>
</tbody>
</table>

6. CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusion

A small number of kindergartens in Guangdong Province have insufficient awareness of kindergarten physical education; kindergartens do not pay enough attention to physical education. The kindergartens participating in training are mainly public kindergartens, and the number of private kindergartens is small; the teaching team needs further construction, although The gender ratio of teachers tends to be balanced, but the source of teachers is unstable, and the level of professionalism is generally average; there are still insufficient venues and equipment, and the teaching management system is not well implemented. There are still some kindergartens without sports accident protection measures; comparison of teaching goals Reasonable, the primary goal is the overall development of children; the organization of activities is mainly physical education and outdoor activities, and the teaching methods are more diversificated and more targeted; the teaching content is mainly physical intelligence games and ball games, and the basis is also scientific Reasonable, but there are still more than half of kindergartens whose outdoor activities are less than the specified time; the evaluation content is diversified, mainly for children’s mastery of learning motor skills.

6.2 Recommendation

Kindergartens should increase the training of theoretical knowledge and pay more attention to children’s physical education; the government or higher-level units can increase material support for kindergartens, especially private kindergartens, kindergartens should improve their management system and implement them strictly; kindergarten principals should Establish correct values and for children’s mastery of learning motor skills.
physical education talents and understand the needs of the society to make timely adjustments to the training of talents.

ACKNOWLEDGEMENTS
Guangdong Provincial Department of Education Youth Innovation Project (2018WQNCX193); School-level scientific research fund project of Zhaoqing University (202029); Zhaoqing Institute of Educational Development: Research on the curriculum system of Preschool Physical Education.

REFERENCES
The Problems and Countermeasures in The Teaching Examples of Martial Arts Courses of International Students in Colleges and Universities Are Explored: Taking the Martial Arts Courses of International Students of Zhongshi University as An Example

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Abstract: The construction of martial arts curriculum for international students is an important part of training international students, to understand traditional culture in China, and the teaching of courses needs to strengthen the enrichment of multidisciplinary content in addition to body movements, including the introduction of rich martial arts cultural background and fitness mechanism, the content indoctrination of Woiwode, the translation and interpretation of the project's professional language, the promotion of Chinese and foreign cultural contrast, etc., and the teaching objectives of Chinese culture and external communication are achieved with the focus of Chinese culture.

Keywords: Cultural Communication; International Students; Martial Arts Courses.

1. INTRODUCTION
The new era will be a time when the cultures of all countries are frequently mixed and closely linked, with the strengthening of china's economic, political, cultural and diplomatic and other comprehensive strength, so that more people in the world pay attention to China. The Chinese culture goes out, is to enhance the international influence of the country's important content, culture is a resource, martial arts has become one of the symbols of national cultural symbols, in recent years, the national leaders to attend international cultural activities, martial arts as an important performance and display team to promote the spread of Chinese culture in the international arena. Recently, Chinese has been listed by the United Nations as the world's common language, learning Chinese has been unable to meet the needs of international students to understand China, Chinese traditional culture is more and more attracted by international students, martial arts culture dialectical thinking to Chinese traditional Confucianism, Taoist philosophy of Tai Chi Yin and Yang dialectical concept, it is not only strong body, but also through the body movement interpretation of martial arts fitness, recreation, body prevention in one of the high-level human culture [1-5]. Curriculum construction is an important platform for international students to understand traditional Chinese cultural activities, they are important participants in cultural communication, take curriculum design as the grasping hand, realize the multi-faceted application experience of teaching content Advocates the close connection between curriculum design and culture, and better interprets the traditional martial arts values of knowledge and practice unity and unity of mind and body.

2. ANALYSIS OF THE CURRENT SITUATION OF MARTIAL ARTS COURSES
In view of the situation of international students of China Petroleum University (Beijing) studying Chinese martial arts, two classes were conducted for three semesters of teaching experiments, through questionnaires and on-site observation to achieve the understanding of students and courses, the first semester 1 class (graduate students) teaching content to 8-style tai chi-oriented, 2 classes (undergraduate first grade) to primary boxing, in the degree of students master the skills of the survey shows that the primary boxing is easier to master, and cool. After the second semester exchange of learning content, the majority of students in class 1 think that the learning effect of primary boxing is better than tai chi, but the two kinds of boxing more like, more inclined to tai chi, and class 2 students think tai chi is more difficult, more like primary boxing. There is an age gap between graduate and first-year undergraduates, with graduate students more likely to be soft and slow tai chi, while undergraduate students are more likely to have more explosive long-punching [6-8]. In the study, exercise and practice of martial arts etiquette content, the feedback of the two classes students are very good, including some national folk games to join, get the students' favorite, but the body perception does not have much feeling, because of the length of the exercise and the overall concept of martial arts sports learning concept, learning is relatively complex, especially to remember the body parts of the location name is difficult, in the movement exercise to constantly repeat the relevant name and strengthen the continuity of learning. It will guide international students' martial arts skills and...
cultural learning.

3. THE PROBLEMS AND COUNTERMEASURES IN THE TEACHING PRACTICE OF MARTIAL ARTS COURSES OF INTERNATIONAL STUDENTS

3.1 The actual teaching content deviates from the teaching objective

In the teaching objectives of Chinese culture, the teaching of martial arts classroom still focuses on physical light culture, heavy action light principle of learning mode, with the teacher’s personal learning and training habits and traditional Chinese teaching and learning methods related, but if the long time to repeat a single practice will produce fatigue on international students, coupled with the international students slow-track attitude to life, will soon lose interest in the project itself, but often this problem can attract the attention of teachers, and then inject some new cultural narrative, to re-raise the student’s attention, and to guide the student into a new learning state. Teachers in the implementation of teaching objectives should be closely around the implementation of teaching objectives, reasonable cultural explanation and body movement teaching and other content of each lesson to be distributed, in addition to the use of Chinese and foreign culture of comparative teaching methods, so that learners in the comparison have a clearer understanding, according to the students on the teaching feedback to control the classroom rhythm, there is no disorder to achieve the teaching objectives of the setting.

3.2 The degree of mastery of motion skills deviates from the teaching objectives

Physical practice experience is the behavior, cognitive activity and psychological feeling of students [1] in the process of physical education, and the basic attributes of students’ physical learning are attributed to the physical exercise experience. Martial arts teaching according to the individual differences of international students set teaching objectives, but the mastering of action skills will appear incongruous movement, physical stiffness, the completion of teaching objectives seems not very easy, timely according to the learning situation to adjust the learning progress is very necessary, so arrange some basic action or combination action implementation teaching, such as Wulong disk playing, foot walking, walking kick and other movements for physical exercises, English interpretation and action interpretation, so that students can use the action to explain and use the action.

4. CHINESE MARTIAL ARTS CULTURE CURRICULUM

4.1 To teachers’ teaching as the leading role, to achieve the teaching objectives of the external dissemination of Chinese culture

At present, our school has 663 international students, from Turkmenistan, Kazakhstan, Azerbaijan, Mongolia and other 54 countries, each country's culture is slightly different, English level is also uneven, for different cultural backgrounds and language basis, the formulation of teaching objectives and content selection requirements to take into account and take, not only to stimulate the enthusiasm of international students for Chinese cultural learning, but also to achieve the effect of traditional Chinese culture dissemination. Martial arts are a body language-based course, students need to participate in the whole process of action learning and practice, relative to the subject is more likely to increase the interaction between teachers and students, to get teaching feedback. But the cultural heritage behind the project is an important part of cultural communication, every link in curriculum teaching is unfamiliar and fresh for international students, and the way of teachers’ output and the use of teaching methods also affects the international students’ understanding of China to some extent. Teachers’ “teaching” plays a leading role in learning activities, with the addition of Chinese elements in curriculum teaching, creates the classroom scene of Chinese atmosphere, realizes the external teaching goal of teaching with martial arts body sense as the main line, and the spread of Chinese culture as the core, with the interest of students as the main body.

4.2 Focus on student practice and focus on the emotional and cultural experience of international students

In the teaching practice of Chinese martial arts curriculum in English, the expression of teacher’s language has a direct impact on the effect of students’ learning, but many professional languages in Chinese martial arts and the written ness of the password in English cannot be fully expressed in the training situation, so the combination of Chinese and English teaching can make international students have a better cultural experience in the curriculum. In the martial arts culture transmission teaching, will pay more attention to the process of student experience, when students ask teachers or peers to ask for advice, holding fists to show respect, pay attention to the process of student participation and emotional experience, in teaching to set up more similar situations, so that students have more experience, feel the charm of Chinese culture.

4.3 With skill display as the starting point, stimulate the individual learning source motivation

Interest is the best teacher. Through the Chinese martial arts film action display so that international students have interest and desire to learn, in the action teaching first simple and difficult, such as the introduction of TV drama Western travel, Sun Wukong dance stick learning, the action seems to be complex and cool, through a lesson of learning and practice, everyone can become "six-year-old children", students' small sense of achievement will stimulate the enthusiasm of international students for learning. International students through the study of action skills and Chinese military action revealed, Chinese martial arts have a new understanding, uncover the veil of mystery, and finally fall back to the body of the body feeling, set medical, boxing, philosophy in one of the skills to learn and understand, different from the Western sports technology system, so that it has a more comprehensive understanding of Chinese medicine, martial arts, traditional Chinese traditional ideas, can help international students quickly integrate into China, feel rich traditional Chinese culture.

5. CONCLUSIONS
At present, many universities and foreign Confucius Institutes have opened international students martial arts courses, and in practice rely on the personal experience and strength of teachers to actively explore the curriculum construction, but did not form a certain curriculum system, the creation of teaching materials, content, teacher steam upgrading and so on have a lot of room for progress.

ACKNOWLEDGMENT
China University of Petroleum Education reform project: based on the Chinese culture spread under the construction of martial arts courses for international students.

REFERENCES
Talent Training Mode of Big Data Marketing Major in Higher Vocational Colleges Based on: Scientific Research Assistance, Competition Driven, Education and Training Combination

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Abstract: Based on the requirements of higher vocational education on the talent training mode of big data marketing, the research group first puts forward the talent training ideas based on the big data marketing process and the demand of postal enterprises. Secondly, based on the post professional ability, the research group has set the core professional competence of this major: big data marketing ability, postal basic business processing ability and data analysis and data mining ability. Finally, in the process of talent training, the research group explored the talent training mode of big data marketing specialty with "scientific research assistance, competition driven, education and training combination" according to the talent training needs of the major.

Keywords: Cultivation Mode; Big Data; Competition Driven; Scientific Research Assistance.

1. INTRODUCTION

Big data has an unprecedented impact on the marketing theory and practice of enterprises. The market is changing rapidly, and profound changes have taken place in such factors as consumer behavior, marketing decision-making, marketing strategy and marketing elements [1-2]. Corresponding to this is the backward compilation of professional teaching materials and outdated teaching contents. One is the lack of big data related curriculum development. Due to the lack of understanding, there is a lack of big data related courses in the existing teaching curriculum system, which leads to the disconnection with enterprise marketing practice [3-4]. According to the requirements of docking specialty setting and industrial demand, requirements are put forward for talent training mode of big data marketing specialty. According to the connotation of big data marketing ability, how to cultivate high-level and high-quality marketing talents in line with the needs of big data era is a topic that needs to be studied and discussed in higher vocational colleges. The teaching team of big data marketing major in Shijiazhuang Posts and telecommunications college has made a lot of beneficial exploration and attempt in the cultivation of big data marketing talents, and has also achieved certain results [5-8].

2. TRAINING MODE OF BIG DATA MARKETING MAJOR

The major of big data marketing is mainly for postal and other society enterprises. It aims to cultivate professionals who understand both big data analysis technology and marketing methods.

2.1 Talent training ideas based on big data marketing process

The big data marketing process includes business understanding, data collection, data processing, data analysis, report writing and application feedback. The setting of training objectives, talent ability training and curriculum system construction of big data marketing major are closely around the above process, as Figure 1.

2.2 Talent training mode based on postal business ability, data analysis ability and marketing ability

Based on the process of big data marketing and the demand of postal enterprises, the core professional competences of this major are set as big data marketing ability, postal basic business processing ability and data analysis and data mining ability, as Figure 2.

The three core professional abilities are realized through four stages of training. In order to better ensure that students can master the above skills and abilities through three years of study, the big data marketing teaching team has carried out many beneficial explorations.

3. BIG DATA MARKETING TALENT TRAINING MODE OF "SCIENTIFIC RESEARCH ASSISTANCE, COMPETITION DRIVEN, EDUCATION AND TRAINING COMBINATION"

Based on the training needs of the above abilities of big data marketing students, the teaching team has gradually explored a talent training mode of "scientific research assistance, competition driven, education and training combination" in the talent training process.

3.1 Scientific research enhance the innovative ability of big data marketing majors

Many research results show that the concept of research project assisted talent training can significantly improve students' research practice ability, innovation ability and entrepreneurial ability. The teaching team of big data marketing integrates research projects with teaching. The result shows that research project assisted talent training can promote the cultivation of students' innovative ability and practical ability.

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Cultivating students' ability to find and solve problems is the key to the cultivation of innovative talents. By leading students to participate in the research projects, teachers can not only stimulate students' interest in learning, cultivate students' teamwork spirit, but also improve students' independent innovation ability. In the past five years, students majoring in big data marketing have participated in more than 50 projects at different levels, which greatly improve their innovation ability. The big data marketing teaching team has gradually generated the topics of students' graduation projects from those research projects which students involved in.

In the process of guiding students to participate in research projects, the quality of talent training of big data marketing has been greatly improved. Meanwhile the teaching ability and research ability of the teaching team have been greatly improved.

3.2 Competition driven effectively promotes school enterprise integration of big data marketing major

The national data analysis professional skills competition and the national data mining challenge competition are introduced into the course teaching. At the same time the test questions from the official website of the organizer of the competition are set as the course items and tasks according to the contest proposition. Through those competitions, students' mastery of professional knowledge is improved dramatically. From the perspective of higher vocational talents training mode, vocational skills competition is an effective platform for school enterprise integration. (1) It tests the learning effect of the course. By participating in the competitions, students can complete the learning task of the course well and put themselves on a broader platform, which is an effective extension of learning and competition. (2) It stimulates students' learning initiative and improves their ability of data analysis. Taking part in the vocational skills competitions can not only stimulate students' enthusiasm and initiative, but also greatly improve their learning objectives. Through the competitions, students practiced in data collection, data processing, data analysis and report writing, which greatly improve the ability of students in this major. (3) Through the guidance of vocational skills competition, teachers' teaching ability is improved. With the combination of...
of courses and professional competitions, teachers can learn the real-time frontier information and trends through the competition.

(4) Through the vocational skills competitions, students' sense of teamwork is strengthened. Real cases are mostly the result of team cooperation. The tasks in professional competitions need the students show their teamwork spirits.

(5) Competition driven practice teaching is conducive to the construction of "high level vocational schools and specialty construction plan with Chinese characteristics". From the perspective of the construction of Application-oriented University, the professional competition is a bridge between knowledge and practice. The task driven practical teaching to participate in professional competitions will more effectively achieve the goal of talent training in Application-oriented Colleges, and provide the society with high-tech and high-quality applied talents.

3.3The combination of education and training has greatly improved the students' comprehensive quality and employability

First, Students are required to obtain qualification certificates actively while completing the established courses. It combines the course contents with the relevant contents of vocational qualification training in order to realize the integration of diploma education and vocational qualification education.

Our professional teaching structure pays attention to not only the professional theory study but also the knowledge relevant to the enterprise including development history, management system, general learning module and practical skills, so as to help students to work smoothly after graduation.

At the same time, the education of higher vocational colleges can help students improve their academic qualifications with other universities through distance education. Besides, due to the background of China Post, the most advanced international training theory of APPU is applied to subject education.

4. CONCLUSION

The "project, competition and training" are effectively integrated into the whole process of talent training, and a new mode of production teaching integration in higher vocational colleges is proposed. Under the background of vigorously promoting the integration of production and education in vocational education, we should break through the traditional mode of school enterprise cooperation. Skills competition and enterprise training are effectively integrated into the whole process of talent training of big data marketing major in higher vocational colleges. Practice the integration of production and teaching from the aspects of teaching content and skills training.

The implementation of "scientific research assistance, competition driven, education and training combination" has built a new mechanism for the construction of big data marketing specialty and personnel training. Through the mechanism of "integration of production and teaching, scientific research assistance", "promoting learning and teaching by competition", "enterprise training and school education", the effective docking of classroom content and professional standards, teaching process and production process can be realized. In terms of education and teaching reform, we should innovate project teaching theory, promote the integration of production and teaching, and effectively promote the improvement of students' skills and the construction of teachers' team.

In terms of skills competition, establish a new benchmark for big data marketing talent training. The major of big data marketing can effectively improve students' comprehensive practical skills and innovation ability by guiding students to participate in the national vocational college skills competition and other skills innovation competitions, and participating in the scientific research assisted teaching process.

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REFERENCE


Research on The Reserve Talent Training System of Ice and Snow Competitive Sports in Korea

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Abstract: Studying the training system of Korean ice and snow sports competitive sports talents has important reference value for the training of China's ice and snow sports reserve talents and the sustainable development of ice and snow sports. Through the methods of literature, field visits and expert interviews, we conduct extensive and in-depth investigation on the training of young and child athletes in ice sports in Korea, and find that Korea has very clear guidelines and objectives in the training of young and young athletes, has a relatively perfect talent training system, and schools at all levels generally carry out popular activities of ice and snow sports, scientific training management concept, transparent talent selection mechanism, athlete steam system and sports promotion strategy, etc. Only by fully understanding the characteristics of different athletes' training paths, analyzing their advantages and disadvantages, exploring the path of training outstanding athletes suitable for social development, breaking through the path dependence on the original system, making the training of athletes healthy development, providing reference for people to engage in sports industry, providing reference for social investment and development of sports, and providing reference for the government to deepen the reform of sports-related systems, can we promote the comprehensive, rapid, coordinated and sustainable development of sports.

Keywords: Korea; Ice and snow sports; Talent; Culture.

1. INTRODUCTION

Between 1992 and 2018, South Korea won a total of 70 medals at the eight consecutive Winter Olympics, including 31 gold, 25 silver and 14 bronze medals (Table 1). Only the two Winter Olympics in 2002 and 2014 dropped out of the top 10, with the 1992, 1994, 2006 and 2010 Winter Olympics top of the Asian rankings. South Korea ice and snow competitive sports and China also have the characteristics of "ice strong snow week", short-track speed skating (hereinafter referred to as short-sliding) is the Asian advantage of the project, but also the main battleground of China and South Korea. South Korea's national team men's and women's short-slip and short-slip relay project in the previous Winter Olympic Games won a total of 21 gold medals, it can be seen that short-slip is the most competitive project of the Korean Winter Olympic Games, the men's and women's team level balanced and have the strength of the impact gold medal, its competitive strength is self-evident, in the future Winter Olympics will still be the core project of gold and silver. Speed skating is also a popular event for Gold in South Korea, with the 2010 Vancouver Winter Olympics men's speed skating 500 m, 10,000 m won 2, the women's speed skating 500 m won 1 gold medal, and the 2014 Sochi Olympics women's speed skating 500 m won 1 gold medal. South Korea's figure skating gold medal strength is not outstanding, only in 2010 won the women's singles 1 gold medal. South Korea's outstanding performance at the Winter Olympics and the fierce competition with China for events such as short-track speed skating, as well as the "special status" of the host of the 2018 PyeongChang Winter Olympics, have to be taken seriously.

2. THE OBJECT AND METHOD OF THE STUDY

2.1 Subjects
South Korea ice and snow competitive reserve talent training system.

2.2 Research methods
2.2.1 Documentation Law
In the course of research, according to the needs of this paper research, consulted the relevant books and works on the training of reserve personnel, through literature search and Internet search, access, collection and research-related literature, documents, periodicals and other materials from 1992 to 2018 literature and related research papers, and related literature materials collated, research and analysis, to understand the Research results and cutting-edge issues related to the training of reserve personnel in South Korea, access to this research. For the theoretical basis and data support for the research of the thesis.
2.2.2 Expert interview method
According to the needs of the paper research, I interviewed the relevant experts, coaches and managers by telephone, solicited expert opinions on the research issues and programs, obtained first-hand information and related opinions related to this paper, and listened to their opinions and suggestions on this paper.

Table 1. Performance Statistics of the Korean National Team Winter Olympics from 1992 to 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>The host city</th>
<th>Gold/piece</th>
<th>Silver/silver</th>
<th>Bronze/bronze</th>
<th>Total medals/pieces</th>
<th>The medal table</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>France</td>
<td>Albertville</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>1994</td>
<td>Norway</td>
<td>Lillehammer</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>1998</td>
<td>Japan</td>
<td>Nagano</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>2002</td>
<td>United States</td>
<td>Salt</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>2006</td>
<td>Italy</td>
<td>Turin</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>2010</td>
<td>Canada</td>
<td>Vancouver</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>2014</td>
<td>Russia</td>
<td>Sochi</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>2018</td>
<td>Korea</td>
<td>Pyeongchang</td>
<td>5</td>
<td>8</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>31</td>
<td>25</td>
<td>14</td>
<td>70</td>
</tr>
</tbody>
</table>

2.2.3 Logical analysis
In the process of analyzing literature, questionnaire data and writing papers, we make full use of logic knowledge, induction and deduction, analysis and synthesis, and draw relevant conclusions and make suggestions.

3. ANALYSIS AND DISCUSSION
South Korea's ice and snow sports talent training is a very complex and complete system, in competitive sports is a very critical link, need a long time of development and improvement, for the future development of a country's competitive sports and the overall level of competitive sports capacity level has a decisive role. Prior to 2010, South Korea implemented the "new miao athletes-reserve athletes-national team athletes" three-stage training system, after 2010 began to "new miao athletes-young elite athletes-reserve athletes-national team athletes" four-stage training system, more detailed the training structure of outstanding athletes.

3.1 Korea Ice and Snow Reserve Talent Training Program
3.1.1 Snow sports new athlete training program
The training of outstanding athletes has a perfect training system centered on the school, from primary school to college students have many opportunities to participate in sports, from primary school to middle school to the university has an integrated scientific training talent training model. As early as 2003 has been implemented in the "new seedling athletes" high-level sports talent selection and training program, that is, from the national primary school students to explore the potential of young athletes (9 to 14 years old), in order to expand the ice and snow sports outstanding new seed reserve talent strength, through layer selection and then transferred to major training centers, as the future national team athletes talent reserve, with science training, management system as the foundation of the development of sports. The selection criteria for the new athletes are strictly defined, with the scoring criteria divided into three aspects by percentage, in order of body shape (30% to 50%), physical fitness (30% to 40%), and athletic ability (20% to 30%). At the same time, the psychological-related ability of anxiety control and mental concentration was tested, and the above factors were selected in a cost-effective manner.

3.1.2 Youth Sports Elite Training Program
South Korea's youth ice and snow sports elite training to 14 to 19-year-olds have won the national scale of competition or international competition results for the selection of athletes, snow sports because of the overall weak system to recommend the selection and evaluation. In addition to completing the daily training plan, South Korea also regularly organizes domestic training and overseas training during the winter and summer vacation, and at the same time exchange stakes with the world's ice and snow powers, it aims to improve the competitiveness of athletes, self-confidence, understanding of the strategies and tactics of various countries, and learn from other countries' advanced experience to enhance their competitiveness. Especially after the successful bid for the 2018 PyeongChang Olympic Games, it has also strengthened its support for the human and material resources of snow and ice sports.

3.1.3 National team reserve player development program
The training of elite athletes in competitive sports is mainly in schools, and the amateur training of schools is one of the keys to the training of athletes. Middle school is the basic stage of the growth of young athletes, young people can fully understand and play their sports talent, the school has a strong and healthy sports atmosphere, the school for students in sports to encourage their achievements. South Korea ice and snow national team reserve talent to become the national team athletes of the higher rate of achievement, the author believes that this is due to the Korean ice and snow competitive sports national team reserve talent training is very clear, that is, to explore the potential of young athletes, as national team reserve athletes, and through the form of training to improve professional and competitive skills, so as to further select outstanding talent.

3.1.4 National Team Athlete Development Program
Aiming at the competitive characteristics of the "ice strong snow week" in China, on the basis of ensuring the competitive advantage of ice projects, vigorously cultivate snow project talents, and send the national team to the world's ice and snow sports power training and training, learning its advanced management training concept. At the same time, through the hiring of high-level foreign teachers, naturalization of foreign athletes and other measures, the intention to quickly enhance the strength of the national ice and snow sports to support the Korean ice and snow sports talent training system mechanism and the inspiration of winter competitive sports reserve talent resources is the primary resources, fundamental motivation and key factors for the sustainable development of winter competitive sports. South Korea's ice sports, especially ice sports, the reason for the gold and silver, talent generation, completely depends on the country attaches importance to the youth reserve talent exploration and training.

3.2 Korea ice and snow sports personnel training system

3.2.1 Development of ice and snow sports in Korean schools

Korean schools at all levels strictly comply with the government's policy on physical education for students, in the case of primary and secondary schools, the weekly removal of four hours of physical education classes and 2 hours of after-school exercise, double-day students must also go to the club to participate in sports activities. Skating is a compulsory course set up in Korean primary and secondary schools, primary school curriculum focus on cultivating students' interest in ice and snow sports, more in the form of games to enable students to participate in the experience of the process, master the ice and snow sports norms of the primary skills; The training method of ice and snow sports is combined with teaching in the junior high school stage, with the main purpose of exercising the physical fitness of students and standardizing the movement technique. In addition, schools at all levels regularly organize winter camp activities with skiing and skating as the theme every winter, which improves the basis of national education in ice and snow sports schools, and creates innate conditions for the selection of early talents. It is precisely because of the "education system" of Korean schools at all levels of support and protection, can continue to send the country's ice and snow sports outstanding athletes.

3.2.2 University Ice and Snow Club Training Program

From the world's professional sports development process, the Ministry of music's excellent training system is the basis of each club or even the national team, the reserve of outstanding athletes is conducive to the long-term stability of the club's achievements, but also for the club to bring rich profits. Sports clubs bear the task of cultivating sports reserve talents, the realization of athletes' selection, management and training are through the club system, and the direct intervention of the government is very few. The basis of competitive sports is a large number of sports clubs, including professional and amateur categories, the club system, the use of autonomy model. The main role of the government is to provide policy and economic support, not to completely allow the development of sports free, for the training of sports reserve talent is equally important, the government through financial assistance, scientific research help, the provision of training bases for athletes, the development of athletes upgrade standards, the establishment of sports schools and the organization of sports competitions to promote the training of athletes. Amateur and professional sports clubs have youth teams, pay attention to the training of athletes, from primary school or even younger to belong to a certain club, if found to have some kind of talent, will be sent to a higher level of club, after a certain training to reach a higher level can enter a higher level of clubs or national training bases, grow into professional athletes or national athletes.

3.2.3 "Go out and introduce" training management concept

South Korea sends its national team to the world's ice and snow power training, with other countries joint training to improve the level of competition at the same time, actively learn advanced training management concepts, and gradually narrow the gap with the ice and snow sports power. Two-time Olympic women's 500 m speed skating gold medalist Li Xianghua of Vancouver and Sochi has trained in Canada and other speed skating powers while learning advanced training concepts. South Korea's Ministry of Culture, Sports and Tourism has said that they are very eager to win the Olympic gold medal and medal so fine at home, based on this goal, South Korean sports in recent years, the Introduction of a lot of foreign elite athletes; In addition to the training system of the national system, naturalized foreign athletes are also an important means of Korean sports talent strategy.

3.2.4 The well-being of Korean ice and snow sports athletes

The so-called "well-being" of athletes, that is, including the interests of athletes, health, after retirement, including the comprehensive protection. The protection of Korean athletes is guided and supported by the state-made policies, with the participation of the government and society, especially by relying on the sponsorship of the consortium clubs to support athletes through the introduction of incentives, grants, incentives to study abroad and loan grants to guide athletes to achieve career development; Establish preferential policies for the exemption of certain athletes from military service under the relevant laws. Specifically, salaries, health insurance, re-employment training three aspects: First, in 2015 The Korean ice sports national team athletes can receive 60, 000 won (about 356 yuan) per day living allowance, accommodation allowance of 75, 000 won (about 446 yuan), the world champion level athletes will also pay an additional 1, 000 U.S. dollars per month as a lifetime allowance for elite athletes; Second, the amount of injury insurance for national team athletes increased from 200 million won in 2014 to 620 million won in 2015, while establishing a systematic medical examination system for athletes' physical health and developing corresponding injury prevention programs; Third, for retired athletes to provide employment guidance education courses, including
online teaching and centralized education two parts, the content of the content covering cultural literacy, management, English, Chinese, Japanese, cooking, makeup and other content.

3.2.5 Sports Star Promotion Effect
With the current widespread development of figure skating around the world, the popularity of figure skating has been promoted. In particular, South Korea with the help of sports stars packaging publicity, can enhance the driving figure skating and other ice sports in the country's public awareness and attention. "Flower-slip queen" Kim Jong-il not only in South Korea has a super popularity, but also world-renowned. As a set of Winter Olympic Games, world championships, grand prix, grand finals, four weekly competitions, the world youth championship in one of the women.

Single Grand Slam winner, with good shape and outstanding strength, ignited the enthusiasm of Korean sons and snow sports, in the PyeongChang Winter Olympic Ambassador, also made a great contribution to the Olympic bid publicity work.

3.3 Mechanism for the training of ice and snow sports personnel in Korea
3.3.1 Rely on schools to carry out the popularity of ice and snow sports and talent reserves
From the situation of ice and snow sports in schools in South Korea at all levels, it is not difficult to see that its good mass foundation of ice and snow sports has created a stable and reliable reserve for the development of competitive sports in the country and broad support from the community. The university stage is an advanced stage of the training of elite athletes, but the school still maintains its amateur nature in the training of outstanding athletes, the school has the highest authority in the daily management, in the process of the training of excellent athletes, the combination of physical education and education is very close. To train ice and snow sports talents as a platform for schools at all levels, we can first guarantee the educational basis of athletes' cultural quality, secondly, the training plan of smaller-age athletes is mainly based on basic technical training, and then gradually increase the intensity of sports with the growth of age, to prevent the early special training methods of "pulling seedlings" to cultivate sports interest as the main purpose, to ensure the overall coordinated development of athletes' sports potential, cultural quality and personality quality. The winter sports development policy of the Ministry of Culture, Sports and Tourism of Korea is broken down into three aspects, the development and promotion of competitive sports, mass fitness sports and school sports development, and the policies formulated in the field of school sports related to the construction of sports teams, the establishment of sports clubs, the establishment of courses and exchanges between schools; In view of the development of mass fitness sports mainly focus on the expansion of fitness activities venues, the development of special winter sports, fitness activities and the establishment of the guidance training system, after the implementation of the policy, the department also for the satisfaction of the masses feedback to carry out survey statistics, and the implementation of the services provided, as well as the reasons for not participating or not insisting on participation analysis. This series of work provides the necessary theoretical basis for the formulation of follow-up policies, and to a large extent avoids the blindness of policy formulation and activities.

3.3.2 Scientific training and management concept
The training and management of Snow and Ice Sports talents in Korea, through learning from the advanced experience of the world's ice and snow power, combined with their own characteristics and gradually improve, formed a set of systematic, scientific training and management methods. At the same time, scientific medical monitoring and support, not only to the athletes' daily physical condition and other physiological functions of monitoring, but also to monitor the psychological changes of athletes, on the basis of understanding the mobilization of physical and mental state, according to the real-time state of timely adjustment of training plans, in order to create better sports results. Finally, combined with clubs, enterprises and other social forces to jointly cultivate, mobilize the use of multi-party advantages, to promote the sustainable development of ice and snow sports personnel training. The academic research and personnel training of sports in Korean winter sports mainly rely on universities and social groups. South Korea held the winter sports conference at the same time held a national winter sports related academic conference seminar, the discussion covers a number of levels, including competitive sports related theoretical analysis, fitness activities related to the status quo, project development, site construction and other aspects of the discussion, not only for the development of winter sports in Korea has a positive promotion significance, but also to provide a theoretical basis for the development of fitness sports. Many scholars in South Korea believe that the development of sports is pyramid-like, and the thickness of the national sports foundation plays a vital role in the development of its corresponding competitive sports. For winter sports, there is no broad national base, only the emphasis on "gold medal", winter sports have a counterproductive effect. Winter sports and fitness should be treated as a public welfare and welfare cause. In response to this, Korea first in the winter sports to carry out better regional universities to carry out specialized courses, after many years of development, Korea has more than a dozen institutions of higher learning opened winter sports specialized disciplines, curriculum including technical guidance, site maintenance, equipment use, safety emergency and related industrial management courses, to ensure the special talent. Industry. Social groups are also important training places for talents in winter sports. In order to meet the national demand for winter sports, since 2006, South Korea has been training winter sports fitness instructors nationwide, mainly for the winter fitness needs, improve physical and mental health for the purpose of the population. Social groups are an important complement to the training of talents in winter sports, such as the Korean National Life Sports Association
for winter sports to train a number of excellent winter sports fitness instructors.

3.3.3 Improve the personnel training system and the safeguard system

Perfecting the training system of talents can take high-efficiency teaching and scientific research institutions as the position, develop the physical education courses of winter sports programs in colleges and universities, encourage teachers to carry out scientific research on winter sports, and gradually form a complete talent system. Sub-category cultivation. According to the audience is divided into competitive coaches, fitness instructors and school sports instructors (professional teachers), and for the public age and personal physical differences, better physical fitness can experience competitive winter sports, and poor physical fitness can only experience the fitness category winter sports, so fitness instructors can also be divided into competitive instructors and life instructors. Clarify the responsibilities of the instructor's job. For several types of winter sports instructors to clear the responsibility of work, can make China's winter sports guidance to form a complete working framework, competitive sports, fitness sports and school sports work can be effectively implemented. In addition, the maintenance and management of the site facilities are included in the training of fitness instructors. Establish a standardized mechanism for the paid transfer and free flow of talents in winter sports. To create a strong political quality, excellent business, familiar with the winter body at home and abroad.

Education project market management, management, operation of the high-end team. The protection of Korean ice and snow sports athletes is divided into active athletes and retired athletes, and the support provided to active athletes in terms of treatment, medical insurance, and excellent athletes' programs, which better eliminate sources of athletes in the development of their sports careers, with the aim of getting athletes into training. For those who plan to work in sports-related fields after retirement, such as sports facilities construction, sporting goods production and sales, sports market development, etc., the government also provides loans for start-ups that do not pay back loans within 1 to 2 years. As for the way out of retired athletes, although there are no policy placement provisions, south Korea, but through social forces to reasonably guide athletes to re-employment and set up a variety of training courses, actively encourage retired athletes to start a business or enter enterprise work.

3.3.4 Rely on sports stars to carry out fitness activities

The value of Korean ice and snow sports stars such as Kim Jong-il and Lee Sang-hua is not only limited to creating rich economic benefits, but more importantly, it has a huge publicity effect on ice and snow sports, which has far-reaching strategic significance for the development of the project. Therefore, whether engaged in ice sports, or participate in snow sports fitness projects, China's winter sports population will increase, especially the success of sports stars, will stimulate the enthusiasm of the next generation of ice and snow, China to achieve the 300 million people to participate in snow sports vision cannot be separated from the role of winter sports stars. For the vast number of young children, the power of role model is infinite, through the publicity of sports stars, will make more students to participate in physical exercise. The holding of sports meetings and academic conferences based on celebrations is a major feature of the development of sports in Korea, as is the development of winter sports. The Korean Ministry of Culture, Sports and Tourism and the National Living and Sports Association in January 2015 in Gangwon Road and Jaingling City, "Remembrance of the success of the Pyeongchang Winter Olympic Games bid and the first national winter sports fitness conference" celebration activities, in which the number of participants reached about 5000, the event to celebrate the success of the Winter Olympic bid, increase the national enthusiasm to participate in winter sports, improve the national winter sports as the basis.

Objective, the celebration lasts 40 days and includes four sections: celebration performances, the National Winter Sports Fitness Congress, academic research, and side events. 3.4 The inspiration of the training of ice and snow sports talents in Korea to China

3.4.1 Training of complex talents with competition as the goal

The leadership level of physical education in china is at the forefront of education and leads the training of professional sports talents in our country.

To. Therefore, in schools should fully implement the Party's education policy, adhere to the training of composite talents as the goal. The way of personnel training, for the cultivation of talent to guide a clear direction. In competitive sports, not only can fully tap the athletes' physical, psychological and tactical potential, and. And the competitive performance also from the side of the country's comprehensive strength. The development of competitive sports and school physical education in our country. The following characteristics are the following, one is that competitive sports cannot be integrated into the school sports researchers' innovation and training. The second is that the school physical education excludes the single training characteristic of competitive sports goal.

3.4.2 Diversification of backup talent transfer channels

In order to develop ice and snow sports and safeguard the future development of athletes, we should establish a vision of talent.

Under the road of adhering to the combination of physical and educational teaching. In the training of reserve talents should not only pay attention to the development of competitive sports but also both. Concerning the practical problems in the future development of athletes. While ensuring training, we should pay more attention to the cultural level of athletes.

To ensure the faculty of athletes' cultural classes and to improve the teaching methods and teaching quality (3) In the youth reserve

Talent in the selection to expand the selection of the way, it
is proposed to ban low-level amateur sports schools, put some strong grass-roots sports.

Training units to integrate resources, sports teams in primary and secondary schools, and high-level professional teams for joint training, Ensure channel diversification from the source of talent. In addition, in order to solve the primary and secondary school sports team in the joint training of teachers.

And the financial problem, it is suggested that the government from the sports lottery cause to take part of the funds, at the same time in the community and related to sports.

Enterprises reached cooperation agreements to support the development of sports reserve talent. In some primary and secondary schools can implement the club system, enter.

One step to discover potential players. At the same time as the backup talent source is multi-channel, Focus on cross-regional talent exchange and cooperation, learn from the experience of talent training in developed regions, to 2022 Beijing Winter Olympic Games.

The holding of the opportunity to vigorously develop the ice and snow industry, the construction of regional coverage, multi-season ice and snow industry chain development, play.

Production of professional training, sports events, performances, training, tourism and leisure, tourism equipment and other all-round ice and snow industry.

System. Pay attention to economic benefits while taking into account the improvement of the living standards of the masses, and stimulate the participation of the masses.

enthusiasm with ice and snow sports.

3.4.3 Professional training and cultural education are both

From the perspective of development to train China's high physical quality, high professional skills and highly educated sports talents.

It will be the main trend of the development of ice and snow sports in china, and it is also the main goal of training ice and snow talents. Ice and snow sports talent.

The knowledge education is an important link of the sustainable development of ice and snow sports, and the education of cultural knowledge is becoming more and more ice and snow. The cultivation of sports talents is an integral part. China's ice and snow sports talent stoicism is developed from primary school year by year until the university, learning. The school uses this method as the main way to train talents, and systematically cultivates cultural learning knowledge for ice and snow athletes. training, so that athletes not only have a high level of professional skills, but also require athletes to master a wide range of scientific and cultural knowledge.

and constantly fully tap students' athletic talents. Now although in the snow and ice sports to implement the reserve talent training. The development mode is "the combination of physical education", but the contradiction between "teaching and training" of young ice and snow athletes has been troubling.

Mobilize and sports workers to deal with this problem, must be in accordance with the laws of sports training and cultural teaching. A new exploration of the training of physiques in other fields of "physical education combination".

3.4.4 A better social security system for professionals

Ice and snow sports is a special professional group, which has high risk, high investment, long training cycle and so on.

In order to achieve excellent results in ice and snow projects, it is necessary to establish the ice and snow to match them.

Social security system for athletes and coaches. Because ice and snow sports are more dangerous, if the government protects. Without an athlete's injury or survival after retirement, the athlete will not devote himself to ice. Snow sports, athletes will slowly lack the spirit of hard work, China's ice and snow projects cannot get good. Results. The country wants to involve more and more great ice and snow athletes in the sport of ice and snow competition. Disability insurance, social insurance, welfare and employment placement must be continuously completed.

3.4.5 The reserve talent training system for ice and snow sports is an open and diversified development.

With the progress of the times and the transformation of the economic system, China's single ice and snow reserve personnel training system has not.

Adapting to the development of society, the system of training ice and snow reserve talents began to break away from the national system of our country, and to diversify and open. put the road. From the original government-led, unified planning management, into schools-led, the community. the training system, which is jointly managed by the organization, thereby reducing government intervention. In the ice and snow sports reserve talent training. According to the characteristics of ice and snow sports, the use of different training systems, such as sledding, snowmobiles and other winter minority projects, without marketization, we must take the national system of physical education combined with the training system road, and like ice hockey, figure skating. Such as winter projects have the characteristics of market operation, we can take the path of professionalization, reduce government funding, reduce.

Government pressure. The development of the diversified system of reserve talents in ice and snow sports will widen the channel of ice and snow sports reserve talents, increase the reserve of ice and snow sports and promote the development of ice and snow sports in China.

4. CONCLUSION

Talent training is a concept in the field of education, is the basis of the organization and implementation of teaching activities, but also the quality standards of professional personnel training and an overall blueprint. Under the guidance of modern theory of education, according to the specific talent specifications and training objectives, the comprehensive process of all-round education of talents is carried out. The training of elite athletes in competitive sports itself is a complex system engineering, which contains many factors, involves many fields, in order to make the system inside and outside and between the system coordinated development, efficient operation, we must strengthen the macro-decision-making, improve the level of
addition, the popularisation of ice and snow sports reserve talent strength. In particular, the ice and snow project can compete for gold and silver, talent generation, completely depends on the country attaches importance to the youth reserve talent and formed a unified and effective training path for outstanding athletes throughout the country. In particular, the ice project can compete for gold and silver, talent generation, completely depends on the country attaches importance to the youth reserve talent exploration and training. To primary school to university schools at all levels as the center, training talent steaming teams of all ages, thus forming a large number of competitive sports reserve talent strength. In addition, the popularization of ice and snow sports schools, scientific training, reasonable talent selection mechanism, advanced training management concepts, athletes' well-being, sports stars publicity and other measures, but also for the training of talent provides a solid guarantee.

REFERENCES
Problems and Factors of The Industrialization of Ice and Snow Sports Competition in China Are Analyzed

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Abstract: Since the end of the 2008 Beijing Olympic Games, China's sports industry has shown a strong trend of development in a higher, faster and stronger direction. China's ice and snow sports competition industry is an important part of the sports industry, in recent years, the development is very rapid, is a very large potential of emerging industries. Taking the industrialization development of ice and snow sports competition in China as the research object, this paper summarizes the development history, development status, development problems and countermeasures of the development of ice and snow sports competition in China by using the method of literature, interview and observation. The research shows that China's ice and snow sports competition industry started late, is still in the early stage of development. From a theoretical point of view, there is less literature on the theoretical aspects of the study, and there is a lack of innovation points. Because of this, China's current lack of better ice and snow sports competition organization mechanism and competition mode, professional ice and snow intermediary agencies and complete sports goods and service supply chain, resulting in China's ice and snow sports competition industrialization development is relatively slow. With the ice and snow sports industry in China gradually heating up, the future development trend of ice and snow sports competition is gradually clear. Ice and snow sports in the form of professional competition combined with different competitions, in the future development of the industry is very attractive and competitive. Based on the current situation of the development of ice and snow sports competition in China, combined with the experience and lessons of relevant research, this paper systematically analyzes some problems existing in the industrialization of ice and snow sports competition. The results show that China's ice and snow sports competition industry is still in its infancy compared with the countries with better development of ice and snow industry, and has abundant resource potential, and there is still a certain gap with developed countries in terms of management. Keywords: Ice and Snow; Sports Competition; Industrialization; Influencers.

1. INTRODUCTION
In recent years, China's ice and snow sports competition activities have achieved excellent results, and has hosted a number of large-scale international ice and snow games, and ice and snow sports industry is mainly by virtue of ice and snow resources and winter sports competition performance industry, sports fitness and leisure industry and sports intermediary organizations and other related industries of organic combination, forming a regional characteristics and project characteristics of the hot industry. In the research of the development of ice and snow sports competition performance industry in China, we can't do without the research on sports industry, sports competition performance industry, and ice and snow sports competition performance industry and so on [1-5]. Here, drawing on the research results of many scholars on sports industry, sports competition performance industry and ice and snow sports industry, and so on, further broaden the scope of this paper research, and clarify the practical significance and main purpose of this study [6-10]. Through the research on the development of China's ice and snow sports competition industry, it provides ideas and specific strategies for promoting the overall development of China's sports industry. From the theoretical point of view, this study studies the industrialization of ice and snow sports competition from a theoretical point of view. Based on the advantages of ice and snow resources and ice sports in the three northeastern provinces, this study constructs the industrialization development mode of ice and snow sports competition in China from the perspective of developing China's ice and snow sports culture [11-16]. Based on the theoretical basis of sports economics sports industry organization management and sports marketing, the research takes the industrialization development of ice and snow sports competition in China as the research object, uses the literature method, the field observation method and the interview method and other research methods to study the development status of the ice and snow sports competition in China, analyzes the existing problems, and constructs the theoretical model for the industrialization of ice and snow sports competition in China. Because of the lack of reasonable theoretical support for the development of ice and snow sports competition at home and abroad, this study has developed from the development of ice and snow sports competition [17-20]. The significance of the study of China's ice and snow sports competition activities in terms of organizational form, professional personnel training and economic factors lies in providing theoretical basis and practical operation strategy for promoting the industrialization of ice and snow sports competition in China, and promoting the economic development and cultural construction of the whole industry.
2. RESEARCH OBJECTS AND METHODS OF RESEARCH

2.1 Subjects
Research object: This paper takes "the problems and influencing factors in the industrialization development of ice and snow sports competition in China" as the research object.

2.2 Research methods
2.2.1 Documentation Law
Through the network platforms such as the library, wan fang database, China Knowledge Network and the National Library, this study makes the query of the relevant literature with the key words "sports competition industry", "ice sports industry" and "ice sports competition" as the key words, and provides a theoretical reference for this research by investigating the relevant research process of the predecessors.

2.2.2 Interview method
This study plans to first interview experts and scholars in the direction of this study, and then interview the leaders of relevant government departments, managers of ice and snow venues, competition participants and related functional departments to clarify the development of ice and snow sports competition activities and the development of the problems and future trends.

2.2.3 Field observation
This study plans to observe and inspect the ya buli ski resort, the hat-mountain ski resort, Jilin Province speed skating hall, Yanbian Governor Baishan Ice and Snow Training Base, Changchun City Wuhuang Stadium and Heilongjiang Province's ice and snow venues, understand the operator's operation thought, clarify the development status of the snow field and the existing problems, grasp the future development direction of the snow field and development goals.

3. ANALYZE AND DISCUSS

3.1 Research on the current situation in the setting of ice and snow sports competition in China
3.1.1 Research on the current situation in the setting of ice and snow sports competitions in China
China's ice and snow sports competition activities set a wide variety of events, which are mainly divided into ice competition and snow competition two categories, including many comprehensive categories of large projects and independent small projects. China's ice competition mainly includes: speed skating, figure skating, ice hockey and curling, in recent years, curling competition in China's development is relatively rapid, and speed skating is also more extensive. The snow events include: Nordic skiing (cross-country, jumping), alpine skiing (swing, swing, super swing, skiing and alpine all-around), U freestyle skiing (snow skills, aerial skills and acrobatics) and recent additions to snowboarding (big swing, U-shaped venue skills).

From the characteristics of winter sports can be seen that its competitiveness and ornamental are relatively strong, indirectly stimulate the rapid development of winter sports, so that the winter activities in the process of winter competition can form a stable development platform and a broad mass base.

The main types of winter competitions set up in China are: the National Winter Games (including ice and snow) held every four years; The development of China's ice and snow sports competition in the field of competition can be said to be the present and the past, although, the form of competition activities in the continuous enrichment and improvement, but, the social effect seamounts in the process of competition, from the perspective of the form and development of competitive competition and social effects or with the ice and snow competition to carry out a certain gap in developed countries, the future will also be from all aspects of the ice and snow sports activities to carry out to strengthen.

3.1.2 From the recreational point of view of the masses, the development of ice and snow sports in China
The winter snow storage period in northeast China is not long, and the outdoor snow and ice sports activities are more carried out in winter, and they have unique geographical environment and geographical advantages. In winter, the ice sports in the masses to carry out a relatively wide range, with a certain number of speed skating enthusiasts, but its embodiment of poor entertainment, cannot attract more people to participate actively, reduce the basis of skating in the masses. With the continuous development of social economy in recent years, China's popular snow entertainment is also in the development stage, there are now many skiers in the direction of professional development, from the current form of development, the number of people involved in skiing in China is still increasing, but China's management concept in the development of ice and snow sports still lags behind developed countries.

With the continuous development of competitive skiing in China, mass recreational skiing is still developing rapidly, according to relevant information, in recent years, tens of thousands of skiers all over the country's snowfields, and in college sports teaching has increased the curriculum of snow sports, which further enriches the content of physical education classroom teaching, for the future to carry out mass snow sports has laid a good foundation. Snow sports is a challenging and technical sport, from a public entertainment point of view, snow sports are more attractive to the public's participation. Participating in ice and snow sports can not only enrich people's winter leisure life, but also enhance physical fitness, improve immunity, but also alleviate the "working people" work and life pressure, let people experience the happiness brought by ice and snow sports. Today's social development situation is that people pay more attention to leisure and health care, from the characteristics of ice and snow sports can meet people's desire for leisure and health care, so, ice and snow sports through its own recreational characteristics, reflecting the future development of ice and snow sports broad space. In the future, we can use the form of high-end events to carry out ice and snow sports competition activities, and further develop the ice and snow sports competition industry by increasing the enthusiasm of the public to promote its industrialization.
3.1.3 Research on the current situation of snow and ice stadiums, equipment and use in China

China's ice and snow sports competition activities are mainly divided into competition venues, general venues and teaching venues due to the differences in ice and snow projects, the selection of venues are also different requirements. According to the characteristics of the ice event, the venue is a 400-meter standard venue, only the standard venue to participate in the record set by the competition can be recognized. General sites are common, the use of frozen in natural conditions of rivers, rivers, lakes and so on. Trim it to create an ice rink. Teaching venues need to be equipped with appropriate teaching facilities to assist students in their studies. The snow project site is mainly divided into the playing field and the general venue. In recent years, ice and snow sports in China is more rapid, and in the south also emerged “North Ice South Shift.” Indoor snow and ice fields have been built in many big cities in the south. This also shows that ice and snow sports is not only a unique sport of northerners, it attracts the vast number of ice and snow sports enthusiasts, for the development of ice and snow sports activities provide a broad platform. In China's northeast region is rich in ice and snow resources, with a unique geographical and environmental advantages, every winter will attract a large number of snow and ice lovers to the Northeast to participate in a variety of competitions or recreational activities.

With the rapid development of ice and snow activities in recent years, the resources, equipment and facilities of ice and snow sports are gradually improving. Among them, large-scale snow fields are tending to international development. However, there are some sites in the development of space still have some limitations. According to statistics, China currently has more than a dozen ski resorts, 17 alpine ski routes, 12 aerial ropeways. Among them, Changbai mountain Plateau Ski Resort has become a national ski training base, and Yabuli ski field also has a considerable scale, it contains many projects of the use of the site, and in recent years has hosted a lot of large-scale competitions, received many foreign athletes in this training. Jilin North Great Lakes ski resort in China's snow field utilization is one of the highest, its facilities, with air ropeway, can host large-scale competitions, and convenient transportation.

3.2 The direction of the development of events in the industrialization development of ice and snow sports in China is not clear

In China's ice and snow sports industry, ice and snow sports competition industry occupies a dominant position, mainly because the competition industry from the economic and social aspects have a certain influence. The competition industry in Europe and the United NBA States is relatively mature, such as the five major leagues of European football, as well as the NBA's market-oriented operation, whether in the game schedule or the development of the club's rights, as well as the broadcast rights of the transaction is more standardized. Compared with that, there are still many disadvantages in the development of China's ice and snow sports competition industry, and it has not given full play to its leading advantages and characteristics. China's ice and snow sports competition in the process of development has not formed a certain commercial operation mode, resulting in the slow development of the ice and snow sports competition market, the core industry is not prominent, affecting the overall process of the development of ice and snow sports industry. From the development of ice and snow sports competition activities, and not to the competition industry as the core, not to highlight the characteristics of the event, but to complete the purpose, there is no clear direction of development of the event, which also directly affects the industrialization of China's ice and snow sports competition development. In the development process of sports intermediary industry in China, there are problems such as small scale, monopoly of industry resources, single operation mode and not obvious economic benefits, which affect the market competitiveness of sports intermediary industry in our country to a certain extent, and restrict the development scale and speed of sports industry. From the development of ice and snow sports industry, intermediary organizations are also an indispensable link. China's ice and snow sports competition in the process of the lack of professional intermediary organizations, resulting in the effect of the competition activities does not have a certain impact, cannot fully reflect the significance and purpose of the competition activities.

Sports intermediary according to its market function is mainly divided into economic, information and supervision categories. Sports economics includes sports brokerage companies, promotion companies, communication companies and individual sports brokers, information categories include sports asset assessment and market advisory companies, and supervision categories include various types of laws, arbitration, auditing, accounting firms, etc. In the process of ice and snow sports competition activities, if the intervention of intermediary organizations is strengthened, then the competition activities can be through the intermediary channels for packaging publicity, and thus create the benefits of the games. Because, the intermediary organization plays the role of the ice and snow sports competition in the process, so the lack of the corresponding sports intermediary organizations involved in the development of ice and snow sports competition activities, will affect the overall effect of the event, resulting in the development of China's ice and snow sports competition slow progress.

3.3 The development of China's ice and snow sports competition market is uneven

From the point of view of market development, there is an institutional contradiction in china's ice and snow sports competition, and it can't play the basic role of market mechanism in resource allocation. Because of the lack of ice and snow sports competition market, resulting in insufficient supply of products, weak market supervision links and lack of market consumption concept of guidance. From the perspective of regional development, the economic development gap between north and south is
relatively large, and winter activities are affected by a certain climate, in general, the south's economy is more developed, but lack of a good natural environment foundation, and the economic development in the Northeast region is relatively slow, but, with unique natural conditions. Because of the economic and environmental impact, there are certain factors in the development of ice and snow sports competition in China. From the economic point of view, there is no certain economic basis cannot smoothly carry out snow sports competition activities, skiing abroad has been called a noble sport, each set of sports equipment needs a high economic expenditure, then, possession. A certain economic strength is the primary premise of the development of ice and snow sports market. Therefore, the economic gap between the north and south has affected the coordinated development of China's ice and snow sports competition. The lack of development of ice and snow sports competition market is mainly reflected in the insufficient development of intangible assets of ice and snow sports competition activities, low correlation of related industries, unreasonable development and utilization of resources, stadium facilities, poor marketing ability and lack of related professional clubs. In the ice and snow sports competition, intangible assets mainly refer to "ice and snow sports products", products in the production process, the consumption of a certain amount of labor, and, products can be exchanged in the market normally, so, this non-physical product called the intangible assets in ice sports.

3.4 Lack of construction and participation in the relevant professional clubs

In the process of industrialization of ice and snow sports competition in China, there is a lack of high-end competition activities in the form of professional clubs. At present, although China's ice and snow sports clubs have set up a lot, but, mainly to the public members for the development of the object, low professional level, lack of professional athletes or retired athletes to participate in the lack of professional guidance of coaches. From the point of view of building high-end clubs, the lack of government and related departments of policy support, resulting in the establishment of a high level of ice and snow club in an awkward situation, so that its development has been affected to a certain extent. In the relevant winter professional competition saydown steamed, most of the participation in the form of regional, city-based teams, not in the form of clubs to participate in the large-scale high-level competition. In the process of industrialization of ice and snow sports competition, the focus is on the level of competition and the ornamental and social impact of high-end competitions. At present, China still lacks this high, refined, sharp league operation mechanism and competition mode, lack of the development of club members and professional personnel training, the development of the club lack of long-term consideration. In order to achieve the development of the industrialization of ice and snow sports competition better and faster, we must pay attention to the construction and participation of professional ice and snow sports clubs.

3.5 The benefits of the ice and snow sports competition in our country are not obvious

From the results reflected in the holding of ice and snow sports competition stakeholders can be divided into two aspects, one is social benefits, the other is economic benefits. At present, China's ice and snow sports in the process of the development of these two aspects of the embodiment is not obvious enough. First of all, from the social benefit point of view, China's ice and snow sports competition swings not like the snow and ice events abroad to form a large-scale, high-end, can attract a certain number of spectators and teams, there are sustained high-end competitions, we just carry out some fixed provincial competitions and national competitions, lack of diversity and innovation in the form of competition, the appeal of the audience is low, the impact on society is insufficient. Therefore, China's ice and snow sports competition activities in terms of social benefits still need to be strengthened. Secondly, China's regular ice and snow sports competition activities have not brought greater economic benefits, each event is held mostly by the state. Local and local financial problems, regardless of the success of the games will not be too much economic risk, and, watch English tickets and television rights cannot be like foreign games to create a certain economic benefit. Therefore, the importance of the economic benefits of hosting the Games has been relatively ignored. The industrialization development of China's ice and snow sports competition is to promote the growth of its social and economic benefits, in view of the development of China's ice and snow sports competition activities, the development platform is very broad, then, to improve the "benefits" of the competition activities is an urgent task.

3.6 The lack of relevant professionals in the process of industrialization of ice and snow sports competitions

The development of ice and snow sports competition in China lacks the training of relevant talents, and the direction of training professionals is not clear enough. In the winter project to carry out a better country, the practice of coaches needs to receive formal, professional training, and the level of the guidance personnel is divided according to a certain level. Therefore, in the process of industrialization of China's ice and snow sports competition, the problem of talent training is very important. First of all, from the selection and training of professional athletes, most of China's ice and snow sports professional athletes have a lower level of education, younger age, and high unemployment rate, can go to the end of the career of athletes is a handful. Most athletes from primary school to secondary school to college, a small number of them will be able to enter the university, but most athletes will retire at college, transfer or into society. The problem of lack of professional personnel training in our country has always existed, and the cultural education of professional athletes, the cultivation of professional direction and the later protection of athletes have all had a certain impact on the training of athletes. Secondly, the training of professional coaches is also relatively lacking, resulting in the level of coaches is not high, mobility and limited development space.
Most of the coaches in China's ice and snow sports competition are retired from the elite athletes, rather than professional college graduates, with a certain theoretical teaching basis of teachers, although, professional aspects and practical aspects have certain advantages, but the theoretical basis and the advanced concept of learning in colleges and universities and knowledge consciousness cannot be ignored. Coaches play an important role in the overall team, both in terms of regular training at the school and in the selection path of the coach. In contrast, winter sports in South Korea and Japan also have formal, professional coaches and related training content, while most of the snow fields operated in China lack formal, professional coaching and training content. This not only has a certain safety risk, but also is not conducive to the development of ice and snow sports market, but also affect the development of the entire ice and snow sports industry. Finally, from the long-term development point of view, China's ice and snow sports competition activities lack of professional management personnel training. At present, most of China's snow fields have this low level of management, lack of standardization, supporting services are not comprehensive, low quality of service and other issues, mainly because of our lack of relevant professional, understanding of the ice and snow sports market. Management personnel, familiar with and understand ice and snow sports can enable managers to clear management direction and the future trend of enterprise development. From the theoretical point of view, the relevant scientific research personnel is also relatively scarce, which makes China's ice and snow sports competition in the future development compared with other countries will be at a disadvantage.

4. COUNTERMEASURE ANALYSIS OF THE INDUSTRIALIZATION OF ICE AND SNOW SPORTS COMPETITION IN CHINA

4.1 Increase government support in the industrialization of ice and snow sports competitions, and speed up the intermediary of ice and snow sports

The construction of China's ice and snow sports competition activities to achieve industrialization development cannot be separated from the government's planning and guidance, from politics. We should adhere to the government's macro-control and overall planning, vigorously support the influential and competitive sports industry or group, promote the reorganization or cooperation of multi-regional and multi-industry, strengthen the structural adjustment and integration of resources in the field of sports, and improve the level of operation and management of enterprises. By accelerating the transformation of government functions, we should cultivate the main operating body of ice and snow sports market, strengthen the market operation mechanism of ice and snow sports competition, and do a good job in supervision and management. In the process of the industrialization of ice and snow sports competition, we will adhere to the basic principle of separation of management and management, establish a management system of separation of government and enterprises, clear rights and responsibilities, and clear property rights, and actively promote the operation mechanism of large-scale ice and snow sports activities and events with enterprises as the main body. We will vigorously support the construction and development of relevant enterprises, organizations and clubs, strengthen industry control, further broaden the financial channels for the development of ice and snow sports competitions, and standardize and legalize the development environment of ice and snow sports competitions. For the relevant intermediary organizations, government departments should increase training efforts, establish relevant intermediary organizations and institutions, strengthen the training and management of relevant intermediary talents, so that sports intermediary organizations in the process of the industrialization of ice and snow sports competition swell sourcing the role of bridges.

4.2 Promote the coordinated development of regional ice and snow sports competition industrialization and broaden the market for ice and snow sports competitions

The development and development of China's ice and snow sports competition is mainly affected by the environment in the northern region, most of the snow projects in the north are built outdoors, and the southern city indoor venues are more. In contrast, environmental factors restrict the coordinated development of China's ice and snow sports competition. Then, to strengthen the rapid development of ice and snow sports competition activities between regions to form a certain interaction, for example, the team and the team to form a certain mode of communication, the establishment of several winter training camps, or summer training camps, not only for the exchange of venues, but also the coach for a short-term exchange, not only to increase the exchange between athletes, but also to promote mutual learning between coaches, but also to complement each other. This can not only improve the uncoordinated phenomenon of the development of ice and snow sports competition in China, but also promote the rapid development of China's ice and snow sports competition, and accelerate the industrialization of China's ice and snow sports competition.

The pace of the exhibition. In the development of the ice sports competition market can strengthen the media and network marketing channels;

The promotion and distribution of color sports lottery, the further expansion of the participation and consumption of ice and snow sports competitions, the encouragement of participation in the form of clubs, the development of ice and snow sports competition activities, to promote the rapid development of China's ice and snow sports competition market.

4.3 Strengthen the development and protection of intangible assets of China's ice and snow sports competition, and improve the efficiency of the event

On the one hand, the development and protection of intangible assets of ice and snow sports competition is reflected in the name, logo and copyright related to ice and snow sports, on the other hand, to improve the market...
development model of ice and snow sports social groups, to clarify the relevant responsibilities in the main industry, to the development of relevant sports enterprises to achieve rights, responsibilities, enhance the awareness of property rights, improve the use of ice and snow sports intangible assets, create and manage, and actively explore the future development and development of ice and snow sports intangible assets development and development model. By perfecting the mode of ice and snow sports competition, improving the viewing of the event and strengthening the marketing ability of the event, we can improve the social influence of the ice and snow event and increase the economic benefit created by the competition. In order to realize the basic significance of holding ice and snow sports competition, China's ice and snow sports competition to the direction of industrialization.

4.4 To improve the utilization rate of snow and ice sports competition venues in China and enhance the awareness of environmental protection
China's ice and snow sports competition venues generally in the winter use rate is relatively high, whether it is the training of athletes or competitions, as long as there are venues to host national level stakes in winter are mostly peak season, but, the use of some small and medium-sized venues cannot meet the standard of the venue, the site infrastructure is old, security facilities are not perfect, so that the venue sized consumer groups, such venues to summer is difficult to maintain, leading to the closure or transformation of most small snow fields. There are several considerations to improve the utilization rate of ice and snow sports competition venues in China. First of all, the self-regulation of the snow field, mainly to strengthen the staff's sense of service and improve the quality of service, improve the construction of snow field infrastructure, strengthen safety protection measures, improve the professional standards of medical and ambulance personnel. Secondly, strengthen publicity, marketing efforts, mainly for the community to carry out media publicity, the use of network advanced technology for network marketing, to provide the corresponding preferential policies to improve the visibility of venues. Third, the establishment of a league model, mainly refers to the hosting of large-scale events, regular club-style or professional title race, not only can attract a certain number of ice and snow enthusiasts, but also can receive visitors to visit, participate, that can expand the crowd of snow lovers, but also to improve the use of the venue. Finally, in the summer will be the transformation of the snow field, can undertake some large-scale expansion activities, can also open grass and other leisure sports, or host wedding celebrations, this is also a lot of things. The premise of the development and utilization of snow and ice sports stadiums is to pay attention to environmental protection, which is also closely related to the future development of the snow field. Outdoor projects in winter are very high on environmental factors in the development and use of the site. For example, the construction of ski areas is generally developed on outdoor slopes, then proper felling of trees is critical, it can reduce the loss of snow field to increase the amount of snow on the snow track, there is to reduce the incidence of summer mudslides. Skiing in the outdoor when the development has entered the winter, natural snow resources can replace the artificial snow in the snow field, snow field use of natural snow can not only make full use of natural resources but also reflect environmental awareness, both economical and reasonable. From the snow quality point of view, artificial snow texture is hard, and the natural snowfall texture is soft, that is, suitable for the requirements of the competition, but also suitable for public entertainment. Ice and snow sports competition on the use of the site requirements are relatively high, in the future in the development and use of the site more attention to the importance of environmental protection issues. Because, the rational development and use of natural resources can reduce unnecessary resources and property losses. Therefore, to strictly control the construction waste, household waste, feces and sewage treatment and discharge of snowfields, strengthen the ecological management of snow fields, improve the environmental awareness of increased environmental protection, is China's ice, snow sites to a healthy, green direction of the development of the necessary conditions.

4.5 Strengthen the training and management of ice and snow sports-related personnel
China's "Sports Talent Development Plan" has pointed out that we should focus on training management, management, intermediary and scientific research and other high-end sports talent, to encourage the development of a variety of types, multi-channel sports industry training and comprehensive talent training. The training of ice and snow sports talents should also be the same, in the direction of large-scale training, from the school teaching teachers, social administration and high-level training of coaches and athletes, to increase the reserve of professional personnel, to ensure the sustainable development of ice and snow sports personnel. By strengthening the training policy of relevant personnel and increasing the job training and career planning for coaches and managers, we can improve the overall quality of the staff and broaden the development space of relevant personnel. Through the establishment of relevant professional quality assessment and qualification, can stimulate athletes, coaches and managers to promote the heart. Because of the regional influence, so, to carry out the exchange and training of talents between regions, strengthen the transfer and introduction of high-end talent is essential, the flow of talent is the complementary process between regions, strengthen the exchange of talents between regions is the only way of china's ice and snow sports in the training of talents, from athletes to coaches to managers of the exchange and exchange, as well as the exchange between countries are mutual learning, mutual promotion process, which is also the necessary link of China's ice and snow sports competition on the internationalization.

5. CONCLUSION.
With the continuous development of China's sports industry, ice and snow sports competition activities are also
increasingly prosperous, although China's ice and snow sports competition activities do not have a better league mechanism and intermediary organizations, but there are better basic resources and relatively open development space, in the future development can make full use of the existing natural resources, learn and use the existing fine competition model, design and develop a league model with the characteristics of the ice and snow sports competition industry, in order to speed up the development of ice and snow sports competition industry, to speed up the development of snow and ice sports competition industry. Further promote and improve the overall development of China's sports industry. The development of ice and snow sports competition should be based on natural resources, through the reform of the sports competition system and the transformation of the operation mechanism of the industry, promote its commercialization and socialization, and realize the state administration and society.

the sports competition market, which can adapt to the law of socialist market economy development. Correctly guide the operation of all kinds of sports competitions, encourage the hosting of all kinds of high-level sports competition activist, and recognize the trend of socialization, commercialization and legalization of the sports competition industry. Combined with the actual situation of the development of China's sports industry, we should actively learn from and learn from the experience and methods of holding successful commercial events abroad, and strengthen the establishment of sports brokerage system and intermediary service institutions for sports competitions. In order to achieve the goal of maximizing social and economic benefits, we will build the brand of ice and snow with regional characteristics by holding large-scale ice and snow competitions, further promote the industrialization of snow and ice sports competition in China, and realize the scientific and sustainable development of the ice and snow sports industry.

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Abstract: With the increase of political, economic and cultural exchanges between China and Japan, the importance of translation work is becoming increasingly prominent. However, the cultural and linguistic differences between China and Japan have had a certain impact on Japanese translation. By understanding and analyzing the causes of the differences and integration of Chinese and Japanese languages and cultures, it is proposed that translation of Japanese should be based on culture and based on language expressions, under the differences and integration of Chinese and Japanese cultures. Measures such as the formation of a Japanese translation system will ultimately promote the accuracy of Japanese translation and strengthen cultural exchanges between the two countries.

Keywords: Chinese and Japanese culture; differences and integration; Japanese translation.

1. INTRODUCTION
Language is the basis of communication. However, because of differences in culture and customs between China and Japan, different languages and cultures have been formed, which have affected the exchange and translation of the two countries. In addition, the fusion of language and culture also has an impact on Japanese translation. Therefore, understanding and mastering the differences and integration of Chinese and Japanese cultures on Japanese translation, plays an important role in the accuracy of Japanese translation and the development of cultures in both countries.

2. TO CORRECTLY HANDLE THE DIFFERENCES AND INTEGRATION OF CHINESE AND JAPANESE CULTURE IN JAPANESE TRANSLATION
Japanese language translation is a link that promotes exchanges between China and Japan. However, the cultural differences and integration between China and Japan are inevitable in the translation process. It is of great significance to correctly handle the differences and integration of Chinese and Japanese culture in Japanese translation.

2.1 Significance to culture
Correctly handling the differences and integration of Chinese and Japanese culture in Japanese translation is of great significance to the development of Chinese and Japanese culture. On the one hand, it is conducive to promoting the development and integration of Chinese and Japanese culture. The cultural differences stem from the uniqueness of the cultures of various ethnic groups. Promoting cultural exchanges between China and Japan is conducive to the two countries discovering their own shortcomings and complementing each other, thereby promoting the development and integration of the two cultures. On the other hand, correctly handling the cultural differences between Chinese and Japanese in Japanese translation is conducive to promoting the development of world cultural diversity. In the context of world globalization, there will inevitably be differences in cultures among countries. Only by properly handling cultural differences can the development of world cultural diversity be promoted.

2.2 Significance to Japanese translation
Correctly handling the differences and integration of Chinese and Japanese culture in Japanese translation is also of great significance to Japanese translation. On the one hand, it is helpful to promote the translators' understanding of the two languages and cultures, strengthen their professional level, and thus improve the quality of Japanese translation. On the other hand, it helps to enhance the accuracy of translation. Only by correctly handling cultural differences and integration can we discover the laws of language and wording, thereby improving the accuracy of Japanese translation.

3. THE INFLUENCE OF JAPANESE AND CHINESE CULTURAL DIFFERENCES AND FUSION ON JAPANESE TRANSLATION
China and Japan have formed different cultures and customs in the process of historical development, so collisions and integration have occurred in cultural exchanges. This has an important impact on the translation of Japanese, as follows.

3.1 The impact of language expression habits on Japanese translation
The differences and integration of Chinese and Japanese cultures have created different language expression habits, which have affected Japanese translation. On the one hand, the cultural differences between China and Japan make the expression habits of the two languages different, making it difficult for some translators to understand the meaning. For example, Chinese people like to spend money as a waste of money, but the Japanese concept of spending money like drinking water is expressed as ように飲む (to spend money like drinking water). On the other hand, the fusion of culture makes the expression of Chinese and Japanese have many
similarities, which brings convenience to Japanese translation. For example, the people of both countries like to express their needs subtly and politely, rather than speaking out bluntly. Because there is a lot of water between China and Japan, there are also many economic and cultural exchanges in history, so this implicit culture is integrated in the two countries, so that translators can benefit from Japanese translation.

3.2 The impact of text composition on Japanese translation

The differences in the composition of Chinese and Japanese languages also have a certain impact on Japanese translation. On the one hand, differences in Chinese and Japanese cultures have resulted in different languages. The Chinese script is square and has a very standard form of writing. Japanese is written in many forms. For example, a sentence “Spring is here” can be written as "ハルガキタ" or "ハルがきた", and there is no unified writing form, so the translator should choose the correct text form during the translation process to promote the accuracy of the translation language.[4] On the other hand, the fusion of Chinese and Japanese culture also makes the composition of Chinese and Japanese have many similarities. There are many characters and word formations in Japanese that are formed by borrowing from Chinese word formations, such as “取り消す cancel”, “省エネ save energy” and so on. This reduces the difficulty of translation and promotes the accuracy of translation.

3.3 The impact of different ways of thinking on Japanese translation

Different ways of thinking between China and Japan will also affect Japanese translation. On the one hand, since Japan is an island country, it has formed its own way of thinking and insights in the long-term development process, which is difficult for the Chinese to understand. For example, the term "aunt" is called aunt (おばさん) for women in their 50s and 60s in Japan, but children call their aunts the same age as their mothers in China. Therefore, the differences in thinking styles have caused differences in the language of the two countries. On the other hand, the fusion of culture between China and Japan also makes the way of thinking of the two countries overlap. For example, both China and Japan pay attention to family values and the etiquette of making friends, etc.[5] This also allows translators to analyze the language from the perspective of Sino-Japanese cultural fusion and find commonalities in language, thereby improving the quality of translation and promoting cultural dissemination.

4. JAPANESE TRANSLATION STRATEGIES UNDER THE DIFFERENCES AND INTEGRATION OF CHINESE AND JAPANESE CULTURES

Based on the influence of the differences and integration of Chinese and Japanese culture on Japanese translation, the following Japanese translation strategies are proposed.

4.1 To translate Japanese from a cultural perspective

Translation is a bridge that promotes the exchange of language and culture between China and Japan. Therefore, during the translation process, the translator should translate Japanese from a cultural perspective. Firstly, the translator must have a deep understanding of Japanese cultural customs. Each country has its own unique national culture. Only by understanding the culture can the accuracy of language translation be promoted, thereby improving its own cultural literacy and the quality of translation. Secondly, translators can enhance their understanding of Japanese customs, behaviors, and lifestyles by watching Japanese cartoons, movies, and reading literary works, as well as the most primitive language expressions, thereby improving their translation level.[6] Finally, translators should also be familiar with Chinese culture and ethnic customs. Because many Chinese characters in Japanese are evolved from ancient Chinese characters, many language expression habits are also influenced by Chinese culture. This requires translators to strengthen their understanding of ancient Chinese culture, understand the commonalities of the two cultures, and summarize and summarize them, thereby improving their translation efficiency.

4.2 To translate Japanese based on language expressions

Every country has different language expression habits and methods, and translators should translate based on the expressions of the two languages in translation. First of all, the translator should learn to change the language and cultural thinking, overcome the negative influence brought by the language expression thinking of the mother tongue during the translation process, and use Japanese language expression habits to translate the language. For example, Japanese people like to communicate with people and express their needs in a subtle and tactful way. So the characteristics of Japanese tactful and subtle should be shown in the translation process, so as to improve the accuracy of translation and also show the characteristics of Japanese culture. Secondly, the translator should also pay attention to the accuracy of the words used in the translation. Japanese culture pays attention to the etiquette of respecting the old and the young, and requires individuals to speak in accordance with their own identity and status. Thus, translators should study Japanese hierarchical culture in depth, and choose the appropriate words according to the speaker’s status in translation. They should pay attention to the politeness of Japanese words, thereby promoting the accuracy of Japanese translation. Finally, translators must pay attention to the differences in the language expressions of men and women in Japan. Japan has a strong concept of male superiority to female inferiority, so Japanese men and women also have different language expressions. Translators should pay attention to the accuracy of the words used by men and women in the translation process, thus showing the uniqueness of Japanese culture.

4.3 To promote the formation of the Japanese translation system

Only by forming a certain system can Japanese translation promote the quality of translation and show the uniqueness of the two cultures. However, promoting the formation of the Japanese translation system requires many joint efforts. First of all, the translator should strengthen the accumulation
of Japanese vocabulary, cultural customs and language expression habits in each translation, and form his own unique translation system, so as to apply it to translation practice. Secondly, the relevant foreign affairs department should make timely changes to the language vocabulary of the two countries, authorize the publication of the overall language vocabulary and translation rules into books, and promote the standardization of the knowledge system in the field of translation, thereby improving the accuracy of translation. Finally, China and Japan should strengthen the interaction of language and culture, provide a platform for translators in both countries to learn, and systematically train the translators’ language and cultural level, thereby promoting the improvement of the professional level of translators.[7]

5. CONCLUSION
In summary, the differences and integration of Chinese and Japanese cultures have an important impact on Japanese translation. Based on the differences and integration between Chinese and Japanese cultures, Japanese translators should have deep language translation skills while enhancing their understanding of the language and cultural background of the two countries, so as to ensure the accuracy of language translation, promote the culture and language exchange, and develop the world cultural diversity.

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Research on The Dilemma and Path of Rural Ecological Environment Management

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Abstract: The construction of rural ecological environment is not only the premise and foundation of building a beautiful countryside, but also an important focus of the implementation of the strategy of Rural Revitalization. The rural ecological environment in China is polluted by chemical fertilizer, pesticide, domestic waste, construction waste, livestock and factory waste. The reason is that the main body of rural environmental governance is not clear, the system of environmental governance is not perfect and the villagers' awareness of environmental protection is insufficient. In this paper, the author puts forward three solutions from three aspects: building a multi-agent participation, improving the rural environmental governance system and strengthening the publicity and education of ecological civilization, and is committed to building a happy ecological and livable village.

Keywords: Ecological; Environment; Governance.

1. INTRODUCTION
Beautiful rural ecological environment is the proper meaning of building a well-off society in an all-round way. With the development and expansion of rural economy, the natural environment in rural areas has also suffered a certain degree of damage, such as water resources, soil pollution. In the face of serious environmental pollution, ecosystem degradation and tight resource constraints, we should calmly respond to and appeal to more social organizations to jointly manage the environment of our hometown. Finally, we should pay attention to environmental protection while improving people's livelihood. As the key work of the party and the government, the construction of ecological civilization should adhere to the development concept of harmonious coexistence between man and nature, and promote the establishment of beautiful villages and happy homes.

2. REVIEW: CURRENT SITUATION OF RURAL ECOCLOGICAL ENVIRONMENT
2.1 Pollution of chemical fertilizer and pesticide
With the expansion of urbanization and the introduction of advanced chemical fertilizers and pesticides into the countryside, the rural ecological environment is seriously threatened. Although the use of chemical fertilizer and some pesticides has eliminated the damage of insects to crops, it has also caused environmental damage. For example, the villagers use a large number of organochlorine pesticides to cause the acid-base imbalance of the land, and organochlorine pesticides are not easy to degrade and remain in the soil for a long time, so the pollution of the soil environment lasts for a long time [1]. From one point of view, it is not conducive to the self-recovery of the soil environment. From another point of view, when using the more polluting fertilizers and pesticides, it will cause the pollution of water resources to affect the quality of water resources.

2.2 Pollution of domestic waste
The pollution of domestic waste to the rural ecological environment is mainly reflected in the pollution of white waste and construction waste. There is no special waste disposal site in some remote villages. When white garbage is produced, some villagers will burn them to deal with it. However, the composition of white garbage is mainly the polymer compound of clustering ethylene, which will produce a lot of smoke and harmful gases when burning, which will cause the air quality to decline; some villagers will randomly discard it in the wild crane in the mountain ditch, because of the weak degradation of white garbage (natural degradation takes up to a hundred years), the degradation process will also pollute the soil and groundwater. In addition, it is the construction waste pollution. Under the background of rapid economic development in China, the living standard and quality of life of villagers have been greatly improved. Villagers have started to build brick houses instead of tile houses. The construction waste generated from this will pollute the soil and groundwater if it is buried or simply piled up without special recycling.

2.3 Pollution of livestock
China has vigorously introduced the breeding industry into the countryside, and made full use of the advantages of rural areas to help solve the problem of poverty. Therefore, the pollution of livestock breeding mainly lies in the pollution caused by large-scale livestock breeding, such as large-scale pig, chicken, sheep and other livestock. First of all, livestock manure will be produced intensively through captive breeding. Without effective treatment, it will affect the living environment of surrounding residents and cause pollution of water resources. Second, through grazing, if the local land desertification is serious or the scale is too large, it will cause serious damage to vegetation and land consolidation. Finally, livestock breeding is one of the ways to make villagers rich, and environmental protection should be considered before the decision is made.

2.4 Pollution of surrounding factories
The higher the urban land use rate is, the higher the cost of purchasing land use fee will be. Many manufacturers choose to place the processing plant in a more remote rural area. On the one hand, it can reduce the cost of purchasing energy-saving and emission reduction facilities, on the other hand, it can make full use of low-cost labor. Factories that cause...
rural eco-environment pollution usually produce harmful gases and discharge pollutants, such as waste slag produced by manganese mines and toxic chemical elements produced by chemical plants. In the case of fragile environmental protection equipment and poor resistance to risk, it is extremely easy to cause ecological environment deterioration around the factory and downstream.

3. ANALYSIS: THE DILEMMA OF RURAL ECOLOGICAL ENVIRONMENT GOVERNANCE

3.1 Unclear subject of environmental governance
Although the rural ecological environment has been harmed, the responsibility subject of the management and restoration of ecological appearance is not clear. In our country, the political system of grass-roots mass self-government organizations is implemented. In a village, the village committee manages the big and small things of the village. However, the village committee has a strong administrative color and deals with the administrative things assigned at the township level. Therefore, the village committee does not pay much attention to the environmental governance of the village. For the villagers living in the village, it is very difficult to deal with the garbage within the scope of the village without policy support. They do their own sanitation and garbage disposal at most. Therefore, in the countryside, the confirmation of the main body of environmental governance has great obstacles.

3.2 The system of rural environmental governance is not perfect
The lack of a complete rural environmental management system is the main reason for the untimely treatment of chemical fertilizers, pesticides, household garbage, etc. There are still fragmentation and low efficiency problems in our country's rural environmental pollution control system, and there is no clear understanding of who will manage, how to manage and what aspects need to be treated.

3.3 Weak awareness of environmental protection
The root cause of the continuous prominent problems of rural ecological environment is the lack of environmental protection awareness of the villagers, which leads to the phenomenon of randomly discarding garbage and unreasonable disposal of garbage. Because of the traditional concept that the villagers have been forming, they fail to realize the importance of ecological protection for the construction of beautiful villages, and they are not very active in participating in the independent affairs of villages. Therefore, only by establishing a strong concept of ecological civilization, calling on the village collective and individual to join in the environmental protection work, let the villagers feel the fun of self-management and self-benefit, and effectively prevent and control environmental pollution from the source.

4. PROSPECT: THE PATH OF RURAL ECOLOGICAL ENVIRONMENT GOVERNANCE

4.1 Create multiple subjects to participate in governance
We should be committed to building a multi-body ecological environment governance pattern with Party committee leadership, government leadership, enterprise responsibility and social participation. Rural ecological environment management should adhere to the leadership of the party, and always be highly consistent with the environmental governance system of the Party Central Committee. The government should take the lead, coordinate the treatment plan, control the total emission of pollution, and resolve the pollution sources at the source. On one side. On the other hand, the government should make active contact with the social enterprises and use the market mechanism to promote the transformation of production mode of the enterprises in the village to the type of energy conservation and environmental protection. The government should contact with the public, make environmental information public and give full play to the supervision of the public, which is conducive to promoting the transformation of enterprises to high-quality development and the public's conscious maintenance of the ecological environment. In addition, the villagers are the main force in the construction of rural ecological environment, and improving the villagers' awareness of ecological protection is the key to the management of ecological environment. We should take the concept of ecological environment protection into the hearts of the people by means of publicity, visits, cultural activities and related films.

4.2 Improve the rural environmental governance system

4.2.1 Put into waste treatment equipment
The input of waste treatment equipment is particularly important to solve the rural ecological environment problems, to avoid the phenomenon of water and soil pollution caused by the random disposal of domestic waste, especially white waste. Putting in garbage disposal equipment enables garbage to be classified and disposed in time, which not only achieves the recycling of resources, but also achieves environmental protection. As the leading force, the grass-roots government should actively contact the garbage equipment manufacturers, call on the villagers to put garbage into different categories, and improve the rural infrastructure construction, so as to contribute to the construction of a beautiful countryside.

4.2.2 Increase forest coverage
On the one hand, increasing forest cover age will help to prevent soil erosion and land desertification, improve flood control capacity, on the other hand, the forest will absorb carbon dioxide and release oxygen to improve air quality and surface water quality. According to the specific actual situation of the village, without affecting the basic farmland, suitable trees can be planted on the wasteland and barren mountains. The government will take the lead to contact enterprises, enterprises will improve technology, villagers will provide labor, which is conducive to the improvement of ecological environment restoration and management.

4.2.3 Implementation of environmental monitoring mechanism
The development and evolution of ecological environment need to be reflected by strict environmental monitoring
program. We can set up at least one environmental monitoring point in each village, use big data to analyze and diagnose the monitoring index scientifically, find the source and range of environmental pollution, and share the monitoring results in real time. This will enable us to deal with the pollution sources in time, so as to promote the rural environmental pollution control to become timelier and more efficient.

4.2.4 Formulate corresponding punishment mechanism. At present, there is still a lack of punishment measures for the pollution of rural ecological environment, and the legalization of rural ecological civilization has not been implemented, which leads to the destruction of the living environment of the villagers. Therefore, the establishment of the corresponding reward and punishment system is conducive to the protection of the ecological environment. For individuals, if the garbage is not put in the designated place according to the requirements and discarded at will, resulting in serious ecological damage, the corresponding warning and a fine of less than 200 yuan will be given. For enterprises in villages, if they fail to discharge pollutants arbitrarily according to the management requirements, resulting in serious pollution of rivers, they shall be ordered to rectify within a time limit and be fined appropriately. According to the severity of environmental pollution, we should give appropriate punishment in order to maintain the rural ecological environment.

4.3 Strengthen the publicity and education of ecological civilization. The education of ecological civilization is the back force of the long-term and effective development of ecological environment protection. The education of ecological civilization is carried out on world environment day and environmental publicity week, and the awareness of protecting resources and environment is vigorously promoted. It emphasizes the mutual integration and promotion between green home and ecological environment. Multi-dimensional, multi-level rural, school and village enterprises to promote the concept of green development. For rural villagers, it is important to promote environmental protection, maintain environmental health inside and outside the family, resist the way of burning crop straw in situ, prohibit all kinds of garbage into the river, and avoid environmental pollution and waste of available resources. For schools, we should focus on promoting students to take good care of public health, save water and power resources, prohibit trampling on flowers, plants and trees, and actively participate in collective labor such as tree planting activities. For the village enterprises, the key is to guide the enterprises to use green energy and green products, and promote the enterprises to develop in high efficiency while taking environmental optimization into account. On the one hand, publicize the laws and regulations on pollution prevention and control, and prompt the punishment methods and punishment strength for the behaviors of polluting the air environment and water resources; on the other hand, open up the channels of introducing environmental protection technology and facilities to guarantee the good operation of the enterprise.

5. CONCLUSION

Environmental resources are the natural basis for human survival, and the understanding and attitude of environmental resources determine the efficiency of environmental resources utilization. Due to human factors, the ecological environment of rural areas in China has been damaged, and only through natural forces to self-repair, which is not enough to improve the ecological environment in time, and will break the self-regulation mechanism of the ecological system again Bad even leads to the result of stopping self-recovery, which is a great loss to the ecological resources of our country. China needs to establish and improve the protection and management system of rural ecological environment, and make artificial intervention on the basis of ecological and natural restoration, so that the ecosystem can operate well. Strengthen the education of ecological civilization, timely improve the villagers' environmental concept, guide the villagers to use less pollution, less toxic fertilizers and pesticides, classify the domestic garbage, and advocate the awareness of loving health and hometown. The government is responsible for joint linkage, supervision and management of enterprises' pollution discharge behavior, and guiding them to adopt sustainable production and processing methods. Under the guidance of the rural ecological environment management system, the government formulates the environmental prevention and management plan according to the environmental monitoring results. The appropriate education and punishment for the enterprises or individuals who because serious environmental damage will help to build a harmonious and beautiful countryside.

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Webcast Supervision and AI Technology

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Abstract: The core role of AI technology in online live broadcast supervision is to be able to quickly and accurately detect content information in video images, and to provide millisecond-level feedback on the detected content name and the degree of violation. AI technology greatly saves the manpower of the network live supervision department, and can provide massive image prediction services. However, there are many kinds of problems in live broadcast. AI technology should have technical defects and limitations in the coordination of human-machine relationship in the supervision of online live broadcast. Therefore, while using AI technology, it is necessary to seek a more complete supervision method at the technical level and the institutional level to make the supervision process of network live broadcasting more standardized. This article will focus on the analysis of the advantages and disadvantages of AI technology in the security of online live broadcasts, and seek more complete solutions to their disadvantages.

Keywords: AI Technology; Webcast; Supervision.

1. INTRODUCTION

From the perspective of actual needs, the problem of webcast supervision can be divided into the following aspects: (1) The number of webcasters has been increasing year by year, and the huge crowd base has increased the supervision pressure of the webcast supervision department. (2) There are many types of illegal live broadcasts, such as pornography, advertising, infringement, gambling, violence, politics, sensitivity, etc. It is difficult to accurately identify with manual or standardized audit mode, and the probability of misjudgment or missed judgment is relatively higher. (3) Because the time of live webcasting is not fixed, the regulatory department is required to conduct it in real time 24 hours a day. Although the proportion of violations is not high by comparison, a lot of manpower, material and financial resources must be invested in the regulatory department, in order to achieve "no fish in the net". Over time, this will cause huge cost pressures on operations.[1] On the whole, auditing in accordance with traditional supervision methods is prone to subjective problems such as low audit efficiency and many misjudgments and missed judgments. In response to the above problems, the following considerations can be triggered.

2. THE ROLE OF AI TECHNOLOGY IN THE WEBCAST SUPERVISION

Compared with traditional media, live webcasting has many advantages in communication: low production cost, low technical threshold, fast communication speed, quick cash ability, and strong social ability. For the majority of netizens, live webcasting not only gives them a platform to show themselves, but also stimulates individual creativity. According to the 43rd Statistical Report on Internet Development in China, the number of online live broadcast users in China reached 397 million in 2018.

The prospect of online live broadcasting is considerable, but the content of the live broadcast room is uneven. Large-scale vulgar content is emerging one after another. As the popularity of online live broadcasting is getting higher and higher, many anchors have anomie behaviors. Since 2018, 2,100 anchors have entered the blacklist of webcasts. For the live broadcast platform, it should take the initiative and actively formulate relevant regulations to manage the anchor. Specifically, "artificial intelligence + manual" means can be used to audit the live content, double guarantee, and improve the disposal efficiency of illegal and harmful content.

Research on artificial intelligence emerged in the middle of the 20th century. From the perspective of nature and connotation, it is the science of exploring and simulating the laws of human feelings and thinking processes, and then designing some intelligent automatic machines similar to human. In recent years, China's artificial intelligence technology has benefited from the development of computer technology, big data and other related science and technology, and has begun to enter a period of rapid development and application. This has also laid a solid foundation for the role of artificial intelligence in the supervision of online live broadcast.

In response to the above problems, most live broadcast companies have begun to introduce AI technology for landing optimization. Since 2015, the regulation of webcasting has become an unprecedented problem. YY Live Broadcasting took the lead in accumulating illegal samples and independently developed an image recognition system. After 6 months, the results reached the leading level in the live broadcast industry. By 2016, YY Live has achieved remarkable results in the design of neural network structures, model compression and acceleration.[2]

A professional labeling team has been formed to achieve the ability to complete the labeling of two basic recognition models in a week, saving the company a lot of server resources. In the construction of the model, YY Live has a comprehensive content review service, including the identification of sensitive content such as violence, blood, pornography, advertising, and political affairs. The identification model can achieve intelligent analysis and automatic punishment, which is conducive to the realization of the network standardization, unification and standardization of live broadcast supervision.

The above materials show that AI technology can greatly reduce the burden of supervisors on handling illegal content through intervention, supervision, feedback, execution and
other specific details of the supervision process in online live broadcast supervision, and strengthen the accuracy of online live broadcast supervision. Therefore, if AI technology is to play a role in assisting the handling of violations in the supervision of live webcasting, the core issue is how to use various modern scientific and technological means to accurately and efficiently simulate the judgment of the supervision category when the staff handles the violations, that is, the main way for AI technology to intervene in the supervision of webcast is to analyze and judge the adverse phenomena in the live network broadcast accurately and efficiently break the process to realize the supervision and assistance to the staff.

3. THE VALUE OF AI TECHNOLOGY IN THE SUPERVISION OF ONLINE LIVE BROADCAST

The value of AI technology in the supervision of live webcasting can be divided into two aspects, one is economic value and the other is social value. In terms of economic value, AI technology greatly reduces the labor burden. According to the statistics of the YY Live Information Security Department, the introduction of AI technology saves 90% of manpower. In image recognition, the detection rate of AI technology violations is as high as 95%; the detection time is 0.5 seconds, and the automatic processing rate of violations is 96%. Through the analysis of speech content, credit evaluation, and account characteristics, it blocks 2 million risk user groups every day, filters invalid reports by 86%, and processes the reported information at a speed of 28 seconds per piece. AI technology has achieved remarkable results in neural network structure design, model compression and acceleration, and can save a lot of server resources.

In terms of social value, the efficiency and accuracy of online live broadcast supervision have been improved; the unpredictable risks caused by violations have been reduced; social stability has been maintained, and policy requirements have been implemented. The traditional method is even more difficult to meet the regulatory requirements for the present unpredictable webcast. There are various problems in the live webcast, and the staff of the Information Security Department needs to make relevant judgments based on the relevant content and specific occasions of the live webcast and according to different situations. In special periods, the requirements for content supervision will be stricter than usual, and many words that are allowed to appear will be included in the scope of violations. Supervision itself lacks uniform standards. If supervisors use inertial supervision methods, it is difficult to ensure accurate judgment results. It can be seen from this that the intervention of AI technology has realized the optimized configuration of live webcast supervision, which can alleviate the regulatory pressure caused by excessive violations as a whole, so as to better meet the national and social demands for the efficiency of live webcast supervision.[3]

4. THE IMPROVEMENT AND STANDARDIZATION OF AI TECHNOLOGY IN THE SUPERVISION OF ONLINE LIVE BROADCAST

4.1 Optimization at the technical level

From a technical point of view, the implementation of AI technology’s violation retrieval, analysis of users’ violations, comparison of approximate samples, violation determination, and deep learning must be supported by data samples with sufficient volume and accuracy. The content label storage capacity of the back-end database puts forward higher requirements. Now, in addition to the above “spoof” video is difficult to label, the appearance of "two-dimensional code" in the video has become a blind spot for AI supervision. At present, for the occurrence of two-dimensional codes in the video, it can only be detected by manual means, which consumes a lot of manpower and time.

In the subsequent improvement, AI technology should develop and introduce "two-dimensional code recognition" monitoring at the technical level, and gradually overcome the blind spots of supervision that can only be carried out by manual means.

4.2 To establish a more complete supervision system

AI technology, as an important link in the safety supervision of webcasting, bears an important responsibility for maintaining Internet security. On the basis of formulating relevant laws and regulations, it should issue supporting industrial policies and improve supporting institutional mechanisms to promote AI technology. The scientific and technological innovation achievements in the network live broadcast supervision are effectively transformed, while preventing possible legal and social risks. Since the service scope of webcast companies is mostly for the production of entertainment content, the development and use of AI technology cannot be met by their own capabilities. Currently, most of the introduced AI technology is provided by third-party institutions to provide technical support. Therefore, it’s necessary to formulate supporting policies and regulations, to encourage and guide universities and enterprises to carry out scientific research in the field of AI technology, to promote common development in various aspects, to speed up the improvement of the application of AI technology in the supervision of webcasting, and to put it into production for major webcasting companies.[4]

4.3 To improve the ways of cooperation with "people"

At present, the application of AI technology in the supervision of online live broadcasting cannot be separated from the cooperation with "people", and the supervision of AI technology alone will inevitably lead to leaks. In order to avoid adverse social impacts, the supervision of labor should not be relaxed at all times.

Here will take YY as an example. At present, the YY team has set up a "Guardian Alliance" for the content supervision of webcasts. As of now, there are about 1,000 people in the "Union", which has greatly eased the regulatory pressure on the security of webcasting by the content security department. In addition, a national reward reporting mechanism has also been established, which is dedicated to allowing people in the society to participate in the supervision of the purification of the live network environment.
Therefore, the government should actively encourage all people to join the ranks of online live broadcast supervision, and use the power of the masses to solve the chaos in online live broadcast. At the same time, the amount of rewards reported by the masses should also be increased, which can effectively mobilize the participation and enthusiasm of the whole society.

5. CONCLUSION

Through the above analysis and research, it is concluded that AI technology has played a decisive role in the supervision of online live broadcast. Therefore, the network live broadcast platform should conform to social development, take the initiative, and adopt new technologies and new methods in a timely manner to expand the scope of supervision of AI technology in network live broadcast. It is foreseeable that AI technology will be popularized in more fields through innovative R&D in the future. For the continuous improvement of AI technology is the current urgent task, through strict supervision and purification of the network live broadcast environment, so that the content of the network live broadcast can be presented to the public with more positive content.

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Application of Classroom Management Strategies in College English Teaching

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Abstract: Classroom management mainly includes three aspects, i.e. time management, efficiency management, and emotional atmosphere management. But at present, there are many problems in the process of classroom management in college English teaching, which is disadvantageous to students’ overall development. Therefore, teachers should improve the quality of classroom management in some ways. Firstly, teachers should improve their classroom guidance ability. Secondly, students’ interest in learning should be stimulated. Thirdly, students’ autonomous learning ability should be cultivated.

Keywords: Classroom Management; College English; Teaching Application.

1. INTRODUCTION

Classroom management has a direct impact on the level of English teaching, from primary school to college. Classroom management includes a variety of content. Such as classroom time management, teachers should arrange teaching time reasonably, and cherish every minute in the classroom. Classroom efficiency is an important factor affecting students’ achievement. Different students’ learning efficiency vary from each other. The emotional atmosphere is also a necessary part of classroom management. Emotional management affects students’ initiative in learning to a certain extent. Therefore, English teachers should adopt different ways to create a relaxed learning atmosphere. Teachers’ teaching enthusiasm affects students’ learning result, and deepens students’ impression of English learning. Classroom management problems often occur with universality in college English teaching. Teacher should find appropriate management methods to solve these problems in combination with their teaching experience. They should make full use of innovative teaching methods to let students participate in classroom activities positively. Meanwhile, classroom evaluation is an important means to promote students’ overall development and improve teaching quality.[1] Teachers could carry out classroom evaluation in various ways. In addition, teachers also need to promote personal charm and produce ideological resonance with students. Teachers should encourage students to enhance their confidence in learning English, and try to build a good relationship with students and stimulate their enthusiasm for learning.

2. CLASSIFICATION OF CLASSROOM MANAGEMENT

2.1 Classroom time management

Teachers should make rational use of time according to different contents in college English class. Good time management asks a great change of mind, and being busy isn’t equal to being effective. If the focus is not prominent, it will lead to low learning efficiency. This requires teachers’ statements in the class should be different from that in the daily conversation. In general, firstly, college English teaching is to lead in the topic and introduce the theme, facilitating students to understand the content of the text. Next, students read the essay and understand the context. Teachers help them to analyze the difficulties points. Finally, consolidation through some exercises. Procrastination is one of the common problems in classroom time management, which may affect the efficiency of the next class and students are also averse to classroom procrastination.[2] Thus, it is necessary to appropriately manage time in college English teaching.

2.2 Classroom efficiency management

An efficient classroom is beneficial to make students master the knowledge learned and learn how to use the knowledge in a short time. Sometimes students do not meet teachers’ expectations or knowledge is not mastered fully. Thus, teachers should adjust the teaching program in time according to the actual situation and make it more suitable for the actual teaching process. For example, teachers can use modern technology to find materials which are related to textbooks, so that they can make the teaching content more vividly and expand extra-curricular knowledge at the same time. In class, teachers should pay special attention to students’ reactions at anytime and anywhere. If students do not understand the problem, teachers should help them in a short time. Sometimes students do not meet teachers’ expectations or knowledge is not mastered fully. Thus, teachers should adjust the teaching program in time according to the actual situation and make it more suitable for the actual teaching process. For example, teachers can use modern technology to find materials which are related to textbooks, so that they can make the teaching content more vividly and expand extra-curricular knowledge at the same time. In class, teachers should pay special attention to students’ reactions at anytime and anywhere. If students do not understand the problem, teachers should help them in time. What’s more, teachers should encourage students to ask questions, for the process of learning is the process of raising and solving problems. It can improve the efficiency of classroom learning.

2.3 Emotional atmosphere management

As a non-intellectual factor, the emotional atmosphere has an inevitable influence on teaching effect and it can be constructed and optimized from many aspects. Sound and harmonious classroom emotional atmosphere is conducive to the study of English learning. Students’ acceptance and memory will be improved accordingly in a state of elation and pleasure. It is necessary for teachers to adjust their emotions and motivate students to learn in college English teaching. Teachers teach not only through their words, but also through their emotions. For excellent emotional atmosphere, teachers’ language should be fun, the tone should be friendly and transformable, and the body movements should be appealing. If teachers intend to establish an active classroom atmosphere, they need to combine students’ psychological characteristics with emotional atmosphere.
teaching activities to conduct in-depth exchanges and interactions. Teachers should also encourage and respect students so that they can answer questions actively and join in teaching activities positively.

3. CURRENT PROBLEMS IN COLLEGE ENGLISH TEACHING

3.1 Students’ reluctance to study

Teachers are not the core of classroom and they should give priority to students and do not give instruction to students [3-5]. However, in actual teaching, due to the heavy tasks of students, the main body status of student has not been fully exerted. In most college English classrooms, teachers still interfere in classroom management in many aspects. They do not give students enough time and space to cooperate, or learn independently and compress the space for students’ overall development. Students are lack of enthusiasm for classroom management participation. Most of the time, students are in a passive position when learning English. Compared with teachers, students speak relatively less. Teachers occupy the dominant position and play a guiding role, which may impede the development of students’ English skills.

3.2 Inappropriate teaching methods

There is a common phenomenon of backward teaching concept in college English teaching. When teachers encounter some problem behaviors, their first thought is how to resist this kind of behavior. Therefore, too much punishment is used and very few positive ways such as encouragement are used. Teachers think highly of the control of problem behavior, without understanding the reasons behind it. What’s more, in college English teaching, many teachers lay stress on vocabulary and grammar in a mechanical way. This is not good for students to improve their language application ability. Teachers should update their management ideas and teaching methods for English teaching according to the characteristics of college English class, so that the management can lead students to improve English skills and practical language ability.

3.3 Single evaluation mode

For a long time, there have been some deficiencies in college English evaluation. Teachers mostly attach importance to the evaluation of students’ achievements, ignore students’ mastering and using of English knowledge in practical communication. College English evaluation mode is so single that students cannot be judged comprehensively. The current single evaluation standard is no longer suitable to college English teaching in the modern society. Nowadays, students are required to have overall ability of applying English language to social practice. So students’ ability of English cannot be reflected effectively in the sole academic achievements. In the course of college English teaching, teacher should adopt an effective and diversified evaluation mode to encourage students, help them set up self-confidence and feel the pleasure and achievability of English learning.

4. METHODS OF OPTIMIZING ENGLISH

CLASSROOM MANAGEMENT

4.1 Improving teachers’ classroom guidance ability

Teachers are required not only to possess a wealth of knowledge, but also to have the ability to manage classroom. In order to improve the effect of college English teaching, teachers’ classroom guidance ability should be strengthened. College English teachers can increase their knowledge reserves through continuous learning, develop their language skills, and add personal charm to enhance their classroom leadership. Teachers bear the responsibility of teaching and educating people. If they cannot acquire new knowledge actively and update the structure of English knowledge constantly, it may lead to the backwardness of teaching methods. In order to help and promote college students to learn English better, teachers should enrich their knowledge constantly through different ways. In order to become a growing promoter of college students, English teachers must establish the concept of lifelong learning. Only by acquiring a variety of fresh knowledge constantly can teachers continue to grow. Lifelong learning is an effective means for college English teachers to improve their overall competence. Teachers should continue learning to expand not only their English knowledge but also update and improve their teaching methods. Making hard efforts to improve the level of professional knowledge and classroom management ability is particularly important for teachers. In the college English teaching process, teachers should prepare lessons carefully, delve into each class and correct students’ homework strictly and meticulously. Teachers should update their teaching concept constantly and summarize the English lessons in practice, so that they can carry forward the advantages and improve the shortcomings, explore new knowledge, and apply appropriate teaching methods to carry out the classroom management better. If teachers want to have an active and interesting English classroom, their oral expression should be colorful and vivid to convey the correct knowledge and information to students. Teachers’ ability to express humorous language should be improved if they want to enhance their charm of teaching. Teachers’ humorous and witty language can make students forget fatigue and strengthen knowledge memory, which is more effective to English learning.[4] However, in an English class, humor is not the more, the better. Excessive use of humor may lead to confusion in classroom management, so teachers should have the ability to guide the classroom and make it efficient.

4.2 Arousing students’ interest in learning

English classroom management also has profound impacts on students’ interest in English learning. Teachers should make good use of classroom management methods to let students learn English in a suitable state. Teachers should guide students to imagine boldly, explore into the depth of the text on their own so that the classroom atmosphere can be harmonious and efficient. Well begun is half done. College English teachers should adopt different ways to introduce the language context vividly and apply interesting and attractive teaching methods according to the key and difficult points of each unit, so as to create a relaxed and pleasant learning atmosphere for students. In college English classes, introduction of new lessons with review of
Old lessons is one of the most commonly used links. Teachers should set up suspense properly to arouse students’ interest and let students have a strong desire for new knowledge. By this way, students may have a strong passion for English study, concentrate on the class and use their existing knowledge flexibly. Meanwhile, teacher should set up questions skillfully in the process of English teaching in order to make students realize the pleasure of learning English after answering questions smoothly. Frequent discussions should be carried out among students which are beneficial for students to improve their English proficiency. Teachers should connect the topics with students’ living reality and cultivate students’ ability to solve problems. The teaching of college English should meet the different needs of students with different personalities and academic basis, provide students with rich learning resources and give them a broad learning space. It is impossible to learn English well in just a few minutes in English classes. Teachers may carry out extra-curricular activities such as recitation, English song competition, word contest, writing competition, speech contest, drama performance and so on. These activities help to consolidate the knowledge of in-class learning and stimulate students’ interest in English learning. Students can communicate with each other in English after class to form the independent thought of English thinking, which is good to apply English knowledge into practice. In addition, teachers should learn to use modern educational technology which is essential and effective in college English teaching. Through PPT, teaching image, animation, sound, videos and so on, English language can be imparted to students vividly and flexibly. Teacher can also use all kinds of objects for practical English teaching, giving students more intuitive feelings and arousing students’ interest in learning English.

4.3 Cultivating students’ autonomous learning ability
In the English learning process, students must learn to think and practice independently and actively to acquire knowledge. If students don’t preview in advance by themselves, they’ll ignore the point of knowledge at the same time of taking notes. Therefore, teachers should inform students to preview each lesson before each class, listen to the recording, master the usage of new words and familiarize themselves with the content of the new lesson. Students should pay attention to the change of voices and intonation when reading the sentence along with the recordings, learn how to sum up the key and difficult points in the text. Searching for the relevant background knowledge before class is also very important, which is an essential part of students’ autonomous learning ability. Teachers should provide students with the effective methods of English learning so that students can really grasp the initiative of learning English and learn to study independently. No one is born to learn, and everyone spends a different amount of time and energy. In the early stage of learning English, teachers have provided some simple autonomous learning methods to enable students to form their own unique learning methods. Therefore, students are able to extract important points of knowledge by themselves.

When in college, teachers should continue to help students acquire autonomous learning methods, so that the classroom efficiency can be improved. Students should base on their own situation to establish achievable goals when studying English, analyze their methods of learning, know what their strengths and weaknesses are. After summarizing and reflecting on each unit or topic of English learning, teachers should encourage students to pursue higher goals to cultivate their self-confidence and self-motivation. The cultivation of students’ autonomous learning ability is beneficial to the improvement of teaching efficiency and to the development of students in an all-round way.

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Research on the Application of Flipped Class in Japanese Classroom Teaching in Colleges

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Abstract: Flipped class is a new type of teaching mode. In this mode, students are the main body of teaching, and teachers play the role of guidance and assistance. This teaching method can effectively improve the teaching status and teaching efficiency. However, the flipped class has some problems in the Japanese classroom teaching in universities, such as limited learning resources, limited teaching team capabilities, and lack of network environment. The existence of these problems seriously restricts the role of flipped class. To this end, colleges and universities should improve the teaching efficiency of Japanese class by innovating the teaching mode of flipped class, formulating reasonable teaching plans, and organizing students to watch learning videos.

Keywords: Flipped Classroom; Colleges and Universities; Japanese Classroom Teaching; Application Strategies.

1. INTRODUCTION
Flipped class is a new teaching model. After being applied to Japanese teaching in colleges and universities, the traditional identity of teachers and students has been converted, effectively improving the status of students in the classroom, making the teacher-led classroom gradually disappear. In the new teaching classes, the teacher is more like a guide, inspiring and guiding students in the teaching process, allowing students to take the initiative to learn, and then explore the law of learning. However, judging from the current Japanese teaching in universities in China, the application of flipped class is still at a relatively preliminary stage. In the process of teaching, problems can be found in many aspects such as learning resources, teaching teams, and network environment. Therefore, in order to promote the improvement of the effect of flipped class teaching, universities should actively promote the application of flipped class in Japanese teaching.

2. THE EFFECT OF FLIPPED CLASS IN COLLEGE JAPANESE CLASSROOM TEACHING
2.1 To improve the enthusiasm of students
Applying the flipped classroom to the teaching of Japanese classes in colleges and universities can firstly increase the enthusiasm of students. Judging from the model of flipped classroom, the biggest feature is that students become the main body of the classroom, and the entire classroom teaching content is carried out around the students. In this teaching process, students will be more active in learning. Meanwhile, when they encounter problems, they will be able to solve the difficulties through their own abilities, so that they can better understand the fun of learning and enhance their motivation to learn. Therefore, students can constantly improve their abilities in the flipped class, and then enhance their enthusiasm. [1]

2.2 To enliven the classroom atmosphere
The use of flipped classroom in Japanese universities classroom teaching can also activate the classroom atmosphere. The application of flipped classroom effectively improves the dominant situation of the "Duck-stuffing" type of teaching, and makes students more active in the process of learning Japanese. In this environment, every student is more willing to put all his energy into learning, so the enthusiasm for learning will be higher. However, under the teaching method of "Duck-stuffing" type, the initiative of students is restricted, and students are not active in learning, so the teaching atmosphere in the classroom is greatly affected. Therefore, the application of flipped classroom in college Japanese teaching effectively enhances the classroom atmosphere.

2.3 To Narrow the gap between students
It can be found from the Japanese teaching in Chinese colleges and universities that because each student's Japanese learning ability is different, there are students with good academic performance and students with poor academic performance in each class. Learning motivation is a very important factor that affect academic performance. In the flipped classroom, students can learn independently. For example, they can continue to watch teaching videos to supplement and improve their shortcomings in time. Therefore, in the state of autonomous learning, students can effectively make up for their own shortcomings and deficiencies, and then maximize their comprehensive ability, and finally narrow the gap with other students. [2]

3. THE PROBLEM OF FLIPPED CLASS IN COLLEGE JAPANESE CLASSROOM TEACHING
3.1 Limited quality of learning resources
Limited learning resources are the primary problem in flipped class in Japanese teaching. Learning resources are the basic content of flipped classrooms. If learning resources are limited, it will affect the efficiency of flipped classrooms. Judging from the current situation of flipped classrooms in Japanese teaching in colleges and universities, the current online teaching resources and teaching videos about Japanese available to students are very limited, which
simply cannot meet the needs of Japanese teaching in colleges and universities, resulting in restrictions on the development of flipped classroom teaching. The shortage of online teaching video resources will undoubtedly put pressure on the teaching of Japanese majors, so the application of flipping classrooms will be limited.

3.2 Insufficient teaching team
Although teachers are no longer the dominant players in flipped classrooms, teachers still play a very important role. Before the class, the teacher should design the classroom. During the teaching process, the teacher needs to actively guide the students and organize the development of learning activities and practical activities. When the teacher discovers the problems of the students, they must deal with the problems in time. The content of these jobs requires teachers to have strong professional and management skills. However, it can be found from the current Japanese teaching of some universities in China that the number of teachers engaged in Japanese teaching is limited, and most of the teachers are young teachers, lacking sufficient teaching experience, which affects the application of flipped classrooms.

3.3 Serious lack of network environment
The application of flipped classroom in Japanese teaching in colleges and universities requires a relatively complete network environment, and the need to support flipped classroom teaching through the network. In addition to the network teaching environment, it also needs network teaching resources, multimedia technical support, and other technical support. However, judging from the current situation of Japanese teaching in universities in China, many universities are gradually improving the infrastructure for flipped classrooms. However, the construction of related network platforms is still in its infancy and its functions are not perfect, due to lack of experience and insufficient investment. The limited teaching resources limit the implementation and development of the flipped classroom. [3]

4. APPLICATION STRATEGIES OF FLIPPED CLASSROOM IN COLLEGE JAPANESE CLASSROOM TEACHING

4.1 To innovate the flipped classroom teaching model, and to stimulate students' interest in learning
In order to effectively promote the application of flipped classrooms in college Japanese teaching classes, colleges and universities should continuously innovate the flipped classroom teaching model, and fully apply them to the teaching to stimulate students' enthusiasm for learning. In the course of Japanese teaching, Japanese teachers should have close communication and discussions with students to ensure that the teaching classroom is carefully designed before class. From the perspective of students, universities should provide students with a rich and interesting Japanese classroom. In addition, teachers can also divide students into groups according to their abilities, and then let students discuss among groups. In this way, teachers can help students maximize their interest in learning.

4.2 To formulate a reasonable teaching plan, and to enhance the teaching effect in the classroom
In the process of flipped classroom application, teachers also need to formulate a reasonable teaching plan. Teachers should have a relatively clear understanding of the learning abilities of current college students. Because the abilities of students are uneven, they must be effectively differentiated when formulating teaching plans and targeted at students with different levels of learning. It is best to choose a variety of teaching materials to ensure the common progress of all students. The effective way to combine this layered teaching method with flipped classroom is to maximize the role of flipped classroom.

4.3 To organize students to watch learning videos and pay attention to students' learning process
Learning videos are an important part of flipped classrooms. To give full play to the role of flipping classrooms, learning videos must inevitably play its due role. In Japanese language teaching in colleges and universities, teachers should actively organize students to watch Japanese teaching videos, and then put forward corresponding questions in combination with the videos to let students think. The biggest advantage of the learning video is that it can be played back and paused, so when students encounter some difficult problems and unintelligible knowledge points, they can solve it by watching the learning video many times. [4] Japanese teaching in the flipped classroom should focus on the training of students' communication and autonomous exploration skills, and ultimately improve students' autonomous learning ability.

5. CONCLUSION
In short, in the traditional Japanese language teaching in colleges and universities, the teaching mode is too traditional and outdated, resulting in very limited teaching effect. The flipped class has a very obvious advancement, which allows students to participate in Japanese learning in a more active manner, thereby improving the teaching effect of Japanese teaching.

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REFERENCES
Governing Divided Societies: Consociationalism and Institutional Stability across the Divided Societies of Israel and Northern Ireland

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Abstract: Consociationalism is a theory that proposes that power-sharing institutions engender positive consequences on the associated states’ social-economic and political development. Consociationalism’s proponents contend that power-sharing promotes political stability, reduces societal conflicts, and provides conditions that allow for proper governance in divided societies. Formal power-sharing institutions support the realization of post-conflict settlements even in multi-ethnic states where they are segmented communities. In addition to supporting post-conflict settlements, power-sharing institutions foster cooperation, especially among leaders, making them appropriate for divided societies and nations scuffling for good governance and stable democracy. The following is thus a comparative analysis of two divided societies, Israel and Northern Ireland, to which the consociationalism theory applies. Also, this paper presents empirical evidence on the differences and similarities in institutional stability. Therefore, this paper seeks to discuss the differences and similarities in institutional stability in the split societies of Israel and Northern Ireland from a consociationalism viewpoint.

1. INTRODUCTION
Achieving and upholding stable democratic governance is a central concern in the modern domain of political science. Ever since WW2, various approaches, concepts, and techniques have been contrived and applied in the quest for a brighter and more comprehensive understanding of governance in divided societies. It has well been established that power-sharing, also referred to as consociationalism, is among the most frequently used approaches of promoting good governance in divided societies [1]. Its proponents argue that it provides the means of reconciling democracy and the people’s goals in multi-ethnic societies [2]. Hence, it serves as a means through which stable democracy is attained and power distributed across diverse groups through broad-based coalitions. Consociationalism has been an influential contributor to the comparative politics of divided and plural societies. Therefore, this paper seeks to discuss the differences and similarities in institutional stability in the split societies of Israel and Northern Ireland from consociationalism viewpoint.

2. HOW CONSOCIATIONALISM APPLIES IN DIVIDED SOCIETIES
Consociationalism is a model that was coined by Arend Lijpart in 1969. Lijpart asserts that it alludes to the governments created by elite cartels for the purpose of turning shattered political cultures into stable democracies [3]. According to Byrne, consociationalism means much the same as association [2]. It seems to him that consociationalism denotes normative rules and political accommodation in politics. Therefore, it is used to provide solutions to the challenges of conflict management and institutional stability in plural and divided societies.

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According to Guelke, divided societies are communities, nations, and populations whose conditions are unfavorable for stable democratic governance [4]. Usually, ethnicity, religion, nationalism, and politics, among other factors, bring about the divisions. These divisions often lead to conflicts and high levels of violence. Northern Ireland is a prime example of such a society. Northern Ireland is among the most deeply divided societies in the world. Recently, its people were engaged in rough and vicious ethnopolitical conflicts. According to Byrne, these conflicts are as a result of the country’s split populations and the varying religious and cultural backgrounds [2]. Likewise, the country remains deep-rooted in unresolved conflicts and ethnopolitical tensions. Despite formal peace treaties such as the Belfast Agreement and the signing of the Good Friday Agreement, they are unlikely to reach peaceful settlements anytime soon. Israel is another prototype of a divided society. The nation is still at its genesis stage. It continues to grapple with its identity and struggle with how to be a just, fair, and impartial democracy for its people. Israel’s population comprises of Jews, Christians, Muslims, and Bedouin [5]. Some of these groups encounter numerous challenges, such as those to do with political engagement and full integration. They also face discrimination, especially in the allocation of resources and exclusion from public policy decision making. Overall, it is a society divided based on its diverse religious landscape.

Consociationalism could be applied in both Israel and Northern Ireland since they both face social-cultural and political divisions which fetter the chances of competitive democracy. In this context, competitive and consociationalism democracy refers to representative governments that
exercise their powers for the benefits of all citizens. Andrews, supports that it promotes stable democracy by fostering favorable conditions without conflict and violence [6]. Therefore, consociationalism promotes cooperation among national leaders, consequently allowing them to surpass existing subcultural, segmental, and political cleavages [2].

Consociationalism is believed to enhance the stability of political systems in states where it is expected that deadlock and conflicts in democratic decision making are the norm [2]. Looking at the differences and similarities in the institutional stability of the divided societies of Israel and Northern Ireland could help in understanding how the idea of consociationalism and could apply in divided societies.

3. SIMILARITIES IN INSTITUTIONAL STABILITY: ISRAEL AND NORTHERN IRELAND

3.1 The legitimacy of the state is contested

According to Mcloughin, the concept of legitimacy is vital to practically all of political science because it relates to how authority and power are used in ways that the citizens find acceptable. The concept serves as the basis for the formation of political communities [7]. The legitimacy of a state is central to state-society relations. Violence and repression that occur in divided societies often result in circumstances where citizens have negative encounters with the state. These encounters often spawn distrust and rejection of the legitimacy of state institutions. Both Israel and Northern Ireland have experienced the rejection. Numerous challenges made both Israel and Northern Ireland not able to provide for their citizens’ welfare and improve their overall living standards [4]. As a result, trust in the states’ legitimacy was undermined. In the Israeli context, never before has there been greater secular and religious divisions like currently. There exists a lot of confusion concerning whether Israel is a secular or a religious state. In essential respects, Israel maintains that the freedom of religion should be respected.

In the past, Israeli politics functioned on the basis of power-sharing arrangements. Earlier before, its church-state relations were stable; however, unexpected events in inter-Jewish relations exacerbated its religious-secular divide. The divide continues to hurt the chances of institutional stability prevailing. The notion of Israel’s illegitimacy stems from the fact that Israeli Jews have full rights over the minorities [5]. In this regard, some Palestine towns and villages remain unrecognized by Israel’s government. Moreover, Israel’s controversial Jewish nation-state law promotes the discrimination of minorities. Generally speaking, Israel is arguably a divided society with a Jewish majority. This conception challenges the legitimacy of the Israeli state.

Northern Ireland is also contested on many fronts. For a long time, the nationalists had refused to support the RUC police force. They also strived to accommodate nationalist symbols in the public domain and achieved stronger and fair legislation on employment [8]. Moreover, Northern Ireland has been plagued by an assortment of religious, political, and social differences that intensify inter-communal violence and tensions. These differences led to extensive segregation of communities and ethno-nationalist troubles. It was not until the 1970s that action was taken to legislate against the widespread religious discriminations in Northern Ireland [2]. However, many still believe that it is a constituent of British jurisdiction. This means that both British and Irish governments make decisions for the county. As a result, debates continue to rage on whether Northern Ireland is itself a state.

3.2 Long periods of Conflict and Political violence

Israel’s ethno-political conflicts between the Arabs and the Jews have, for long been societal cleavages that undermine democracy and, to a broader extent, international relations [5]. Attempts to alleviate these conflicts and their associated tensions have been present for many decades. However, their successes have been questioned on numerous occasions, even in times of relative stability. Provocations for either side of these conflicts often result in mass violence and attention from the international community [5]. To some analysts, Israel connotes nationalistic conflicts, with most citizens identifying religion as the most defining factor of divisions in their society. To social observers, these conflicts are destructive and senseless. Many believe that power-sharing is a viable solution to these conflicts in Israel.

Northern Ireland has also experienced long periods of sectarian conflicts. Often referred to as troubles, these conflicts ensued between the loyalists who decided to remain as constituents of the larger UK and the republicans who agreed that Northern Ireland should be part of the Ireland republic. Other significant contributors to these conflicts are Royal Ulster Constabulary (RUC), the British army and the Royal Irish Regiment. These forces’ affirmed purpose was to perform peacekeeping duties. Nonetheless, they only exacerbated the situation through sniper attacks, sensational bombings, roadblocks, and street fights, which led to the loss of lives [8]. It was not until 1998 when the British and Irish governments came to a power-sharing arrangement for Northern Ireland’s government.

3.3 Identifying with some communities or groups as against others

Israel’s heterogeneous social structures pose significant problems to the state’s well-being. Contrary to what most people think, Israel’s Jewish community is deeply divided. Most notably, there are severe social discordances between the Ashkenazi and the Sephardic Jews [4]. Moreover, disharmonies between the orthodox, traditional, and secular Jews are very obvious. In essence, Israel’s heterogeneity continues to be a debatable matter due to the people identifying with some communities as against others.

Concerning Northern Ireland, researchers often use the conflicts and troubles to elucidate the stances of the nation’s main social groups. In many instances, the Protestants or loyalists are the majority, while the Catholics or nationalists are the minority group (Byrne, 2001). Besides, the latter generally have higher rates of unemployment and lower economic statuses [8]. As a result, there is a tendency to
identify with certain groups and communities as opposed to others.

3.4 Influence by politicians

Both Israel and Northern Ireland have been dangerously divided. Rather than using national dialogues, politicians tend to use vicious partnerships to influence the people, tear them apart and impede their governments’ ability to perform their functions effectively. In Northern Ireland for example, politicians are plausibly represented in either the unionist or nationalist party blocs [8]. Preece affirms that the ideological as well as social divisions within these party blocs impede cross-communal negotiations, international relations and institutional stability on the whole [9]. In Israel, politics are split on religious divides. The roles played by politicians and religion are decisive. Hence, politicians use their religious affiliations to influence the people consequently causing dis和谐.

3.5 Both societies’ conflicts have deep-rooted religious aspects and long histories of struggle for independence the people have witnessed wars, revolutions, uprisings and attempts to divide and partition the lands [7]. In response, the people have developed and maintained strong identities. In both instances, peace agreements and treaties have been signed to end the long periods of confrontation and violence. These include the Anglo-Irish Joint Declaration on Peace and the PLO-Israel Declaration of Principles [7]. These declarations have provided both societies with conducive conditions for peace negotiations.

4. Differences in institutional stability: Israel and Northern Ireland

4.1 Unlike in Northern Ireland, Conflicts in Israel are far from over

Both Israel and Northern Ireland are no strangers to ethnic conflict since they are a constant feature in their political history. In the Israeli context, there exists a rivalry between Arabs and Jews where the Jews are the majority, and they assert their dominance over the Arab minority who are often segregated and deprived of land [10]. Just like in Northern Ireland, the conflicts witnessed in Israel can be solved through the power-sharing and political goodwill. However, critics argue that if Palestine is granted, autonomy will result in the introduction of the pre-1967 border discussions. The Jews, who are the majority, and Palestinians all occupy the land under dispute. The Palestine population residing in Israel strongly favors demarcation of their land, but the Israel majority strongly oppose this process [10]. Major world powers have expressed their interest to solve the dispute between the conflicting parties by facilitating a peace process. The influence of the Republic of Ireland in Northern Ireland is enormous, and Britain has done nothing to contain its influence. Both Britain and the Republic of Ireland expressed intentions to expedite the integration process that would undermine the sovereignty of Northern Ireland [2]. Violent confrontations between rival political groupings have been recorded in Northern Ireland, with each group pursuing different governance models ranging from regionalism, federalism, and formation of a unitary state. These factions expressed their willingness to solve the longstanding standoff through non-violent means such as dialogue. Israel ought to follow suit in repairing its much-divided society.

4.2 Conflicting identities in Israel and Northern Ireland require different political structures for them to be reconciled

In Israel, the conflicting identities or groups are reaffirmations for the need of two-state solutions. In Northern Ireland, there is a coalition government, the elites ensure that both the Unionist and Republican political parties form the government and represent their conflicting identities’ interests [7]. In contrast, Israel’s conflicting identities have proven to be incapable of sharing similar territories simultaneously. Israel’s people seem to only care about how their individual identities are represented without regard for the others [5]. For that reason, reconciling these people’s conflicting attributes has become almost impossible.

5. Relative successes and failures of consociationalism

Over the years, elites in Israel and Northern Ireland have been dubious about power-sharing arrangements. Nonetheless, power-sharing has proven to be a practical approach to realizing social cooperation and institutional stability. The following are some of the successes and failures of consociationalism in explaining the institutional stability of Israel and Northern Ireland.

5.1 Successes

In both societies, the consociationalism theory has supported the creation of stable political systems. In Northern Ireland, the signing of consociationalism treaties such as the Good Friday Agreement improved the institutional arrangements for cooperation between the British and Irish governments. These treaties played critical roles in resolving sectarian conflicts and re-establishing institutional stability. Besides, consociationalism has supported the formation of majority and coalition governments [5-11]. Such governments are democratic, fairer, and representations of broader spectrums of the citizens’ opinions [2]. Consequently, they encourage the conceptualization of citizens’ interests being represented in the political decision-making processes. Since broader consensus of views is involved, it becomes easier for policies to be thoroughly debated before being implemented. Also, consociationalism supports the continuity of administration. This serves as a consensual style of politics through which policies are effectively shifted between administrations. Besides, consociationalism promotes cooperation among leaders, consequently allowing them to handle potential conflicts. It is, therefore, a practical approach to achieving institutional stability. In addition, consociationalism promotes federalism as opposed to single political systems [6]. In this respect, it encourages people’s involvement, promotes local patriotism, and provides better levels of stability from both institutional and political perspectives.
5.2 Failures

Unfortunately, lessons of consociationalism in both Israel and Northern Ireland are not all positive. In both societies, it has given rise to negative peace, consequently engendering large-scale political violence. Instead of increasing people’s representation and lessening cross-cultural as well as ethno-political cleavages, power-sharing systems in both societies have entrenched the conflicting groups’ differences and, as a result, undermined institutional stability [4]. In Northern Ireland, for instance, this failure is implicit because consociationalism treaties award ministerial positions on the basis of majority parties in the National Assembly.

Moreover, consociationalism, in both cases, has entrenched the very factors that contribute to inter-group conflicts. In the short term, this serves as a logical means of ensuring that all groups are awarded political power. However, it also encourages sectarian divides within the electoral process. In Northern Ireland, voting is driven by religious divides of the Nationalist and Unionist parties [8]. As a consequence, instead of promoting institutional stability, consociationalism has undermined democracy and stability.

Furthermore, consociationalism and power-sharing can be deleterious in terms of creating less transparent governments by undermining the accountability of leaders and providing corrupt governments that are incapable of navigating difficult political and economic waters [11]. Israel’s coalition governments formed through consociationalism have been unstable; they have squabbled the people’s confidence in democracy, sound political systems, and institutional stability. It is, therefore, recommended that divided societies should invest in more paths to institutional stability rather than the consociationalism alone.

6. CONCLUSION

Two main findings are demonstrated: The consociational theory is prominent in conflict management. Constitutional engineers use it in the attempts of regaining democratic governance and institutional stability in divided societies. The consociational theory has increasingly become ambiguous and vague. There are several criticisms of the theory that have been highlighted in the case studies of Israel and North Ireland. These criticisms give insight into why political settlements are elusive in divided societies.

The findings mentioned above suggest that divided societies need to invest in more paths to institutional stability rather than the consociational theory alone. On the whole, consociationalism is not a modality of operation to be taken for granted. To minimize the incidence rate of ethnic strife leaders should reiterate the importance of political tolerance between majority and minority groupings. Consociationalism, in this regard has always been a normative orientation. As an empirical theory, it strives to decipher how culturally, politically or religiously segmented societies can realize democracy and establish peace. Consociationalism’s main prescription is power sharing between and among the divided segments. It is used in formulating policy recommendations for countries such as Israel and Northern Ireland and other divided societies. In view of these societies’ explosive situations, policies that are derive from consociationalism are undoubtedly important. However, consociationalism has endured intense scholarly criticism over the years. Given the criticism by scholars about this theory’s validity, one wonders whether there is enough basis for recommending it as an approach to conflict management and institutional stability. To address these doubts, evidence from Israel and Northern Ireland reveal that it is an important approach to redesigning liberal democracies. Also, it is a practical reedy to war-torn, plural and divided societies. Nonetheless, these societies are at liberty of adopting other democratic solutions to their divisions if they so wish.

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Analysis of the Current Situation and Countermeasures of College Students' Ideological and Political Education in the New Media Environment

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Abstract: With the rapid development of China's information technology, new media can be rapidly promoted and popularized, and college education has also entered the era of networking. This paper intends to take the ideological and political education of college students in the new media environment as the research base, through in-depth analysis of its development status, comprehensively elaborate the main problems of ideological and political education, and then propose new optimal countermeasures for ideological and political education of college students in the media environment.

Keywords: New Media; Universities; Ideological and Political Education; Development Status.

1. INTRODUCTION

The advent of the new media era has caused a certain degree of impact on the ideological and political education of college students in China, prompting them to face both challenges and new development opportunities. In this regard, China's ideological and political education in colleges and universities should objectively recognize the new media, firmly grasp the golden opportunity for development, and use the new media as a carrier to solidly promote the innovation of ideological and political education of college students fully utilizes the new media technology to realize the leap-forward development.

2. THE DEVELOPMENT STATUS OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE NEW MEDIA ENVIRONMENT

2.1 The positive impact of the new media environment on the ideological and political education of college students

The positive impact of the new media environment on college ideological and political education is mainly reflected in two aspects. On the one hand, the environment can promote the reform and innovation of education methods. Compared with traditional ideological and political education methods in colleges and universities, the teaching method in the new era has broken through the singular classroom teaching, and network teaching has emerged. That is, through the new media platform, college ideological and political teachers can use situational teaching to combine video playback with the theoretical knowledge of textbooks, thereby increasing the interest and vividness of ideological and political teaching, which in turn greatly stimulates the interest of students in learning and effectively improves the ideological and political education quality. On the other hand, it helps to implement personalized teaching. [1] Ideological and political education in colleges and universities under the new media environment has got rid of the limitations of time and space, so that teachers and students can interact anytime, anywhere, that is, students can freely consult teachers' questions or express their opinions through online teaching platforms. Teachers also can help students answer questions in a timely manner, truly teach students according to their aptitude, and meet the personalized learning needs of contemporary college students.

2.2 The negative impact of the new media environment on the ideological and political education of college students

The negative impact of the new media era on college students' ideological and political education also appears in two aspects. On the one hand, the huge amount of information released by various emerging media is uneven, and college students lack rich social practical experience, and their ability to distinguish between right and wrong is relatively lacking. It makes college students extremely vulnerable to partial bad information, and has a negative effect on political cognition and ideas. [2] On the other hand, the excessive use of new media is not conducive to the physical and mental health of college students. The ever-changing form of new media has a fatal appeal for college students with strong curiosity, and this also directly causes the excessive use of new media to become a common problem among college students.

3. THE MAIN PROBLEMS OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE NEW MEDIA ENVIRONMENT

3.1 Outdated educational concepts

The lagging educational concept is one of the key factors restricting the ideological and political education of college students in the era of new media. Some college ideological and political teachers believe that the application of emerging media in teaching will reduce the original authority of ideological and political education, and thus
cannot play the guiding and directional function of ideological and political education for college students. Some teachers believe that ideology and politics in colleges and universities have serious characteristics. Once the lively new media teaching mode is adopted, conflicts will arise and it is not conducive to the development of work. These relatively old concepts not only affect the integration of new media in college ideological and political education, but also are not conducive to the efficient operation of ideological and political education for college students.

3.2 New media supervision system
New media has prominent features such as concealment, openness and massiveness, and these series of features make the information dissemination have a significant uncertainty, so college students are easily eroded or misled by wrong information. In particular, the supervision system for new media in many Chinese colleges and universities is not yet perfect, and information release and dissemination lack strict supervision and screening, so that negative information such as rumors, prejudices, and inflammatory language can be seen everywhere in some new media platforms. In addition, violent videos and pornographic videos are also emerging one after another, which has a greater impact on the ideological awareness of college students. Of course, it will also reduce the positive energy play and guidance of new media in ideological and political education in colleges and universities.

3.3 Polarization teaching methods
At present, ideological and political education in some colleges and universities presents two extremely differentiated teaching phenomena. One is to treat the new media teaching methods unnoticed and still use the traditional teaching mode as the only means of ideological and political teaching in colleges and universities. The other is to completely abandon the traditional teaching method and think that the new media teaching method is more convenient, modern and interesting, and the new media teaching is used in any state. The above two phenomena have a one-sided understanding of new media teaching, which is not conducive to the scientific and effective development of ideological and political education in colleges and universities.

4. THE OPTIMIZATION STRATEGIES TO COLLEGE STUDENTS’ IDEOLOGICAL AND POLITICAL EDUCATION
4.1 Reform and innovation of educational concepts
On the reform and innovation of ideological and political education concepts in colleges and universities, colleges and universities need to strengthen the promotion of modern teaching concepts, through lectures, tea parties, radio, or lectures, actively promote the value of the combination of new media teaching and traditional teaching. Teachers have to realize the necessity of applying new media teaching in the new era of scientific cognition. Meanwhile, colleges and universities need to regularly organize ideological and political teachers to participate in new media teaching and training, so as to encourage the teaching team to be proficient in applying various new media teaching models, improve their information-based teaching level, and optimize teaching effects.

4.2 To establish and improve a new media supervision mechanism for colleges and universities
Constructing a perfect university new media supervision system, and taking the initiative in the campus have a far-reaching significance to maximize the role of new media in the ideological and political education of college students. Specifically, colleges can start with the following points. Firstly, colleges should create a new media organization team, recruit new media professionals, and be fully responsible for the supervision, selection, purification and standardization of the campus new media environment. Secondly, colleges should build a systematic campus new media management system, promote the institutionalization, standardization and proletarianization of the use of new media technologies, and promote the controllability of the application of new media in ideological and political education in colleges and universities. Thirdly, colleges should create a campus new media volunteer alliance to encourage college students to participate actively and guide college students to take the initiative participate in the supervision activities of new media on campus, and work with the school to create a healthy and upward new media environment.

4.3 The organic integration of old and new teaching methods
For ideological and political teachers in colleges and universities, it is necessary to scientifically recognize the advantages and disadvantages of the new media teaching methods, but also to comprehensively view the value and deficiencies of the traditional ideological and political teaching model, so as to truly achieve the integration of the two teaching methods and maximize the use of the functions of each other to optimize the effectiveness of education. The following suggestions are available for reference: on the one hand, traditional board teaching and multimedia video teaching are combined to deepen the understanding of theoretical knowledge through concept elaboration and screen presentation; on the other hand, traditional classroom teaching and network platform teaching are combined teachers and students to strengthen the seamless interaction between them, thereby improving the teaching quality.

5. CONCLUSION
The increasing coverage of digital technology has prompted new media to be known and used by the general public. As a young group with strong curiosity and curiosity, college students have outstanding ability to accept and recognize various new things. Emerging media in the context of the new media era can not only satisfy the curiosity and new desire of contemporary college students, but also broaden their path to understanding new things. Therefore, in the process of ideological and political education in colleges and universities, it is necessary to closely integrate the characteristics of college students in the context of the new era and use new media scientifically and rationally to maximize the effectiveness of ideological and political education for college students.
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Agricultural Environmental Efficiency, Environmental Harmonization and Influencing Factors of Major Grain-Producing Areas in China: from the Constrained Perspective of Carbon Emission

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Abstract: Agricultural environmental efficiency is an important criterion to measure the coordinated development between agricultural economic benefit and environmental quality. The dynamic changes of agricultural environmental efficiency between environmental coordination and their impact factors have been studied from 2000 to 2014, by using directional distance function method and taking the 13 provinces of China’s major grain-producing area for example. The results are as follows: (1) The agricultural environment efficiency in the main grain producing areas showed a trend of rapid decline after the first volatility, and the agricultural environment efficiency in Inner Mongolia, Jilin, Shandong and other traditional agricultural provinces has been relatively high. Anhui and Hunan continue to be at the bottom. (2) There were 5 provinces that reached production frontier in 2000, but they have been decreasing from 2001 to 0 in 2008. Since 2010, attention has been paid to the improvement of agricultural production and environmental harmony, and the number of provinces that has reached the frontier of production increases. By 2014, there were 10 provinces with a frontier of production, and the progress was huge. (3) In terms of spatial dynamic evolution, from 2000 to 2005, the areas where agricultural production and environmental coordinated development improved were: Hebei and Jiangsu; 2005-2010: Hunan, Henan, Hubei; 2010-2014: Jiangxi, Hunan Heilongjiang, Hebei, Liaoning, Inner Mongolia, Sichuan. (4) In terms of influencing factors, the degree of crop damage, the level of agricultural mechanization and the level of urbanization have a significant negative impact on the efficiency of agricultural environment. The industrial structure and government influence have a significant positive impact, while the level of economic development and environmental efficiency show a significant U type relationship. Finally, the article points out that we should pay attention to the coordinated development of agricultural production and environment, to ensure the coordinated development of ecological environment and agricultural economy, and to achieve the green development of low-carbon agriculture more effectively with less resource consumption and lower environmental pollution.

Keywords: Agricultural Environmental Efficiency; Directional Distance Function; Environmental Coordination; Panel Data Model.

1. INTRODUCTION

China’s agriculture has a long history. According to statistics, China feeds nearly 21% of the world’s population with less than 9% of the world’s arable land, which is a strong support to China’s rapid economic growth (Liu Luo, 2014). With the gradual manifestation of the greenhouse effect, agriculture has become an important driver of accelerating the rapid growth of carbon emissions in the rapid development process. According to the 2007 IPCC report, agriculture has become the second largest source of greenhouse gases, accounting for 13.5% of global anthropogenic greenhouse gas emissions. As a traditional agricultural country, China’s carbon emissions generated in the agricultural production process need to pay more attention to the role of climate warming. In recent years, the international calls for China to adopt mandatory emission reduction measures are getting higher and higher. In view of this, in December 2009, the Chinese government promised that by 2020, the CO2 emissions per unit of GDP will be 40–45 lower than that of 2005. (Gao Ming and Song Hong-yuan, 2015) [1-5]. In 2010, the Twelfth Five-Year Plan proposed and determined the target of reducing carbon emissions per unit of GDP by 17% in 2015 compared to 2010. In 2015, the 13th Five-Year Plan proposed that the carbon emissions per unit of GDP in 2020 should be reduced by 18% compared with 2015. Agriculture is the foundation of our national economy, and the foundation of the agricultural economy is efficient production. In order to achieve efficient production of agriculture, it is bound to increase the input excessively under the condition of constant technical level. The carbon source caused by excessive input will lead to the expansion of carbon emission scale. Therefore, low-carbon agriculture...
has become an inevitable choice for efficient and sustainable agriculture. The main grain producing area is China's unified farming area. The Central No.1 document has repeatedly emphasized strengthening the policy inclination to comprehensively promote the sustainable development of agriculture in major grain producing provinces and counties, which shows its important position in agricultural production. Based on the constraint perspective of carbon emission, this paper takes China's major grain producing areas as the research object, and uses 13 major grain producing areas as research units. Under the condition of using carbon emissions as undesired output and DDF analysis to measure the efficiency of the agricultural environment between 2000 and 2014, and to explore its coordinated evolution with the environment, the panel data model is used to analyze the main influencing factors, in order to provide theoretical and practical reference for the improvement of China's agricultural environmental efficiency and the sustainable development of low-carbon agriculture [6-15].

2. LITERATURE REVIEW

After the Second World War, with the rapid development of global agriculture, it solved a series of agricultural environmental problems such as soil, water quality and agricultural product pollution while solving the food shortage problem. Since the 1970s, agricultural environmental protection has gradually attracted the attention of scholars from all over the world in environmental departments and related fields, mainly focusing on agricultural environmental pollution prevention, subsidy policies, governance mechanisms and production efficiency, as well as agricultural activities, and research on its efficiency has always been an international hot topic. Combined with the research content of the article, this paper only combs and analyzes the literature on the measurement methods of agricultural environmental efficiency at home and abroad. Foreign scholars mostly focus on the measurement of agricultural environmental efficiency in terms of total factor productivity and frontier technical efficiency. The research methods mainly use the two methods of parameter method and nonparametric method. Representative studies include: Chavas and Cox (1992) used nonparametric productivity analysis methods to measure the contribution of public research expenditures and private research expenditures to technological advances in agricultural environmental production in the United States; Fulginiti and Perrin (1998) analyzed agricultural environmental productivity in 18 developing countries from 1961 to 1985, and the correctness of the results was tested using the output-based Malmquist index and the Cobb-Douglas production function; Reinhard S. et al. (2002) conducted an empirical analysis of Dutch pig farms using a two-stage DEA (Data Envelope Analysis) model. In the first stage, the efficiency score is calculated by the linear relationship between input and output. In the second stage, the efficiency score is analyzed by regression analysis for further analysis. Factors affecting efficiency; Nin et al. (2003) and Restuccia et al. (2008) conducted a comparative study of agricultural environmental productivity and Total Factor Productivity in different countries and regions, the results show that the relationship between agricultural environmental production efficiency gap and labor productivity in different countries and regions in the same period is very small, and the gap between agricultural total factor productivity in developed countries and developing countries has been constantly getting bigger over the past decade. K. Galanopoulos et al. (2004) used the DEA-based Malmquist productivity index method and nonparametric method to transform agricultural environmental productivity into a component of technological efficiency and technological change, thereby transforming the decision-making unit into a relative effectiveness evaluation system, and to evaluate the efficiency of agricultural environment in EU countries and 13 other candidate countries. Hoang and Coelli (2011) proposed a nutrition-oriented environmental efficiency measure, constructed a nutritional total factor productivity index, and conducted an empirical study on the environmental performance of the agricultural sector in 30 OECD countries; Nguyen et al. (2012) combined with DEA Methodology, studied the environmental efficiency and cost efficiency of the 96 rice farms in Gangwon Province, Korea between 2003 and 2007, and the relationship between them; Gabriele Dono et al. (2013) used material, technical, and economic factors to model the impact of climate change on agricultural environmental productivity. The results of the study indicate that climate change is likely to have a profound impact on many variables in agricultural environmental development. However, the degree of impact will vary periodically depending on the state of the agricultural environmental management in different years. Hoang and Nguyen (2013) used the improved DEA and Stochastic Frontier Analysis to analyze the environmental efficiency changes and exogenous factors affecting environmental efficiency based on the principle of conservation of materials.

Chinese scholars' research on the efficiency of agricultural environment started late, and the direct research on agricultural environment efficiency is less. Most of them are based on environmental factors to study agricultural productivity and agro-ecological efficiency, and are mainly focused on the empirical research on measurement methods. Representative studies are: In the case of considering environmental factors, Yang Jun and Chen Yi (2011) used the DDF (Directional Distance Function) to measure the technical efficiency of agricultural environment in 30 provinces of China from 1999 to 2008, Malmquist-Luenberger productivity index was used to analyze agricultural total factor productivity (TFP) growth in 28 provinces, which was further decomposed into a technological progress rate index and a technical efficiency change index to analyze the contribution of agricultural technological progress and changes in agricultural technology efficiency to China's agricultural productivity growth. The results show that the agricultural environmental technology efficiency in western China is lower than that in
the eastern and central regions, while the eastern region is the highest, and it is pointed out that ignoring environmental factors will overestimate the growth of China's agricultural productivity. Han Haibin and Zhao Lifang (2013) used the unit survey evaluation method to calculate the agricultural non-point source pollution, and included it as the non-expected output index into the agricultural total factor productivity (TFP) evaluation model. The Malmquist-Luenberger productivity index method was used to analyze the growth of agricultural total factor productivity (TFP) in 29 provinces of China under environmental constraints from 1993 to 2010, and its convergence was examined. Tian Wei et al. (2014) calculated China's agricultural environmental efficiency and decomposed the inefficiency sources from 2002 to 2012, based on the model of undesired output (carbon emissions), and conducted Tobit returns on the influencing factors of agricultural environmental efficiency in China's three major regions, finally compares the carbon emission reduction potential and potential scale of China's agricultural production. According to the material balance principle, Zhang Yishan and Cui Xiao (2014) conducted a multi-angle empirical study on the agricultural environmental efficiency of 31 provinces in China in 1990-011, using non-radial and non-angle SBM directional distance function models. China's agricultural development is subject to strong environmental constraints, the regional characteristics of agricultural environmental efficiency are obvious, and the trend of agricultural environmental efficiency changes was obviously influenced by agricultural policies. Hong Kairong et al. (2016) constructed a network structure for agro-ecological efficiency measurement from the perspective of system theory, and used the network DEA model to measure the overall efficiency of agricultural ecosystems in 30 provinces and cities in China from 2005 to 2013 and the efficiency values of each subsystem. The trend of change is tested by convergence, which reveals the key influencing factors of agro-ecological efficiency and explores the implementation path of agro-ecological efficiency improvement. Lin Jinbin et al. (2017) used the data envelopment method (DEA) to compare the agro-ecological efficiency of 31 provinces in China from 2005 to 2014, and used the exploratory spatial data analysis method (ESDA) to conduct global and local autocorrelation of China's agro-ecological efficiency. The results show that the agro-ecological efficiency of China is significantly different from north to south, and the distribution has the characteristics of differential order. Based on the panel data of 31 provinces in China from 1996 to 2015, combined with various models and methods such as DEA-Tobit, Wang Baoyi and Zhang Weiguo (2018) empirically studied the inter-provincial differences and influencing factors of China's agro-ecological efficiency. The results show that China's agro-ecological efficiency is generally on the rise from 1996 to 2015, and there are certain inter-provincial differences at the same time. [15-24]

In summary, the current research on the efficiency of agricultural environment at home and abroad mostly uses different methods to study the agricultural productivity and influencing factors in different regions. There are few studies involving the coordinated development of agricultural production and environment, the undesired outputs considered are mostly direct non-point source pollution, and there are few studies based on carbon emission constraints.

3. METHODS

3.1 Construction of Environmental Technology Boundaries

Pollutants are not considered in the scope of efficiency calculation in previous traditional agricultural input-output studies. With high economic input, the demand for high return and good output will inevitably bring serious environmental pollution and other bad output that affect the production efficiency. Fare called the technical structure relationship between "bad" output and resources input as environmental technology (Fare et al., 2007), and then proposed the expression function of environmental technical as formula (1).

$$P(x) = \{(y, b) : x_{can produce}(y, b)\}, x \in R_{+}^{n}$$  \hspace{1cm} (1)

According to above definition, this paper regard each province of the major grain-producing areas in China as a decision-making unit D (d = 1, 2, ..., D) to construct the production frontier. It is assumed that each province uses N kinds of factors input(x1, x2, ..., xn) ∈ R_{+}^{n}, produces F kinds of expected output (y1, y2, ..., yf) ∈ R_{+}^{f}, Q kinds of unexpected outputs(w1, w2, ..., wq) ∈ R_{+}^{Q}. The production probability P(x) has four characteristics: joint weak dispositions, zero integration, strong dispositions of expected outputs, and freely disposable inputs and expected outputs (Tu Zhengge, 2008). DEA method is adopted to construct the environmental technology that satisfies the above properties.

$$P'(x') = \left\{ \begin{array}{ll}
\sum_{d=1}^{n} z_{d} y_{d} w_{d} = y_{d} z_{d} w_{d}, & \forall \beta, \\
\sum_{d=1}^{n} z_{d} y_{d} w_{d} = y_{d} z_{d} w_{d}, & \forall \beta,
\end{array} \right\}$$  \hspace{1cm} (2)

z_{d} represents the weight of the d-th Provincial among T period, z_{d} ≥ 0 is that the state of scale returns remain unchanged (CRS).

3.2 Environmental Efficiency and Directional Distance Function

Environmental technology is the basis of measuring efficiency. In order to calculate the agricultural environment efficiency under environmental regulation, it is needed to introduce the Directional Distance Function, namely, the expected output always keeps growing while the non-expected output reduces at the same time. According to the Luenberger Shortage Function with $g = (g_{y}, -g_{b})$ as direction vector to construct the environmental Directional Distance Function and the corresponding technical efficiency function is showed as follows:

$$\widehat{D}(y', x', b', g_{y}, -g_{b}) = \sup \{ \beta : (y' \beta + g_{y}, b' - \beta g_{b}) \in P'(x') \}$$  \hspace{1cm} (3)

Among it, $\beta$ is the maximum possible number of expected outputs increasing and non-expected output decreasing. From the formula, the Directional Environmental Distance...
Function depends not only on the input-output value, $(y^t, x^t, b^t)$ but also on the direction vector $g$. Based on this, Environment technical efficiency is the ratio of the actual expected output to the frontier output under the environmental technology structure:

$$ ETE(y^t_d, x^t_d, b^t_d; Y^t_d, -b^t_d) = 1/(1 + \beta) = 1/(1 + \bar{B}(y^t_d, x^t_d, b^t_d; Y^t_d, -b^t_d)) \quad (4) $$

This paper adopts Malquist-Luenberger method defined by Chung, Fare and Grosskopf (1977) to set direction vector as $g=(y^t, -w^t)$. Its economic meaning is that the expected output and the undesired output of agricultural production are proportionally increased or decreased on the existing basis, and the Directional Environmental Distance Function is calculated by linear programming (Liang Liutao, Qu Futian, Feng Shuyi.2008). Under the above constructed environment technique, the Directional Environmental Distance Function of producer $d$ $(y^t_d, x^t_d, w^t_d)$ is:

$$ \bar{D}(y^t_d, x^t_d, w^t_d: y^t_d, -w^t_d) = \max \beta $$

$$ s.t. \sum_{d=1}^{D} z_{d}^t y_{d}^t \geq (1 + \beta) y_{d}^t f_t \quad f_t = 1, ..., F \quad (5) $$

$$ \sum_{d=1}^{D} w_{d}^t w_{d}^t = (1 - \beta) w_{d}^t q_t q_t \quad q_t = 1, ..., Q $$

$$ \sum_{d=1}^{D} z_{d}^t x_{d,n}^t \leq x_{d,n}^t \quad n = 1, ..., N, \quad z_{d}^t \geq 0, \quad d = 1, ..., D $$

3.3 Panel data model

The research object is the 13 major grain producing areas in China from 2000 to 2014. Since the calculated agricultural environmental efficiency is static efficiency, the static panel data model is used to empirically analyze the influencing factors. The general form of the panel data model is:

$$ ETE_{i,t} = C + \alpha_1 x_{1i,t} + \alpha_2 x_{2i,t} + \alpha_3 x_{3i,t} + \alpha_4 x_{4i,t} + \alpha_9 x_{5i,t} + \alpha_6 x_{6i,t} + \alpha_7 x_{7i,t} + \omega_{t} \quad (6) $$

Where $i=1, 2, ..., N$, representing $N$ individuals; $t=1, 2, ..., T$, representing $T$ periods; $y_{it}$ is the observed variable, indicating the observed value of $i$th individual in period $t$; $x_{kit}$ is the explanatory variable, indicating the observation value of the $k$th explanatory variable for the individual $i$ at the period $t$; $\beta$ is the parameter to be estimated; $\omega$ is the random interference term. Commonly used static panel data regression models include mixed regression models, fixed effect regression models, and random effects regression models. The selection of the final regression model requires economic and statistical tests.

3.4 Indicator Selection and Data Sources

This paper takes the input-output data of China’s major grain-producing areas from 2000 to 2014 as the sample study. Considering the availability of data and based on the existing literature, land, capital and labor are selected as the factor input indicators. The agriculture studied in this paper is a narrow-minded agriculture-planting industry. In the input index, the land input selects the total sown area of crops, the capital input selects the total power of agricultural machinery, the amount of agricultural fertilizer used, and the labor selects agricultural employees. Due to the limitations of data, at present, there are no narrowly defined agricultural employees. This paper chooses the replacement of the first industry practitioners; in the output indicators, the paper selects the agricultural added value that does not include the intermediate input as the expected output, and the unexpected output is the carbon emission. Due to agricultural carbon emission sources are extensive, there is no uniform regulation, and the calculation is more complicated. Therefore, this paper only considers direct carbon emissions. According to the existing research, considering the characteristics of selected regions, It is determined that agricultural carbon emissions mainly come from five aspects: agricultural fertilizer, agricultural film, pesticide, agricultural diesel and tillage. The calculation formula for carbon emissions is:

$$ C = \sum_{i=1}^{N} c_i = \delta_i \cdot \rho_i \quad (7) $$

$C$ is the total amount of agricultural carbon emissions; $\delta$ is the type of carbon source; $\rho$ is the amount of each carbon emission source; $\rho$ is the carbon emission coefficient of each carbon source. Refer to the IPCC and related studies, the following carbon emission coefficients are determined: chemical fertilizer 0.8956 kg. Kg-1, pesticide 4.9341 kg. Kg-1, agricultural film 5.18 kg. Kg-1, agricultural diesel 0.5927 kg. Kg-1, tillage 312.6 kg. Km-2. The theoretical and practical basis for the selected indicators and the specific data processing algorithm will not be repeated here, please refer to Tian Yun (2012), Liang Liu Tao (2012) etc. The original data and relevant data of input-output indicators in this paper come from 2001-2015 China Rural Statistical Yearbook, China Statistical Yearbook. A few missing data are from the provincial statistical yearbooks and some of the data are processed and converted based on the yearbook data.

4. ANALYSIS ON THE EVOLUTION OF AGRICULTURAL ENVIRONMENTAL EFFICIENCY AND ENVIRONMENTAL COORDINATION IN THE MAJOR GRAIN-PRODUCING AREAS

According to the above research methods and data, this paper empirically measures the agricultural environmental efficiency of China’s major grain-producing areas from 2000 to 2014, and comprehensively analyzes the agricultural environmental efficiency of 13 provinces in major grain-producing areas. On this basis, further exploration of its coordinated evolution with the environment, is of great significance for improving the efficiency of agricultural environment in the main grain-producing areas, coordinating the sustainable development of agricultural production and environment and promoting the green development of low-carbon agriculture.

4.1 Analysis of Agricultural Environmental Efficiency

From the calculation results (Table 1) of agricultural environmental efficiency in 13 major grain-producing areas from 2000-2014, it can be found that the agricultural environment efficiency in the main grain-producing areas in China shows a trend of rapid increase after the volatility declines, and it can be divided into three stages: the first stage is 2000-2006, the average value of agricultural environmental efficiency shows a tortuous fluctuation, which can also be divided into two small stages: from 2000 to 2004, the agricultural output showed a downward trend, during this period, with the rapid development of economy,
a large quantity of farmland was used for industrial construction, crop acreage was greatly reduced, which led to low efficiency. From 2005 to 2006, the agricultural tax policy changed from reduction to exemption, as a result, many migrant farmers returned to farming, the cultivation enthusiasm of farmers was greatly improved and the utilization rate of farmland was also improved, which further promoted the high efficiency of agricultural production. The second stage is 2007-2008, due to the impact of full abolition of agricultural tax, the agricultural economy developed rapidly. During this period, the demand for high yield of agriculture leads to the input of excessive carbon sources such as pesticides and chemical fertilizers. The blind pursuit of high yield and high efficiency inevitably resulted in agricultural production at the expense of environmental pollution. The carbon emissions caused by high input resulted in serious environment pollution, and non-expected excessive output led to the serious decline of agricultural environmental efficiency. The third stage is 2009-2014. Agricultural environmental efficiency showed a trend of rapid and large increase, from 0.8836 in 2009 to 0.9733 in 2014. Agricultural environmental efficiency has also been greatly improved at this stage. On the one hand, it is the rapid development of the economy, and the integration of agricultural production technology with the international community that has made tremendous progress. Agricultural production also shifted from traditional extensive agriculture in the pursuit of production amount into eco-intensive agriculture focusing on low-carbon and high efficiency. On the other hand, thanks to the deepening of government control, the call for low-carbon agriculture development was getting higher and higher. In 2009, the government promised: as of 2020, CO2 emissions per GDP will be 40 to 45 percent lower than that of 2005, together with China's 11th Five-Year Plan and Twelfth Five-Year Plan and the coming 13th Five-Year Plan, the environmentally binding indicators are constantly being clarified. and government’s emphasis on resources and the environment has been increasing year by year, it is required to speed up the construction of “two-type” society and comprehensively advocate the popularization of low-carbon agriculture, so that the agricultural environment efficiency of this traditional agricultural area in the main grain producing areas has been greatly improved. In 2000-2014, provinces with the lowest average agricultural environmental efficiency in major grain-producing areas were: Anhui and Hunan. The average of these two provinces was less than 0.8. Agricultural production of these two provinces was still dominated by extensive mode at the sacrifice of the environment to increase production, which needs to be improved urgently.

Table 1. 2000-2014 Agricultural environmental efficiency in major grain producing areas

<table>
<thead>
<tr>
<th>Year</th>
<th>Hebei</th>
<th>Inner Mongolia</th>
<th>Liaoning</th>
<th>Jin</th>
<th>Heilongjiang</th>
<th>Jiangsu</th>
<th>Anhui</th>
<th>Jiangxi</th>
<th>Shandong</th>
<th>Henan</th>
<th>Hebei</th>
<th>Hunan</th>
<th>Sichuan</th>
<th>Mean</th>
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<tbody>
<tr>
<td>2000</td>
<td>0.7516</td>
<td>0.9317</td>
<td>0.9325</td>
<td>0.9323</td>
<td>0.9055</td>
<td>0.9113</td>
<td>0.7541</td>
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<td>0.9310</td>
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<td>0.9262</td>
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<td>0.9032</td>
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</table>

4.2 The Dynamic Coordination Evolution of Agricultural Environmental Efficiency and Environment.

The agricultural environment efficiency reflects the coordinated development between agricultural production and environment. Large input in agricultural production leads to more and more non-expected pollutant output, resulting in different degrees of imbalance between agricultural production and environmental harmony. In the long run, it is difficult to make agricultural development sustainable. Agriculture is the the root of the people, and the unsustainable development of agriculture will inevitably threaten the development of social economy, therefore it is particularly important to study the coordination between agriculture and environment. According to the level of environmental efficiency, Tu Zhengge (2008) judged the coordination condition among regional economic development, resources and environment. Based on the classification of this paper, the data can be balanced to reflect the dynamic evolution of each region in each period, according to the equal spacing method, the following criteria are set: if the value of agricultural environmental efficiency is less than 0.76, the area is defined as "uncoordinated development area of agricultural production and environment"; range of (0.76-0.84], defined as " less coordinated development area of agricultural production and environment"; range of (0.84-0.92], defined “better coordinated development area of agricultural production and environment”; range (0.92-1], defined "the best coordinated development area of agricultural production and environment". Based on these evaluation criteria, the calculated agricultural environmental efficiency values of each province were used to investigate
the coordination dynamics of agricultural production and environment in 13 provinces in major grain producing areas from 2000 to 2014. In order to more intuitively show the dynamic environmental coordination evolution of agricultural environmental efficiency of 13 provinces in the main grain producing areas. This paper selects the values of agricultural environmental efficiency of the four provinces in 2000, 2005, 2010 and 2014, and uses Arcgis10.1 space measurement software into map analysis the spatial evolution of the coordination development of agricultural production and environment. The best coordinated development area of agricultural production and environment in 2000, the areas of "unbalanced agricultural production and environment" were: Anhui, Hebei and Hunan. "Less coordinated development area of agricultural production and environment": Heilongjiang. "The best coordinated development area of agricultural production and environment": Jiangsu, Sichuan, Shandong, Inner Mongolia, Liaoning, Jilin, Jiangxi and Hubei. In 2005, "uncoordinated development area of agricultural production and environment": Hunan, Anhui, "less coordinated development area of agricultural production and the environment": Jiangxi, Heilongjiang and Henan", better coordinated development area of agricultural production and environment": Sichuan and Hubei, “the best coordinated development area of agricultural production and environment": Liaoning, Inner Mongolia, Jiangsu, Shandong, Hebei and Jilin. In 2010, "uncoordinated development area of agricultural production and environment": Anhui, Jiangxi, “less coordinated development area of agricultural production and environment": Heilongjiang, "better coordinated development area of agricultural production and environment": Hebei and Liaoning, agricultural production and "the best coordinated development area of agricultural production and environment": Inner Mongolia, Sichuan, Henan, Jilin, Jiangsu, Hebei and Shandong. In 2014, “uncoordinated development area of agricultural production and environment" areas: Anhui, “the best coordinated development area of agricultural production and environment": Jiangxi, Hebei, Hebei, Inner Mongolia, Liaoning, Jilin, Heilongjiang, Jiangsu, Shandong, Henan, Hunan and Sichuan.

The dynamic evolution of space: from 2000 to 2005, where agricultural production and environmental coordination development improved: Hebei, degraded areas of coordination between agricultural production and the environment: Heilongjiang, Sichuan, Hubei and Jiangxi, the areas where coordination has not changed are: Anhui, Hunan, Henan, Shandong, Inner Mongolia, Liaoning and Jilin. Anhui and Hunan, which are still the development areas of “unbalanced agricultural production and environment”, Inner Mongolia, Shandong, Liaoning and Jilin still maintain a development area of “highly coordinated agricultural production and environment". From 2005 to 2010, the areas where the coordinated development of agricultural production and the environment improved were: Hunan, Henan, Sichuan and Hubei, degraded areas of coordination between agricultural production and the environment: Jiangxi, Hebei and Liaoning, the areas where coordination has not changed are: Anhui, Heilongjiang, Inner Mongolia, Jilin, Jiangsu and Shandong. Anhui is still an area of “agro-production and environmental inconsistency”, Inner Mongolia, Jilin, Jiangsu and Shandong still maintain a development area of “highly coordinated agricultural production and environment". From 2010 to 2014, the areas where the coordinated development of agricultural production and environment improved were: Jiangxi, Hunan, Heilongjiang, Hebei and Liaoning. Anhui is still the development area of “unbalanced agricultural production and environment”. Inner Mongolia, Sichuan, Henan, Jilin, Jiangsu, Hubei and Shandong maintain the development zone of “highly coordinated agricultural production and environment".

Figure 1. Spatial and temporal dynamic evolution of agricultural environmental efficiency and environmental coordination in the major grain-producing areas from 2000 to 2014

During the whole research period, the impact of natural disasters on pre-agriculture, combined with the extensive agriculture, farmers’ ability to resist risks is still weak. With the rapid economic development, agricultural tax reduction and exemption, huge increase in agricultural enthusiasm, agricultural production was in a high-yield stage, neglecting the environment in each province. And the coordination between efficiency and environment was deteriorated. With continuous improvement of policy, farmers’ agriculture, scientific and technological knowledge, and the requirements of low-carbon agriculture trend, the coordination between efficiency and environment has improved a lot. The major grain-producing areas are the most important agricultural production bases in China, with a long history of agricultural production and unique geographical conditions. Because the nation is attaching great importance to these areas, there is still a great potential of improving the agricultural environment efficiency and huge space to change the way of agricultural green development in each province. From point of specific
evolution, although environmental efficiency fluctuated and declined in different periods, it can be seen from the figure that there are some provinces whose agricultural production is highly coordinated with the environment. Particularly, by 2014, the agricultural production of 12 provinces were highly coordinated with environment, Hunan, the province always at the bottom, also showed great improvement after 2010, as Figure 1.

5. ANALYSIS OF INFLUENCING FACTORS

5.1 Index selection

There are many factors affecting the efficiency of the agricultural environment. Many scholars have conducted researches angles, including: the level of regional economic development, the degree of openness to the outside world, agricultural fiscal expenditure, the rural infrastructure and other major factors. Based on this, combined with the status quo of agricultural development and environment in various of the study area and the actual availability of the data, this paper mainly selects the regional economic level, agricultural disaster degree, agricultural mechanization level, agricultural industry structure, urbanization level and government influence as the main factors affecting the efficiency of the agricultural environment in all regions of the major grain-producing areas:

(1) X1-regional economic level: Calculated by the logarithm of the per capita net income of rural residents in each region, to verify the “environmental Kuznets curve hypothesis”. The square of per capita net income is also put into the variable X2; (2) X3-agricultural disaster degree: expressed as the ratio of the area affected by the crops in each region to the total sown area of crops; (3) X4-agricultural mechanization level: expressed by the proportion of the total power of agricultural machinery in each region to the total sown area of crops; (4) X5-agricultural industry structure: expressed by the proportion of total agricultural output value of each region in the total output value of agriculture, forestry, animal husbandry and fishery; (5) X6-urbanization level: measured by the proportion of non-agricultural population in each region to its total population; (6) X7-government influence: expressed by the proportion of regional government fiscal expenditure to regional GDP.

5.2 Result analysis

In this study, the Hausman test was performed on the panel data using EViews8.0 software. The model is suitable for mixed regression model, individual fixed effect regression model and individual stochastic regression model, and the regression results show that the overall good fit of the model is good, the specific results See Table 2. It can be seen from the regression results that the regression results of the three models are basically the same, the R2 value is 0.9584, and the overall good fit of the model is good. The seven explanatory variables all significantly affect the efficiency of the agricultural environment. The per capita net income of rural residents, the degree of crop damage, the level of agricultural mechanization and the level of urbanization have a negative impact on the efficiency of agricultural environment. The square of per capita net income of rural residents, agricultural industry structure and government influence play a positive role in the efficiency of the agricultural environment, as Table 2.

Table 2. Regression results of panel data model of 13 major grain producing areas in China from 2000 to 2014

<table>
<thead>
<tr>
<th>Explanatory Variable</th>
<th>Poolled Regression Model</th>
<th>Entity Fixed Effects Regression Model</th>
<th>Entity Random Effects Regression Model</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Coefficient</td>
<td>t-Statistic</td>
<td>Coefficient</td>
</tr>
<tr>
<td>X2</td>
<td>0.6566***</td>
<td>12.7533</td>
<td>0.6566***</td>
</tr>
<tr>
<td>X3</td>
<td>-0.1020***</td>
<td>-6.0537</td>
<td>-0.1020***</td>
</tr>
<tr>
<td>X4</td>
<td>-2.3802***</td>
<td>-10.2550</td>
<td>-2.3802***</td>
</tr>
<tr>
<td>X5</td>
<td>0.1907***</td>
<td>3.7449</td>
<td>0.1907***</td>
</tr>
<tr>
<td>X6</td>
<td>-0.0058***</td>
<td>-2.8635</td>
<td>-0.0058***</td>
</tr>
<tr>
<td>X7</td>
<td>0.1566***</td>
<td>3.1655</td>
<td>0.1566***</td>
</tr>
<tr>
<td>R-squared</td>
<td>0.9584</td>
<td></td>
<td>0.9584</td>
</tr>
<tr>
<td>Adjusted R-squared</td>
<td>0.9568</td>
<td></td>
<td>0.9539</td>
</tr>
<tr>
<td>Prob(F-statistic)</td>
<td>0.0000</td>
<td></td>
<td>0.0000</td>
</tr>
</tbody>
</table>

Note: ***, *** respectively 5%, 1% significance level

(1) The level of regional economic development and agricultural environmental efficiency showed a significant correlation of 1%. The per capita net income was negatively correlated with agricultural environmental efficiency, while the square of per capita net income was positively correlated with agricultural environmental efficiency. Both show a clear inverted "U" type trend, which is a quadratic relationship between them. A certain level of economic development has a positive effect on the agricultural environment efficiency, when the inflection point is reached, the rapid economic development will, to a certain extent, damage the environment and bring about different degrees of pollution, thereby reducing the agricultural environment efficiency.

(2) The degree of agricultural disaster is negatively correlated with the agricultural environmental efficiency by 1%. For every 1% increase in the degree of agricultural disaster, the agricultural environmental efficiency will decrease by 0.102%. The degree of agricultural disaster will reduce the yield of crops, and the expected output will
The main producing area is an important source of agricultural production and environment coordination in each producing province in China from 2000 to 2014. Based on this, the dynamic evolution of agricultural environmental efficiency will increase by 0.191% related to the main production area of the research area. The main producing area is an important source of agriculture to work in city, which leads to agricultural labor force reduction, and part of the land will be abandoned. As farmers' livelihood shifts to cities, and the enthusiasm of agricultural production declines, the efficiency of agricultural production is not high.

(4) The agricultural industry structure level over 5% shows a significant positive correlation with agricultural environmental efficiency. Agricultural environmental efficiency will increase by 0.191% while industrial structure increase by 1%, this is closely related to the main production area of the research area. The main producing area is an important source of grain production in China. The greater the proportion of planting industry, the greater the scale of centralized agricultural production, as the planting industry is the leading industry and the source of the economy in China, the government will also fully invest in the support of funds and policies, and the agricultural productivity will continue to increase.

(5) The urbanization levels above 10% shows a significant negative correlation with agricultural environment efficiency. Agricultural environmental efficiency will decrease by 0.006% while urbanization levels increase by 1%. With increasing level of urbanization, more and more rural laborers abandon agriculture to work in city, which leads to agricultural labor force reduction, and part of the land will be abandoned. As farmers' livelihood shifts to cities, and the enthusiasm of agricultural production declines, the efficiency of agricultural production is not high.

(6) The government influence above 1% level shows a significant negative correlation with agricultural environment efficiency. Agricultural environmental efficiency will increase by 0.157% while government influence increase by 1%. The 13 provinces in this study are China's major grain producing areas, supplying over 70% of the country's grain. The central document has repeatedly tilted the main producing provinces and major producing counties. Local governments have naturally responded positively to central policies and actively developed low-carbon industries, to serve as good examples for other agricultural areas, to ensure the optimization and upgrading of production and quality while promoting efficiency.

6. DISCUSSION
In this paper, DDF method was applied to measure the agricultural environmental efficiency of 13 main grain-producing provinces in China from 2000 to 2014. Based on this, the dynamic evolution of agricultural production and environment coordination in each province is discussed and following main conclusions are made:

(1) From 2000 to 2014, the agricultural environment efficiency of the main grain-producing areas in our country showed a trend of rapid decline after the fluctuation decrease. The volatility declined from 2000 to 2008, and the high-speed rise showed in 2009-2014. Overall, the environmental and technological efficiency of the traditional agricultural provinces such Inner Mongolia, Jilin and Shandong have been relatively high, while the efficiency of Anhui, Hunan’s has always been at the bottom, and need to be improved urgently.

(2) From the perspective of the overall time of the research period, the coordination between the agricultural environment efficiency and the environment of the main producing areas in China from 2000 to 2014, shows uncoordinated volatility to the later gradual coordination improvement; the spatial dynamic evolution, from 2000 to 2005, the area where the coordinated development of agricultural production and the environment improved was Hebei. From 2005 to 2010, the areas were Hunan, Hubei, Henan and Sichuan. From 2010 to 2014, the areas were Jiangxi, Hunan, Heilongjiang, Hebei and Liaoning.

(3) Influence factors, agricultural disaster degree, agricultural mechanization level and urbanization level have a significant negative impact on agricultural environmental efficiency. Agricultural industry structure and government influence have a significant positive impact on agricultural environmental efficiency, while economic development level was obviously "U" type relationship with agricultural environmental efficiency.

7. CONCLUSIONS
(1) The major grain-producing areas are the most important agricultural production bases in China, and an important focus for the low-carbon agriculture development. Therefore, it is significant to study the agricultural environmental efficiency in major grain-producing areas to reduce carbon emissions, and to coordinate the environmental development. For areas with high environmental efficiency in the major grain producing areas, attention should be paid to improve the quality of agricultural products and pay more attention to the coordinated development with the environment at the same time; reducing the input of chemical fertilizer, pesticides and agricultural films, with less resource consumption, lower environmental pollution to achieve effective sustainable development of agriculture. Areas with low agricultural environmental efficiency, should rely on the local resource endowment conditions, strengthen exchanges and cooperation with neighboring areas, learn advanced production technology and management experience, and improve the quality of agricultural inputs, and narrow the distance from the best production frontier; at same time the government should extract more funds from the agricultural economy development to repair the environment, to ensure coordinated development of the ecological environment and agricultural economy (Pan Dan and Ying Ruiyao, 2013).

(2) In the early stage of the research, the agricultural environment efficiency of major gain producing areas shows a decrease tendency, indicating that China's major grain-producing areas have not been completely out of the extensive operation mode. We should vigorously increase...
the scientific and technological input of agriculture to improve the intensive management and we should prohibit excessive input of physical elements, minimize the undesired output as much as possible, and get rid of the environmental dilemma of the major grain producing provinces. Achieving, a win-win approach to agricultural development and environmental protection is conducive to better promote the sustainable development of low-carbon agriculture,

(3) There are still some shortcomings in this study, and it is only a narrow sense of agriculture planting industry. Because agricultural data is complex and huge. Rural life is not considered in the study of agricultural production. There are also limitations in the study of non-expected pollutant carbon sources. In future, we will try to study the specific details of agricultural carbon emission sources, so as to provide new ideas and progress for unified carbon emission sources.

AUTHOR CONTRIBUTIONS
Investigation, Xuezhong Qiao; Methodology, Xuezhong Qiao; Project administration, Heping Huang; Formal analysis, Heping Huang; Resources, Xianglin Shi; Software, Xuezhong Qiao; Supervision, Heping Huang; Visualization, Xianglin Shi; Writing – original draft, Xuezhong Qiao; Writing – review & editing, Xianglin Shi.

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Catharsis and Compensation: The Writing of Homosexual Feelings in Elizabeth Bishop’s Poetry

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Abstract: Poetry, as the oldest and most basic form of literature, have the functions of catharsis of feelings and healing trauma. This can also be proved in the poetry of Elizabeth Bishop. The lack of mother’s love and childhood trauma brings Bishop emotional distress and anguish, which turns into the poet’s desire to homosexual feelings. There are many lesbian lovers in Bishop’s life. She expresses her emotions and realizes her lesbian identity construction in her love poems. Through poetry writing, Bishop walks into her own inner heart step by step, releases her pent-up feelings, experiences new life, and childhood trauma has also received further relief and compensation.

Keywords: Catharsis; Elizabeth Bishop; Homosexual Feelings.

1. INTRODUCTION

In the fifth century B.C., catharsis probably meant a cure. Medical scientist Hippocrates believed that the accumulation of any component in the human body, if exceeding the normal level, might lead to disease. The cure is to channel the excess through catharsis.¹ [226]

At all times and all over the world, the best literary works are mostly cathartic works by writers. As the oldest and most basic form of literature, poetry has an intrinsic function of catharsis and healing. According to Nietzsche, “Life saves itself through art.”² [28] The poet transforms emotion into the motive force of creation, releases the depressed emotion through poetry creation, and maintains the balance of spiritual ecosystem, so as to avoid the harm of negative spirit or emotion to physical and mental health, objectively playing the function of repairing and healing body and mind. This can also be proved in the poetry creation of Elizabeth Bishop (1911-1979).

Elizabeth Bishop is considered as one of the finest poets in 20th century America literature. She published few poems in her life time, only four main collections, namely North & South (1946), A Cold Spring (1955), Questions of Travel (1965) and Geography III (1976). However, she has a considerable number of posthumous poems, prose and letters. Bishop’s limited poetic output does not hurt her status in American literature, she is called “the poet of poets” or “the writer of writers”. She wins many awards such as the Pulitzer Prize (1956), National Book Award (1970) and National Book Critics Award (1977).

2. LACK OF MATERNAL LOVE AND TRANSFORMATION TO DESIRE FOR LOVE

When Bishop was 8 months old, her father died and her mother suffered a nervous breakdown and was treated in a mental hospital for a long time. From the age of 5, Bishop never saw her mother again until her mother’s death at the age of 23. Lacking the love of parents since childhood, Bishop first lived with her maternal grandparents in Nova Scotia, Canada, and was brought to the United States by her paternal grandparents when she was 6 years old. The “home” full of unstable factors gave the poet a strong sense of insecurity, urging her to face the uncertainties with strong independence. Medical research shows that some homosexuals in their early years live in an environment of disharmony in family relations or are raised by grandparents and lack of normal family atmosphere. Especially the lack of paternal love and maternal love in early childhood may have a certain impact on the formation of homosexuality.³ According to Adrienne Rich, lesbianism is a sense of self desire, choice of self. Every woman who is driven by the vitality of women, attracted by strong women, or seek to express the energy of life in literature, may be a lesbian.⁴ [2024] Bishop has several female lovers in her life, dating back to Vassar time. From Walnut Hill Girls High school to Vassar College, Bishop spent most of her time living in the homosexual culture circle, longing for the friendship with girls as a way to release her pent-up feelings. This kind of friendship unconsciously turned into love, leading her into the lesbian camp.

During her second year at Vassar, Bishop met Margaret Miller, her classmate, who became her first lesbian lover. Margaret, a little shy but intelligent, loved literature, art and painting and was able to appreciate Bishop’s wit and humor. According to Bishop, “Margaret was as sweet as a sherbet in her pink blouse today. Her face had that soft look about it, as if she had slept an extra hour or two, and her eyes a clear, original color that they blend for themselves out of several colors never in the eyes before hers.”⁵ [247] Margaret later lost an arm in a car accident and cut off from Bishop, but she is the one Bishop really loves. In fact, bishop had had a male suitor, Robert Seaver, before falling in love with Margaret at Vassar. After getting along for some time, Bishop eventually gave up this heterosexual relationship and Seaver committed suicide for their breakup. Bishop also had a fruitless affair with the forerunner of Confessional Poets, Robert Lowell, but they ended up as friends for the whole life. Bishop’s rejection of heterosexuality, though not

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complete, always ends in resistance, which is also inseparable from her childhood trauma. Bishop said that “families seemed to me like ‘concentration camps’ --- where people actually let out their sadistic natures”.

[5] (248) Her resistance to heterosexuality and marriage was an outlet for her pent-up fear of home.

3. CATHARSIS OF EMOTION AND CONSTRUCTION OF IDENTITY

After graduating from Vassar in 1934, Bishop lived in New York and then Florida, where she had a homosexual relationship with Louise Crane, also a Vassar schoolfellow, for nearly a decade. The two bought a house in Key West, Florida, a typically diverse city where young people of all races and nationalities came together to form a special cultural circle. Bishop and Louise’s homosexual love could be tolerated here, so they enjoyed their beautiful love and happy life. However, Louise was fond of music, enjoyed attending all kinds of parties, and often invited friends to their house for revelry, which made Bishop very unhappy, and the two eventually broke up in pain. Bishop then moved between New York and Florida for several years before leaving the United States for Brazil in 1951.

In this two decades, Bishop established her homosexual identity. Although she is famous for her reticence, she always releases her homosexual feelings through a large number of love poems. She gradually reveals her delicate feelings and boldly describes her erotic experience. In her early poem “Under such heavy clouds of love...”, Bishop expresses her fear of love but yearning heart, and tells the true meaning of love: “Give up, give up that uniform, / O shameless lover, / And choose again without remorse / Your Dictator. For while in love / There is so much to lose, of course, / But more, still, to discover.” [5](36) Therefore, although there is loss, the poet is still willing to go into love to find more beauty. “Valentine” expresses the longing to the distant lover but helpless feeling: “See, here, my distant dear, I lie / Upon my hard, hard bed and sigh / For someone far away, / Who never thinks of me at all / Or thinking, does not care.”[5](40) In “It is marvelous to wake up together...”, the poet expresses her love directly and boldly: “The world might change to something quite different, / As the air changes or the lightning comes without our blinking / Change as our kisses are changing without our thinking.” The image of “kiss” vividly depicts the same-sex love, and with the help of “thunder”, “storm” and other symbolic images of deep lust, the poet vents the looming homosexual love: “All over the roof the rain hisses, / And below, the light falling of kisses.”[5](44)

From 1949 to 1951, Bishop produced “Four Poems”, namely “Conversation” “Rain Towards Morning” “While Someone Telephones” “O Breath”. Compared with the previous love poems, more passion is added in these four poems. In “Rain Towards Morning”, the poet once again selects the falling of rain as the metaphor to construct the image and realize the catharsis of love and desire: “The great light cage has broken up in the air, / freeing, I think, about a million birds / whose wild ascending shadows will not be back, / and all the wires come falling down.” [6] (77) “An unexpected kiss” shows the warmth of a passionate experience; “whose freckled unsuspected hands alit” describes the uncontrolled fall of the “hand” after the passionate action in detail, also setting off the previous intense emotional experience. In the beginning of “O Breath”, the poet uses “loved” and “celebrated” to describe breasts: “Beneath that loved and celebrated breast, / silent, bored really blindly veined, / ...”, so that her homosexual orientation is straight to the point. The former means beloved, and the latter has the meaning of commendable and large. The explicit description of the female body brings strong visual impact. The poem also contains images representing female body features such as “nipple” and “black hair”: “(See the thin flying of nine black hairs / four around one five the other nipple, / flying almost intolerably on your own breath.)”[6](79), which more frankly express the sexual experience between the same sex.

4. EXPERIENCE OF LIFE AND MENTAL COMPENSATION

When Bishop arrived in Brazil in 1951 at the age of forty, she had not planned to stay, but her love affair with the Brazilian aristocrat Lota de Macedo Soares and with the country itself set her on another course, and Brazil became her home for nearly two decades. In the early winter that year, Bishop arrived in Brazil and met the most important partner in her life, Lota. After visiting Rio De Janeiro, Bishop had planned to continue her cruise in January, but had to cancel the trip before that Christmas because of a food allergy to cashew nuts combined with asthma. Lota took care of her during her illness and they fell in love, so Bishop stayed in Brazil and began living with Lota for 16 years. Born into the local aristocracy, Lota is fluent in English and has a passion for art, especially architecture. To support Bishop’s poetry, Lota built a studio for her on a hilltop where white clouds fills the air with birdsong and fragrance.

While living in Brazil, Bishop reached the height of her poetic creation, with the publication of two collections: North & South: A Cold Spring (1955), Questions of Travel (1965), and won the Pulitzer Prize in 1956.

While going into Brazil, Bishop also goes into her own heart. She becomes bolder to vent her repressed feelings, and the psychological trauma in her childhood is also further comforted and compensated. In 1952, soon after their relationship had been established, Bishop coined the poem “The Shampoo”, describing the actual scene of washing hair for Lota in the pool near her study and confirming their lesbian relationship. “The shooting stars in your black hair / in bright formation / are flocking where, / so straight, so soon? / --- Come, let me wash it in this big tin basin, / battered and shiny like the moon.” [6] (84) Their friend Ashley Browne remembers witnessing the scene described in this poem: “Elizabeth and Lota got along very well together, had this great ease with one another. I remember well the way Elizabeth used to wash Lota’s hair. ... Elizabeth used to make quite a thing of it, Lota loved it. It was a ritual Elizabeth made into a poem.” [7] (142) Washing a girlfriend’s hair is one of the typical ways to express feelings among lesbians, and the images of “moon” and “water” in ACADEMIC PUBLISHING HOUSE
the poem are also representations of female emotions. Nevertheless, various subjective and objective factors led to a rift in their happy and sweet relationship years later, which ended up with Lota’s death in 1967. When Bishop was invited to teach modern poetry at Harvard in 1970, she met her last same-sex partner, Alice Methfessel, who was only 26 years old at that time. Alice is gentle, energetic and methodical, and their life together resembles a stable marriage. With Alice’s careful company and care, Bishop concentrated on writing in earnest, and in 1972 she finally completed the revision of “The Moose”, which Bishop had been writing for decades. “The whole of ‘The Moose’ is in some sense a love song Bishop spent her lifetime writing. It is a love song to ‘taking her time’, whether it be writing poems, boarding a bus, or even watching a moose.” [8] (190) It embodies the poet’s emotion process and life experience. Although she is 33 years older than Alice, Bishop is the one who is taken care of and has a strong sense of dependence on Alice. She created “Breakfast Song” in 1973. This poem is a blunt declaration of love for Alice: “My love, my saving grace, / your eyes are awfully blue. / I kiss your funny face, your coffee-flavored mouth.” [5] (158) Bishop not only describes the joy of their relationship but also expresses fear of losing the person she loves deeply: “Last night I slept with you. / Today I love you so / how can I bear to go / (as soon I must, I know) / to bed with ugly death...” The poet, who is already 62 years old at that time, foresees that death would eventually take her away from her lover, so she has a morbid worry about the morning after passion in the night. She spends nearly half of the poem venting her fear of death, so as to highlight her attachment and deep love to Alice. From the joy of emotion to the catharsis of love, Bishop’s perception of love constitutes a new form of life experience. The poet’s repressed emotions and mental trauma are once again vented and compensated by homosexual relationships.

5. CONCLUSION

The absence of parental love, the instability and insecurity of the family lead to Bishop’s indelible childhood trauma, which transforms into the poet’s deep suppressed feelings and desires, which has a significant influence on the formation of her lesbian identity. From the awakening of gender consciousness to the desire of homosexual emotions, from the construction of identity to the experience of erotic pleasure, Bishop reticently or bluntly vents her emotions in the poetry creation. With the aid of homosexual love, the poet is able to go deep into her own heart. She is bolder to release the pent-up feelings, and childhood trauma also receive further relief and compensation. In *Phaedo*, catharsis is a way for the mind to break free from the tumult of the flesh.[1] (227) Through catharsis, Bishop achieves the harmony between soul and flesh, as well as the fusion of emotion and desire. She constructs a brand-new identity and enriches her life experience. By means of poetry as an art form, Bishop is able to express emotion, write life and return to the inner home.

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The Application of Situational Teaching Method in College Business English Teaching

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Abstract: Situational teaching method is a major English teaching method, which is of great help to the improvement of college undergraduates' English ability, including undergraduates' English comprehension ability, expression ability, learning ability and many other aspects. In English teaching, Business English is a relatively complex course, which has certain requirements for undergraduates' Business knowledge, and Business English is relatively boring and difficult to understand. The introduction of situational teaching methods into teaching activities can overcome these problems to a certain extent. By studying the theoretical knowledge and value connotation of the situational teaching method, it provides feasible suggestions for the better development of college Business English teaching in the future.

Keywords: Situational; Teaching Method; Business English Teaching.

1. INTRODUCTION
With the development of society, China's education is constantly undergoing reforms and changes, including important changes in teaching methods and teaching content. In order to meet the needs of social development, Business English teaching in colleges and universities needs to continuously explore new English teaching methods. The situational teaching method is helpful to Business English teaching and to the reform of traditional English teaching methods. Therefore, the situational teaching method can be used in college Business English teaching to improve undergraduates' Business English level.

2. SITUATIONAL TEACHING METHOD
Chinese colleges and universities still use traditional teaching methods in Business English teaching, which are mainly taught by teachers. Because it’s lack of interaction between teachers and undergraduates, so it can’t inspire undergraduates’ interest. It is difficult to cultivate high-quality Business English talents, and our society is constantly developing. Major companies have put forward higher requirements for job-seekers' Business English ability, so Business English teaching in colleges and universities needs to be reformed and adopt new teaching methods. Situational teaching method is a relatively good English teaching method often used in the process of language teaching in Western countries. The following introduces the connotation, the advantages and characteristics of the situational teaching method to deepen the understanding of the situational teaching method.

2.1 The connotation of situational teaching method
Situational teaching method is developed on the basis of constructivist learning theory, which helps to stimulate undergraduates' emotions. It means that in the teaching process, teachers intentionally introduce or create vivid and concrete scenes with a certain emotional color and image as the main body, so as to arouse a certain attitude and experience of undergraduates, thereby helping undergraduates understand the teaching materials, and making the psychological teaching methods that can be developed. Situational teaching affects undergraduates after further refining and processing society and life. The specific content includes: role model, vivid language description, in-class games, role playing, poetry recitation, painting, gymnastics, music appreciation, tourism, etc. These methods are typical representatives of entertaining and entertaining. [1]

The situational teaching method advocates that undergraduates learn theoretical knowledge in situations, mobilize undergraduates' enthusiasm for learning through the interaction between teachers and undergraduates, and transform undergraduates' passive learning into undergraduates' active acquisition of knowledge. Therefore, in the Business English teaching of colleges and universities, the introduction of situational teaching method should take undergraduates as the center of teaching activities and guide undergraduates to actively explore Business English knowledge, so as to achieve Business English teaching results better.

2.2 The value of situational teaching method in Business English teaching
The application of situational teaching method to Business English teaching activities in colleges and universities will help undergraduates increase their interest in Business English learning, deepen their understanding of Business English knowledge, and encourage undergraduates to actively collect Business English materials, which will help undergraduates learn more about Business English. For this, colleges will think deeply about the problems that arise to exercise undergraduates' ability to learn independently. The value of situational teaching method mainly includes the following aspects:

2.2.1 To improve undergraduates' interest in learning
Business English teachers in colleges and universities guide undergraduates in Business English learning through situational teaching methods, which can help undergraduates integrate into the situation, and enable undergraduates to understand the meaning of professional terms in Business English in context through situational dialogue undergraduates can give full play to their
subjective initiative, put forward views and insights on Business English topics, and solve difficult problems in Business English learning through discussion and teacher's Q&A in the situation, thereby enhancing their interest in Business English learning.

2.2.2 To improve undergraduates' Business English comprehension

There is a close relationship between English language sense and English context. The improvement of language sense is inseparable from the construction of context. College teachers use the situational teaching method to carry out Business English teaching activities, which helps to cultivate undergraduates' sense of English and enhance their English practice ability. This is because the situational teaching method focuses on the construction of actual situations undergraduates can better understand the professional terms in Business English and their specific usage through the assumed situations. Through continuous training, undergraduates' sense of language will be significantly enhanced. However, in the process of traditional English teaching in my country, situational teaching activities are not paid attention to undergraduates lack the language environment for English learning. The purely book-based and mechanical teaching has little effect on the improvement and help of undergraduates' English ability. The situational teaching method deepens undergraduates' sense of English through good context and specific language environment, and improves undergraduates' Business English comprehension ability. [2]

3. THE APPLICATION OF SITUATIONAL TEACHING METHOD IN BUSINESS ENGLISH TEACHING

Business English teaching in colleges and universities can reform and innovate teaching by adding situational teaching methods, mainly through the following aspects:

3.1 To improve the teaching ability of teachers

Teachers are an important role in teaching activities and play an important role in enhancing undergraduates' abilities and cultivating undergraduates' quality. Teachers of Business English majors in colleges and universities need to improve their Business English teaching ability, actively learn and understand the core and key of the situational teaching method. While, they must play the role of precepts and deeds, and guide and infect undergraduates through their excellent teaching ability and excellent character. The motivation of undergraduates' Business English learning stimulates undergraduates' learning potential, and ultimately enables undergraduates to improve their ability to use Business English.

3.2 To carefully design Business English scenarios

Situational teaching method is a systematic project, and only the reasonable planning of situational teaching method can exert its effect. In Business English situational teaching activities, both teachers and undergraduates need to exert their own initiative and cooperate with each other, so as to better play the value of situational teaching method. When preparing for teaching, teachers need to prepare content related to the teaching situation, let undergraduates understand the learning content of the course before class, and assign undergraduates some tasks. undergraduates should be fully prepared after class, and they can complete the pre-class tasks assigned by the teacher through a variety of means, such as accessing relevant materials through the Internet or the library, and they can also preview the Business English knowledge content.[3] In class, undergraduates should actively speak and interact with teachers, and teachers should provide corresponding guidance on undergraduates' learning, so as to help undergraduates understand the application of knowledge in Business situations more efficiently. After class, teachers should track undergraduates' learning and guide undergraduates to actively use the knowledge they have learned so as to improve the practical value of learning. [4]

3.3 To mobilize the initiative of undergraduates

Students are important objects in the situational teaching method and play an important role in situational teaching activities. undergraduates' learning experience, learning foundation, and learning styles directly affect the teaching effect in the context of Business English teaching, and the differences in undergraduates' understanding, learning and innovation ability of Business English affect their Business English application ability. Therefore, when using situational teaching methods, teachers should pay attention to cultivating undergraduates' interest in learning, teach undergraduates learning methods, enhance undergraduates' enthusiasm for situational learning, mobilize undergraduates’ learning enthusiasm, activate the classroom atmosphere, and improve undergraduates’ learning efficiency and learning ability.

4. CONCLUSION

With the development of China's economy, our country has put forward higher requirements for the language level of talents. Colleges and universities can be as an important talent training base. In order to enable college undergraduates to have higher Business English skills and make better contributions to society, colleges and universities need to actively learn advanced language teaching methods from other countries, such as situational teaching methods, to help undergraduates understand the language and cultural characteristics of other countries. Therefore, the reform of Business English teaching in colleges and universities can improve undergraduates' interest in learning, train undergraduates' learning thinking, and help undergraduates overcome obstacles encountered in the process of Business English learning. This can make college Business English teaching activities livelier and more interesting, and then help undergraduates improve their cultural literacy and work level.

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Aesthetic Education in School Physical Education

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Abstract: The new curriculum reform and the continuous deepening of the education system have also put forward new and higher requirements for school physical education. Under the new situation and new background, physical education teachers must change their concepts and continuously penetrate aesthetic education in physical education to promote the improvement of students' comprehensive quality and the improvement of teaching effect.

Keywords: School Physical Education; Teaching; Aesthetic Education.

1. INTRODUCTION
The function of traditional school physical education needs new understanding and adjustment by physical education workers, and one of the indispensable tasks is the need to strengthen the aesthetic education of physical education in physical education teaching. Therefore, school physical education teachers should pay more attention to aesthetic education and penetration in teaching.

Sports aesthetic education is a new type of physical education that is different from traditional physical exam-oriented education. In recent years, the value orientation of education in many places lies in entering a higher school. This kind of education is a utilitarian education with material benefits. Physical education is an important aspect of education. If physical education only pays attention to the standardization of sports technical movements, and students have a little knowledge of theoretical knowledge and so on, professional terminology is not compatible with sports movements. Moreover, in the current physical education, ordinary teachers teach students what to learn, and even let them go. Failure to be student-centered also neglects the subjectivity of students and the factors of beauty in sports. This will make the challenging, passionate, and aesthetic sports become dull and not only detrimental to improving students' enthusiasm and enthusiasm for learning. It also does not reflect the unique artistic and flavor of physical education.

From a conceptual point of view, these biases in education are all due to the failure to rectify the relationship between physical education and aesthetic education, and the failure to reflect the concept and spirit of "people-oriented" and "student-oriented" physical education. In this way, the overall disharmony and imperfection of the person's "body" and "mind" are prone to appear, resulting in slow development of physical education and difficulty in breaking through or stagnating. If physical education wants to develop, it must correct the relationship between physical education and aesthetic education. In this context, the sports aesthetics in school physical education should be strengthened.

Sports aesthetic education is essentially perceptual education. It involves paying attention to and training people's various perceptual abilities, as well as reshaping people's knowledge and interest. Sports aesthetic education focuses more on the instillation of knowledge, technology and rules. In this kind of education, a primary goal and a key link is to improve the cultivation of sports aesthetic knowledge or aesthetic ability, which in turn stimulates the cultivation of students' individual sense of aesthetic taste and gives them motivation to participate in sports learning activities. At the same time, aesthetic education in physical education is to cultivate and improve students' perception, appreciation and creativity of sports beauty through sports creation and aesthetic practice. The stimulation of students' interest is also conducive to the accumulation of sports knowledge, so that students can improve their overall sports literacy.

2. METHODS AND CHARACTERISTICS OF SPORTS AESTHETIC EDUCATION
The teaching requirements in the new situation are led by teachers and students as the main body. Therefore, in the process of aesthetic sports teaching, physical education teachers must first be based on the students themselves, summarize the students’ aesthetic orientation from teaching practice, and instill knowledge and interest in time according to the characteristics of students' aesthetic appeal and psychological activities, combined with specific physical education items. Go to the lecture. In physical education, physical education teachers can appropriately reduce the number of courses in the physical education hall. Teachers can systematically introduce some interesting and educational sports knowledge, sports news, sports figures, sports events, etc., and respond to students. Training to cultivate students' good habits of paying attention to sports. However, we must grasp the degree of introduction of sports knowledge, and not adopt the attitude of more the better in the process of introducing sports theoretical knowledge and related training, because the amount of theory is not directly proportional to the improvement of ability and quality.

Secondly, "interest is the best teacher" and "the secret of success lies in interest." Therefore, in the process of physical education, teachers should pay attention to cultivating students' interest in physical education, but they should also guide them to form a sense of learning and responsibility. To do this, it is necessary to consciously exert the teacher's subjective initiative and creativity. Various forms of multimedia education can be accepted and adopted, and they

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can even be explained while watching, so that students can enjoy knowledge and improve their aesthetic and appreciation abilities. After this kind of teaching is over, you can try to let students do some “creative learning”. This method fully embodies the subjectivity of students, and at the same time it leaves students with space for independent learning, free exploration, imagination and creativity [1].

Thirdly, “A journey of a thousand miles begins with a single step”. There must be a clear purpose in the teaching process, and the theoretical education and practical training must be organically combined. Physical education is not only to complete the transfer of sports knowledge and exercise transfer, but more importantly, to cultivate and improve students' aesthetic ability and taste through the internalization of sports knowledge, so as to improve students' overall comprehensive quality. Only when students have acquired relevant knowledge can they be truly strengthened in practice. At this time, teachers have the responsibility to provide students with relevant conditions for simulation and practice.

3. CHARACTERISTICS AND SIGNIFICANCE OF SPORTS AESTHETIC EDUCATION

Sports aesthetic education needs to focus on theoretical knowledge and perceptual education, which will compress students' specific practice to a certain extent. Even many teachers may doubt the time and effect of aesthetic teaching, and fear that they will lose the initiative in class and be criticized as misleading students. Because aesthetic teaching of physical education aims to develop a good cultural accumulation and professional personality, it requires teachers to spend a lot of time and energy. To guide and render students, it pays attention to the improvement of interest and overall ability. It does not care about the success or failure of a single action. The ability to cope with the exam must be greater than the initial effect. Therefore, teachers must pay attention to the long-term effect of sports aesthetic learning. The cultivation of the atmosphere, students also master the entry methods and interests of physical education, which is of great significance to their life planning [2].

At the same time, sports aesthetic education is also of great significance to teachers' theoretical cultivation. In the current physical education, many teachers have low academic qualifications, which cannot be used as the only criterion for judging teachers' teaching ability and effectiveness. However, low academic qualifications are often related to the relatively narrow vision of knowledge. What is gratifying is in the teaching process. Some teachers in China can actively explore useful teaching methods, which is very worthy of recognition. However, it is observed and understood that most teachers believe that their abilities are better than the current physical tasks and can cope with various examinations, so they give up continuing to expand on physical education theory and professional ability and knowledge. In fact, this is a one-sided view. Therefore, the knowledge structure of physical education teachers must be adjusted in time. We must actively participate in the updating of knowledge to ensure the competence of physical education teachers. Therefore, sports aesthetic education can prompt teachers to actively go out to participate in exchange activities, improve academic qualifications, and reach. Participate in the debate on the academic frontier, actively grasp the current science and education trends, and actively participate in correspondence education, training, academic examinations, forums and other activities. Only by participating in a contention atmosphere will you understand the position of your own educational philosophy and recognize the current education the general conditions and possible flaws of the students will have a sense of crisis, and will strive to change themselves to better serve the students' sports aesthetic teaching.

In short, the physical education activities we advocate should be people-oriented, student-centered, aiming at using sports knowledge at a high level and giving full play to the creativity of students, and aiming at ultimately serving the improvement of the overall quality of students and teachers. Traditional education concepts should be changed, and a positive attitude should be taken to improve one's own comprehensive literacy. This is not only responsible for education and teachers, but also for students and their parents. Improving the quality of physical education is a long-term task and cannot be accomplished overnight. Of. However, physical education is also a problem that may be gradually solved through efforts, and various theoretical strategies and measures of physical education teaching are also worthy of further discussion.

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The Function and Form of Geometric Modeling in Ceramic Design

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Abstract: Functionalism and formalism are the two major systems in modern design. Whether it emphasizes function or decoration is the difference between the benevolent and the wise. This article explains the evolution of geometric modeling by describing the different relationships between geometric modeling and function and form.

Keywords: Ceramic Design; Functional Form; Geometric Modeling.

1. INTRODUCTION
Ceramic product modeling is an important part of product art design, which enables the product to obtain its own ultimate form and appearance. It conveys the spiritual connotation of the product with its unique language form. And geometric modeling, an ancient and modern shape, has always influenced the modeling design from ancient times to the present, and played different roles in various periods. Geometric modeling has experienced the indifference of the modernism period, and has also experienced the flashy of decoration and light function in the postmodernism period, and has developed to the present day with mathematical rationality. The relationship between geometry and function is constantly changing.

Geometric modeling is to produce an object model that meets the design objectives through geometrical elements such as points, lines, surfaces, bodies, etc., through geometric transformations such as translation and rotation, merging, and interlacing. However, the meaning of the point in the shape is different from the pure point in geometry. It refers to the small part of the overall product shape compared to the area. The design of the points can be used to add the finishing touch. Points on a large area should be arranged at equal intervals to avoid monotony. As a symbol of information transmission, the dot should be in contrast with the surface in terms of color and texture to attract attention. The thread is a powerful means of ceramic product modeling. The contour line of the product, the intersection line of each surface, and the dividing line on the surface are all clear modeling languages. They have different personality characteristics and emotional meanings; straight lines are simple and lively, curves are elegant and soft, vertical lines are strong and straight, and horizontal lines are steady and stable. Their different applications can enrich the expressive power of the body. The face is a three-dimensional component. Static products are mainly composed of planes, while moving bodies are mainly composed of curved surfaces. Rectangles are more varied than squares, and the right proportions can be interesting [1]. The arch transition of the intersecting vertical planes can increase intimacy and comfort. Elements such as points, lines, surfaces, bodies, and spaces are reflected in the concrete ceramic shapes, and are expressed in various forms of end angles, line edges and line angles, inner and outer walls, whole and partial, etc. The undulations, transitions, connections, and interpretations of ceramic shapes are all combined in different ways by these basic components, which are embodied in the form seen by the vision. You can clearly see and realize the role of basic constituent elements from all the ceramic shapes you have come into contact with. Ceramic modeling design always relies on these basic elements to make the design concept concrete, thereby expanding ideas and designing new ceramic modeling.

2. FUNCTIONALISM OF GEOMETRIC MODELING
Design products are based on the function and effectiveness of the core and purpose. Before the Industrial Revolution, design was mainly to meet people's needs in decorative styles and patterns; after the early British Industrial Revolution, design was more to meet people's needs in terms of function. The feature of functionalism emphasizes function as the center and purpose of design, instead of form as the starting point of design, emphasizes the scientific nature of design, and emphasizes the scientific nature, convenience, economic benefit and efficiency of design implementation. In terms of modeling performance, the main form of expression composed of Bauhaus reflects the proposition of the Dutch style school. All works should be reduced to the simplest geometric figures as much as possible, such as cubes, cones, spheres, cuboids, or squares, triangles, circles, rectangles, etc. for practice. This kind of structure constructed with geometric shapes has rational and logical thinking. Plus, standardized colors, make it easy for people to learn abstract shapes, master its laws and principles, and then reflect them through different designs. Geometric modeling is to serve the function, combining and changing according to the needs of the function. For example, the Nordic design embodies the style characteristics: it not only contains the traditional spirit of rigorous craftsmanship, but also embodies great industrial functionalism and rationalism. It has the characteristics of the times and is extremely human. The geometric form is softened, and the corners are smoothed into curves or wavy lines, which are often described as "organic shapes", making the form more human and vibrant. Three oval shapes are designed to put eggs together, which is simple in form and strong in functionality. The design philosophy of the self-contained Nordic Design in ceramic design is to design for the general consumers. In Northern Europe, complex design forms are rarely seen. The other extreme opposite to the
functionalist design concept is the formalist design thought of "function follows form" and "form for form". This was very popular before the British Industrial Revolution, emphasizing decorative shapes. The design forms are diversified, but still have a unified style, such as focusing on the texture and luster of the presentation materials. In the modeling design, more geometric shapes are used for decoration. Although form is greater than function, the independent value of form is pursued under the condition that the problem of perfect function is solved. The pursuit of form does not hinder the function of the product. Here, function has been relegated to a secondary position, and abstract geometric figures are overemphasized in the design. In order to promote merchandise sales and increase economic efficiency, designers continue to renovate and win consumers' favor with popular fashion. However, this kind of commercial design sometimes comes at the expense of some functions.

3. THE AESTHETIC SIGNIFICANCE OF GEOMETRIC MODELING OF CERAMIC PRODUCTS

Abstract geometric shapes are beautiful and some are not beautiful. Its beauty mainly depends on its appearance. The "certainty" of the geometric shape is restricted by a certain numerical relationship. The stricter this restriction, the greater the possibility of causing people to feel beautiful. Proportion relations can be expressed using geometric mathematical logic, such as squares, equilateral triangles, circles, golden ratio rectangles, etc., all have such characteristics. The first three types of geometries are called triptotes. For these shapes, the "ratio" and position of the periphery of the shape cannot be changed at will, otherwise the characteristics of this shape will be lost. A geometric shape with a certain shape is easy to attract visual attention and has a beautiful form. In the visual art of plastic modeling, the density, rigidity, flexibility, straightness, thickness, length and length of the block and the order changes, sense of form and consistency of the square, round, angle, cone, and column of the body shape mean the concept of "rhyme", It also produces "smell." From the symbolic images of these points, lines, surfaces and bodies, under the constraint of rhythm, the modeling shows a static and dynamic trend, which also forms the beauty of "melody" [2]. Engaged in geometric modeling design mainly relies on continuous summary from design practice, not sticking to the old rules, but continuous exploration, to be able to discover and innovate. The geometric modeling in modern ceramic design tends to be humanized. On the basis of the original functions, the form is not indifferent, full of human touch, and truly "people-oriented". With the continuous development of science and technology, the needs of life have also changed, and the aesthetic preferences are also constantly changing. The composition method of geometric modeling needs to be continuously developed and enriched. In the design practice, it is necessary to continue to improve, to promote the appearance of more excellent ceramic works with novel forms, reasonable functions and new craft materials and technologies for ceramic geometric modeling products.

REFERENCES
Based on Online and Offline Hybrid Teaching in College Mathematics Courses

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Abstract: This paper first introduces the practical process of blended teaching, that is, the selection of online resources, the integration of offline resources, and the selection of reasonable assessment mechanism. From the perspective of teaching reform, teaching means and teaching methods as well as students, this paper analyzes how to effectively carry out mathematics courses in Colleges and universities in China. Secondly, it analyzes the teaching effect through questionnaire survey, and continuously improves the teaching quality by reforming the traditional teaching mode. Keywords: Online and Offline; Hybrid Teaching; College Mathematics Courses.

1. INTRODUCTION
As the work center of colleges and universities, teaching quality is the lifeline of the existence and development of colleges and universities, and is the core factor to measure the level of running a university. As a public compulsory course, mathematics major in Colleges and universities plays a basic role in undergraduate teaching, and plays an extremely important role in the later postgraduate entrance examination and work. With the development of the Internet age and the progress of science and technology, the traditional teaching mode has been greatly impacted [1-3]. How to make rational use of the Internet environment and improve the quality of teaching has become the main research direction of teaching reform in Colleges and universities in China. In the traditional teaching mode, students' learning content is single, the way of acceptance is passive, the lack of active learning, excessive dependence on teachers, teaching effect is poor, it is difficult to achieve the training objectives. In this paper, based on the online and offline "interactive" teaching in college mathematics curriculum, change the traditional teaching mode, aiming to improve the teaching level and teaching quality, and cultivate modern application-oriented talents with "wide range of knowledge, strong application ability and innovative spirit" [4-6].

At present, the mixed teaching has been developing for decades. With the advent of the Internet plus era, the development of multimedia technology has combined the advantages of offline teaching with multimedia, thus improving teaching effectiveness. Due to the diversity of mixed teaching mode, teachers can choose the appropriate teaching mode and teaching means according to different subjects, in order to improve the teaching quality.

2. THE PRESENT SITUATION OF COLLEGE MATHEMATICS CLASSROOM TEACHING
At present, the teaching mode of most colleges and universities in China is still based on the traditional classroom teaching. The traditional teaching mode is generally "cramming" and "injecting". Teachers speak on the platform and students listen below. Basically, they study around the teachers. Traditional teaching mainly relies on Teachers' blackboard writing, explanation and a small part of PPT courseware, which has less interaction with students, and students' active learning ability is poor.

(1) Large class teaching, it is difficult to control students' learning situation. University classes are generally large classes, with a large number of students. There are differences in students' knowledge level, interests, students' styles and abilities in various aspects. It is difficult for teachers to pay attention to each student's learning status in the daily teaching process. Secondly, due to the large number of students at the class level, the students in the back row may not be able to read the teachers' blackboard writing in the course of listening, which leads to learning the final learning effect of students is quite different;
(2) The workload of large class teaching, attendance and homework is large, which cannot guarantee whether the students can really grasp the knowledge point or copy the homework to complete the task, so it is difficult to master the learning dynamics of each student;
(3) The learning method is relatively single. In the traditional teaching process, students habitually passively listen to the class, what the teacher says, the students remember what they have been passive memory, in the classroom students rarely interact with teachers, in the long run, the enthusiasm of students will be greatly reduced, to a large extent, it will affect students' interest in this course;
(4) There are many concepts and complicated contents. Most concepts in college mathematics are defined by mathematical symbols, which are very abstract and difficult to understand. In addition, there are many concepts, properties and reasoning in the textbook, and there are few specific examples, which makes it difficult for students to understand and master in a short time. After class, students do not know how to solve practical problems in linear algebra, which leads to students' lack of learning initiative, let alone the cultivation of innovation ability;
(5) There are many kinds of teaching materials, but they are not practical. From the perspective of teaching materials, there are many versions of textbooks. Many higher vocational mathematics textbooks are basically the compressed version of undergraduate textbooks, without higher vocational characteristics. The textbooks attach too much importance to the integrity of mathematics itself and...
are separated from basic teaching and professional teaching;
(6) The class hours of the course are relatively less, and the students' mastery is poor. Due to the lack of class hours in some mathematics classes, many students have not yet adapted to the rhythm of teachers and the curriculum system, so the course is over. The problem of short class hours results in that most students do not have enough time to understand and digest the contents of the textbook, and cannot use linear algebra;
(7) The assessment form is single, and does not pay attention to the teaching process. In the ordinary learning process, although the assignment and roll call are done to record the usual scores, it is difficult to judge whether the students have plagiarism and other problems, and it is difficult to determine whether the students really master the knowledge points. Due to the small difference in their usual scores, the final students' scores are still measured by the final paper scores, which greatly weakens the importance of ordinary teaching.

3. ADVANTAGES OF ONLINE AND OFFLINE BLENDED TEACHING
For a long time, classroom teaching in China's colleges and universities is mainly through offline teaching. With the development of the Internet, multimedia courseware, micro class, online learning platform and other new teaching methods are integrated into the traditional classroom, and the teaching effect has been significantly improved. Compared with the traditional teaching mode, blended teaching has its unique advantages.
(1) Learning methods are flexible and changeable
In the current college teaching, with the development of the Internet era, the application of modern equipment is increasing day by day. The development of the third-party teaching platform improves the applicability of mathematics learning from all aspects. The excellent video of mathematics teaching has high coverage on the network and is suitable for fragmented learning to achieve maximum learning. The learning mode is not limited by the location and time, which can maximize the students' initiative in learning and continuously improve the teaching quality. "Online+offline" mathematics teaching mode enables teachers and students to learn in real time, constantly contact with the latest research content of mathematics, and integrate with international standards, so as to truly cultivate innovative talents for the society.
(2) Inquiry learning can enhance students' team consciousness
In traditional teaching, teachers assess students' mastery by assigning homework. In mixed teaching, through classroom discussion, teachers' Q&A and generation of learning groups, interactive learning can be achieved. The effect of 1+1>2 can be realized. It can not only cultivate students' sense of teamwork, but also exercise students' ability of independent thinking and knowledge seeking.
(3) Integrating excellent teaching resources and improving teaching quality
With the development of the Internet era, the traditional teaching mode has been impacted. A large number of online quality courses emerge in endlessly. The number of college students is increasing every year in our country. Higher education has changed from elite education to mass education. Facing more and more class demand and university teachers' need to complete scientific research tasks, this situation will lead to insufficient time for teachers in the teaching process or design of classroom teaching, which will affect the teaching effect. With the development of economy and the progress of the times, the emergence of blended teaching has greatly improved this problem. Teachers of colleges and universities in our country can teach students online at the same time in different regions and universities through the online course platform. In this way, students can listen to the excellent courses from the major universities in China, which can improve the teaching effect. With the help of online platform, colleges and universities introduce excellent courses, which not only solves the problem of poor teaching effect, but also saves teachers' time, improves students' scores and cultivates their ability of autonomous learning.

4. IMPLEMENTATION OF TEACHING REFORM
(1) reform of teaching mode
With the development of the Internet era, online teaching platform is constantly rising. Online courses have various forms and rich resources, which can meet the learning requirements of different levels of students. Selecting appropriate online teaching resources is the first step of online and offline teaching reform. After selecting the appropriate online teaching video, we can make full use of the excellent course resources to inspire students to find problems in the video Solve problems and improve students' autonomous learning ability.
(2) reform of teaching methods
The traditional teaching method is single, face-to-face teaching at fixed time and place, mainly by teachers. Due to the large number of students in the university classroom, it is difficult to take into account the learning situation of all students in a class, so it can only achieve the teaching goal.
(3) reform of assessment standards
Reasonable assessment of students is an important link to measure the success of teaching. Instead of the traditional mode of one examination determining results, it really weakens the final examination paper scores, pays attention to the students' learning process, and realizes the 3+2+5 assessment standard. Among them, 30% comes from the students' usual scores, including attendance, classroom interaction, homework, etc.; 20% comes from the third-party platform online video frequency examination results; 50% comes from the final examination results, and the assessment content really makes students aware of learning. The importance of the learning process, to eliminate the students' idea of being close to the exam, aims to improve the teaching quality and meet the teaching requirements.
(4) reform of teaching evaluation
In recent years, in order to continuously improve the quality of teaching and improve the teaching effect, colleges and universities have been committed to the reform of teaching
evaluation. For the general course of basic mathematics in Colleges and universities, it is difficult for teachers to monitor and understand the learning situation of each student, and it is difficult to make a reasonable evaluation result. Therefore, in the teaching evaluation link, we adjust the teaching evaluation, not only the teachers evaluate the students, but also increase the evaluation within the group. By using the cooperation between groups, anonymous mutual evaluation can get the most authentic learning evaluation; at the same time, teachers evaluate students, through the face-to-face teaching process, active class, students attendance and other aspects of one by one; finally, in order to continuously improve the teaching effect and improve students' academic performance, students evaluate the teacher's teaching at the end of the term.

5. CONCLUSION
The "online and offline" hybrid teaching of college mathematics course is not only the introduction of online course in traditional face-to-face teaching, but also the continuous reform and adjustment to find a real student-oriented, aiming to cultivate innovative and high-quality applied talents for the society.

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The Language Development of Children with Autism Spectrum Disorders and the Enlightenment to Education

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Abstract: As a special group, children with autism spectrum disorders (ASD) should be paid more attention to. The topic on the language disorders of children with ASD has gained much concern in the field of linguistics and education. Based on a summary of the language development of children with ASD from phonetic, syntactic and pragmatic perspectives and an analysis of the underlying causes of their language disorders, the current study introduces several enlightenments to education on children with ASD, with the purpose of attracting the attention to the education for children with ASD.

Keywords: Language Development; Children with ASD; Education.

1. INTRODUCTION
Autism spectrum disorders (ASD) refers to a group of neurodevelopmental disorders characterized by impairments in social interaction, communication and repetitive and restricted behaviors and interests. In recent years, the language development of children with autism spectrum disorders and the education in these children have aroused wide public concern in the fields of linguistics and education. The researches on language disorders of autistic children are of great interest to various fields concerned. Compared with children with typical development, children with autism spectrum disorders are special groups. On this point, the study of language development of children with ASD has great significance.

2. CHARACTERISTICS OF LANGUAGE DEVELOPMENT

2.1 Phonetic development
Phonetic development is a major foundation of overall language development in young children. Among children with autism, the onset of speech and other developmental milestones are typically delayed [1-3]. Most autistic children have clear articulation, but their phonetic development is slower than typically developing children. Although the speech produced by autistic children can be understood, their speech often lacks the intonation and stress used in daily communication. Sometimes, there will even be abnormal screaming in their speech. Autistic children are more likely to commit mistakes in stress [4]. They often place stress on those words which should not be emphasized. Other studies showed findings that there are significant differences in rhythm perception and expression of children with ASD compared with TD children. Even children with high-functioning autism are less able to adopt intonation and stress to effective communication.

2.2 Syntactic development
Researchers have studied on the syntactic development of autistic children and found that syntactic development of children with ASD are relatively slower than typically-developing children. It is revealed that children with ASD made little use of a semantically based probable event strategy for acting out sentences, but were likely to use a syntactically based word order strategy [5]. That is to say, children with ASD were able to make use of a word order strategy (interpreting noun-verb-noun sequences as encoding agent-action-object relations, resulting in incorrect interpretation of passive sentences).

2.3 Pragmatic development
Actually, the typical deficits in children with ASD is the pragmatic development, which is the major diagnostic criteria of ASD. Studies have shown that autistic children rarely use sign language and gestures and start a conversation spontaneously. Moreover, they usually have problem using pronouns, which is related to their deficits in To M. Other studies provided evidence that they seldom show respond and feedbacks to others in communication. Besides, children with ASD lack non-verbal communicational skills, which means that they have no eye contact and do not understand the meaning of those gestures, posture, facial expressions, tone and other non-verbal phonemes used in communication.

3. UNDERLYING CAUSES OF LANGUAGE DISORDERS
There are many hypotheses of the underlying mechanism that is at play in their deficits.

3.1 Brain Hypoplasia
Cerebral injury or hypoplasia of brain, may be one of the causes of language disorders of children with ASD. In communication, speech signals and non-speech signals are controlled by the left and right brain respectively. In majority, left cerebral hemisphere controls the speech signals of human beings, while the right cerebral hemisphere controls the non-speech signals, like mood, intonation, tone,
3.2 Meta-representation Deficiency
Children with ASD is also regarded to have meta-representation deficiency. It is proposed that ASD groups lack the capacity of processing information and integrating dispersed information, causing the symptoms of social loneliness and verbal communication difficulties in children with ASD. Because of meta-representation deficiency, although children with ASD are able to remember the words involved, they cannot integrate those words to meaningful utterance after decoding the information effectively, let alone understand those subtleties in dialogues such as jokes, puns and so on. Social interaction and communication are regarded as tough tasks to autistic children.

3.3 Lack of Internal Language Acquisition Device
Lack of internal language learning device may also be the underlying cause of language impairment of autistic children. Chomsky believes that children is able to acquire language in a very short period of time because of the innate learning device which is defined as Language Acquisition Device (LAD) by Chomsky. With regard to children with ASD, it is because they lack internal language acquisition and cognitive mechanism that they cannot have normal competence of language, causing their language disorders.

4. ENLIGHTENMENT TO EDUCATION

4.1 Creating Particular Learning Environment
Children with ASD have special need for school learning environment. They have many habits that are different from that of typically-developing children. For example, the perception development of children with ASD is abnormal, so even though they are in a comfortable environment, there is still voice and light that may easily cause irritability and fear of children with ASD. Besides, children with ASD prefer environment with little change. Therefore, in order to let autistic children better adapt to school environment and accept better education, school learning environment have to be made adjustments first.

4.2 Promoting the Integrated Education
As the tendency of contemporary international education development, integrated education provides opportunities and challenges for both special education and general education. In many western developed countries, like the United States and Britain, integrated education for children with ASD has made fruitful achievements [6]. The integrated education is described as an approach wherein students with special educational needs spend most or all of their time with non-disabled students so as to maximize their potential abilities. Because children with ASD have difficulties in social communication, language and other aspects, integrated education is important for the growth of children with ASD, especially those with high-functional autism, providing a natural social environment and equal opportunities. But considering the present situation in China and the specialty of autistic children, integrated education also leaves a huge challenge for us.

4.3 Improving the Knowledge and Skills of Teachers
It is of great importance for teachers to know the basic characteristics of development of autistic children and master basic intervention skills, so as to help them teach more effectively and provide more teaching contents [7]. Schools should pay more attentions to teaching academic knowledge and skills. The students in schools include both children with ASD and TD counterparts, so teachers have to take learning needs of different kinds of students into consideration. The current main interventions provided for autistic children basically focus on the development of social, cognitive skills, but language is the basis for communication, so teachers are supposed to learn some basic knowledge about language, such as phonetics, grammar and so on. It is necessary for teachers to strengthen the learning of relative professional knowledge, set special learning tasks and prepare suitable learning content according to the needs of students.

4.4 Implementing EBP Intervention Strategy
The success of integrated education depends on whether special education intervention strategies are implemented to meet special needs of children with ASD. The United States created a large number of effective intervention strategies for children with ASD to improve academic development and social skills development. And there are many scientific researches and practical results in support of these interventions, which satisfies the Evidence-based Practice principle. Nevertheless, empirical researches on a number of effective intervention strategies are still in the initial stage and some corresponding studies have not been carried out systematically. More detailed and further studies are needed to provide theoretical foundation for language education and mental development of children with ASD, and thus to improve the quality of education. Intervention strategies that satisfy the EBP principle can improve language skills, social skills of children with ASD effectively.

5. CONCLUSION
In summary, the recent researches concerning the language development of children with ASD have gained lots of achievements in the world. But it still remains many problems about the language development and education of autistic children for researchers to think about and study. Currently, it should be realized that in China, research on language disorders of autistic children are scarce. It is an extremely urgent task for Chinese educators and scholars to reveal the language characteristics of children with ASD and seek for effective intervention strategy for them.

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Research of Micro-Communication on Ideological and Political Education of College Students

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Abstract: The rapid development of the Internet and the widespread use of smart phones have made micro-communication emerge at the historic moment, and have a significant impact and change on people’s lifestyles, habits, and ideas. As the group of college students who are most receptive to new things, they have become the main user group of micro communication. In order to combine micro-communication with the ideological and political education of college students and seek the “agreement” of the two sides, this paper analyzes the pros and cons of the influence of micro-communication on college students' ideological and political education, and proposes targeted improvement strategies.

Keywords: Micro-Communication; College Students; Ideological and Political Education.

1. INTRODUCTION
Micro-communication is favored by college students for its convenient features, but everything has both sides. The use of micro-communication has both advantages and disadvantages for college students. As an important unit for cultivating national and ethnic talents, colleges and universities should pay attention to and guide college students to identify pros and cons of micro-communication, and use micro-communication to strengthen the ideological and political education of college students. This article analyzes micro-communication and its impact on college students' ideological and political education, and puts forward a constructive strategy to use the advantages of micro-communication to improve college students' ideological and political education, hoping to promote the new situation of the education.

2. OVERVIEW OF MICRO-COMMUNICATION
The development of economy and technology and the acceleration of the pace of life have promoted the emergence of micro-communication. New media information transmission methods such as QQ, WeChat, and Weibo all belong to the micro-communication. You will see people around you surfing your WeChat Moments, Weibo and other social circles all the time. The impact of micro-communication on social activities is obvious. The following is a detailed introduction to the definition, forms, and characteristics of micro-communication.

2.1 Definition of micro-communication
With the rapid development of Internet technology and the popular use of mobile terminals, new media such as Weibo and WeChat have risen accordingly, and micro-communication has emerged. At present, Chinese experts and scholars have not yet clearly defined micro-communication. Various interpretations are different, but it is also possible to find common points. The communication medium of micro-communication is broader and smaller. It is digitalized, interactive, and high-tech. The various technical support has constructed a global, open and all-round information space.[1]

2.2 The form of micro-communication
Online social platforms or web sites such as Weibo, WeChat, Baidu Post Bar, or Tencent News are all forms of micro-communication. This is a broad concept of the form of micro-communication. In a narrow sense, micro-communication can be used to disseminate information for official account and personal micro-blog.

2.3 Characteristics of micro-communication
The 'micro' of micro-communication is one of its obvious characteristics. The content of micro-communication may be a paragraph, a picture, or a video in various forms. The common point is that it is compact and short, allowing people to read it through fragmented time. Another obvious feature of micro-propagation is 'fast'. To take Weibo as an example, it can be said that as soon as a hot event occurs, the hot search on Weibo comes, and it is almost synchronous. This is enough to explain the convenience of micro-propagation and its rapid spread. There is also a feature of micro-communication that is different from traditional communication methods, that is, micro-communication allows everyone to participate. As before, only professional media professionals can publish and disseminate messages, and the public can only passively receive messages. Micro-communication is interactive information dissemination. As long as there is a network, everyone can participate in the exchange and dissemination of information through various micro-dissemination methods through smart terminals.

3. THE IMPACT OF MICRO-COMMUNICATION ON THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS
With the advent of the mobile era, micro-communication has more and more deeply affected the life, study and ideology of college students. The following will analyze the impact of micro-communication on college students' ideological and political education.

3.1 Positive impact
Micro-communication opens up a new way of learning and communication for college students, provides a large
amount of educational information and material content, and increases the initiative of college students in acquiring knowledge. Young people in college are curious, expect others to recognize, and need to communicate with others. Nowadays, college students can use micro-communication to share and show their versatility, whimsical ideas, emotional expression. It is easier to find people with like-minded people, and get more affirmation and encouragement to avoid psychological problems due to nowhere to express. Micro-communication also provides a 'feet on the ground' education platform for university ideological and political educators. It is different from traditional seminars, class meetings and other "one person alone" communication methods. It is easier for college students to express themselves truthfully and bravely in the online world. Therefore, through micro-communication, the distance between teachers and students can be shortened, and the development of college students' ideological and political education can be promoted.

3.2 Negative influence
The rise of micro-communication makes college students more inclined to ask for help online when they encounter problems. They have unknowingly changed the traditional concept of "the information provided by teachers is authority". This is a challenge faced by college ideological and political educators. While micro-communications provide massive amounts of information, it will also bring some wrong thought information to college students. Because college students still lack social experience and their ideological cognition is not mature enough, they are more likely to be induced by those mistakes and bad information. In addition, because everyone can participate in micro communication, so the misguided college students will spread the wrong information, which will lead to the ideological and political education environment more complex, difficult to control, and even produce network violence.

4. THE PERFECT STRATEGY FOR THE INFLUENCE OF MICRO-COMMUNICATION ON THEIDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS
Micro-communication is a double-edged sword. It not only has a positive effect on the ideological and political education of college students, but also has a negative effect. In this regard, the following proposes a perfect strategy for the influence of micro-communication on the college students.

4.1 To improve the quality of college students
Misfortunes depend on the blessings; the good fortunes are the places where the misfortunes lie. While micro-propagation brings convenience to people’s life and learning, it also carries spam and information security risks. Therefore, in order to avoid college students being induced by Internet spam, we should first improve college students’ ability to recognize network information, followed by strengthening college students’ awareness of network security prevention.[2]

4.2 To improve the professional quality of educators
The combination of micro-communication and ideological and political education of college students is inseparable from the efforts of educators and strengthens the education team to master the popular media of modern college students. It can achieve the purpose to guide the education from classroom to classroom, from tangible to intangible, and from explicit to explicit.[3] Therefore, ideological and political educators should understand and master the media forms of micro-communication, spread positive energy information to college students through the Internet, and learn some popular online languages, which is convenient for getting closer to college students and is conducive to timely and in-depth communication with students communication, so as to properly guide the ideological and political education of college students.

4.3 To make full use of the positive effects of micro-communication
Making good use of micro-communication can make college students’ ideological and political education more effective. First of all, teachers must change traditional teaching methods. They can use micro-communication to cultivate college students’ autonomous learning awareness, allow college students to use the Internet to learn independently, guide college students to pay attention to online information and speech, and then understand the investigation and grasp the students’ comments. So, the students should be given correct guidance in time. Secondly, colleges and universities can open the school’s official micro-media account to take advantage of the timeliness of micro-dissemination to promptly disseminate positive energy information such as school spirit, news, policies, and role models, and can answer students’ questions in time, and provide course inquiry, transportation and other services. Expanding the coverage of campus news and information through micro-dissemination can guide college students’ online public opinion, avoid the spread of false information, and avoid the disconnection between ideological and political education and college students’ lives, and promote interaction between college students and campus. At the same time, colleges and universities should also use strong technology to control the good operation of campus networks. For example, colleges should do a good job in the back-end supervision of the network, filter and screen the dissemination information of college students, and find the source of dissemination and rectify and educate the dissemination of information such as rumors, slander, and falsehood. The account owner protects the health of campus micro-communications.

5. CONCLUSION
In summary, the continuous development of technology and micro-communication have a profound impact. College students have become the main audience of micro-communication, and education must continue to progress.
and develop, so that the content of the books can keep up with the pace of the times, and micro-communication can be used by college students to ideological and political education. The new ways have been brought, and college students’ ideological and political educators should actively use the ways that college students like to hear and hear to guide and influence imperceptibly.

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Study of The Effective Integration of Sports Community Activities and Efficient Classroom Teaching

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Abstract: All along, sports associations have occupied an important position in physical education classroom teaching, and are also an important carrier of physical education teaching. Therefore, the sports association is also the second classroom in physical education teaching, shouldering a very important teaching task. In schools, sports associations are a major extension of the field of physical education teaching, which makes the school culture more rich forms, the school physical education classroom teaching more efficient, strengthen the construction of the school physical education culture, consolidate the relevant teaching results. Through the exploration of the relationship between sports association and efficient classroom teaching, the text analyzes how to promote the development of classroom teaching and how to integrate and combine effectively with efficient classroom teaching, and puts forward a series of constructive suggestions.

Keywords: Sports Community Activities; Classroom Teaching; Integration.

1. INTRODUCTION
Sports associations are a "non-governmental" organization, mainly with sports activities as their purpose and content, all members are voluntary participation. In sports associations, students have the same interest in sports, pursue the same goals, and have a consistent concept of sports. Voluntary, autonomy, fairness, equality, etc. are the main characteristics of school sports associations. In sports associations, each member is a member of the voluntary principle, both as a participant and a leader of the association [1-3].

School sports association has been developing greatly over the years, has become an important teaching form in the school's physical education classroom teaching, so that the efficiency of classroom teaching has been greatly improved [4, 5]. In addition, the teaching form of sports community activities has played a prominent role in students' physical and mental health, quality ability, social scope and character training, and sports associations have greatly promoted the development and construction of school culture, which has become another important and effective way for students to show their physical ability.

2. THE SIGNIFICANCE AND DEVELOPMENT OF SPORTS ASSOCIATIONS

The school sports association is a learning group composed of students, which is also an important task in school education, whether or not to participate is entirely determined by the students themselves. In the process of organizing sports associations, a large number of community activities will emerge, mainly physical exercise activities, students can be based on their own interests and hobbies flexible choice. Sports community organizations can be interested in the same students together, so that everyone can find happiness in the learning process, but also can play a better adjustment of homework, balance the weight of work and learning, so that students can properly relax, get a good rest effect, so that they can be in a better state to complete heavy learning tasks. Generally speaking, the operation of school sports associations does not have the requirements of a mandatory education system, nor the impact of education plans, it is based entirely on the needs of students, which is consistent with the students' sports psychology.

The school sports association seeds on students' interest in physical exercise through various programs. Sports associations through the exploration of various sports forms of projects, so that sports content more unique and richer. Therefore, in the process of exercise, students can fully feel the charm of physical exercise, so that the original boring extracurricular life become more exciting. At the same time, participating in the school sports community will also improve the physical fitness of students, so that students can cope with learning pressure in a good physical state, so parents should encourage students to actively participate in the school sports community activities, and encourage students to enrich their lives after class. The organization of school sports associations is conducive to the formation of integrated forms of education both inside and outside the school, which strengthens the management of after-school students and enables them to exercise in the association and find their own fun, which is an important measure to improve students' learning. Therefore, schools should encourage the behavior of such students and give them sufficient time and opportunity to establish school community activities. At the same time, the teaching mode of combining physical education classroom teaching with school sports association also improves the level of school culture construction and helps to create a harmonious learning atmosphere in the school, which is also one of the latest teaching requirements of the new curriculum reform. In order to continuously innovate the corresponding new
schools, combining sports associations with physical learning environment and atmosphere in promoting the establishment of a harmonious and sports associations still in a state of stagnation. These reasons have led to the establishment of school integrity of the structure of the community is not types of sports associations are very single, the requirements of sports associations cannot be met in all respects. In addition, the school existing most of the types of sports associations are very single, the integrity of the structure of the community is not enough, the school for the sports community's attention only stay in the slogan, do the surface article level. All these reasons have led to the establishment of school sports associations still in a state of stagnation. Therefore, only by fundamentally changing the understanding of sports associations, realizing the importance of sports associations in teaching, promoting the establishment of a harmonious and unified learning environment and atmosphere in schools, combining sports associations with physical education classroom teaching effectively, and improving the efficiency of classroom teaching, can the development of sports associations show an upward trend.

3. THE ESTABLISHMENT OF SPORTS ASSOCIATIONS HAS AN IMPACT ON THE TEACHING OF PHYSICAL EDUCATION IN SCHOOLS

3.1 The establishment of sports associations is the status of school teaching.
In the long-term development, sports associations constitute an integral part of school physical education. With the strong support of the school, students participate in sports activities organized in sports associations according to their personal interests, which also makes students more willing to accept the school to do the organization of physical education teaching. This not only promotes the development process of the school sports association, but also the efficiency of the school physical education classroom teaching has been greatly improved. In the traditional educational model, people do not put too much energy and attention into the efficient physical education classroom, think that physical education for students' learning is not too obvious benefits. However, China's education has gradually a higher level of development, education objectives are also improved, good physical quality is a solid foundation for students to learn efficiently, so the school in the education model has adopted a more rational attitude, the creation of sports associations has become one of the important ways to implement the education model. In the actual teaching process, teachers should record and observe the psychological and physical changes of students, avoid a series of adverse effects on students due to excessive learning pressure, students' willingness to participate in community activities reflects that they will always be in a dominant position in the process of education, stimulating students' interest in learning and enhancing their confidence in learning. Therefore, teachers and parents should realize the important position and key role of sports associations in physical education teaching, pay attention to the effect of sports associations for students to learn to adjust. Through the organization of community activities, students' comprehensive skills can be effectively trained and improved to improve students' thinking and moral culture. At the same time, efficient physical education can use the school physical education association as a way of progress to obtain knowledge and achieve a higher level of spiritual education. Through the development and support of the school sports association, the school can strengthen the construction of spiritual civilization, improve the level of education of physical education, and increase the intensity of physical education, so as to make physical education classroom teaching efficient.

3.2 The impact of the establishment of school sports associations on the teaching work of schools.
The creation of sports associations in schools is an important factor to improve the cultural quality of students, not only enrich students' life after class, but also improved the level and quality of physical education in schools, which has a profound impact on school sports. The development of society is conducive to the reform of China's educational enterprises, but also for the development of the education industry has created new opportunities. Schools should clarify the physical education needs of students, on the basis of the establishment of sports associations, reasonable design of the teaching content of physical education courses, to mobilize students' interest in physical exercise. In physical education classroom teaching, there will always be some students can not actively cooperate with the teacher's request, students are not interested in the content of physical education, the school's physical education level has not been effectively improved, so the school should pay attention to the level of physical education. Therefore, the teaching mode of physical education association is a very good teaching method, the school through the sports association to take effective measures and methods to achieve the purpose of permanently improving the level of physical education. Physical education course is one of the important subjects to bring students closer to society, through specific physical exercise, students can expand the scope of activities, and let them fully understand the development of social activities, improve students' social skills. The creation of school sports associations also enriches the teaching content of physical education courses, which can meet the needs of physical education students. With the continuous development of China's education, schools have also increased investment in education, the school sports facilities have gradually been improved, teaching facilities to ensure that students can carry out adequate physical exercise, improve the effectiveness of physical education classroom teaching. By creating sports
associations in schools, schools are also made aware of shortcomings in the teaching of physical education, thus having a supervisory effect on schools so that they can set reform goals and expand the impact of sports associations in physical education.

4. THE INTEGRATION STRATEGY OF SPORTS ASSOCIATION AND EFFICIENT PHYSICAL EDUCATION CLASSROOM TEACHING

4.1 Strengthen the importance that schools attach to sports groups.

By combining sports associations with efficient physical education classroom teaching, schools can clearly realize the important role of sports associations and the status of sports associations, enhance the importance of sports associations, and integrate the educational ideas of sports associations into efficient physical education classroom teaching. In the process of education, the teaching level of physical education curriculum has been improved, schools pay more attention to the development of physical education, in the relevant education policy ideas for the sports community to provide strong support. The educational objectives of schools have been improved by encouraging the establishment of sports associations in schools. The stability of sports associations can make its long-term stable development, the creation of school sports associations marks a good development direction of school sports. Therefore, the school attaches great importance to the creation of sports associations in schools, is to consolidate its development of important measures and methods. Pay attention to the creation and development of school sports associations also contribute stoic education development, schools can according to the development and content of sports associations to develop reasonable educational content, thus reflecting the high level of their education level.

4.2 Stabilize the development of sports associations.

To some extent, the development of school sports associations benefit from the need for the support and protection of schools, so as to better meet the development needs of school associations. With the efficient integration of sports associations and school classroom teaching, schools will pay more attention to school sports associations and school sports. In the process of the integration of the two, it is necessary to define the physical education content which is consistent with other disciplines according to the characteristics of physical education in schools, so as to ensure that the content of high-efficiency physical education is not divorced from the educational thought of the school, so that the educational level and effect can be improved within the global framework. After the steady development of sports associations, it can also promote the progress of schools in the establishment of a civilized and harmonious learning environment, so that students can also realize the construction of personal spiritual civilization while receiving subject education. Therefore, schools should take reasonable combined measures to absorb the school sports community's educational methods and means, according to their own actual level of education to improve. At the same time, if the development of sports associations has problems and are hindered, they should be reflected in a timely manner, so that the level of education of sports associations can be improved to a certain extent. In this way, it can not only enhance the level and effect of the integration of sports associations and efficient physical education, but also make sports associations understand their own shortcomings and gaps, the content of branch community activities, in the teaching work to achieve its unique value. After stabilizing the development of school sports associations, sports associations cannot stop, but must continue to explore and continue to progress. According to the existing problems of sports associations, the methods and measures to develop effective improvement plans should be formulated in order to expand the influence of sports associations in the teaching of physical education in colleges and universities and even in the whole teaching, and to improve the development of sports associations without affecting the normal study of students. Under this premise, teachers can make reasonable suggestions for improvement, and students must strictly implement the improvement plan. The participation of teachers can improve the development progress of sports associations, students have the responsibility to implement improvement plans, on the one hand, students can exercise the ability to solve problems, on the other hand, also reflects the school's educational ability and level.

4.3 Enrich the form of physical education in schools.

At present, the arrangement of physical education curriculum in our country also has certain limitations, the learning content of students in physical education class cannot be very rich, thus reducing the teaching effect of physical education classroom. In the process of physical education teaching, schools are required to meet the requirements of site allocation, material assistance and professional level. Physical education can be carried out only if all requirements are met. The establishment of sports associations makes schools fully aware of their problems in the educational model, thus enriching the educational content, improving the educational model, and fundamentally improving the level and quality of effective physical education classroom education. The school's physical education teaching model gradually shows the trend of diversification, further increasing the intensity of the construction of school culture. At the same time, combined with the current situation of social development, the teaching content of sports associations is more applicable, the connection with society has been strengthened, the enrichment of physical education in schools is also an important embodiment of the improvement of physical education level. Therefore, the school should seize the opportunity of sports development in time to combine it with the school sports community, and increase the intensity of sports exploration. The richness of the educational model highlights the higher demand for sesame level of teachers' education. Therefore, schools should strengthen the training of teachers in schools, and constantly train and develop excellent physical education...
4.4 Establish a sound development mechanism for sports associations.

Combined with the teaching of school sports associations and school physical education courses, the educational mechanism of school sports associations has been included in the research scope of the educational system. After continuous exploration and research, the school sports association has gradually formed a benign development mechanism, the establishment of this mechanism can clearly reflect the important position and role of the school sports community, is conducive to play its maximum value, make physical education classroom teaching more efficient. Through the establishment of a benign development mechanism, physical education has formed a unified development system, and schools have determined the development goals and direction. The benign development mechanism is a very important content in the process of school sports association education, which is beneficial to the long-term development of the school sports association, and also points out the direction for improving the development direction of physical education in schools, meets the new educational reform requirements, and is conducive to the further realization of the long-term development goal of teaching units. The benign development mechanism is an important part of enriching students' after-school life, and it is also an important measure to constantly improve the educational mechanism of our country. This educational model, created by students themselves, greatly exercises the individual abilities of students and the activities they have carried out since their establishment, and also provides direction and basis for school physical education reform. In the development of school physical education association, it is necessary to reasonably combine the school physical education classroom education, increase the intensity of activity creation, enrich the school physical education classroom teaching content, improve educational measures, so that the school sports association can achieve long-term development goals.

5. CONCLUSION

As an effective way to train talents in the new period, college sports associations have gradually become an important carrier for students to realize their ideal values. By analyzing and studying the development of university sports associations and studying the effective integration of sports associations and efficient physical education classroom teaching, this paper recognizes the importance of school sports associations in physical education. In this way, the development of school sports associations and the work of effective physical education classroom teaching, we need to rely on the voluntary, fair, equal, independent, mutual benefit and non-profit guarantee of sports associations, under the guidance of the school sports work, to maximize the promotion of students' healthy growth, enrich the school sports culture, to ensure the safety of students, in order to achieve the ultimate goal of improving the overall quality of students.

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The Reconstruction of Modular Curriculum System of Higher Vocational Specialty and The Scheme and Implementation Of Course Certificate Integration

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Abstract: With the development of the state and society in the national the comprehensive quality of ascension also had the new requirements, and with the popularization of higher education in recent years, our country's higher education also gradually by the elite and popular transformation, in addition the number of college and university students is increasing, coupled with Informationization means innovation, the contradiction between supply and demand of human resources is increasing sharply. Therefore, based on the idea of "course card integration", this paper starts with the modular professional classroom system and related remote assessment methods to briefly analyze the objective of personnel training in higher vocational education.

Keywords: Course Card Accommodation; Higher Vocational Education. Modular.

1. INTRODUCTION
The Ministry of Education's "Several Opinions on Employment-oriented Deepening the Reform of Vocational Education in Higher Vocational Education" clearly states that in the future higher vocational colleges should vigorously promote the one-person multi-certificate system, adjust the relevant teaching content and curriculum system through the targeted training of students, integrate vocational qualification certificates into the teaching plan, and realize the integration of certificates and syllabus to enhance the competitiveness of graduates' employment [1-3].

2. THE CONNOTATION OF THE MODEL OF "LESSON CERTIFICATE INTEGRATION"
"The integration of course certificate" is based on the requirements of professional posts, with reference to the relevant professional qualification standards, to achieve the reconstruction of the curriculum system and teaching content. Through the integration of knowledge must be mastered in the course of vocational work, students can obtain the professional qualification certificate of the relevant post at the same time after completing the course content, thus providing the possibility for the sustainable development of students' follow-up [4-6].

For the traditional curriculum is undoubtedly the specific carrier and basic unit of any school to provide educational services, curriculum reform has always been the basic problem of higher vocational education, we need to start from the students' overall development and the overall improvement of professional quality, to explore a curriculum concept that not only covers knowledge learning, ability training, but also integrates the quality of edification. Therefore, many vocational and technical colleges adhere to the ability-oriented, strengthen school-enterprise cooperation, engineering integration, top-post internship, the introduction of various forms of talent training model and functional training channels, fully combined with enterprise standards and teaching standards to promote the "integration of curriculum", the idea of one-in-one learning and training. In the process of constructing "curriculum integration" the course curriculum of vocational certificate examination is connected with the professional syllabus, so that the curriculum and the work process are integrated, and the curriculum system integrates with the vocational certificate.

3. WITH PROFESSIONAL ABILITY AS THE CORE, THE MODULAR CURRICULUM SYSTEM OF "CURRICULUM INTEGRATION" IS CONSTRUCTED
3.1 Basic ideas and methods
To achieve the "integration of course certificates" must adhere to the "professional quality as the first, professional ability as the core" as the guiding ideology. First of all, the professional characteristics of vocational education value orientation need to be made clear, combined with the actual cases in the course of work to realize the reconstruction of the curriculum system, in addition to the relevant professional standards to reconstruct the curriculum teaching content, the certificate of professional qualification standards into professional curriculum construction. Through the students' needs for different positions to achieve the "lesson certificate fusion" construction.

In addition, we also need to establish a professional steering committee, full yand on both sides to make communication with the school and enterprises to sum up, summarize, extract the corresponding job professional capacity, and finally determine the field of professional action. According to the requirements of vocational position and vocational ability training, the actual work task is summarized to determine the basic work process, the task of the "lesson certificate and integration" scenario teaching process.
3.2 Modular system construction

According to the professional position direction and job demand analysis, to achieve the construction of professional quality module. Not only that, we also need to realize the introduction of students' basic skills, career core, career development and other modules. After analyzing the study field of each module and the professional qualification in the related field, the modular progressive curriculum system is constructed according to the law from simple to complex, from single comprehensive, from low to high level of knowledge advance. In the setting of curriculum content, full consideration of students' personality development, to retain the space of students' independent choice, taking into account the students' career development.

The above module focuses on the development of students' methods and related social abilities before they can be specifically realized for students' ability to plan career and independent learning ability. In the research on the construction of vocational education, we first need to further analyze the relevant concepts of vocational literacy, especially the excavation and expansion of its association with the construction of vocational courses.

However, it is worth paying attention to the adherence and separation in the higher vocational courses, mainly reflected in the degree category to a certain extent when the curriculum re-system of vocational education is constructed, and the main body of enterprise is integrated into the participation of school teaching, so as to realize the multi-faceted construction of the school teaching module. This will avoid the disconnect of vocational adaptation. However, to realize the complete construction of teaching modularity also needs to be fixed and separated for the existing higher vocational courses, which is mainly reflected in the inclusiveness of the re-system re-system as vocational education. In Marx's view, the all-round development of students mainly refers to the full and free all-round development of physical and mental, physical and mental, spiritual and cultural. Marx believed that all-round development is the important direction of students' development path, but it is necessary for higher vocational students to obtain their qualification for vocational qualification, and this contradiction is also worthy of our consideration.

4. Based on the construction of the "all value chain" under the "1 s1 sn teaching model"

The core of the concept of global value chain is to introduce the concept of global value chain into the mode of integration of higher vocational education, combined with the development status quo of the integration of production and education and the educational model of many years, which is to construct the strategic alliance of the school-enterprise s and the school and enterprise of 1 and 1. Based on the previous explanation, the known whole value chain is an important part of the school-enterprise alliance.

The cultivation of vocational literacy for vocational students is a systematic project, which is not only closely related to general education, but also closely related to vocational education at all levels and stages of vocational education. As far as the formation of students' individual professional qualities is concerned, the generality, basic cultural knowledge, moral character, special skills, hobbies, physical and mental qualities acquired in the basic education stage have played a foundation role in cultivating and improving professional ism, while the different levels of professional knowledge, professional competence and professional ethics formed at various stages of vocational education are the core and guarantee of the promotion and development of professional ism. People are constantly growing and developing, so the formation and promotion of professional literacy should also be continuous, which requires us to pay attention to different types of curriculum and different levels of curriculum between the interface.

The Outline of the National Medium- and Long-Term Education Reform and Development Plan (2010-2020) clearly states that "reform the admissions and teaching models" should be made clear. We will actively promote the 'double certificate' system of academic certificates and vocational qualifications, and promote the convergence of professional curriculum content and professional standards in vocational schools."

Establishing and perfecting the curriculum interface system of vocational education and strengthening the effective interface of vocational education curriculum is an important means to meet the students' needs to continue to expand and expand their professional qualities, and an important measure to structure the overpass for high-quality personnel training and construct a modern vocational education system. As a part of the modern vocational education system, vocational colleges and universities must pay attention to the effective interface between different types and different levels of education when constructing the curriculum system. As far as the author's college is concerned, the exploration has formed a "three-proof" promotion mechanism. "Three certificates" that is, academic certificate, professional qualification certificate and post-level certificate. The school explores the integration of the certificate examination content into the daily curriculum, gradually replaces the certificate examination with the course examination, students can obtain the corresponding vocational qualification certificate and enterprise pass certificate after passing the course examination, avoid repeated learning and examination, and realize the integration between different certificates. According to statistics, our school has a second-level college has 99% of automotive major students, during the school has obtained a lower level of professional qualification certificate, enterprise can pass. Schools and upstream and downstream enterprises to establish a long-term mechanism for student development, enterprieses set up graduates continue to return to school training mechanism, to obtain a higher level of professional qualification certificate and enterprise pass, in order to get more promotion, salary increase opportunities. In the whole value chain "1 plus n" school-enterprise alliance model, "three certificates" can better promote student growth and ability to continuously improve, so as to effectively link
school education with continuing education, for the realization of life-long education to broaden the channels and paths.

4.1 "Lesson certificate and integration" of the implementation of the guarantee

To build a "lesson evidence integration" of the security system is first of all to make a guarantee in the system, to achieve the integration of curriculum and documents of the new model needs to establish a security system on the macro. It is very important for the construction of higher vocational education curriculum, which is to start from the school, enterprise and local government to carry out the corresponding system construction.

For schools, it is necessary for schools to provide good teaching regulation and dare to break the traditional teaching barriers, so that the system to provide integration of the possibility, only the school in the system to provide the possibility, enterprises and local places can have the opportunity to enter the higher vocational education curriculum construction. In addition, for enterprises, but also to gradually realize the original set of leaps and bounds, the use of enterprises for the certificate to provide a role in the platform. On the one hand, enterprises can gradually improve the certification of the induction, on the other hand, for the students who get the certificate to provide a platform for the display.

Next, the government, as an important system guarantor, needs to establish a corresponding system across multiple fields, such as the full division of the rights and responsibilities of all parties in the Vocational Education Law, to achieve multi-directional linkage, multi-party win-win integration effect. Only under the condition of multi-party participation of the government, schools, enterprises, etc. can the reform of "lesson evidence and integration" be realized effectively.

Service-oriented", which is the guiding principle of the development of modern vocational education in China. The training of talents in higher vocational colleges should not only serve the comprehensive and harmonious development of students on the surface, but also meet the sustainable development of students' online career. In order to have a comprehensive, harmonious and sustainable development of students' career, he must have the ability to acquire and be competent for a professional position in the fierce competition for employment.

Higher vocational colleges often misinterpret the narrow or utilitarian "employment rate" of graduates as the "short-term employment rate" when they graduate, without taking into account the "job matching degree" "employment stability" and "career development potential" of students' career development. The construction of a curriculum based on vocational literacy education is essentially to strengthen the students to have more comprehensive quality in order to better adapt and competent employment positions for the purpose of education and teaching, in order to optimize the curriculum as the carrier to achieve the optimal development of students' career.

Usually to test the quality of a vocational college, the first indicator is to look at the employment rate and quality of school graduates. In order to enable graduates to have a higher employment rate and quality of employment, we must take the market development of the quality of talent-oriented to set up a professional, in the curriculum should not only highlight the professional orientation of professional skills courses, but also highlight the human spirit and universal quality courses, but also to combine the two organically, cannot be thin.

To construct and effectively implement the curriculum reasonably, and to improve the market relevance and effectiveness of vocational education curriculum. The curriculum construction based on vocational literacy education should not only break the construction mode of pure theoretical course of subject knowledge system, but also change the construction mode of the simple practical course of mechanical technical skill. Specifically, the first is the integration of theory class and the practice course. At present, there are many vocational colleges in the construction of professional basic courses and professional core courses seriously redundant, repetitive, cross-over and other phenomena, and to change this situation, one of the measures is to be based on the concept of vocational literacy education under the guidance of the whole school curriculum to be integrated, after increasing the proportion of professional literacy basic curriculum, based on professional analysis and post analysis to "determine what knowledge, ability and technical skills practitioners should master, to distinguish which are essential, to choose which Necessary vocational tasks, knowledge or technical skills as the content of higher vocational courses" to reduce the phenomenon of over-opening, redundant and repeated cross-opening in professional courses, and at the same time, the systematic development of quality courses, improve the overall effect and comprehensive benefits of curriculum; Most vocational colleges also generally have their own second-level colleges, set up the college's compulsory courses and professional elective courses, public elective courses, resulting in the associated secondary college sorority or professional group courses repeated construction and uneven distribution of teachers, while the public selection courses for a long time by managers ignored, failed to fully protect from credits, course hours, resulting in students "no choice" dilemma.

4.2 The "three certificates" system ensures the smooth implementation of the "integration of certificates"

The implementation of the "three certificates" for school students, that is, to highlight the guiding role of professional qualification standards, highlight the advantages of "curriculum integration" in the training of professional talents, the professional qualification standards and related courses, curriculum standards, examination standards, integration into the daily teaching of the curriculum. College to establish a professional qualification examination (skills appraisal) service system, for the city's higher education students and social personnel, including enterprise information management and other seven professional 16 types of work to carry out vocational qualification
certification, while exploring the skills certificate and academic certificate exchange system (credit bank), "to test by certificate" and assessment method diversification system.

5. THE QUALITY OF THE "INTEGRATION OF COURSE CERTIFICATES" OF HIGHER VOCATIONAL COLLEGES

The development of higher vocational education intension cannot be separated from the deepening reform of curriculum and teaching. In order to realize the transformation of intension-based development and train high-quality technical skills, vocational colleges must further move closer to the integration of curriculum certificates.

In the whole article of research, "cross-border" and "integration" is the dominant thinking and concept, which means that the research part broke the long-standing boundary between enterprises and schools, through the "three courses" "three docking" and so on, so that enterprises and schools, and even with the large socio-economic background between the break "separation" and "sticking", from the external form to the connotation of the realization of the real cross-border", and the corresponding "integration." "Cross-border and integration" will also exist in the future construction of higher vocational courses, and affect the whole direction of development of vocational education.

The construction of higher vocational courses needs to firmly establish the concept of vocational quality education from the course teaching. Therefore, on the basis of analyzing professional literacy and its composition, the basic connotation of the concept of professional literacy is explained, the principle of cross-border, integration and construction of higher vocational courses based on professional literacy education, etc., and the necessity of constructing a higher vocational curriculum system based on professional literacy education is demonstrated from the angle of adapting to the development of the knowledge economy era, the demand of the current situation of curriculum teaching, and the development strategy of quality education.

In general, the concepts of "cross-border" and "integration" are based on the construction of higher vocational courses in vocational literacy education. The paper carries out the overall plan for the construction of the higher vocational curriculum system based on vocational literacy education, advocates the establishment of the "1-plus-n" school-enterprise strategic alliance based on the whole value chain, and puts forward the "three dockings (school talent training objectives and enterprise talent demand target docking, learning process and work process docking, school culture and corporate culture docking"), three courses (school general courses, enterprise custom courses, post personality courses) and three certificates (academic certificates, vocational qualifications, post-level certificates) The three-way course construction ideas, and from the "adjustment of teacher structure, improve the quality of teachers, the development of quality courses, improve the curriculum content, enrich the classroom connotation, expand learning channels" three measures to explore the effect of vocational literacy education reached support and guarantee mechanism.

6. CONCLUSION

Therefore, the realization of this kind of "course certificate integration" is to a great extent through the cross-border teaching of higher vocational courses.

Complete. The education of "integration of curriculum certificates" is not the generalization of quality education in the field of basic education to the field of vocational education, but a kind of concept based on the universal qualities that must be required to engage in any occupation, focusing on the professional quality required to cultivate specific occupations, with the development quality as the extension, and the construction of vocational education and vocational education curriculum with the comprehensive quality required for career development as the basic value orientation.

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A Study on The Growth Path of Early Childhood Teachers

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Abstract: In recent years, the issue of early childhood education has received attention from all walks of life. Young children, as the pillars of the future country, should be very cautious in education. In early childhood, the brain can learn all kinds of knowledge and develop all kinds of good habits, so early childhood is the key stage of education. The role of kindergarten teachers in education is self-evident, teachers' own quality needs to be constantly improved, but also in early childhood education to accumulate experience, and strive to improve their own level of literacy, but also to promote the good development of young children in education.

Keywords: Early Childhood Education; Professional Growth; Measures.

1. INTRODUCTION
Early childhood education needs a high-level team of teachers to protect them, improve the literacy level of early childhood teachers is a great challenge in China's early childhood education. The growth of kindergarten teachers is directly related to the development of early childhood education [1-3]. This paper discusses the current situation of kindergarten teachers in China, the existing problems, and how to promote the professional growth of kindergarten teachers. The growth of kindergarten teachers can not only improve the quality of teaching, but also closely related to the growth of the next generation.

2. THE GROWTH OF KINDERGARTEN TEACHERS AND THE STATUS QUO OF CHILDREN'S DEVELOPMENT
2.1 The current situation of the growth of kindergarten teachers.
Early childhood teachers need to continue to grow, in the process of education to accumulate experience and improve literacy, in order to truly change from ordinary teachers to early childhood teachers, to assume the great responsibility of educating young children. In the process of growth, not only need to reflect on the problems in the work, sum up the experience, but also accept the renewal of ideas and knowledge [3-5]. In our country, because the number of kindergarten teachers cannot meet the demand, so it is difficult for young children to enter school. In order to solve this problem, the park to lower the entry threshold at the cost of a large number of recruitments of early childhood education. Although China's continuing education has developed rapidly in recent years, but the actual needs of society are not linked, including kindergarten teachers and other positions of the overall quality of candidates is not high, the overall level of kindergarten teachers has been pulled down. Some teachers are not clear about educational objectives, resulting in a lack of sense of direction in the actual education process, education activities are very passive. In addition to the teacher's own quality problems, kindergarten education for children also has the wrong view, as long as the safety does not have an accident to achieve the goal. Unknowingly, this view limits children's development in learning and other areas and hinders their development.

2.2 The growth of early childhood teachers is of positive significance to children.
The importance of early childhood education is widely recognized, early childhood teachers in the growth of children occupy an important position, as early enlightenment education, and constantly develop children's intelligence pioneers, early childhood teachers need to undertake the task is not only education, but also to cultivate good habits and excellent quality, knowledge and moral character to grasp both hands. Through their own continuous growth, kindergarten teachers can better guide children, paving the way for better development in the future. Early childhood stage, children's imitation ability is first-class, learning ability is also very strong, so early childhood teachers can seize this characteristic of young children's wrong behavior and habits to correct, guide them to learn the correct behavior, form a good literacy. Early childhood teachers also need to constantly stand for their own professional quality, to do their own norms of early childhood learning, so that children in the subliminal promotion of their own quality. Early childhood teachers can personally do demonstrations for children in their daily activities, so that children can learn good habits and develop good literacy.

3. THE PROBLEMS OF EARLY CHILDHOOD TEACHERS IN OUR COUNTRY ARE COMMON IN EDUCATION.
3.1 Low level of education, professional growth is hindered. Kindergarten teachers generally do not have a high level of education, which is a fact generally accepted by parents and society. High school and undergraduate education of kindergarten teachers only a small part, which also led to the overall level of teachers and literacy at a low level, young children affected by its, learning ability and comprehensive literacy is limited, kindergarten teachers cannot accumulate professional experience in the work, knowledge and skills cannot grow. Early childhood teachers often need a wide range of knowledge and educational skills, in the daily
teaching involving many fields, such as language, mathematics, art, etc., which requires kindergarten teachers not only need a wide range of knowledge, high professional quality, but also need to teach knowledge to children. Children's psychophysiological characteristics and related knowledge need to be constantly learned and mastered, so that we can better in early childhood education for a longer-term development.

3.2 Lack of sense of belonging and loss of motivation to grow.

While the new classes are changed to early childhood teachers to provide more opportunities for professional growth, at the same time they face challenges in all aspects. With the increasing saturation of the number of children in kindergartens, parents' different views on educational ideas have caused some problems to teachers' work. Different requirements, but also to teachers to bring complex tasks, teachers in the daily class management needs to spend a lot of energy, in teaching also need to bear great pressure, which leads to kindergarten teachers need a strong psychological capacity, but also to deal with a variety of situations. Closed kindergartens also need to take care of children's diet living, so complicated affairs are not comparable to ordinary teachers, the longer working hours, kindergarten teachers are prone to fatigue, loss of motivation, more careless to study teaching methods to promote the long-term development of children, the road to self-growth is seriously blocked.

3.3 Lack of motivation to grow.

The professional growth of kindergarten teachers needs not only a sense of belonging but also scientific and reasonable motivation. Incentives need to be reflected in the system and in day-to-day management. In the growth of teachers, job titles are often the focus of attention. The purpose of job title evaluation is to judge the professional level of teachers, which will be linked to status, income, and teachers' true professional growth, is not relevant. It's about paying too much attention to time and seniority. No matter which school, teachers cannot escape from the seniors, which invisibly limits the space for the growth of kindergarten teachers, to stimulate the growth of kindergarten teachers have a huge obstacle.

4. THE WAY EARLY CHILDHOOD TEACHERS GROW UP

4.1 Enhance your own quality and literacy.

For kindergarten teachers, if they want to grow up professionally, they must pay attention to their own quality and literacy. Developed countries attach great importance to the professional qualities and qualities of teachers, quality and literacy can invisibly promote the professional development of teachers, in daily teaching can also play an active role. Developed countries attach great importance to the professionalism and quality of teachers. The cultivation of the next generation, and even the quality literacy of the future of the nation, is a burden on the shoulders of kindergarten teachers. Although imparting knowledge is an important task, in educational activities, young children also need warmth from teachers, and grateful education needs to be integrated into daily teaching. In addition, teachers' morality and sense of responsibility are also the focus of early childhood teachers need to be strengthened. Early childhood teachers also need to continuously improve their own cultural cultivation, exercise communication skills, and constantly pursue high-quality education and teaching, set the goal of development and progress.

4.2 Improving educational skills.

Education is both a science and a practice. Mastering professional knowledge is the basic work of kindergarten teachers, and more importantly, how to apply the knowledge learned to teaching practice. Early childhood teachers need to learn to teach, but also to be good at teaching. On the basis of understanding the psychological and physiological characteristics of children to carry out personalized teaching, guide children to think, so that children can better absorb knowledge, learn to use flexibly, so as to achieve better teaching results. Early childhood teachers should give up a single teaching goal, or focus on learning in a certain field. In early childhood, rich teaching content is what children need. Teachers need to constantly reflect on whether the curriculum arrangement is reasonable, according to the corresponding data to carry out study research, improve the grasp of learning objectives. In the case of art education, for example, teachers can learn the Guide to Learning and Development for Children Aged 316, in which the goal of "Art Education" is to enjoy artistic activities and to perform boldly, so art classes should create more space and platforms for children, and early childhood teachers should return dance activities to children.

4.3 Establish the right values and develop a sense of professional identity.

Early childhood teachers often do not feel the attribution, their own positioning is not clear. This needs to form a clear self-awareness, feel the profession of early childhood teachers shoulder the heavy responsibility and value, so as to use a good working condition to face the work. In addition, the family education of young children also needs to be paid attention to by parents. Early childhood teachers should make parents understand their role and role in children's development through various means, so that parents more trust their own at the same time better completion of teaching activities, thereby enhancing the sense of achievement, the status will also increase, so as to better promote teachers in the professional growth, stimulate motivation. Early childhood teachers need to be patient with their children's development, and more importantly, whether or not to recognize the value of the profession. The recognition of the profession of kindergarten teachers is certainly an important factor to promote teachers' self-growth. Early childhood teachers need to stay engaged in their work and treat it as fun in order to gain a better sense of identity and grow stronger.

4.4 Pay attention to scientific research and education, improve professional standards.

Early childhood teachers need to have certain teaching and scientific research ability, to cultivate the correct sense of teaching and research. Research ability and consciousness
are closely related, so cultivating teaching and scientific research consciousness and ability needs to be an important way for kindergarten teachers to improve their professional level. However, in general, teachers only assume the responsibility of teaching, think that only need to do a good job of teaching can be. Most teachers regard the research work as the work of determining theory and exploring the law, which is different from the teaching practice, and does not have much effect on their own teaching promotion. Therefore, kindergarten teachers often do not pay attention to scientific research work, but also limit their own development, hinder the promotion of professional level, therefore, early childhood teachers need to change the wrong point of view, in the daily work of penetration of research, and strive to become practical researchers, in order to improve their own level and literacy, and constantly grow in the education industry.

4.5 Establish and improve the system to create a guarantee for the growth of teachers.

The growth of kindergarten teachers needs the sound system as a guarantee. Sound laws and regulations and related policies, as well as fair promotion and reward mechanisms are important foundations in the growth of teachers. Improve the professional level of kindergarten teachers by evaluating job titles, promotion and other measures to increase the participation of kindergarten teachers in professional-related training activities. Early childhood teachers need not only mentally work, but also some physical activities, the quality level of early childhood teachers work and teachers' own literacy and work attitude is directly related. Incentive mechanism is an important way to promote the healthy growth and development of teachers. Perfect incentive mechanism will help kindergarten teachers to learn consciously and continuously improve their overall quality. The participation of kindergarten teachers is required before the relevant system can be developed, so teachers are encouraged to make suggestions, express their views and collect opinions which can be used as an important reference for the formulation of the system. The various problems raised by teachers should also be summarized in a timely manner, and teachers have the opportunity to participate in decision-making, to protect their right to know and the exercise of decision-making power, which can not only highlight the central position of kindergarten teachers, but also promote teachers self-learning and promotion, so as to obtain professional growth. The opinions of kindergarten teachers need to be carefully listened to as the basis for the establishment of the system, so that the system can be widely accepted by teachers, the rationality of the system can be guaranteed.

Many early childhood teachers take the initiative to choose this industry, and they also devote their lives to early childhood education. Love of work, positive career, so that these kindergarten teachers in professional growth is very rapid. However, the state still needs to give more attention and care to kindergarten teachers, the relevant departments also need to introduce a sound incentive mechanism for early childhood teachers to give affirmation and institutional protection, so that they can be more motivated in daily teaching, in the completion of work at the same time to promote professional growth. The state pays much attention to primary and secondary schools, and early childhood education, as an important way for the country to train the next generation, needs more attention.

4.6 Teachers are encouraged to develop plans and professional growth needs goals.

Planning can often provide specific goals that lay the foundation for subsequent teaching activities. Because the advantages and disadvantages of kindergarten teachers are not the same, so in the actual teacher training process, it is necessary to understand the specific situation of teachers, to achieve personalized training. Early childhood teachers need to summarize and reflect on daily teaching and formulate practical goals. In the way of training teachers, it is necessary to develop training methods and contents that are in line with the teacher's situation according to the teacher's planning objectives and their own characteristics, so that each teacher can exert his own advantages and improve the shortcomings. In addition, kindergartens in the management of teachers, need to be divided according to the length of service, specialty and other factors, according to the results of the division, combined with the actual needs of teachers to assign and supervise the teaching work. Each kindergarten teacher can find their own positioning, as well as the future direction of development, more in the work to find shortcomings and timely improvement. Kindergartens should also pay attention to the cultivation of teachers' sense of responsibility, the moral character of kindergarten teachers will directly affect children, so the cultivation of teachers should also pay attention to ideological and moral aspects. It is the principle of work that kindergarten teachers need to be responsible for each child at work.

4.6.1 Systematic learning to improve the theoretical level.

Theoretical knowledge is an important factor that cannot be ignored in the growth of kindergarten teachers. On the basis of their existing knowledge, the outside world to absorb all kinds of information, in the process of practice, the new knowledge will be flexible use, so that it forms its own set of ideas. To judge the outside information, filter out the information conducive to teaching, such as excellent teaching cases and teaching examples. Excellent teaching cases will make teachers eye-opening, can study the teaching ideas and concepts worthy of reference. Think seriously about the part worth learning in teaching cases, combine with one's own teaching experience, reflect on one's own shortcomings through the successful experience of others, and apply them flexibly to one's own shortcomings. Early childhood teachers need to think and distinguish new knowledge, on this basis, the knowledge and concept of understanding and application, it will be their own theoretical framework, the theoretical level will continue to improve.

4.6.2 Learn from experience and learn from others.

In daily work, each person has different characteristics, there are gaps in the level. The exchange of experiences
among kindergarten teachers can bring more ideas to each other. Through learning from each other, teachers can exchange teaching experience with each other, but also learn from other teacher's worthy of reference teaching methods. Learn to internalize the experience of others into their own teaching ideas or framework, and in the teaching practice of continuous verification, its continuous improvement, kindergarten teachers can improve their professional level in the process. Take the choice of teaching materials as an example, teachers may produce different opinions, in order to avoid greater controversy, teachers can be organized to conduct seminars, teachers will stand in their own positions and points of view to put forward ideas and suggestions, these views of the most valuable screening out, through teaching practice to judge and make evaluation, teachers' own theory will be discussed, practice in the process of continuous improvement, but also promote self-growth and career development.

4.7 Scientific and reasonable training to promote the sharing of resources.

Training as a major way to improve the professional level of kindergarten teachers, the sharing of resources is one of the important factors. If training resources are not shared, the differences between kindergartens will be highlighted between regions. Therefore, sharing can ensure the equal use of resources and promote the common progress of teachers. Training also needs to enrich all kinds of forms and content, in the form can be divided into job exchanges, vacation training and so on. Teachers with rich experience and higher education have more advantages in absorbing knowledge and sharing experience, so this part of early childhood teachers can be trained first. After that, we can play the role of its forerunner, to demonstrate for other teachers, but also through the exchange of demonstrations to sum up the experience, to promote other early childhood teachers in the professional development. The training system should not focus on the improvement of professional level and literacy, but also cultivate teachers' self-learning habits, so as to better develop in early childhood education.

5. CONCLUSION

The professional level of kindergarten teachers is the focus of daily management of kindergartens. Improving the professional quality and teaching level of kindergarten teachers can be a breakthrough in the quality of teaching, promote the development of children's overall health, and can also achieve the kindergarten's own development goals. The orientation and responsibility of early childhood teachers in educational activities need to be clearly recognized, but also need to understand their own value and role in educational behavior, pay attention to professional growth, and constantly update educational knowledge and ideas, in order to better promote the healthy development of early childhood education.

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Based on The Integration of Cross-Disciplinary Ability, Innovation and Entrepreneurship Category Golden Course Construction Path Research

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Abstract: With the development of economy in recent years, the state has paid more and more attention to the cultivation of college students' innovative and entrepreneurial ability. In an economy of knowledge and information-based knowledge age, the educational means of innovation and entrepreneurship are particularly important, so the concept of "golden lesson" in innovation and entrepreneurship education has also been born. Based on the spirit of the relevant Ministry of Education documents, this paper, through the theory of curriculum and teaching, highlights the role of the goal and function of curriculum education, on the one hand, to clarify the value orientation of "golden course", on the other hand, to study the construction method of "golden course", and to emphasize the importance of teachers for the development of education combined with the relevant curriculum objectives, curriculum content and other methods to build a "golden course" basic framework. In addition, in-depth improvement of teachers' professionalism, teaching level, innovation ability, and then for China to actively carry out the construction of "golden class" to provide more operational theoretical reference and practical guidance.

Keywords: Golden Class; Fusion of Innovation; Innovation and Entrepreneurship.

1. INTRODUCTION

In order to further strengthen the development of the practice of innovation and entrepreneurship education in colleges and universities, the means of innovation and entrepreneurship education in colleges and universities are indispensable, so a large number of innovative and entrepreneurial talents need teachers to continue to dig [1-3]. Realizing the construction of "golden course" for college innovation and entrepreneurship makes students identify with more outstanding college students in the aspect of ideal belief and dare to innovate and start a business;

2. THE CONNOTATION OF "GOLDEN LESSON" IN INNOVATION AND ENTREPRENEURSHIP

As the main component of higher education curriculum and talent cultivation battlefield classroom, we must further strengthen the relationship with information technology, rebuild the value trend, reconstruct the construction mode, reconstruct the teaching staff, provide a high level, innovative spirit and challenge level of the new period of "golden course", really improve the quality of teaching, for China's higher education from the scale to the connotation of the construction, the implementation of the strategy of education power, for China's prosperity and prosperity to provide a huge help.

However, at this stage, the construction of "golden class" has always had various shortcomings, the focus is reflected in the "golden class" construction of the value of the guidance is not clear, the "golden class" construction of innovative ways is not perfect, teachers to carry out "golden class" construction level is low. On this premise, this study, in view of the development needs of higher education in China in the new period, will guide the curriculum and teaching theory, clearly define the value orientation and construction requirements of "golden course", give the integration and innovative construction mode of "golden course", and set up a teacher "golden course" competence model, and then scientifically improve the construction quality of "golden course" [3-5].

Education accumulates, transmits and selects culture, but the most fundamental mission lies in 'creation'. Education belongs to a kind of 'awareness' of personality, not simple cultural communication, which is the focus of education. Education is not only for socio-economic development, but first of all, it should serve the life development of the educated, with the object of education as the center. The effect of education on people's growth is to make people's growth more systematic and freer. The spirit and ability of innovation and entrepreneurship are the concentrated embodiment of human's essential strength and ability, and also the basic talent to support people's development in different fields.

Since the beginning of the 21st century, China's innovation and entrepreneurship education began to appear, slowly, more schools and training units have integrated innovation and entrepreneurship into education, entrepreneurship education belongs to a global topic. In line with the development situation, the theoretical analysis and practical activities of innovation and entrepreneurship education in colleges and universities in China are particularly active, and some research has also begun to obtain greater achievements, and gradually become more mature.
Innovation and entrepreneurship education have become a highly tested and attractive industry, becoming an area of focus for a wide range of professionals. Over the past ten years, the analysis of innovation and entrepreneurship education is also increasing, theoretical analysis and practical research has made rapid progress, and the results obtained have also provided excellent conditions for the future trend of innovation and entrepreneurship education.

Innovation-driven comparison of resources or investment-driven, from the new economy, knowledge economy and other concepts. Many scholars agree or agree: First, innovation-driven is generated through entrepreneurship, which is the representative performance of entrepreneurs, and secondly, college students are the main body of knowledge-based entrepreneurship activities, and college students' entrepreneurship is the main driving force for innovation. Third, higher education also has to bear the main responsibility of research and education, research can bring new knowledge, education can cultivate innovative talents, they are essential components of innovation-driven, higher education in the innovation-driven important position and effect has a decisive role. Finally, at this stage, the education of innovation and entrepreneurship in colleges and universities has various problems to deal with, and should be constantly changed and improved, so as to meet the needs of innovation-driven.

3. THE VALUE ORIENTATION AND CONSTRUCTION STANDARD OF "GOLDEN COURSE"

3.1 Value orientation of the "Golden Course". Curriculum is the core element of talent training. We must understand that to deal with the practical problems of teaching in colleges and universities at this stage, we should urgently carry out "golden courses", assist the professional construction of colleges and universities and the progress of disciplines cannot be separated from "golden courses", and enhance the global competitive position of higher education in China should be obtained through "golden courses". "Golden lesson" must reflect "the sex once", that is, higher order, innovation and challenge degree. That is to say, it is necessary for the curriculum to combine knowledge, ability and literacy to cultivate students' overall ability and higher-order thinking to deal with difficult problems, to combine with the times in the direction of social development, to obtain more exploratory learning results in terms of goals, content, steps and evaluation methods, and to have the corresponding difficulty in presenting the teacher's preparation quality and students' post-school learning. Therefore, the construction of "golden class" should be subject to the following value concepts:

First of all, pay attention to the curriculum thinking politics, show the goal of educating people. The construction of "golden course" must pay attention to curriculum thinking and politics, and thoroughly carry out the main work of Lideshu people, and should be upgraded from focusing on "teaching" to "educating people", focusing on the full integration of education ideas from different fields such as curriculum objectives, content, arrangement and evaluation.

Secondly, re-build the curriculum content, reform the curriculum. "Golden Course" needs to upgrade the knowledge framework according to the cutting-edge situation of the subject, and then build the curriculum content, use information technology to assist the integration and innovation of curriculum content and methods, reform the previous curriculum activity process, reform the curriculum mode, break through the constraints of inherent higher education.

Finally, focus on capacity trends to meet the needs of society. Combined with the new regulations on education put forward in the new period, the construction of "golden course" needs to take into account the future social and market demand for human knowledge, level and quality, take ability as the focus, actively break through the shortcomings of previous disciplines, pay attention to the progress of major literacy and important ability, and cultivate innovative talents to meet the needs of society.

3.2 Construction standards for "golden lessons" in innovation and entrepreneurship.

To clarify the direction of innovation entrepreneurship and the construction of gold courses is to adapt to the requirements of innovation-driven innovation and entrepreneurship education in colleges and universities, we must find the relationship between innovation and entrepreneurship and "golden course" teaching, and guide the development and perfection of innovation and entrepreneurship education in colleges and universities through this relationship. Economic theory tells us that under the condition of knowledge society, innovation drive is organized by the economic process of knowledge groups to carry out innovation and entrepreneurship, which is called "knowledge entrepreneurship". The more people use his innovative entrepreneurial talents, the more they can gain the freedom and comprehensiveness of development. Therefore, it can be said that the quality of innovation and entrepreneurship is the content of the more core of the comprehensive literacy of the educated, and the quality of cultivating people's innovation and entrepreneurship has always been contained in the highest purpose of education, and in the expansion of educational activities, it is a high-level core quality with guiding and driving force.

Knowledge-based entrepreneurship is different from the classical entrepreneurship in the former knowledge society, first of all, it is mainly oriented to the knowledge element rather than the resource element, and secondly it can occur in any link in the chain of knowledge economy rather than just the establishment of enterprises. By using knowledge-based entrepreneurship as the intermediary of innovation-driven and university innovation and entrepreneurship education, we can put all the complicated factors involved in transforming the mode of economic development into one main line, so as to find a foothold in the paper. Under the background of innovation-driven, the education of innovation and entrepreneurship in colleges and universities...
around knowledge-based entrepreneurship is naturally distinguished. The former requires all students to cultivate basic and universal innovation and entrepreneurial ability, the courage to break the routine and put into action of life orientation, the latter only for people with a clear intention to start a business to cultivate specialized talent.

To sum up, entrepreneurship education is an important part of the implementation of gold course teaching, is the "concrete" of quality education. Entrepreneurship education in colleges and universities is one of the basic goals of higher education in China at present, and it is also a long-term plan to improve students' ability, understand the needs of the entrepreneurial process, master the methods and ways of self-employment, so as to meet the needs of social survival, broaden the employment path of students, adapt to the needs of knowledge-based economic and social development and build a national innovation system.

4. "GOLDEN CLASS" INTEGRATES INNOVATIVE CONSTRUCTION METHODS

4.1 "Golden Class" is promoted in cooperation with innovation and entrepreneurship.

The curriculum goal is to develop the curriculum content, the implementation of curriculum arrangement, the main reference elements of curriculum teaching assessment, but also belongs to the national education policy and the detailed presentation of school cultivation objectives. In general, the development of curriculum objectives should be based on the cultivation of people, social needs as the main environment, professional knowledge as the core medium. At present, the relationship between the development and implementation of higher education curriculum objectives is not close enough, the curriculum objectives focus on the improvement of students' abilities, but ignore the cultivation of students' scientific values, curriculum implementation is concerned about the introduction of knowledge, but not pay attention to and play the role of students themselves. Therefore, lide tree people's work and professional personnel cultivation of these two aspects are combined with the "golden course" curriculum objectives, pay more attention to the ideological quality of students, ability improvement, highlight the subjectivity of students, and then cultivate all-round progress of the national pillar.

The content of the course is the focus of the course, which refers to the detailed facts, opinions, important issues and so on. At present, the development of curriculum content reflects the comprehensiveness of knowledge and experience on a certain level, but it has the problems of slow upgrading speed, un-combination of theory and practice, difficulty in cultivating students' ability, and inability to meet the actual needs of society. The construction of "Golden Course" needs the relevant colleges and universities to reorganize and perfect the main contents of the curriculum and continuously promote the upgrading and development of the curriculum under the premise of exploring the actual needs of social development and the main needs of talent cultivation in all aspects. In addition, closely combined with the pace of national development, combined with curriculum analysis of new developments, practical progress of new experience, social needs of new trends and talent cultivation of new needs, and actively promote the "new engineering, new medicine, new agricultural science, new science" construction of the development, and then really improve the economic hard power, cultural soft power and natural development.

The innovation education of "Golden Course" attaches great importance to the overall grasp of human development, which is based on cultivating the innovative quality of the educated and enhancing the innovative potential of the educated, which is different from the passive absorption or static education mode of the old-fashioned traditional education, and integrates the innovative activity force into the educational activities.

Entrepreneurship education attaches great importance to the concrete embodiment of the value of human beings, which refers to the educational activities aimed at cultivating students' entrepreneurial consciousness, spirit and quality, so as to form the initial management skills of entrepreneurship, so as to meet the needs of social survival and promote the all-round development of economy and society. The limited nature of entrepreneurship education means that innovation education should finally be implemented in all aspects to the whole development of the education system. The content of innovation education burdened by entrepreneurship education must be regarded as a constraint factor in space without affecting the professional growth of entrepreneurship education itself. "The concepts of innovation and entrepreneurship education are closely related, and for both, their own value orientation objectives are the same. The same is for the cultivation of college students' innovative spirit and practical ability, although sometimes we find that the angle and time of the problem are different, but with the development of the follow-up era it has an important role in the development of college students."

4.2 "Golden Class" teachers and students integrate innovative standards.

Moral quality is the focus of teachers' "golden class" education. It is to provide the image of "golden class" teachers, improve the "golden class" teaching effect of the focus, focusing on the ideological and moral cultivation, teacher's professional quality and social service awareness of three areas.

Ideological and moral cultivation is the core premise of the teacher's "4 Pathdiers". "Golden class" teachers should integrate teaching and self-quality, actively show its effect in the field of improving students' moral character, carry out educational guidance on students' three views, and then effectively implement the ideas of Lideshu people.

The professional quality of teachers is the behavior rules and requirements that teachers must obey to carry out their educational work. "Golden class" teachers should have excellent professional quality, strong sense of professional identity and firm professional belief, "don't forget the first heart, keep in mind the mission", adhere to the scientific
ideas to influence students, scientific theory to guide students, scientific practices to drive students.

The ultimate purpose of education is to serve society. "Golden class" teachers not only to convey a variety of ideas and knowledge, but also to bear the responsibility of directly upgrading such knowledge and culture to economic and social values, and truly with their own knowledge to serve social activities and real life.

On the one hand, innovation and entrepreneurship education is the main component of the talent training system of colleges and universities. The cultivation of talents is the central task of higher education. In order to complete the ultimate task of personnel training, colleges and universities must carry out some or some education and content according to the goal of personnel training. Innovation and entrepreneurship education are a new educational concept in the process of cultivating talents in colleges and universities, which pays more attention to the cultivation of innovation and entrepreneurial consciousness and ability of the educated, and under the guidance of this concept, the relevant education and guidance to the educated.

On the other hand, the main task of talent training is to train talents with better comprehensive quality, innovation and entrepreneurship education focuses on the cultivation of people's innovation and entrepreneurial quality, while the cultivation of innovation and entrepreneurial quality is based on better comprehensive quality. Under the premise of cultivating good quality education, innovation and entrepreneurship education is an innovative means of cultivating talents, which is the in-depth, concrete and form of the implementation of the training of talents in colleges and universities.

For the study mode of gold course, the evaluation focus of the previous teaching is to carry out the evaluation in the form of on-site listening, reading the classroom transcripts and so on, and this kind of evaluation method through experience and observation can reflect the objective problems of teaching at some level, but it cannot conform to the actual and all-round representation of the root causes of teaching problems.

In the new era environment, pay attention to integration and innovation, so that the "golden class" teaching assessment using teachers, students, parents and other subjects, self-assessment, mutual evaluation, teacher evaluation and other forms of integration, from the realization of teaching objectives, teacher-student communication and interaction, classroom teaching content and other aspects of evaluation. Such as the use of information technology, teachers' teaching experience, teachers' daily activities information, students' learning and learning habits to record, research, and then more reasonable and accurate embodiment of the objective situation of teaching.

5. CONCLUSION

Combined with the contents of relevant documents of the Ministry of Education, this study, with teaching materials and teaching theory as guidance, shows the educational goals and functions of teaching materials, clearly defines the value trend and construction requirements of "golden courses" and gives the construction mode of "golden courses"; And finally reached china's higher education from formal expansion to content-oriented development and transformation.

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New Trend and Countermeasures of Internet Plus Human Resource Management

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Abstract: With the rapid development of China's economy, each industry has ushered in new opportunities for development. In this case, the competition within the industry is becoming more complex, and the survival pressure of enterprises is increasing. Under the new situation, information technology is developing rapidly in China, and it requires new requirements for enterprise construction. In the "Internet plus" environment, enterprises should strengthen innovation in human resources management, ensure that human resources management can meet the development trend of enterprises, and expand the competitive advantage of enterprises, so as to ensure that enterprises can improve their management through human resources management. The overall level of work, and then to ensure that enterprises can make a certain contribution to the development of society, and promote the further development of our society.

Keywords: Internet plus; Human resources management; New trend; Countermeasures.

1. INTRODUCTION
To improve the quality of human resource management, enterprises can effectively improve the efficiency of talent utilization and the matching degree of positions and talents, so as to ensure that staff can play a positive role in the process of enterprise development. In the "Internet plus" environment, enterprises should strengthen the construction of human resources management, face up to the problems in their own human resources management, and make in-depth analysis of their problems, clarify the new trend of human resource management development, and further improve the quality of their human resources management work, so as to ensure that enterprises can keep pace with the changes in social development, so as to enhance the competition of enterprises in the industry. Competition ability, promote the rapid development of enterprises, so as to ensure that enterprises can lay a good foundation for the social development of our country.

2. GENERAL SITUATION AND PROBLEM ANALYSIS OF TRADITIONAL HUMAN RESOURCE MANAGEMENT
2.1 Overview of Traditional Human Resource Management
Human resources refer to the reasonable allocation and management of human resources in the operation process of an enterprise, which makes the staff play an important role in the development of the enterprise and promotes the rapid development of the enterprise. However, due to the late start of Chinese enterprises, the lack of theoretical knowledge and backward ideas, the traditional human resource management work, managers did not find the importance of "people-oriented" management concept. In the management work, it is mainly to solve the problems in human resource management, but not to develop human resource reasonably according to the specific situation of the staff. Source management leads to the loss of scientific nature of work [1]. Under the "Internet plus" environment, traditional human resource management cannot meet the development needs of enterprises.

2.2 Problems and Deficiencies of Traditional Human Resource Management
2.2.1 Insufficient Organization Centripetal Force
In the process of management, the managers should collect information on human resources management comprehensively, analyze the relevant data comprehensively, identify problems in the work, and take targeted measures under the "Internet plus" environment, so as to improve the quality of related work and promote the rapid development of enterprises. The lack of organizational centripetal force is one of the reasons for the failure of enterprises to improve human resource management. The organizational structure fails to play its due role in related work, which makes the staff fail to realize its importance in actual work, cannot strengthen the communication with colleagues in work, and reduces the sense of responsibility of the staff. The staff lacks one in work with the awareness of team cooperation, the relevant managers cannot improve the level of human resource management [2].

2.2.2 Administrative Copy Work Is Relatively Complicated
There is a relatively tedious phenomenon of administrative copywriting in the human resource management of enterprises. Traditional human resource management is mainly responsible for the recruitment, training and resignation of internal employees. Therefore, in the actual work, the managers will complete the copywriting management according to the specific situation [3]. This phenomenon leads to the neglect of the importance of practical work in the human resource management of enterprises, and the failure to strengthen the management of the daily work of the staff according to the needs of the staff, resulting in the inability of the managers to improve the level of the human resource management of enterprises, limiting the development of enterprises [4].

2.2.3 No Reasonable Human Resource Strategic Planning
In the traditional human resources management, the management has not carried on the comprehensive analysis to their own development situation, has not understood
thoroughly the social development trend under the "Internet plus" environment, therefore, in the human resources management work, the management personnel cannot formulate the reasonable human resources management strategic plan according to the enterprise management work, thus the management personnel loses the management of the work. To reduce the scientific of human resource management [5]. In the stage of talent recruitment, due to the lack of the ability of the managers themselves, the quality of the candidates cannot be fully investigated, and reasonable positions cannot be allocated according to the work ability of the candidates. Instead, relevant personnel can be recruited when the employees of the enterprise are sure, which leads to the phenomenon that the positions in the human resource management work do not conform to the ability of the staff, which results in the development of the enterprise the negative impact.

2.2.4 Lack Of Employee Career Planning

Although the enterprise has realized the importance of human resource management for improving the internal power of enterprise development in the process of development, and set up a professional human resource management department according to the management needs of the enterprise, expecting to speed up the development of the enterprise through this work [6]. But in the development, the human resource management department is limited in its management function compared with the senior leaders, which results in that it cannot set a certain development prospect for the staff according to the personal development needs of the staff, reduces the enthusiasm of the staff, and reduces the quality of human resource management.

2.2.5 Insufficient Effective Incentives

In human resource management, enterprises often pay more attention to the management of personnel, rather than the establishment of reward and punishment mechanism according to the specific situation of staff in the development process, which cannot play the role of incentive system in human resource management. managers ignore the importance of employees in their work, can't make a comprehensive analysis of the staff, can't make clear the spiritual and material needs of the staff, and can't improve the work quality through incentive means [7]. In addition, the lack of understanding of human resource management, that human resource management work is just a single constraint on internal staff, leading to staff working in a bad working atmosphere, reducing the enthusiasm of staff.

3. THE NEW TREND OF "INTERNET PLUS" HUMAN RESOURCE MANAGEMENT

3.1 New Features Of "Internet +" Human Resource Management

3.1.1 Employees Gradually Change From "Economic Man" To "Knowledge Man"

In the construction work, in order to save the daily operation cost, in the human resource management work, it is not reasonable to set the salary according to the post demand and the work level of the staff, and requires the internal staff to continuously improve their work level, to create greater economic benefits for the enterprise. However, due to the improvement of our people's ideological level and cultural quality, under the "Internet plus" environment, the development of enterprises depends not only on the labor force of their staff, but also on the development and construction of the staff. In this new trend, employees gradually change from "economic man" to "knowledge man", making them play an active role in the development of enterprises [8].

3.1.2 Leadership Changes From "Commander" To "Collaborator"

In the traditional human resource management, the leaders have the absolute right to speak, which limits the staff greatly. Moreover, the development strategy and management system of the enterprise are formulated by the leaders, and the relevant corporate culture is also improved according to the thoughts of the leaders. Therefore, the leaders play a leading role in the development of the enterprise. However, in the "Internet plus" environment, staff have more access to the outside environment, and the staff have strong self-awareness. This can give some doubt to the development strategy of the enterprises, and it can carry out the enterprise construction according to their own will, so that the leading position of the leadership will change [9].

3.2 Trend of Human Resource Management in The Era Of "Internet +"

3.2.1 Big Data Has Gradually Become a Tool for Human Resource Decision-Making Management

Managers want to improve their human resources management work, promote further development of enterprises, and comprehensively analyze the development trend of society in the era of "Internet plus". In accordance with the trend of social development, we should improve the level of human resource management and promote the rapid development of enterprises [10]. In the work of human resource management, because of the large number and workload of staff, a large amount of data is often generated in the work of human resource management, but human resource management personnel cannot analyze the relevant data, resulting in their failure to play their role in the formulation of human resource development strategy [11]. In view of this phenomenon, relevant personnel should strengthen the use of big data tools, analyze relevant data, and improve the scientific nature of human resource management.

3.2.2 Cross Border Thinking Puts Forward Higher Requirements for Human Resources Proficient Business

Traditional human resource management requires managers to have certain professional knowledge, but with the diversified development of enterprises, human resource management of enterprises puts forward new requirements for the professional quality of managers. Management personnel should gradually have professional knowledge in many aspects in the development of the enterprise, which requires that they can make clear the comprehensive ability of the staff in the work, improve the matching degree between the staff and the post, and ensure that the staff can

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play its role in the development of the enterprise [12]. They are required to have certain communication ability and psychological observation ability, so as to stimulate the enthusiasm of staff in communication and management. Besides, managers should constantly improve their own information technology mastery ability, and ensure that the speed of scientific development of enterprises is accelerated under the "Internet plus" environment.

3.3 Employees' Daily Social Contact Gradually Affects the Corporate Image
In traditional human resource management, the organizational image of an enterprise is maintained by the leaders, which makes the enterprise have a distinct image in the industry. However, with the rapid progress of Internet technology, the staff gradually strengthen the application of communication software in their daily life, and most of them complete the communication with customers in the communication software. Therefore, when the staff send information related to the enterprise in the communication software, it will also affect the corporate image to a certain extent [13].

3.4 New Welfare Will Be More And More Accepted by Young Working Groups
In the age of Internet, enterprises no longer use the way of increasing salary to motivate the staff, but make a comprehensive analysis of the staff's situation, clarify their spiritual and material needs, and reasonably formulate welfare and allowance according to their specific situation, so as to improve the role of incentive mechanism in human resource management. And this kind of incentive way of welfare and allowance is gradually accepted by the younger groups, to improve their satisfaction, to ensure that they can mobilize their work enthusiasm under the incentive mechanism, and to promote the rapid development of enterprises.

4 Adapting Internet Plus to Improve Human Resource Management.
4.1 Establish Talent Interaction Channels and Improve Employees' Value Experience
In the era of "Internet plus", business managers should establish certain channels of interaction among personnel, reduce the level structure of employees in the development of enterprises, strengthen communication among departments, ensure that internal staff can effectively contact with customers, so that each staff member can have certain voice in the enterprise, and ensure that workers can gradually realize products and services in their work. Business innovation, and then enhance the value experience of employees, and then continuously improve the enthusiasm of employees, realize the innovation of traditional human resource management, and ensure that human resource management plays a positive role in the development of enterprises [14].

4.2 Establish a New Talent Incentive Mechanism to Enhance the Sense of Honor and Mission of Employees Enterprises should establish a new type of talent incentive mechanism in the work of human resources innovation, scientifically stimulate the enthusiasm of the staff, and ensure that the staff can play their role in the work.

Under the "Internet plus" environment, managers need to conduct a comprehensive analysis of the staff's mental needs, enhance their trust in staff, give workers higher rights, and ensure that their staff have a sense of honor and mission, so that they can gradually enhance their sense of responsibility in their work, and then use staff to play an active role in the development of enterprises [15].

4.3 Establish the Talent Management Means of Quantitative Analysis To Fully Show The Advantages Of Big Data
In the work of human resource management, the managers should not only stimulate the enthusiasm of the staff through incentive means and performance appraisal, but also train and manage them daily, so as to arouse the enthusiasm of the staff and ensure that they play a positive role in the development of the enterprise. In the process of communication between staff, customers and managers, a large amount of data will be generated. Therefore, in the era of "Internet plus", relevant personnel should pay attention to the use of information technology, and strengthen the analysis of data generated in the work of staff, and carry out human resources management on the basis of this, then improve the level of human resource management.

5. CONCLUSION
Human resource management plays an important role in the development of enterprises, which can effectively improve the efficiency of human resource utilization. In the process of human resource management, managers should make clear that there are some problems in their own human resource management, such as lack of organization centripetal force, incomplete human resource planning strategy and incentive policy, which restrict the managers to improve the level of human resource management. In the "Internet plus" environment, staff and leaders should correctly understand their identity changes in human resources management, gradually use big data in management work, improve the scientific management of human resources, infiltrate the organizational image of the enterprise into daily activities of staff workers, and actively train managers' cross-border thinking, according to the needs of staff. To meet their spiritual and material needs, in order to achieve the purpose of encouraging engineering personnel to actively participate in human resource management, and then effectively improve the quality and level of the management work, and lay a certain foundation for the rapid development of enterprises.

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An Analysis of Translation Skills of Allusions in English Literature

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Abstract: No matter what kind of literary works, allusions play a key role in it. They can show the cultural characteristics of the nation, witness the development of the nation, enrich the content of literature and enhance the connotation of literary works. This paper briefly introduces the source of Allusions in English literary works, analyzes the content that should be paid attention to in the process of translating allusions in English literary works, and explores the translation skills of Allusions in English literary works, hoping to improve the translation level of allusions.

Keywords: English literature works; Allusions; Translation skills; Analysis.

1. INTRODUCTION
From the current situation, there are many allusions used in English literary works, which can make English literary works more attractive. However, when it is translated into other languages, there are certain differences in the expression of allusions. The translator does not understand the causes and actual meaning of allusions, which may lead to translation errors and change the original meaning, which is not conducive to the inheritance of literary works. Therefore, translators need to understand the causes of works and local people Emotion and so on can make the translated works combine with the local customs and show the original feelings and connotations of English literary works, so as to spread, understand and carry forward the excellent culture of literary works.

2. THE SOURCE OF ALLUSIONS IN ENGLISH LITERATURE
2.1 From the Bible
In western countries, Christianity has a very important position. As a Christian doctrine, the Bible has a far-reaching influence on the western people and is closely related to people's lives. In western literary works, there are many allusions in the Bible, and many of the allusions people know are from the Bible. Therefore, we should read the Bible in more detail to understand the allusions, which can make people have a deeper and comprehensive understanding of the allusions in western literary works, improve their understanding of English literary works, and better feel the works. The connotation of emotion and expression contained in [1].

2.2 From Mythology
Because there are certain differences between the Western cultural system and China's, ancient Greek mythology has a great influence on it. When literary works are created, they will be combined with mythological stories. Now some literary works will also quote some mythological allusions, which can not only make the works more interesting, but also promote the spread of ancient Greek mythological stories, so that more people have a certain degree of mythology Understand. For example, when American writers express their love for lovers.

2.3 From Folktales
In addition to mythology and Bible, English literature works also have more allusions to folk stories, expressing local customs and customs, which to some extent improves the difficulty of translation. For example, a bird of ill omen means that there was a kind of bird in the local area. It was called a bird crossing, which ate carrion. Later, people took the bird crossing as a representative of death, and thought that there would be death in places where there were birds crossing [2].

2.4 From Western Classics
Western classic works contain many kinds of contents, of which the more famous one is Shakespeare, whose works are widely spread in the world. Up to now, they are still loved by people. Even people who have not seen Shakespeare's works can say the names and classic quotations of Shakespeare's representative works, such as "it is the East, and" in Romeo and Juliet is the sun. This sentence is still quoted by many young groups to express their love for lovers.

2.5 From the Fable
Aesop's Fables have made a great sensation in the world. Although they are short in length, they contain profound contents, have clear and logical thinking, and are widely loved by people, providing inspiration for the creation of English literary works [3]. For example, some literary works quoted wolf as an example, which shows that people should know how to be honest and trustworthy.

2.6 From Historical Events
Human society is not immutable. In the state of continuous development, there are many historical events in the process of development. These historical events are expressions of history, which can reflect the development of human civilization and the social background to a certain extent. In literary works, historical events are also commonly used. For example, when American writers express their
dissatisfaction with corruption, they can use water gate; to satirize and express the ugliness of human nature.

3. WHAT SHOULD BE PAID ATTENTION TO IN THE PROCESS OF TRANSLATING ALLUSIONS OF ENGLISH LITERARY WORKS

3.1 Chinese And English Allusions Should Be Corresponded

Chinese culture has a long history of development. There are a lot of allusions, including many types of contents, which are similar to those in English literary works. Therefore, in the process of translation, Chinese allusions and English allusions should be targeted so that readers and translators can better understand the feelings and contents that the author wants to express. According to the current translation analysis, if you want to improve the level of translation, so that the content of China and the west can be linked, and find out the common ground of the two kinds of culture, you can work from the following two aspects: first, literal translation, literal translation refers to the translation according to the surface content expressed in English, and rearrange the words and sentences, so that they can be used by more Chinese people However, it should be noted that there are some differences in the forms used in literal translation [4]. Second, it is necessary for translators to have a deeper understanding of allusions, and to analyze the English grammar, sentence patterns and the content expressed in them, so as to make clear that the content of allusions is to be expressed in Chinese.

3.2 Considering the Cultural Differences

At present, there are many countries in the world. Different countries are affected by their geographical location, environment, development history and culture. There are great differences in the religion, cultural habits and customs of local beliefs. In this context, literary works will inevitably be integrated into local culture. Allusions contain rich contents, such as national customs, local characteristics, etc. Therefore, translators should take into account the reasons for the occurrence of allusions, the environment they live in and the economic strength of the country, and integrate Chinese culture into them to make the translated works more fluent, without the problem of incomprehension. For the translation of Allusions in English literary works, it is necessary to use a more standardized language to ensure that they are consistent with the actual meaning, which has higher requirements for translators. It is necessary to clarify the reasons for the creation of works and the emotions contained in them. In the process of translation, Chinese language characteristics should be taken into account to enable them to read smoothly [5]. For example, when an apple of discord is translated into a dispute apple, it is likely to be difficult for people to understand. If it is translated into a source of conflict, it will be more vivid and mobile, enabling readers to explore their own imagination and enhance the interest of reading translated works.

4. TRANSLATION SKILLS OF ALLUSIONS IN ENGLISH LITERATURE

4.1 Translate Directly

When translating allusions in English literary works, it is quite common to translate them directly. It can ensure that the original meaning of allusions will not be translated, and at the same time, translate them strictly according to the requirements. This is not to say that it is necessary to translate the text word by word, which needs to integrate certain emotions. Using this method can not only make the basic meaning of allusions unchanged, but also show the national culture and characteristics of allusions [6]. Although there are some differences in the languages used in different countries, almost every nation has its own characteristic language, but with the continuous progress of society, language culture is an essential part of the development of the country and national culture, there are some similarities. Therefore, it is necessary to translate the same content directly, which can not only make people understand it more quickly, but also show the local characteristics. For example, when translating "an eye for an eye and a tooth for a tooth", you can directly translate it into "eye for eye, tooth for tooth" according to the meaning of the word. This can not only show the original content, but also make the allusions in literary works more vivid. However, although the allusions in some English literary works are relatively vivid and distinctive, it is quite difficult for some readers to understand them. Therefore, in the process of translation, direct translation can better ensure that the content of translation is close to each other and prevent the translation problems caused by improper operation in the process of translation. In addition, direct translation can not only make the readers understand the content of the article faster, but also make the translated text more fluent, without the problem of incomprehension. Therefore, in the process of translation, the staff should recognize the importance of direct translation, translate according to the relevant requirements, so that the translated article is consistent with the original. According to the investigation and analysis of relevant materials, it is found that in the process of translating allusions of English literary works, direct translation can not only make them more consistent with the original text, but also show the local characteristics, make the readers have reading interest in the translated works and are willing to read actively.
In the translation of Allusions in English literary works, because Chinese culture and Western culture are different, there are certain differences. Therefore, in the process of translation, we cannot pay too much attention to the original text, but ignore the connotation and emotion that they want to express, resulting in the translation of allusions is too one-sided [7]. For example, for the pulled their socks up In direct translation, they can be understood as hanging their socks, which is quite different from the meaning in the original article. What they want to express in the original text is to summon up courage, which leads to the fact that after translation, people can read English literature, but they can't understand its meaning, which is not conducive to the reading of the readers. In addition, there is a very famous old saying in China. It can't be translated into English directly because the weather is only an expression of the weather in western countries, and it has metaphorical meaning in China. Therefore, in the process of translating allusions in English literary works, it can also be properly followed Meaning is translated.

4.3 Annotate with Direct Translation
When translating allusions in English literary works, it is common to add notes at the same time of direct translation. Adding notes at the same time of direct translation refers to commenting under the condition of ensuring that the form of the article will not change too much. In the process of translating allusions of English literary works, people's names and place names are likely to be encountered. If translated directly, there may be some problems in translation. However, if translated according to the meaning, people's names and place names may not be so accurate, which may lead to some misunderstanding of national culture. In this case, the direct translation can be accompanied by notes This will not have a great impact on the meaning of the original text, but also show the national characteristics, so that the translated article can be more consistent with the actual situation [8]. For example, for offer a present a guest with other people is things - make a gift of something given by another, this translation method can achieve better results, not only can the characteristics of the article be preserved, but also can show the culture contained in the work. For example, in the process of translating the east to imitate the East, it can be translated into Dongshi imitates Xishi directly according to the literal meaning That is to say, Dongshi learns from Xishi, but this does not show the original meaning of the work. Because western countries do not understand the relationship between Dongshi and Xishi, and they do not understand why Dongshi learns from Xishi. With the help of direct translation and annotation, readers can be clearer and understand the final meaning of the article. 4.4 Add Notes When Translating According to Meaning
When translating allusions in English literary works, in order to show the local national characteristics and retain the emotion of the original text, we usually choose to translate according to the meaning and add notes to ensure that the allusions in English literary works can be understood and felt by people. For example, when translating "John can be relieved on. He eats no fish and joins the game", the literal translation can be expressed as "John is a loyal and reliable person, abide by the rules". It can make people understand that this comes from an allusion, that is, during the reign of Queen Elizabeth over Britain, religious people who believe in Jesus changed the habit of eating fish five times a week for the purpose of expressing their compliance with the British royal family, that is to say, not eating fish can mean loyalty, which has been spread to the modern times [9]. When translating according to the meaning, annotation cannot change the main content of the original expression, but also make the feelings of the article more accurately expressed, so that the readers have a deeper understanding of the original article. However, it should be noted that if this method is widely used in the process of chapter translation, the fluency of the article may be affected Therefore, in the process of translation, we should pay attention to the proper use of this method.

4.5 Deepen the Content of The Article In The Process Of Translation
In the process of translation, deepening the content of the article can prevent the deviation of people's understanding caused by direct translation, and make people have a deeper understanding of the work. Because the western and Chinese people have different ways of life and behaviors, and there are some differences in their thinking, which leads to some problems in the process of translation. In order to solve this problem and improve the accuracy of translation, translators should have a deeper understanding of the allusions that need to be translated and carry out the deep meaning Logo makes literary works contain more comprehensive contents and show the most real feelings [10]. According to the investigation and analysis of relevant materials, it is found that most of the English literature works are more or less related to the local customs and local culture, which makes the works more attractive. If translators only translate them directly or add notes at the same time, it is likely that the essence of some works will not be reflected, resulting in the loss of the original advantages of literary works. Therefore, in the process of translation, translators can appropriately deepen the content of the article, make the theme of the article more distinct and show cultural characteristics.

4.6 Applying Chinese Allusions to Translation
In the process of translating according to the meaning, the charm of the original allusion is likely to be affected, which makes it lack of features. In this context, the relevant staff should compare the allusions in English literary works with those in China, find out roughly the same allusions, translate sentences that cannot be translated according to the meaning
or sentences that cannot express the meaning directly, so that people can understand them more easily [11]. Although this translation technique is not suitable for the translation of all the allusions of English literary works, it has obvious advantages. It can not only make the readers clearer about what they want to express in the English literary works, but also show the author's mental process in the process of writing, which makes the readers infected in the process of reading and feel this the charm of the work.

5. CONCLUSION

According to the above analysis, the translation of allusions of English literary works is to integrate Chinese and Western cultures, improve people's acceptance of translated works without changing the original meaning of Western works, and make people more willing to read them and understand western culture. Therefore, when translating allusions in English literary works, translators need to improve themselves, understand the causes and background of allusions, and present works suitable for Chinese people to read without changing the original emotions and connotations [12].

REFERENCES


How to Improve Readers' Awareness and Critical Thinking: An Action Research on College Students' English Writing

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Abstract: English education in China has been attached great importance to for a long time. In the process of College Students' English learning, there is still a lot of room for improvement in the study of English writing, which is because the structure of College Students' English is influenced by their mother tongue. Therefore, this paper will make an in-depth study on College Students' English writing learning and give them relevant strategies.

Keywords: English for college students; English writing; English Studies.

1. INTRODUCTION
Writing for each language requires a deep understanding of the language and a good comprehensive language ability. In college students' English writing, students need to have a deep control of the structure of the details of the article, and also have enough overall control over the whole article [1-3]. This leads to college students in learning English writing will be very difficult, this time will need some specific and efficient English writing learning strategies.

2. AN OVERVIEW OF COLLEGE ENGLISH WRITING
In the process of College Students' English writing, it is difficult to write because of the different language structures. Words in each language can be translated accurately, but sentences can't because of their different language structures. In college students' English writing, because they do not understand the structure of English language, they cannot write English or sentences are not smooth. Another point is that influenced by Chinese, students always want to put the structure of Chinese into English writing, so that English writing becomes incoherent, and even there are grammatical errors. Therefore, in the current college English writing related education, we should make clear the teaching methods and let them write efficiently in English by improving their comprehensive English ability.

3. STRATEGIES FOR COLLEGE STUDENTS TO LEARN ENGLISH WRITING WELL
3.1 To Control the Structure of The Whole Article from a Macro Perspective
In college students' English writing, the structure of the whole article is very important. How to control the whole structure of the article has become a relatively important problem in college students' English writing. If you want to solve the problem of the overall structure of the article, or from the overall point of view, we should look at the whole article from a macro perspective. When writing, we should always pay attention to the overall structure of the article. Before writing in English, we should construct the whole structure model of the article. On the basis of this structure, we should fill the corresponding sentence paragraphs into the whole structure of the article, so that the structure of the English article is complete after completion. If there is no corresponding understanding of the overall structure of the article, we can read English books, which is the most effective way to understand the structure of English articles.

3.2 Use a Micro-Point of View to Bring the Coherence Between the Passages
In order to make the sentence more effective, we should control the details in the article. The writing style of English writing can also be effectively improved, and the micro perspective should be adopted in the sentence paragraph processing. The connection between sentences and the processing between paragraphs should be treated with care, so that the coherence between sentences and paragraphs can be greatly improved, so that readers will not have a sense of disorder in reading, and make the article more fluent. The training in this aspect can be strengthened through the deep study of English grammar. Through the learning of ellipsis, substitution, person, repetition and metaphor, college students can write articles in English with a sense of hierarchy and make their writing more advanced. Therefore, it is one of the important strategies to improve college students' English writing ability to control the sentences and paragraphs from a micro perspective.

3.3 Writing Thinking in English
College students should use English writing style to conceive in English writing, not in English way. If we still adopt the thinking of writing in Chinese all the time, the English article written can only be regarded as the translation version of a Chinese article, which will destroy the coherence of sentences in the article, and such writing expression will be very stiff. In the process of learning, college students should understand the difference between Chinese writing thinking and English writing thinking. Chinese thinking is more tortuous and spiral, while English thinking has obvious directness. After students have made relevant understanding, they can temporarily weaken Chinese thinking and try to use English writing thinking to start related English writing directly.
In the training of English writing thinking, we should use macro imagination to analyze and explore how the direct English writing thinking comes into being, so that students can have a deeper understanding of English. Through the grammatical knowledge of ellipsis, repetition and metaphor, the students can change the details of their thinking in English writing, so that they can improve their comprehensive English level through English writing.

3.4 More Reading In English And Accumulation Of Words And Sentences
In the training of English writing, we should pay special attention to the accumulation in daily life. If you want to do high-quality Chinese writing, you also need to do more reading, let alone English writing. Words must be as much as possible to master the vocabulary of farming, in a certain vocabulary, should be the corresponding English reading, which is one of the fastest ways to improve the level of English writing. Read more about other people's English writing, and carefully study some original English books. In the early stage, we can try to read some of Hemingway's novels because the vocabulary and sentences of his books are very simple. When reading the original English book, we should try our best to read with English reading thinking. In the process of reading, we can prepare a notebook to record all the sentences that we think are good, so as to accumulate writing materials. The English writing level of college students is bound to have a qualitative leap because of their accumulated English reading. Therefore, the accumulation of English words and sentences is one of the important strategies for college students to improve their English writing level.

3.5 Self-Checking with Others
In English writing, we should have the habit of self-examination. In the process of inspection, the obvious deficiencies should be corrected in time instead of continuing to write the next article. Only by constantly revising an article can we develop a good writing brush in English. In the case of no problem with self-examination, it should be put aside, after a period of time, in the self-examination of the article. At this time, you can find problems that were not found in previous inspections. After there is no problem in self-examination, you should also ask others for advice and let others see the shortcomings of this article. In the process of self-examination, after all, it is one's own subjective judgment. After the subjective judgment is completed, it is also necessary for others to make an objective and accurate judgment. Only in this way can we really understand our own article, according to the shortcomings in English writing, we should continue to maintain the advantages of the article. This is also one of the effective strategies for college students to learn Yin Wen writing well.

4. CONCLUSION
To sum up, although college students have many difficulties in learning English writing, they still have corresponding learning methods and coping strategies, including five aspects: micro perspective; macro perspective; writing thinking and daily accumulation. These strategies enable college students to achieve their learning objectives efficiently in English writing learning. Let college English writing become easy, I hope all college students can write well.

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The construction and practice research on the teaching mode of undergraduate English courses based on the cultivation of critical thinking ability: Hnjg2019-93. Examination and approval institution: Hainan Provincial Department of Education.

REFERENCE
Abstract: This paper briefly expounds the research on the education and training countermeasures of ice and snow sports talents in Hebei university, and gives the following five-point training countermeasures for reference.

Keywords: Hebei University; Ice and snow sports; Education and development.

1. INTRODUCTION
With the increasing attention to the ice and snow sports in Colleges and universities, many colleges and universities in Hebei Province are also actively improving and building the professional and curriculum content related to the ice and snow sports to promote the development of the ice and snow sports in Colleges and universities. However, how to give a better education and training to college ice and snow sports talents has become an urgent problem.

2. STRENGTHEN THE CONSTRUCTION OF HARDWARE FACILITIES AND ENHANCE STUDENTS’ MOTIVATION
The attention of ice and snow sports in Colleges and universities is seriously insufficient, and the investment in related aspects is relatively small. Many colleges and universities have not even set up related majors, and the courses are mostly elective content, which cannot get the attention of students. At the same time, most of the hardware facilities in the campus are built for traditional sports such as football and basketball. As for the facilities of ice and snow sports, they are rare. When students have classes, they need to use other venues. These problems are the reasons why the education and training of ice and snow sports talents in Colleges and universities cannot be carried out effectively [1]. Therefore, if colleges and universities want to effectively improve the education and training of ice and snow sports talents, they need to start from the basic aspects, strengthen the construction of hardware facilities, and build venues to carry out ice and snow sports for students to learn. For those colleges and universities with limited campus environment, we can choose to reconstruct the existing basketball field and football field, and build more hardware facilities for ice and snow sports. Only when there are corresponding conditions in the campus, can students have interest, enthusiasm will be improved, and create necessary conditions for the education and training of relevant professionals.

3. SET UP RELEVANT MAJORS TO EXPAND THE SCOPE OF ENROLLMENT

Due to the scarcity of talents in college ice and snow sports, in order to better realize the education and training of ice and snow sports talents, we must lay a good foundation on the talent reserve. That is to say, colleges and universities can set up related majors for ice and snow sports, so that ice and snow sports, like track and field, basketball, football and other sports, can have professional courses for learning, so as to facilitate the education and training of professional ice and snow sports talents, as well as the continuous transportation of professional talents for local teams and national teams, and make due contributions to the development of ice and snow sports. At the same time, colleges and universities that offer ice and snow sports related majors can expand the scope of enrollment, that is to say, in addition to the enrollment for sports candidates, they can also be ordinary non-sports candidates. This kind of students have relatively weak foundation in sports, but they can carry out the training of ice and snow sports related majors according to their characteristics, such as ice and snow sports translation, marketing and rescue personnel.

4. OPTIMIZE THE CURRICULUM AND CONSTRUCT DIVERSIFIED EDUCATION
Some colleges and universities have carried out related education of ice and snow sports, but the effect is not obvious. The education and training of professional talents refer to the contents of books, and the courses set up will not be paid attention to due to the limitations of site conditions, which will lead to the education and training of relevant talents cannot be effectively improved. Therefore, colleges and universities should fully optimize the curriculum of ice and snow sports. In addition to the necessary basic content, they should teach students more practical professional knowledge and skills, get rid of the shackles of book content, and improve students' professional ability. As for colleges and universities with more comprehensive majors, they can modify the original curriculum nature of ice and snow sports, set ice and snow sports as a required course, increase learning hours, and require students to complete the corresponding length of time every week, every month or even every semester, so that students can recognize ice and snow sports again, and clarify the importance of ice and snow sports. In the process of teaching, teachers should use various means to carry out education and training, actively combine with information technology to carry out all-round teaching, increase active communication with students, carry out targeted education and training, and give students all-round education. On the other hand, it is also necessary to organize more relevant activities, guide students to actively participate in, provide more practical experience, so that students can constantly summarize experience in the
actual combat, improve professional ability, so as to achieve diversified education and training.

5. INTRODUCE PROFESSIONAL TALENTS AND IMPROVE THE LEVEL OF TEACHERS’ TEAM
Due to the late development of ice and snow sports in Colleges and universities, the ability of teachers’ team is not high as a whole, and the content of teaching students is mostly based on the content of teaching materials, which seriously limits the education and training of talents, and also cannot provide more professional advice and guidance for talents. Therefore, colleges and universities can increase relevant investment and actively cooperate with relevant units to introduce professional talents in the field of ice and snow sports. Or to cooperate with high-end people in foreign industries and hire them to teach in schools can not only improve the level of education and training of ice and snow sports talents in Colleges and universities, but also enhance the overall strength of the teacher team. On the other hand, colleges and universities should also make reasonable arrangements for the existing teachers, regularly arrange teachers to go to relevant units or abroad for further study, and constantly improve their professional and technical level and ability. After all, the education and training of ice and snow sports talents in Colleges and universities need teachers as the foundation. If the ability of the teachers' team is not enough, it will not be able to give full and effective education and training to the talents of ice and snow sports in Colleges and universities. Moreover, the talent cultivation of ice and snow sports in Colleges and universities is not limited to the ability of sports events, but also should have other related majors and contents as the guarantee, so as to avoid the limited ability of teachers, which leads to the same lack of development of the major related to ice and snow sports, so as to realize the rapid development of ice and snow sports in Colleges and universities [2].

6. ESTABLISH SECURITY SYSTEM AND PROMOTE EMPLOYMENT
There are many reasons for the lack of attention and development of ice and snow sports in Colleges and universities, such as the shortage of professional talents, hardware facilities and conditions, among which the most influential is the security system. In general, only the top talents of ice and snow sports can get full development. Compared with the weak talents, most of them will lose the necessary guarantee at the same time of losing competitiveness, and finally have to choose to change their careers. Such problems lead to a serious lack of backbone talents, and the overall level of ice and snow sports teachers in Colleges and universities is not high, which seriously limits the development of ice and snow sports. Therefore, in order to better solve this problem, colleges and universities should establish a corresponding security system for ice and snow sports, or through the way of school enterprise cooperation, provide more college ice and snow sports talents with opportunities for exercise and employment, so that they can have the opportunity to fully display their own capabilities. For example, excellent talents can be recommended to the club of the enterprise to continue to develop their career, or they can stay in the school to continue teaching, so as to increase the scale of College ice snow sports teachers.

7. CONCLUSION
In conclusion, the education and training of ice and snow sports talents in Colleges and universities can effectively promote the development of ice and snow sports and transport more professional talents. However, the development of ice and snow sports in Colleges and universities is still in its infancy, and there are still many aspects to be improved. According to their own characteristics, colleges and universities should make full use of and improve the existing conditions, increase the investment in the education and training of ice and snow sports talents, and promote the rapid development of ice and snow sports in Colleges and universities.

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REFERENCES
The Construction of College English Translation Teaching Mode in The Information Technology Environment

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Abstract: Under the background of the rapid development of society, China’s education has a broader space for development. Under the information technology environment, College English translation teaching mode also presents a variety of characteristics. Good English translation ability will directly reflect the students’ English level and comprehensive ability, and good English translation ability is also an excellent talent for the current society the basic requirements of. Therefore, in the follow-up teaching work, teachers should give full play to the advantages of information technology, and build a professional and efficient College English translation teaching mode, so as to achieve the ideal teaching effect and realize the overall development of students. Therefore, this paper will focus on the construction of College English translation teaching mode under the information technology environment as the theme, and then put forward the feasible countermeasures to promote the construction of College English translation teaching mode.

Keywords: Information technology environment; College English translation; Teaching mode construction.

1. INTRODUCTION
Under the background of the rapid development of society, information technology is widely used in various fields of society, among which the advantages of information technology should be used in College English translation teaching. Network technology can shorten the distance between people and reduce the difficulty of teaching. However, it is undeniable that there are still many problems to be solved in College English translation teaching. Due to the far-reaching influence of the traditional teaching concept, teachers still use the traditional teaching mode to teach, failing to give full play to the advantages of information technology utilization and the formation of good information technology literacy, resulting in the overall teaching efficiency to be improved. For English itself, it is a language discipline, which requires students to have good communication skills and knowledge reserves. If the means adopted by teachers are not targeted, it is easy to make students have a psychological conflict and cannot achieve the ideal teaching effect. The adoption of information technology will make up for the weak links in the traditional teaching mode, optimize the College English translation teaching mode, strengthen the interaction and communication with students, and show the contents of various abstract systems in a more intuitive form [1].

2. A PROBE INTO THE FEASIBLE COUNTERMEASURES TO PROMOTE THE CONSTRUCTION OF COLLEGE ENGLISH TRANSLATION TEACHING MODE
2.1 Focus on Optimizing Learning Content
In order to construct the teaching mode of College English translation, we should pay attention to the optimization of learning content. For English translation teaching work, it is the key content for English majors to learn. Therefore, the proportion of College English comprehensive teaching materials and the use of teaching time are less, which requires paying attention to the optimization of teaching content and carrying out professional English translation teaching for students of various majors. Paying attention to English translation will help students master a good foundation of English learning and improve their learning efficiency. However, the time of classroom teaching is limited, and there are many contents to be explained, which will inevitably affect the teaching efficiency. At this time, we should give full play to the advantages of information technology, optimize the classroom teaching content and improve the teaching quality. For example, in the actual teaching work, teachers should collect valuable and educational English movies or speeches for students to play, so that students can master the relevant content by watching videos, and then express them in Chinese. In this teaching process, teachers can group students reasonably, let students’ study and discuss with each other, jointly deal with learning problems and complete learning tasks. In addition, teachers should be good at using the benefits of information technology in the course display, and appropriately add various pictures, videos, sounds, etc. to stimulate students’ learning desire and ensure that students keep up with the teaching rhythm of teachers [2].

2.2 Construction Of e-Learning Platform
Information technology can not only optimize the classroom teaching work, but also has a greater advantage in the use of after class. Information technology has the ability of data collection and compilation, so it can become the key carrier of data storage, which has a profound impact on English translation teaching. If the teacher is good at downloading the teaching content to the cloud at any time and place, the students who are not good at translating can be transferred to the cloud, so that the students who are not good at
translating can be transferred to the cloud and the teaching contents that are not good at translating can be transferred to the cloud Dynamic learning and fragmented learning. In order to make better use of information technology. Universities should pay attention to the construction of network teaching platform, in which English translation test is carried out, so that students of all majors can communicate with each other on the network learning platform. Students can also upload their own problems to the online learning platform at the first time, and other teachers and students can answer their doubts, so as to promote the interaction between teachers and students and students, and break through the traditional teaching. The limitations of learning work enable students to have a correct understanding of translation learning, and actively carry out after class learning to form good learning habits.

Information technology also has an auxiliary function, which can carry out offline English translation test, so that students can use computer programs to carry out the test and get the results in the first time. Using information technology to carry out the test can ensure that the test is more flexible and modern, and through translation test, oral test and listening test, students can form good English learning ability. In addition, the use of computer information technology will save teachers' time and energy, and then use big data to make statistics on students' actual scores, so as to master the existing common problems and knowledge blind areas, so as to ensure that the follow-up teaching work is more targeted [3].

2.3 Carry Out Translation Ability Evaluation
The evaluation of translation ability will grasp the students' actual learning situation more comprehensively. However, the traditional testing methods are still used in our country, ignoring the assessment of students' personal ability. Under the background of adopting information technology, the translation ability test of students will be realized at any time, and the forms of the test are also diversified. For example, teachers use specific network programs to master whether students use the e-learning platform to learn within the specified time, such as checking the number of login times and class time to understand the students' learning situation, and use this data as a key part of the final assessment. Students should also be good at using information technology to carry out self-test ability and find problems in learning in time. In addition, students can choose their favorite and interested translation content in the online question bank to answer questions, providing students with a variety of translation questions [4].

3. CONCLUSION
Through the analysis of the above problems, we are fully aware of the importance of paying attention to the construction of diversified college English translation teaching mode in the information technology environment. For College English translation teaching, it is abstract and systematic, and many students have problems. In order to change the current teaching situation, it is necessary to integrate creativity and interaction into College English translation teaching, and give full play to the advantages of information technology, so that students can have a correct understanding of College English translation learning and change the past Learning attitude, which requires teachers to focus on optimizing teaching content, building online learning platform and carrying out translation ability evaluation to reflect the advantages of information technology, to build a learning platform that can fully show themselves and reflect the value of students, and lay a solid foundation for China to export more professional and skilled translation application-oriented talents.

REFERENCE
Application of Traditional Elements in Modern Jewelry Design

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Abstract: China as an ancient civilization, jewelry design has a long history, since the farming period is the application of jewelry, with the change of the times into the modern, this design is still spreading, but with the change of international aesthetic concept, the application of traditional elements is gradually reduced, the public Our understanding of it is also slowly decreasing. Traditional jewelry design contains a lot of national culture. The expression of image is the treasure of Chinese people. Therefore, in recent years, the application of traditional elements in jewelry design has been continuously explored in China. In this paper, the current jewelry design as the center, a detailed analysis of its application of traditional elements, to promote our national culture has a long history. This paper is for reference only.

Keywords: Traditional elements; Modern jewelry design; Application.

1. INTRODUCTION
With the development of economy, the living standard of Chinese people is improving day by day, the material needs are met, and the pursuit of art has gradually entered a new field. After the reform and opening up, the domestic people's contact with all kinds of jewelry design in the world has been increasing, and foreign enterprises have also looked at the Chinese market and have brought their own artistic ideas into China, which has caused serious impact on China's traditional jewelry industry. With the decline of traditional design, China is constantly exploring a new development path, hoping that through traditional elements and modern jewelry to re stimulate the vitality of the traditional jewelry industry, create modern jewelry with Chinese traditional characteristics, and promote the perfect combination of national culture and art of the times.

2. CURRENT SITUATION OF JEWELRY DESIGN MARKET IN CHINA
Since China's entry into WTO, international jewelry enterprises have entered China's jewelry market one after another. The appearance of a large number of foreign design concepts has caused a serious impact on China's traditional jewelry industry. However, it is undeniable that the international understanding of art has a certain authority. In this case, our most important task is to strengthen the construction of traditional jewelry design industry and promote it to be able to rebuild Back to the leading position of China's jewelry industry. Traditional factors are of extraordinary significance to the domestic people. As the only remaining ancient civilization, China has rich history and culture. The jewelry with traditional elements as design concept contains the essence of ancient people's thoughts. It is a pity for us to give up these national cultures. However, the traditional design has been unable to adapt to the needs of the people at present Therefore, the integration of traditional ethnic elements and modern jewelry design concept has become the only way out. At present, some jewelry enterprises in our country have carried out the cooperation between traditional factors and modern design, and have initially taken a firm step.

3. APPLICATION OF TRADITIONAL ELEMENTS IN MODERN JEWELRY DESIGN
3.1 As a cultural power, China has a long history and culture. The aesthetic concepts of different dynasties are different, and the design of various kinds of jewelry is also different, which provides a lot of inspiration for our current jewelry design. First of all, the national culture comes from the folk. Most of the people in feudal practice are simple and forthright, which is similar to some modern international design concepts. Especially in today's Internet technology developed this year, various design concepts collide fiercely. We can find that many ideas match our traditional ideas. In this case, we can take this as a highlight Break point, promote the combination of the two [1, 2].

3.2 With the continuous improvement of living standards, jewelry has become an important factor to show personal strength and charm, and is gradually inseparable from our life. At the same time, jewelry in traditional Chinese culture is also an important part of life, which coincides with the current social situation. Jewelry culture in traditional elements is particularly prominent in the following ethnic groups: first of all, they are Tibetans. We should also have some understanding of Tibetan jewelry culture in all kinds of film and television works. The living environment of Tibetan compatriots is relatively bad. For a long time, their jewelry concept has a unique style, and they also have their own ideas on the use of materials. The application is more extensive, such as various bone products. Bone string ornaments and dental necklaces are unique jewelry styles of Tibetan people These ornaments are not only very beautiful, but also extremely convenient for people to wear. They can be worn in the ear, neck, chest, wrist and ankle in different ways, and even can be directly wrapped around the waist, providing a lot of inspiration for modern design. Then there is the Dai nationality. There is relatively little understanding of the Dai nationality in China. But when it comes to the silver ornaments of Dai girls, we must all have something to do with it. The coal of Dai silver ornaments not only lies in the material itself, but also has the credit of design concept.
In the Dai nationality, unmarried girls like to wear silver inlaid clothes and wear a large number of bracelets on their arms, while married women will wear vines on their waists. In fact, the reason why we feel that Dai silver ornaments are very attractive is because they contain our traditional ideas, and the heavy sense of history is our most proud culture. Finally, the head decoration of Kazakh nationality is mainly divided into hat decoration, ear decoration and hair decoration. Our first impression of Kazakh compatriots should be their more exquisite hat ornaments. By observing the material, we can find that the hat body is usually decorated with gold or silver, which represents a symbol of wealth locally. At present, there are similar designs in the world [3].

3.3 At present, rings and necklaces are the most important battlefields in jewelry market. The strong rise of diamond materials monopolizes these two industries. In the traditional design, Pearl Turquoise, ruby and Malachite all have outstanding performance in the design of rings and necklaces. Therefore, we should not blindly adhere to the application of mainstream materials in the design work, and observe the traditional elements of our country. If you can, you will have new ideas.

4. THE DEVELOPMENT OF TRADITIONAL ELEMENTS IN MODERN DESIGN

Axisymmetric design is widely used in traditional culture, and it is also the same in modern jewelry design. We can find the figure of symmetrical structure in many jewelry designs. The most intuitive one is like diamond interface cutting. When diamond cutting, it will ensure the symmetry of its overall structure, ensure the stability of its material and highlight its overall aesthetic feeling. For example, dragon and Phoenix are the most widely used patterns in jewelry design in China. Dragon and Phoenix are the totem symbols of our country. They have been used since ancient times. Royal jewelry mostly uses it as the main composition to show personal strength and status. With the revival of traditional elements, our application of them is also increasing. We need to know that modern jewelry needs not only freshness and the complexity of patterns, but also their own design concept and meaning to attract people's attention. Through traditional elements, we can endow these jewelries with their own soul [4].

5. CONCLUSION

To sum up, the traditional jewelry industry will not be able to adapt to the current needs of people. To design a real artwork, it is necessary to continue to integrate the design concept of traditional elements with the current design technology to create modern jewelry with Chinese national color.

REFERENCE

Research Progress of Medical Microbiology Teaching in Pharmacy

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Abstract: In order to improve the teaching quality of medical microbiology for pharmaceutical specialty, the related research progress was summarized in this paper. This paper first analyzes the current situation of Microbiology Teaching and points out the problems in the teaching process. Secondly, this paper discusses the development trend of teaching in the future from five aspects: updating teaching materials, integrating contents, optimizing methods, increasing practice and examination reform, finally confirmed the necessity and effectiveness of teaching reform, hoping to provide reference for relevant personnel.

Keywords: Pharmacy; Medicine; Microbiology; Teaching Reform.

1. INTRODUCTION
In pharmacy, microbiology is one of the key subjects. The main teaching contents include antibiotics, drug resistance, drug microbiology control and so on. The above subjects have the characteristics of high teaching difficulty and boring knowledge, and students need to memorize more knowledge. In order to improve the teaching quality, it is necessary to analyze the problems existing in the current teaching process, so as to take measures to solve them.

2. STATUS OF THE TEACHING OF MEDICAL MICROBIOLOGY IN PHARMACY
Compared with the past, the quality of medical microbiology teaching in pharmacy has been improved to a certain extent, but in the teaching process, there are still some problems, mainly reflected in the following aspects: (1) teaching materials have not been updated: At present, the teaching materials used in medical microbiology teaching have not been updated, it is difficult to adapt to the current medical and health field of pharmaceutical professionals to grasp the knowledge of the needs. In the long run, the improvement of the quality of talents will have a certain negative impact. (2) The content is more fragmented: at present, the teaching content of this specialty is scattered, not effectively integrated, student knowledge is difficult to form a system. The persistence of these problems will also have a negative impact on the quality of teaching. (3) The teaching method is backward: At present, the method used in the teaching of medical microbiology is still mainly based on duck filling, students’ learning interest is poor, teaching efficiency is low, and teaching effect needs to be improved. (4) The proportion of practical courses is small: the teaching of this specialty requires higher practical ability of students, it is far from enough to master theoretical knowledge alone, therefore, it is more critical to increase the proportion of practical courses. (5) The teaching assessment method needs to be optimized: the traditional teaching assessment method, mainly the final written examination, the assessment results are difficult to truly reflect the students' daily learning status and effect. Therefore, in the future, we need to reform the way of teaching assessment.

3. FUTURE DEVELOPMENT TRENDS IN MEDICAL MICROBIOLOGY TEACHING IN PHARMACY
3.1 Updated Teaching Materials
In order to update the teaching materials so that they can meet the current professional teaching needs, follow the “three-gender law” is the key. At present, the course of pharmaceutical microbiology is less, contradicts the content of a large number of teaching materials, and the students' learning burden is greater. The key to solve this problem lies in the deletion of teaching materials. After the updated teaching materials, the content needs to be streamlined, for the recurring content, need to be integrated, the use of concise language description, to ensure that students can learn to self-study. In addition, you can use pictures and forms to describe a large number of obscure knowledges, so that at a glance, reduce the difficulty of understanding students [1]. At the beginning of each chapter, you need to briefly introduce the contents of this chapter and do a good job of teaching guidance. In order to further improve the quality of teaching, the distribution of teaching materials can also be accompanied by CD-ROMs, so that students can learn knowledge through CD-ROM, improve the quality of teaching in the subject, improve the learning effect of students.

3.2 Consistent Content
The key to integrating teaching content is mainly reflected in three aspects, namely, "focus on introduction", "enhance the importance of basic knowledge", and "to link the knowledge of microorganisms and pharmacy", as follows: (1) pay attention to the introduction: pharmacy major in the teaching of microorganisms, need to pay attention to the introduction part of the explanation. Through the introduction, students can master the knowledge outline of this chapter, so as to thoroughly grasp the relationship between pharmacy and microorganism, the determination of their learning objectives, as well as the decline of learning difficulty has a positive significance. (2) To improve the importance of basic knowledge: the level of knowledge of the basic knowledge, determines the students’ future learning efficiency. Therefore, in the integration of teaching content, we should ensure that the proportion of basic knowledge is reasonable, not to reduce, so as not to lead to
students because the foundation is not strong and make the learning effect weakened. (3) The biological and pharmaceutical knowledge is interlinked: microbial reproduction, metabolism, and disinfection and sterilization are all related to drug development, and teachers should make students aware of the relationship between the two and improve the clarity of students’ learning.

3.3 Optimization Methods
Traditional medical microbial teaching methods, with a certain degree of boredom, students long-term lack of interest in knowledge learning, the quality of learning will be significantly reduced. Optimizing teaching methods can help stimulate students’ interest in learning, display boring knowledge in a fun way, attract students’ attention, reduce teaching difficulty and improve teaching efficiency. To achieve the above, teachers can apply multimedia to the teaching process. In the teaching of microorganisms, you can first explain the content as needed, make Flash animation, use animation, show various types of microorganisms, show the relationship between microorganisms and drug development. In addition, teachers can also make micro-class video, before teaching, students are required to watch video, roughly grasp the content that needs to be learned, and find their own difficult to understand the knowledge point, so as to focus on this part of the knowledge in the classroom to learn, absorb and digest. The application of the above-mentioned teaching methods can improve the quality of teaching.

3.4 Increased Practice
Increasing the proportion of practical teaching is the key to improve the comprehensive quality of students. Under the traditional teaching method, the study of theoretical knowledge belongs to the main content of this course. In the future, teachers need to actively introduce practical teaching, and the major hospitals, pharmaceutical companies to join forces, for students to practice to provide opportunities and space for the cultivation of talents to lay the foundation. For example, the school can work with the pharmaceutical factory to complete the teaching process. After learning about microbiological stakes, teachers need to lead students into the pharmaceutical factory and visit the process of drug research and development, manufacturing and testing. During this period, teachers need to answer the questions raised by students in a timely manner, and pharmaceutical staff need to introduce the steps for students, so that students learn the microbial knowledge in practice to be tested, and improve the quality of teaching.

3.5 Assessment Reform
The traditional teaching assessment method is mainly summarized. Although it can reflect the students’ learning achievements, if students lose their play, they are very prone to evaluation errors. The key to solve this problem lies in the introduction of formative evaluation. In the process of medical microbiology teaching, teachers can rate students' learning in each class according to their performance, knowledge, motivation to answer questions, and class quiz scores. In addition, students’ practical achievements can also be included in the assessment process, so that a variety of evaluation results combined with each other to reflect the students' learning status. Using the above method to evaluate and evaluate, students’ grasp of medical microbiological knowledge can be objectively reflected in the results, so that they can really find their own problems, so as to solve them early.

4.CONCLUSION
To sum up, there is still room for improvement in the current pharmacy medical microbiology teaching. In the future, the field of education needs to actively update teaching materials and integrate teaching content. Teachers need to optimize teaching methods, increase the proportion of practical teaching, and reform and adjust the way of assessment, on the basis of improving the quality of teaching in an all-round way, to train excellent talents in the field of medical and health care.

REFERENCE
Problems and Countermeasures in Monitoring Management of Grass Roots Environmental Monitoring Station

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Abstract: With the development of social economy and science and technology, while promoting the development of various industries in our country, environmental problems are increasingly serious. The generation of environmental pollution problems will not only affect the quality of life of Chinese people, but also cause harm to people's health in serious cases. Therefore, in order to solve the serious problems of environmental pollution in our country, we should increase environmental protection in the process of carrying out the work and environmental protection, environmental monitoring is the basic work and an important part of the environmental management and law enforcement system. At present, there are many problems in the environmental monitoring work at the grass-roots level in China. In order to effectively improve the environmental protection work, it is necessary to carry out the problems in the environmental monitoring at the grass-roots level to solve this problem, we can effectively solve the problem of environmental pollution in China. This article mainly analyzes and studies the problems and Countermeasures Existing in the management of environmental monitoring at the grass-roots level.

Keywords: Grass Roots Environmental Monitoring; Monitoring Management; Existing Problems; Solutions; Analysis and Research.

1. INTRODUCTION
Due to the increasingly serious environmental pollution in recent years, which has an important impact on the establishment of a good environment society in China, the government departments have increased the work of environmental protection. In the current development of our country, the environmental protection department has become the function of the government departments, and the government departments can directly participate in the work of environmental protection. Environmental monitoring is the basis of environmental protection. In order to ensure the effective implementation of environmental protection, it is necessary to strengthen the management of environmental monitoring. Environmental monitoring management is one of the basic works of the environmental protection department, and also one of the responsibilities that must be carried out in the environmental monitoring work. Only through the smooth progress of the environmental monitoring management work, can we make a reasonable environmental protection policy and system for the environmental protection work. Therefore, the effective implementation of the environmental monitoring management work plays an extremely important role in the environmental protection work.

2. PURPOSE OF ENVIRONMENTAL MONITORING
Environmental protection work is to effectively reduce the degree of environmental pollution in our society, and to make the environmental protection work can be carried out smoothly, we need to have a clear understanding of the environmental situation, so as to make the environmental protection work have both technical support and data reference, and improve the scientific effectiveness of environmental protection work. Secondly, strengthening the management of environmental testing can effectively improve the quality of environmental testing, and then provide accurate data for environmental protection work. Through the data of environmental monitoring, reasonable control measures can be formulated for environmental protection work.

3. PROBLEMS IN ENVIRONMENTAL MONITORING AND MANAGEMENT AT THE GRASS-ROOTS LEVEL
3.1 Weak Management Awareness and Low Awareness of The Importance of Environmental Monitoring at The Grassroots Level
In the grass-roots environmental monitoring, the premise to ensure the smooth progress of the work is to do a good job in the grass-roots management, in the grass-roots environmental monitoring must do a good job in the management. In the development of most grass-roots environmental monitoring units in China, the unified problem is the lack of attention to management, and the work of environmental monitoring management is often ignored. In a few environmental monitoring units with management work, the management work is only in the form, not really carried out. Secondly, some environmental monitoring units with management work posts If there is no attention to this position in the unit, the corresponding management personnel will not carry out the management strictly, resulting in endless problems in environmental monitoring management [2].

3.2 Lack of Professional Technical Personnel and Sufficient Funds
No matter in the development of any industry, in order to ensure the smooth progress of work and the quality of work, we should first ensure that the corresponding staff have...
strong professional skills. Only professional technical personnel can guarantee the quality of environmental monitoring management. In the actual environmental protection work of our country, the environmental monitoring and management work is influenced by many reasons, which makes the grass-roots environmental monitoring work unable to guarantee talents. At present, there are still the following problems in the grass-roots monitoring and management of our country: first, there are some disadvantages in the management of talents. In the grass-roots environmental monitoring work, if in the business unit There are some problems in the employment mechanism, and the unit will have the problem that the employment does not meet the needs of the post. Second, there are many environmental monitoring and management work at the grass-roots level, and most of them are distributed in towns and other places. If there is not enough fund in the development of the region, the local finance will invest too little in the grass-roots environmental monitoring work, which makes the grass-roots environmental monitoring work lack of fund use and normal management. Third, if the staff in the grass-roots environmental monitoring work do not have professional knowledge and skills, they cannot make correct judgments in time when facing problems, which will affect the efficiency and quality of the grass-roots environmental monitoring work.

4. HOW TO DO WELL THE ENVIRONMENTAL MONITORING AND MANAGEMENT AT THE BASIC LEVEL

4.1 Strengthen Management Consciousness and Establish Scientific Management System

In order to improve the environmental monitoring management at the grass-roots level, it is necessary to develop the corresponding environmental monitoring management system while enhancing the importance to the management work. The development of the management system needs to pay attention to the following points: first, in-depth learning, leaders should continue to learn the corresponding management knowledge, so as to continuously strengthen the understanding of the importance of management by leaders through learning. Only by improving the understanding of the importance of management, can the grass-roots environmental monitoring and management work be carried out best. Second, the responsibility is clear and in place. Only when the employees have a clear understanding of their responsibilities, can they guarantee the quality of work when they are working, and then make the grass-roots environmental monitoring work smoothly.

4.2 Increase the Financial Support of The Government and Improve the Professional Quality of Employees

In order to make the grass-roots environmental monitoring work go on smoothly, it is necessary to make the environmental monitoring work have enough funds for development, so in order to improve the grass-roots environmental monitoring management work, it is necessary for the government to increase the investment in the grass-roots environmental monitoring units and strengthen the replacement of the equipment used in the grass-roots environmental monitoring work, so as to improve the environmental monitoring work at the grass-roots level. At the same time, improve the quality of environmental monitoring management. Secondly, in order to improve the basic environmental monitoring management, the quality of the management personnel should be improved, so that the management personnel have a sense of responsibility when they work, and the quality and level of the staff can be improved through regular training.

5. CONCLUSION

China's environmental problem is also an important problem in social development. It will not only affect people's health, but also affect China's economic and social development to a certain extent. Therefore, the environmental protection management personnel have a sense of responsibility when they work, and the quality and level of the staff can be improved through regular training.

REFERENCE


High Yield Cultivation and Pest Control Techniques of Millet in Dryland

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Abstract: In recent years, the level of China's national economy continues to improve, and agricultural development can be said to have made a great contribution to it. As an important food economic crop in China, the cultivation of dryland millet has made corresponding innovation with the development of agriculture. Dry land millet has strong adaptability and excellent performance of poor and drought resistance. Due to its series of advantages, more and more farmers begin to plant millet in dry land. In order to better improve the quality of dry land millet planting and achieve the goal of high and stable yield, this paper analyzes the high-yield cultivation technology and pest control technology of dry land millet, for reference.

Keywords: Dryland millet; High yield cultivation; Pest control technology.

1. INTRODUCTION

The cultivation of dry land millet is an important content in the agricultural development of China. The dry land millet has rich nutritional factors that can meet the human growth needs, and the growth cycle is relatively short. In recent years, the yield of dry land millet is on the decline, but due to the application of a large number of inorganic chemical fertilizers, the soil conditions are getting worse and worse, resulting in more serious soil hardening. Therefore, how to improve the yield and quality of dry land millet has become a key concern of many people. The high-yield cultivation technology of dryland millet was developed and applied in this demand, which has been recognized more and more, and achieved good results in the actual planting process. On this basis, it is also necessary to strengthen the prevention and control of diseases and insect pests of millet in dryland, so as to better improve the quality and yield of millet, and create higher economic benefits for farmers [1].

2. ANALYSIS ON HIGH YIELD CULTIVATION TECHNIQUES OF MILLET IN DRYLAND

2.1 Seed Selection and Seed Treatment

The seed selection of dry land millet is the premise of sowing. Generally, in order to effectively improve the yield of millet, the selection should be based on the climate and soil characteristics of the planting area. Attention should be paid to avoid selecting the millet in the epidemic area. After the seed selection is completed, the seeds need to be dried for 2-3 days about a week before the actual planting. If there are seeds that have not been coated, it is necessary to add 0.1% of Daphne for 6-12 hours to ensure the germination rate of seeds and reduce the probability of diseases and insect pests.

2.2 Land Selection and Plot Treatment

Soil is one of the necessary conditions for millet to survive, so we should pay more attention to the selection of plots. The adaptability of dryland millet is very strong, it can grow in sandy soil and clay soil and other neutral soil types of land, after the completion of plot selection, relevant plot treatment should be carried out. First of all, it is necessary to turn over the soil, and the main purpose is to loosen the soil, so that there is no rough and no stubble. Secondly, base fertilizer should be applied to the soil. Generally speaking, the base fertilizer is mainly farmyard manure and phosphate fertilizer, and it is applied according to the ratio of farmyard manure and phosphate fertilizer of 8:1 in deep ploughing in autumn, and the application of base fertilizer is also required in soil preparation [2].

2.3 Key Points of Sowing

When it comes to the sowing period, it is necessary for farmers to carry out appropriate investigation on the land condition. The main need is to pay attention to the soil temperature. When the depth of plough layer is about 10 cm, millet can be sown at about 8 ℃. Relatively speaking, the most suitable sowing time of soil temperature is in May of each year. Generally speaking, the sowing method of millet is machine sowing or columbine sowing the row spacing of the former is about 21 cm, while that of the latter is about 18-24 cm. It should be noted that the planting depth of seeds should be consistent as far as possible, and the soil with a thickness of 3-4cm should be uniformly covered to avoid uneven seed seedling stage.

2.4 Follow Up Field Management

Field management is of great practical significance for the later growth of millet, which can be summarized as follows: First, the seedlings are fixed and the seedlings are interspecific. After sowing, in its growth and development to 3-5 leaves period, it is necessary to strengthen the observation of planting situation, timely remove the diseased seedlings or seedlings with poor growth ability, so as to prevent it from affecting the development of other normal Millet Seedlings. When the seedlings grow to the stage of 6-7 leaves, it is necessary to set the seedlings. It should be noted that the number should not be too much or too little. Generally speaking, it should not be less than 20000 plants in the field;

Second, fertilization. Foxtail millet needs different nutrients to provide support in different growth stages. Generally speaking, when millet grows to jointing and heading stage, it needs to add fertilizer. The main fertilizer is ammonium nitrate, which should be operated according to the standard of 20 kg / 667m2 and the principle of “wet, deep, less and..."
Third, irrigation. In addition to the nutrient requirements, dry land millet also needs suitable water at different growth stages, so it is necessary to carry out appropriate water supply. Especially in the case of drought, if drought occurs in the jointing and heading stage, it is necessary to timely irrigate this phenomenon; if the millet is drought in the filling stage, it is necessary to use ridge separated light irrigation to supplement water step by step, so as to promote the better growth and development of millet [3].

3. ANALYSIS ON THE PEST CONTROL TECHNOLOGY OF MILLET IN DRYLAND

3.1 Disease and Its Control Technology

The common disease of dry land millet is white hair disease. The main symptom is that the leaves are discolored and twisted or rotten. If the disease occurs at the seedling stage, there will be spots and gray white mold layer attached to the front and back of the leaves, and gradually turn yellow and dry, but it does not affect its heading. In the disease period, the heart and leaves of the seedlings are generally in the state of reel. In view of this disease, we should pay attention to select the seeds with better resistance and treat them with the concentration of 64% oxazolin mancozeb. When this problem occurs during millet planting, the diseased seedlings should be removed in time and the 58% concentration of mancozeb should be sprayed to avoid its wide spread.

3.2 Pest and Its Control Technology

The corn borer and the armyworm are two kinds of insect pests which are easy to occur in the growing process of millet in dry land. For the millet borer, it can cause the millet to wither, which leads to the normal growth of the whole plant seedlings, and greatly reduces its yield. In particular, it should be noted that the dry land millet and corn should not be mixed sowing, if mixed sowing will increase the incidence of corn borer. In view of this pest, we can clean the stubble before sowing and carry out unified treatment. When this pest occurs during the growth period, the dead heart seedlings should be removed in time and burned or buried deeply. The insect pest has phototaxis, so it can be trapped and killed by lamps in the field; Cereal armyworm mainly damages the leaves of millet, and the control method for this pest is mainly to spray 200 times BT milk or crystal trichlorfon with 90% concentration to evenly spray millet plants in dry land, so as to effectively achieve the purpose of killing millet armyworm and promote the normal and stable growth and maturity of millet [4].

4. CONCLUSION

In conclusion, high-yield cultivation techniques and pest control techniques are important means to effectively improve the yield and quality of millet. Therefore, the relevant personnel should continue to study and improve its high-yield cultivation technology, and on the basis of ensuring its high-yield and stable yield, take effective measures to avoid its invasion by diseases and insect pests. The above measures also hope to help farmers better planting and pest control of dry land millet, so as to provide a healthy and good growth environment for millet, and promote the continuous development of agriculture.

REFERENCE

The Research and Practice of Manual Teaching Material Construction of School-Enterprise Cooperative Development

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Abstract: Higher vocational colleges aim at cultivating talents with high quality technical skills, in the process of education and teaching reform, the curriculum design with modern vocational education concept and the corresponding textbook development are urgently needed to promote the scientific transformation of the whole educational concept, making the students' professional skills training to a new level, personnel training is more able to meet the demand of today's social and economic development. This study is based on the actual needs of the reform of high-level professional education, combining with spatial information professional group of personnel training objectives, professional post ability standard, and the characteristics of students in the surveying and mapping "unmanned aerial vehicle (uav)" communities in the course of the existing teaching material construction, analysis of vocational education reform in our country in confusion, targeted to carry out the content results and the research of path method.

Keywords: School-enterprise cooperation; Work manual; Teaching material construction.

1. INTRODUCTION
1.1 Manual Teaching Material Construction
The construction of workbook-based teaching materials not only retains the theoretical basis of traditional teaching materials, but also introduces the operation skills and cautions of production links into the corresponding project units of the teaching materials in the form of manuals, and at the same time, with the teaching content of cases, deepens the students' specific understanding of working process. According to the construction requirements of project scenario, dynamic learning and production visualization, the traditional teaching materials and workbook are re-designed with information arrangement and interaction design, so as to provide readers with rich, vivid and refined new learning experience. To improve and enhance the communication efficiency between teachers and students, meanwhile, help teachers to carry out the reform attempt of project production into the classroom and support the mixed teaching of school-enterprise cooperation [1, 2].

1.2 Competition Loose-Leaf Teaching Material Construction
Vocational skills competition and innovation Competition, as two key points to promote the teaching reform of higher vocational education, have been paid more and more attention by society, enterprises and colleges. The construction of competition loose-leaf teaching material which combine with preparation skills and project incubation related to the course. The content is arranged and designed in the corresponding unit of the textbook in the form of relatively independent typical cases. It can make up for the disconnection between learning and competition in the process of traditional curriculum construction and talent training. The real benefit of the competition is not limited to the individual students, but to all students who participate in the course, so as to realize the real "learning through competition".

1.3 Construction Of Supporting Informationize Teaching Resources
"Micro-course" is designed for information-based teaching. It is an active learning method favored by students in mobile environment. It combines knowledge points and typical cases to develop micro-video combination. Micro-video is not the original course video simply cut into segments, but a video resource specially developed according to the knowledge point setting and the key points in the production link. In the construction process of supporting information-based teaching resource database, the construction of corresponding micro-course should be taken as the key point. The resource base of new form is synchronized with the construction process of workbook type and competition loose-leaf type teaching materials, and is mutually integrated and correlated; Make teaching material and student's study process close union, Let the student’s study and check in time, master it thoroughly.

2. THE WORK MANUAL TYPE AND COMPETITION LOOSE-LEAF TYPE TEACHING MATERIAL APPLICATION RESEARCH
2.1 Establish the School-Enterprise Cooperative Textbook Compilation Mechanism, And Highlight the Dual Subject Consciousness.
School should invite industry enterprise experts and production front-line technical personnel to participate in, such as lectures. It takes the enterprise's cultural concept, the actual needs of the post, aerial photogrammetry production project operation process management thought into the textbook. Through systematic learning of pedagogy, enterprise experts understand that the proper use of pedagogy in the teaching process will make it easier for students to master the knowledge they have learned and thus improve the teaching effect. The teaching method can be
properly integrated into the teaching materials to further improve the teaching effect. The textbook compilation is composed of the cooperative enterprise and the professional teachers of the school, which is both the teaching materials of the school and the training textbook for the new employees of the enterprise.

2.2 Strengthen the Reform of Teaching Materials Based on Students' Skills Competition

The holding of UAV surveying and mapping skill contest and the acquisition of results lay a good foundation for the interpretation of competition rules, the deepening of curriculum reform and the improvement of teaching materials. Consecutive competition winning can greatly improve the students' participation enthusiasm, and matching with the information teaching resources as the carrier of the construction of teaching material preparation and competition can be held in the process of formation of the intellectual achievements, such as race manual, grading rules and develop the disciplines in the process of discussion meeting record, award-winning students, and teachers of race preparation for lessons and so on resources, inductive absorption into the corresponding units of the textbooks, with readers.

“Proceed from actual production, Focus on professional skills”. In the treatment of the specific content of the textbook, it takes "necessary" and "sufficient" as the principle, takes the basic theory as the guide, focuses on the practice to expand and simplify; Connect theory with practice, combine theory with practice, teach theory in practice and master skills in use. In the form of teaching materials, in addition to compiling traditional paper teaching materials, multimedia courseware and teaching software, efforts are made to develop visual and three-dimensional teaching materials. Develop specific application cases of UAV surveying and mapping in land survey and UAV competition, and make production standards, competition standards manual and loose-leaf.

3. STIMULATE STUDENTS' AWARENESS OF INDEPENDENT LEARNING AND CULTIVATE THEIR ABILITY OF INNOVATION AND ENTREPRENEURSHIP

As a new technical means of the industry, UAV surveying and mapping has been a hot spot in the frontier research and application of space information industry in recent years. Data acquisition of smart city, precision agriculture, big data and artificial intelligence all depend on information acquisition of UAV to a large extent. For new things, students mostly show strong interest in learning. Through the reform and construction of workbook style textbooks, students can understand and master the theoretical basis and production skills, understand the forefront trends of the industry, stimulate the consciousness of innovation, and improve their entrepreneurial ability.

4. CONCLUSION

In the practice of talent training mode reform in higher vocational colleges, the original teaching materials have seriously restricted the structure and implementation of apprenticeship curriculum. The construction of modern apprenticeship starts from professional teaching standards and curriculum reform, systematically constructs the curriculum system of "school curriculum + enterprise curriculum", and lays its foothold on the construction of project-based teaching materials and teaching resources through school-enterprise cooperation. Practice has proved that it is beneficial to the realization of the goal of professional personnel training; It is conducive to the sharing of resources between schools and enterprises and the division of labor and cooperation between dual tutors, the improvement of professional personnel training quality.

REFERENCE


Practice of Training Students' Deep Reading Ability in Higher Vocational College

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Abstract: The era of reading for all is coming, because reading can make people keep a clear mind and thinking more active. It can be seen how important deep reading is for people's development. Morning reading practice is a case of reading practice created by Jiangsu Haiyuan. This paper will make a detailed analysis of this practical case, and provide some practical methods for the students of higher vocational colleges to better develop their ability of deep reading.

Keywords: Higher Vocational College; Deep reading ability; Training; morning reading.

1. INTRODUCTION
In recent years, the state, education departments and society are paying more and more attention to vocational education. Therefore, vocational education has higher and higher requirements for the cultivation of students. Higher vocational colleges should not only impart knowledge to students, but also pay attention to the development of all aspects of students, especially the deep reading ability of students [1-3]. Because students can improve their vision and understand all kinds of knowledge in the process of reading, which can be better used in life practice; when students' reading ability is improved, their understanding and judgment ability will be stronger and stronger.

2. THE IMPORTANCE OF IN-DEPTH READING FOR VOCATIONAL COLLEGE STUDENTS
The cultivation of deep reading ability is very important for students' learning. Through deep reading, students' knowledge structure can be improved, and their independent learning ability can also be improved. Then his academic performance and personal overall level will also be effectively improved, and better meet the requirements of social development. Therefore, during the period of school study, the school should let students master reading skills, pay attention to the cultivation of students' deep reading ability, and promote their all-round development and progress.

3. CONTENT OF MORNING READING PRACTICE
Morning is the most important time of the day. In order to cultivate the students' deep reading ability, all departments of Jiangsu Haiyuan actively cooperated to establish the practice activity of morning reading together, so that every student could read deeply, improve the students' bad living habits and make them full of vigor. The practice activity of morning reading is to cultivate students' deep reading ability as the core; three aspects must be paid attention to in the planning of the activity: the first is to keep the purity of reading all the time; the second is to make the reading content have good quality; the third is to make the activity form of reading rich and colorful.

In the morning reading practice activities, students are the main body of practice, and teachers play a certain auxiliary role, leading students to read classics together. Teachers make certain choices on books, and the contents are basically classic books of humanities. Considering that the students themselves read less books and their understanding ability will be weak, we need to set the classification of the books to be read, so that students can find the happiness of reading and find that they are not as terrible as they think, so as to find their self-confidence and cultivate their ability of deep reading step by step. And it can make the reading process more interesting. In the process of reading, some reading games are added to let students read in a relaxed and pleasant situation.

4. REFORM THE ORGANIZATIONAL FORM OF MORNING READING
4.1 Expand the Promotion Mode of Morning Reading
There is a certain difference between the practice form of morning reading and the traditional form in Haiyuan. In the past, morning reading was carried out indoors, but this practice was carried out outdoors. At the same time, it has also changed the hard and uninteresting form of the former students, creating many interesting reading forms for students, including relay reading, rush reading, role-based reading, and the competition between readers. Every day, different reading forms will be designed according to the different morning reading contents, so as to improve the students' deep reading ability more efficiently with this interesting method.

For example, when reading the Tao Te Ching, students can read one sentence after another in turn, so that students can better focus on reading and increase reading sensitivity, so that each student can think independently. In this way, you can feel the charm of reading in a relaxed range, and also cultivate the spirit of unity and mutual assistance of students.

In the end, you can make a summary of the reading articles together. Everyone can share their favorite sentences and appreciate them to some extent. You can comment and learn from each other. In the process of reading, everyone is more concentrated, so in this process, almost all of them can participate, everyone can find their most appreciated sentences, and give some appreciation and say their own opinions. Some students say that they should face life with a smile after reading the Tao Te Ching, some students think that they can't be greedy and insatiable, and some students say that they should have excellent moral character and...
conduct, etc. It can be found that from the practice of morning reading, everyone will have a certain harvest.

4.2 Introduction of Incentive Mechanism
Higher vocational college students are still in their youth, they prefer rewards to punishments, they hope to get everyone's affirmation and encouragement; therefore, appropriate rewards can stimulate students' reading enthusiasm, and also can improve students' deep reading ability. Therefore, they add a meaningful link to the annual reading day of Jiangsu Haiyuan, that is, to find reading talents. Reading talent refers to people with high reading capacity and efficiency, who will be rewarded and video shooting and publicity will be carried out after they are found. Such a reward system is a great honor for students, so through the establishment of the reward system, students can be more active in reading, and can better practice morning reading practice.

4.3 Play the Role of Student Associations
At the beginning of the establishment, many people did not know about this practice activity, and the number of participants was very small, basically only a few instructors and students of the community. In view of this phenomenon, several communities and teachers began to operate the activities, and they played a very important role in the publicity and promotion of morning reading practice activities. Every member of the club has made relevant plans, thinking according to the effect of the activity to be achieved, and actively innovating; through their efforts, more students know and participate in the activity, greatly improving their deep reading ability.

5. EFFECT OF MORNING READING

5.1 Changes in Reading Habits
Through morning reading, we can find that students' reading level has been greatly improved, reading methods have also been changed, and reading books and types have been greatly increased. Students rarely use electronic devices to read, and the reading volume of paper books has also been improved. It is proved that the practice of morning reading is of great help to the students' reading. It makes the students' reading habits better, makes them find their interest in reading, and cultivates their deep reading ability better.

5.2 Improvement of Reading Ability
Through the morning reading practice, we can find that the students' reading ability has made great progress. In the past, in order to pass the time, the students mainly read martial arts novels, romance novels, etc., without screening the quality of books. Nowadays, students can better choose books. Their reading type has changed from leisure magazines to classic literature, and their reading degree is more careful and attentive. Students also have more planning for reading. In the process of reading, they will pick and copy good words and sentences, and make reading notes in their spare time. The improvement of these data means students' in-depth reading ability is improving step by step. Morning reading practice helps students to acquire the ability of independent learning and effectively improve their in-depth reading ability. In this process, students' values will be shaped to a certain extent and their personality will be improved step by step.

6. CONCLUSION
The morning reading practice of Jiangsu Haiyuan has cultivated the students' ability of deep reading. Reading ability is more and more important for the all-round development of human beings. Therefore, each vocational college must pay attention to the training of students in this aspect. We can learn from the practice of Jiangsu Haiyuan to improve the students' ability of deep reading, so that students can flexibly use their knowledge in life.

REFERENCE
On the Economic Development Trend of Ecological Poverty Alleviation

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Abstract: In the new situation, with the deepening of the spirit of the 19th national congress, ecological poverty alleviation, as one of the important ways of targeted poverty alleviation, has appeared in everyone's vision. Ecological poverty alleviation is mainly to achieve the strategic goal of the combination of targeted poverty alleviation and ecological protection projects in underdeveloped areas, and to lift the dilemma of "ecological poverty". To achieve green poverty reduction and sustainable development, under the guidance of the new era, we need to achieve a win-win situation between poverty alleviation and ecological civilization construction. However, in the specific time process, there are still many outstanding problems in the ecological poverty alleviation in the underdeveloped areas. At this time, we need relevant personnel, adhering to the main idea of scientific development concept, to build a diversified coordination mechanism of rural ecological poverty alleviation, effectively prevent the risk of returning to poverty, promote the green development of rural areas, and promote the effective connection between the construction of ecological civilization and economic development. Therefore, this paper first puts forward the problems that need to be explored, and then, according to the strategic significance, analyzes the problems in the work, and explores the development trend of diversification.

Keywords: Ecological poverty alleviation; Economic development; Trend.

1. INTRODUCTION

With the continuous promotion of the spirit of the 19th national congress of the communist party of China, great achievements have been made in the field of anti-poverty in China. The regional overall poverty has been alleviated obviously, and many rural areas have begun to extend from universal poverty to the direction of eliminating absolute poverty. Meanwhile, they have made important contributions in the world. Poverty alleviation is one of the three major battles put forward by the 19th national congress of the communist party of China, and also directly related to the main goal of building a moderately prosperous society in an all-round way [1]. Most of China's deep poverty areas are not only the key ecological functional areas, but also the fragile ecological areas. Especially after the important concept of "green water and green mountains are golden mountains and silver mountains" of the party central committee is presented to everyone's vision, it vividly illustrates the dialectical relationship between economic development and environmental protection. It further points out the direction for ecological poverty alleviation, and then, combined with the actual situation, formulate a scientific development path. From another perspective, because of the extensive economic development idea of "pollution first and treatment later" that has been presented for many years, if this continues for a long time, it will lead to a strong destruction of the ecological function mechanism in developed countries.

2. THE STRATEGIC SIGNIFICANCE OF DEVELOPING ECOCLOGICAL POVERTY ALLEVIATION ECONOMY

2.1 Ecological Poverty Alleviation Is the Internal Requirement of Poverty Alleviation In The New Era

From the perspective of modernization, China's poverty alleviation work has entered a critical period. How to achieve a comprehensive poverty alleviation plan in 2020 has become the focus of the current situation, which needs to be explored. At this time, we can combine the current situation, under the correct guidance of the party central committee, use the work mode of ecological poverty alleviation to meet the development needs of modernization and realize the internal needs of China's poverty alleviation work. On the one hand, it can achieve the construction goal of green sustainable development; on the other hand, it can achieve the construction effect of twice the result with half the effort under the protection of ecological environment [3]. To a certain extent, ecological poverty alleviation is mainly to increase the effective construction of targeted poverty alleviation. On the one hand, it is necessary to optimize the regional ecological environment; on the other hand, it is necessary to further promote industrial poverty alleviation, and ultimately achieve the goal of both economic and social benefits.

2.2 Ecological Poverty Alleviation Is An Important Way of Green Sustainable Development

ACADEMIC PUBLISHING HOUSE
To a certain extent, ecological poverty alleviation belongs to the foundation of poverty alleviation and development. It is necessary to establish a scientific outlook on development on the basis of respecting nature, conforming to nature and protecting nature. We should combine poverty alleviation and green development to achieve a comprehensive and unified goal. On the basis of ecological development and ecological environment optimization, we should deal with the relationship between human and nature, economic development and ecological environment construction. On the basis of "people-oriented", maintain effective harmony, achieve a balanced state and meet the development trend of globalization.

2.3 Ecological Poverty Alleviation Can Coordinate the Relationship Between Ecological Environment and Industry

From another point of view, regional poverty is mainly the areas with relatively fragile ecological environment. From the perspective of development, only by actively promoting the local economy, can we get rid of poverty. However, in the process of industrial development, it is necessary to optimize and adjust the industrial structure on the basis of green development. To a great extent, ecological poverty alleviation needs not only to deal with the relationship between social development and ecological environment protection, but also to organically combine ecological protection with internal development, development and comprehensive promotion. In this way, it can be extended in the direction of "blood transfusion" and "hematopoiesis" and "precise drip irrigation", so as to reach the stage of balanced development [4].

3. THE MAIN PROBLEMS OF ECOLOGICAL POVERTY ALLEVIATION

First, the main body of participation in ecological poverty alleviation is single. Solve the problem of "point" of the audience of ecological poverty alleviation, on the basis of "face-to-face", implement effective promotion, and improve the effectiveness of ecological poverty alleviation. Second, the supervision system of ecological poverty alleviation is backward. Some areas in the process of ecological poverty alleviation, there are some negative work problems, such as misappropriation of poverty alleviation funds, which will lead to the supervision system cannot be well built in an all-round way. Third, the lack of ecological poverty alleviation security mechanism. There is no clear system about whether the poverty-stricken counties will return to poverty again due to natural disasters. Fourthly, employment training services need to be strengthened. There are still many deficiencies in the participation of poor households in a series of work, and more policy guidance and support are needed. Fifth, legal advice and assistance are needed. For people in poverty-stricken areas, their education level is not high, they are not familiar with the legal process and laws, and they can solve controversial problems [5]. Sixth, social security measures need to be strengthened. The accident rate is high because of the superposition of human factors and natural factors. At this time, we need to prepare commercial insurance or accident insurance for the people according to the risk.

4. ON THE TREND AND PATH OF ECONOMIC DEVELOPMENT OF ECOLOGICAL POVERTY ALLEVIATION

4.1 Poverty Alleviation Model with Local Ecological Advantages

To a certain extent, the breakthrough point of ecological poverty alleviation will need to obtain the market's construction of ecological civilization in poor areas, and find the focus of targeted poverty alleviation development. From the regional perspective, it is necessary to implement the ecological poverty alleviation model in the areas of agriculture, animal husbandry and ecological education reform, so as to give full play to its advantages. For example, the laish national park in the united states is to improve the participation of local people on the basis of ecological environment protection. It is not only necessary to let the local residents know more about cultural sources, but also to provide more economic sources for the local villagers based on the protection of cultural heritage. From the perspective of our country, the poverty-stricken areas in the southeast coast of China are rich in resources. At this time, we can effectively excavate the potential advantages of the local poverty-stricken areas, actively cultivate the construction of green pollution-free organic food, and on the basis of characteristic ecology, complete poverty alleviation and achieve effective development path. For example, on the basis of industrial clusters, lithium new energy industry has expanded the poverty alleviation development of tourism ecology, maintained the development of ecological environment, solved the problems of farmers themselves, and achieved double harvest of economic and social benefits [6].

4.2 Model of Developing Ecological Poverty Alleviation In Different Places

From the perspective of modernization, vulnerable areas or important ecological functional areas can use this model to develop and extend. In areas with more natural disasters, it is necessary to travel on the basis of immigrants, give full play to the basis of the main body of the people, and strengthen the establishment of industrial parks. To meet the mutual integration of town and migration, combined with the current situation of the industry, select the rural areas with relatively complete infrastructure to implement poverty alleviation plan, and then combine the current situation to implement a unified arrangement. For example, the "benefit project" in Fujian province is to build the development path of urbanization in the process of migration planning [7]. And many resettlement sites will be selected in the edge of the town, so that when the villagers are employed, they can meet the basic needs of public services on the basis of the secondary and tertiary industries, so as to combine the current situation and build a modern extension mode.

4.3 Develop Ecological Poverty Alleviation and Afforestation Cooperatives

Combined with the current situation, we can see that more than 60% of the poor labor force and more than 45% of the total investment need to be maintained when the
professional cooperative labor service is supported. For example, on the basis of the poverty-stricken counties in Shandong province, 500,000 mu of afforestation tasks have been added. And we need to increase the afforestation investment standard from 500 yuan to 800 yuan. Under the guidance of the policy, the cooperators began to show their vision. And by the end of 2019, 2,853 professional afforestation cooperatives have been effectively extended and developed, with 2.6 million mu of afforestation tasks and effective labor income [8].

4.4 Strengthen the Implementation of The Project
On the basis of sustainable development, the policy of returning farmland to forest has been presented to everyone. In the process of implementation, we need to increase the economic income of farmers in the process of deepening reform. In many rural areas, land is not only scattered, but also crops are less selective, so it is difficult to sell products. In 2018, the project of returning farmland to forest needs to be started on the basis of financial electroplating. In the end, it can increase production by 500,000 mu every year. After the task is assigned, the poor people can be organized, limited land resources can be used, effective investment in afforestation can be completed, local construction can be maintained, and sustainable development can be promoted.

4.5 Cultivate New Forestry Industry Management Subjects
At this time, enterprises need to adhere to the main idea of scientific development concept, on the basis of intensification, build a "four in one" classified construction. On the basis of optimization, the natural acacia, hippocages rhomboids, forsythia and other contents are all presented to everyone's vision. On the basis of family forest farm, this paper explores the further development of management and protection mechanism of state-owned forest farm entrusted by ecological public welfare forest. We should extend the forestry economic industrial chain, deepen the reform and solve the problem of product sales when we do a good job in the layout of downstream enterprises. On the basis of optimizing poverty, we should establish a system of preferential cooperation. For example, sea buckthorn industrial technology innovation alliance has carried out scientific exploration with many enterprises such as mountain sunshine food co., ltd., signed new product research and development, carried out agricultural development direction such as sea buckthorn cultivation, and built a broader extension space.

4.6 Promote the Poverty Alleviation Model of Forestry Asset Income
At this time, on the basis of the model of "enterprise + cooperative + base + farmer", 70% should be allocated to forest right holders and 30% to village collective organizations. In the long-term development process, to the direction of specialization, intensification and scale, on the one hand, it can improve the income of the poor; on the other hand, it can solve the "zero" problem of the collective economy and extend to the perspective of the benefit of forestry assets.

5. EFFECTIVE MEASURES FOR ECONOMIC DEVELOPMENT OF ECOLOGICAL POVERTY ALLEVIATION
5.1 Participation, Supervision and Implementation of The Whole People to Promote the Development of Ecological Poverty Alleviation
To a certain extent, it is necessary to present the dominant position of farmers and enterprises on the basis of scientific development concept. On the basis of winning and losing, law and other contents, enhance the ecological awareness and meet the development path of modernization. Ecological poverty alleviation not only needs the scientific guidance of the government, but also needs to affect the effectiveness of ecological poverty alleviation on the basis of people's ecological awareness. Enterprises are the promoters of ecological poverty alleviation, and their behaviors and attitudes can affect the effective development of poverty alleviation. Use the cooperation between government and farmers, enterprises and themes to achieve the main realm of rapid economic development. It can not only extend the public channels, but also add the ecological poverty alleviation work into the effective supervision process. For example, the hearing of ecological poverty alleviation policy is based on the transparent construction of ecological poverty alleviation to meet the scientific development needs.

5.2 Improve the Ecological Compensation Mechanism to Achieve All-Round Coverage
On the basis of ecological compensation mechanism, it is necessary to increase the compensation efforts in ecologically vulnerable areas, clarify the corresponding payment scope, and build the focus of ecological development. In addition, we need to strengthen the value evaluation of key functional areas according to the scope, mode and content of compensation, implement effective extension mechanism, implement scientific dynamic evaluation, and establish the overall compensation mechanism on the basis of regional. Under the influence of ecological environment protection, combined with the division of main functional areas, improve the corresponding audit standards, enhance the development of key poverty-stricken areas, and meet the extension of the ecological compensation level of the basin.

5.3 Vigorously Develop Ecological Economy, Cultivate and Develop Ecological Industry
On the basis of "environmental protection + industry driven" poverty alleviation and development model, we need to harmonize the relationship between ecological environment and economic development, emphasize the close combination of selection and ecological protection, and effectively transform resource advantages into industrial or economic advantages. From the perspective of multi-function, it extends towards the direction of "one, two and three industry composite industrial chain" [9]. Build tourism experience, leisure and vacation tourism, intensive processing industry, etc., and establish and play a typical demonstration role on the basis of the integration of production, processing and sales, accelerate the construction of internet and e-commerce platforms, and enhance the market's ability to resist risks. The development of
ecotourism industry, towards the family hotel management and other content of the implementation of development.

5.4 Innovating Various Ways of Ecological Poverty Alleviation and Supporting Ways of Ecological Poverty Alleviation

At this time, we need to play a leading role in policy guidance and implement ecological poverty alleviation policies. to explore and establish a diversified ecological compensation mechanism, implement ecological transfer payment, establish a special compensation fund account, and establish a green industry poverty alleviation fund. we will encourage innovation in ecological poverty alleviation approaches, and improve the participation and capacity of the labor force in poverty-stricken areas. to solve the credit problem of eco agricultural products and build the brand advantage and scale effect of eco agricultural products. on the basis of "internet plus poverty alleviation", we should extend green space and expand employment management to meet the main path of ecological poverty alleviation.

6. CONCLUSION

with the progress of society, rural poverty alleviation is related to building a well-off society in an all-round way. ecological poverty alleviation belongs to the concept of green and shared development. in order to solve the current plight of rural ecological poverty alleviation, it is necessary for relevant personnel to adhere to the main idea of scientific development concept, on the basis of the pattern of "big poverty alleviation", establish a green development model, and promote the development of ecological industry to lift poverty alleviation. form the supporting mechanism of rural ecological poverty alleviation, and maintain the long-term and sustainability of the achievements. we should promote the harmonious coexistence of human and nature and realize our common "Chinese dream".

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Exploration and Practice of Online Scene Teaching Mode: Taking the Course of Object-Oriented Programming as An Example

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Abstract: At the beginning of 2020, there are many accidents, and the sudden epidemic makes college teachers open the online teaching mode. In the process of online teaching, the existing teaching platform and software greatly facilitate the implementation of each link of course teaching, but there are also disadvantages. Through one semester of curriculum practice and continuous exploration, the author has solved the related problems, summarized the online scene teaching mode, and created a better online course of object-oriented programming.

Keywords: Online teaching; Scene; Object-oriented programming.

1. ONLINE TEACHING DESIGN FRAMEWORK OF OBJECT-ORIENTED PROGRAMMING

Figure 1. design framework of online course teaching
"Object oriented programming" is an important basic course for data science and big data technology major. It mainly cultivates students' ability to complete programming practice with object-oriented language. The course is mainly completed in the form of high-quality MOOC + live teaching. In the pre class preparation stage, we have developed the main structure and implementation content of the course design, which includes six aspects: guiding ideology, teaching objectives, supporting platform, teaching form and evaluation feedback, as shown in the Figure 1.

Based on the main guiding ideology of "gender once" and "task driven", the course is taught in innovative forms such as high-quality moocchio, online live broadcast and online experiment, and online courses and evaluation feedback are implemented with the help of superstar learning, moocchio, Tencent conference, nail and other information-based teaching platforms. Through the above teaching system, students can master Grasp the basic theory of curriculum, have certain innovation ability, strengthen practical programming, apply learning to promote overall development [1-3].

2. ONLINE COURSE IMPLEMENTATION OF OBJECT-ORIENTED PROGRAMMING

This course adheres to the traditional programming language's consistent emphasis on practice. In the process of offline to online transformation, combining the advantages of education platform and teaching software, we strive to do a good job in the process design of three links before, during and after class, interpret the key points of chapters in detail with live broadcast interaction in class, drive students to master rich knowledge with tasks, test and test the learning effect in class, and level off Stage feedback supervises students' learning state.

2.1 Enrich Teaching Materials and Lay a Good Foundation for Online Teaching

The difference between online courses and traditional teaching environment, in the past, most of our teaching materials were distributed in the form of WeChat and QQ group upload by the academic committee, and most of the materials were mainly teaching courseware and necessary software of the course. Superstar learning platform provides us with a good data sharing mechanism, and we can accurately distribute the required data to each chapter. Teachers can also use the cloud disk provided by the platform to upload data, and select the corresponding cloud disk file at the location where the data need to be distributed. In addition, the platform provides a special information area to facilitate the management of teaching resources. The important programming environment software resources of the course can be downloaded in the corresponding chapters, so as to avoid the problem that students often forget to download or cannot find the materials in offline courses.

2.2 Scene Teaching Stimulates Interest and Improves Learning Effect
The overall implementation of online courses mainly uses nail + browser + Learning pass and other software. The basic supporting hardware includes: surface tablet, surface pen, condenser microphone, camera phone and other major equipment. Through the above software and hardware support, online scene teaching is built to create a real-life classroom environment for students, enhance the interaction between teachers and students, and activate the classroom atmosphere.

2.2.1 Traditional ppt courseware is dull in form and content. My courseware uses easy sketch to draw animation opening, simulate the real scene of writing blackboard by hand, cooperate with fast-paced background music, form lively, attract students' eyes, good-looking and interesting, attract students' attention at the beginning of the live broadcast, and do a good job in the beginning of each class. As shown in the Figure 2:

2.2.2 It's hard to understand the handwriting of mouse written slide notes. I use surface + surface pen handwriting pen to make key annotation, which is as clear as blackboard writing in offline classroom scene. At the same time, I can mark key points in combination with courseware, so students can better understand the lecture content, or take screenshots as notes directly.

2.2.3 It is difficult for students to quickly locate the mouse pointer to the teacher's lecture content. I use the desktop pointer to "point out the maze" for students, simulate the real pointer in the classroom, and point to the specific knowledge points of the current lecture at any time, so that students can keep up with the ideas of the lecture, as shown in the Figure 3:

2.2.4 The sound quality of the fuzzy microphone is poor. I use droxicam to transform my mobile phone into a high-definition wide-angle camera, and use an external dedicated condenser microphone for recording, so that the live broadcast is like face-to-face communication, and the interaction is smoother and cordial.
2.2.5 The simultaneous classroom of learning communication platform cannot be operated by computer, and Tencent live conference can share screen but cannot save video. I use learning through browser to cast screen function + nail group live broadcast to realize live sharing screen, and show all learning activities of learning through browser to cast screen. At the same time, nail provides live playback function. If the teacher talks about knowledge points or programming operations too fast in the process of live broadcast, students can use playback to see where they will not see after class.

2.3 Classroom Test and Homework, Consolidate Knowledge and Apply It

In online classroom teaching, we need to complete chapter tests and other contents in class. After class, we will assign programming experiment homework to students, which can make them digest the content in class, strengthen their practical ability. The most important thing to learn a language well is practice, give enough programming experiments to students, and explain the experiments in detail regularly.

2.4 Data Feedback of Teaching Platform and Supervision of Students' Learning

Super star "one level, three ends" teaching platform and Chinese University MOOC platform have perfect learning data evaluation feedback, real-time evaluation of teachers' teaching process and students' learning process. As shown in the Figure 4:

3. CONCLUSION

Online teaching platform facilitates the sharing and transmission of curriculum resources. Super star Learning + nail live broadcast, combined with nail tape recording function, meets the needs of students to watch live and watch back, and improves learning efficiency. Live broadcast is an important means in online teaching, and also one of the best forms of interaction between students and teachers. Through online scene teaching mode, we strive to make the live broadcast process more efficient Add fun, let students bring up their interests, better integrate into the course learning, and more actively learn the course knowledge; at present, the course has been saved for live playback of teaching, and hope to add self-built MOOCs in the future, and strive to build object-oriented programming into an online and offline hybrid excellent course.

REFERENCE

A Study of English Teaching Mode in Higher Vocational Education from The Perspective of ELF

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Abstract: With the progress and development of society, the education form and idea of our country have changed greatly. The way and idea of learning English is changing from a foreign language paradigm to a general language paradigm. Foreign countries have been teaching English knowledge from the perspective of ELF for a long time, while the progress of English Teaching in China is still at the theoretical level of elf. For the teaching methods and ideas of ELF localization, few scholars have involved. In order to further discuss the development mode of Chinese English from the perspective of elf. This paper studies the English teaching mode of Higher Vocational Education from the perspective of elf, aiming to apply the English teaching mode of elf to the English teaching practice of higher vocational education, and to prove the feasibility and practicability of ELF in the English Teaching of higher vocational education.

Keywords: Elf perspective; Higher Vocational English; Teaching mode.

1.INTRODUCTION
In recent years, the trend of economic globalization has forced the communication and trade between China and other countries in the world to be closer. English, as a common working language in the world, has been popularized all over the world. In recent years, its development is even more rapid. According to the survey data, the number of people who master the language has exceeded the number who use English as their mother tongue. Behind the rapid increase in the number of people, it means that English is on the stage of history as an international popular language. The popularity and development of English in many countries makes English seem to be an international lingua franca.

2.AN ANALYSIS OF THE CURRENT SITUATION OF ENGLISH TEACHING RESEARCH AT HOME AND ABROAD
As a foreign language, English was introduced into China in the early days. Most of the linguistic features of English are well inherited and developed, but when the early English was just introduced into China, influenced by the social ideology and political changes in China at that time, there were words and sentences with Chinese characteristics in the early stage. Such words and sentences have strong Chinese cultural color, so that foreigners can't understand them. After that, some people put forward the solutions to the localization of internal English and the localization of external English. However, foreign scholars have expressed their opposition to this, which has resulted in differences in the long-term development of English in China [1-4]. During this period, a Chinese professor proposed three English teaching modes, namely, localized English, native English and general English. In the fierce discussion, the scholars agreed that English native language is a good teaching mode.

2.1 The Theory of English Localization Is Loose and Does Not Form a System
Localized English is an English language system and teaching mode with bright colors and Chinese culture in China. However, there is a lack of strong theoretical guidance in the development of localized English. Some theories used to support the development of localized English are also loose and do not form a complete teaching system. In the current localized English teaching, university professors do not know how to explain and explain the localized English.

2.2 The Characteristics of English Localization Are Not Obvious, And English Teaching Lacks Guidance
The formation of localized English is not only supported by a perfect theoretical system, but also lacks distinctive features. In the case of the simultaneous emergence of lingua franca and native English, few people can distinguish them. It is the lack of distinct features that makes the teaching of native English lack of examples as guidance. In order to further develop native English teaching, some Indian scholars have proposed the theory of using interactive communication method to bring native English into College English in the form of storytelling in the practice of language teaching, it is demonstrated by experimental research.

3.AN ANALYSIS OF THE CHARACTERISTICS OF ENGLISH LOCALIZATION
The development of English in China can learn from the development mode of English in India. At first, Indian scholars used the concept of context to set three parameters of language, context and culture to explore the development of English in India. At present, China can also use this research mode to discuss and explore the development of English localization.

3.1 English In Chinese Context
The development and application of English in Chinese context can be explored from two aspects. The first is about words. Chinese culture has a long history and is profound. Many words in Chinese culture cannot be accurately
expressed in English, such as "fate", "Yin and Yang" and "solar term" in China. Because of cultural differences, the meaning of words is not consistent, which is the biggest problem of English localization. Sometimes it is clear that simple English words such as "dog" is a commendatory word in foreign countries, but its translation into Chinese has changed its flavor. Secondly, in terms of sentence structure, Chinese and English are quite different. The first choice is that the sentences in English pay much attention to the logical structure between the sentences, the lack of sentence components cannot form a complete sentence, on the contrary, Chinese pay little attention to the logical structure, but pay attention to the emotional communication. It's like an ancient poem with Chinese characteristics, which depicts dry vine, the old tree, family crow, small bridge, running water. The somebody else. Single words translated into Chinese are Kuteng, old trees and crows, bridges and flowing water. In the eyes of Chinese people, it's a beautiful artistic conception, but in the eyes of foreigners, it's a house and a tree. There's no inevitable connection between these aspects. This is the difference in cultural formation.

3.2 English In the Context of Chinese Culture
In the context of expression, Chinese and English are slightly different. Chinese expression is too implicit. Chinese people usually like to add too many modifiers in sentences, which leads to too long a story. On the contrary, English is the opposite of Chinese. Foreigners always like to narrate before modifying, which makes the expression of events seem straightforward. This is caused by the different ideas of Chinese and foreigners.

4.AN EXPERIMENTAL STUDY OF ENGLISH LOCALIZATION
4.1 Research Questions
Using the story teaching method to bring the localization of English into the teaching practice of College English, the question is how can students accept it? What's the attitude towards localized teaching? How can localized teaching help students improve their ability?
4.2 Research Object
One hundred college students randomly in a vocational college are taken as the research objects. After nine years of compulsory education, these students have formed better English reading and writing ability, have a certain understanding of English learning, and have formed their own learning habits and methods. For this, we can observe the effect of teaching from these students.

4.3 Research Tool
Taking the questionnaire as the main survey tool, the students were investigated before and after the experiment. The questions were divided into four parts. Are you familiar with ELF English? Is it in Chinese English? Can you express Chinese culture fluently in English? The survey culture should be conducted anonymously. After the Q & A, students' vocabulary needs to be tested.

4.4 Theoretical Basis of Teaching
Let some students live in the idiom story, let them deeply feel the Chinese culture in this situation, while the other students should be in the pure English learning. The last two are for comparison.

4.5 Research Results
Finally, we need to test the students' proficiency in Chinese English, and then use the form of questionnaire survey to investigate the students' experience in learning, and make a theoretical summary at first.

5.CONCLUSION
Generally speaking, the development of English in China must be based on and respect for China's national conditions and culture. In the teaching and research of English localization, we must give full play to the cultural soft power and do a good job in the work of English localization.

REFERENCE
Investigation and Research on the Professional Identity Situation of Nursing Students Under the Background of COVID-19 Epidemic

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Abstract: Objective: China occupation novel coronavirus epidemic situation background, the Chinese nurse student occupation identification present situation, analyzes its influence factor, provides the theory support for the nursing student occupation identity education. Methods: a total of 500 nursing students with different educational levels, including secondary school students, junior college students, graduate students and undergraduates, were selected by random sampling method. Results: the professional identity of domestic nursing students was in the middle level; the influence of gender, nationality, education level, whether they had been a volunteer during the epidemic period and the professional identity of nursing students were statistically significant (P<0.05); the scores of five dimensions of professional identity of volunteers during the epidemic were higher than the average value of Professor Hao Yufang. Nursing students were proud to be in the nursing field, and the items scored the highest. Conclusion Occupation novel coronavirus is still a problem facing nursing education. In the process of resisting the new coronavirus epidemic situation, nurses' occupation is fully understood, recognized and respected by the society. Social support has promoted the promotion of nursing students' professional identity, and the core values of nursing students also have a very important influence on career identification. Therefore, we should learn from social support, personal values internalization and so on. On the other hand, we should continue to strengthen the professional identity of nursing students.

Keywords: Xinguan epidemic situation; Nursing students; Professional identity; Status quo.

1. INTRODUCTION
From the perspective of definition, professional identity refers to the individual's views on the goal, social value and other factors of the occupation they are engaged in. Since the novel coronavirus outbreak in 2020, numerous medical staff have been involved in this battlefield without smoke. The community has paid more attention to and recognized the occupation of nurses. Studies at home and abroad have shown that society, school and individual values are the factors influencing nurses' professional identity. The purpose of this study was to understand the current situation and influencing factors of professional identity of nursing students in China under the background of new epidemic situation, so as to provide some theoretical basis for improving the professional identity of nursing students.

2. OBJECT AND METHOD
2.1 The research objects used the sampling method to conduct a questionnaire survey on 500 nursing students of different educational levels in our hospital from 2016 to 2019.
2.2 Survey Tools
2.2.1 General information questionnaire self-made basic information questionnaire, including gender, age, nationality, whether volunteer during the epidemic period, etc.
2.2.2 The professional identity questionnaire of nursing students compiled by Professor Hao Yufang in 2011 was used as the questionnaire of this survey. The questionnaire is divided into five dimensions and 17 items. Career self-concept dimensions (1,6,9,11,16,17), retention benefits and turnover risk dimensions (5,8,10,14), social comparison and self-reflection dimensions (7,13,15), career choice autonomy dimensions (4,12), social persuasion dimensions (2,3), in which item 12 adopts reverse scoring. The questionnaire adopts Likert 5-grade scoring method. The "inconsistent", "relatively inconsistent", "between", "relatively consistent" and "very consistent" are respectively expressed as 1-5 points, with a total score of 17-85 points. The higher the score is, the higher the professional identity of the respondents is. The questionnaire has passed the reliability and validity test in the design.
2.3 Data collection questionnaire was distributed through questionnaire star and filled in anonymously. 500 questionnaires were sent out and 500 questionnaires were recovered, of which 499 were valid, and the effective rate was 99.8%.
2.4 Statistical analysis: SPSS 17.0 software was used for statistical analysis of the data. The measurement data was described by means and standard deviation, and regression analysis was conducted by t-test and influencing factors. P<0.05 showed that the difference was statistically significant.

3. RESULTS
3.1 General information: among 499 students, 72 were male and 427 were female; 280 were younger than 20 years old, 219 were over 20 years old; 137 were secondary school students, 136 were junior college students, 179 were undergraduate students, and 47 were graduate students; during the period of Xinguan epidemic, 20 respondents had...
been volunteers.

3.2 Under the background of epidemic situation, the total score of professional identity of nursing students was 61.37±13.03, which was 72.2% compared with the total score of 85 in the questionnaire. It can be seen that the professional identity of nursing students is still at a medium level, which is basically consistent with the survey results of Hao Yufang [1, 2] and Zhou Yan [3]. Gender in the social comparison and self-reflection, social persuasion dimension, education level in the occupation self-concept, career choice autonomy dimension, social comparison and self-reflection, national occupation self-concept, career choice autonomy, whether or not to do volunteer during the epidemic period, the difference in the dimension of autonomy in job choice was statistically significant (P<0.05). In the context of the epidemic, the survey results showed that the scores of the items of "I am proud of being able to work in the nursing field" (3.88±0.96) and "I am willing to be a nurse" (3.77±1.015) were significantly higher than other items. Students who had been volunteers during the epidemic period had scores of 23.5±4.09, 8.20±1.54 and 3.77±1.015, which ranked the second from the bottom.

The score of "nursing can make me play my creativity" was obviously different from Professor Hao Yufang's average. and the influencing factors of professional identity are shown in Table 1. In terms of gender, the total score of professional identity of male students (58.12±17.06) was significantly lower than that of female students (63.5±14.32), which was consistent with the findings of CAI Chunfeng [4]. Analysis of this may be due to the traditional male chauvinism and the society's disapproval of boys' subtle and caring work; different nationalities also have a great influence on the autonomy of career choice. In this study, it is obvious that the understanding of Korean students' occupation stems from their parents' or other power indoctrination, which may be relatively easy for Korean families to work abroad, rather than indoctrinate their children. It is necessary to find nurses with relatively stable and good employment. This is consistent with previous studies showing that ethnic differences have a greater impact on the professional identity of nursing students [5]; in terms of academic level, social comparison and self-reflection dimension, professional self-concept reflect the highest professional identity of secondary school students, followed by graduate students, specialty again, undergraduate finally, which is consistent with the research results of Niu Hongyan [6-8], which shows that nursing employment environment and education are not positive. The score of "nursing can make me play my creativity" was (3.41±1.021), which ranked the second from the bottom. The talents with high educational background thought that the nursing profession could not give full play to its ability and speciality, so the professional identity of highly educated nursing talents was not the highest.

4. DISCUSSION

4.1 In the context of the epidemic, the professional identity of nursing students is still at a medium level, and the influencing factors of professional identity are shown in Table 1. In terms of gender, the total score of professional identity of male students (58.12±17.06) was significantly lower than that of female students (63.5±14.32), which was consistent with the findings of CAI Chunfeng [4]. Analysis of this may be due to the traditional male chauvinism and the society's disapproval of boys' subtle and caring work; different nationalities also have a great influence on the autonomy of career choice. In this study, it is obvious that the understanding of Korean students' occupation stems from their parents' or other power indoctrination, which may be relatively easy for Korean families to work abroad, rather than indoctrinate their children. It is necessary to find nurses with relatively stable and good employment. This is consistent with previous studies showing that ethnic differences have a greater impact on the professional identity of nursing students [5]; in terms of academic level, social comparison and self-reflection dimension, professional self-concept reflect the highest professional identity of secondary school students, followed by graduate students, specialty again, undergraduate finally, which is consistent with the research results of Niu Hongyan [6-8], which shows that nursing employment environment and education are not positive. The score of "nursing can make me play my creativity" was (3.41±1.021), which ranked the second from the bottom. The talents with high educational background thought that the nursing profession could not give full play to its ability and speciality, so the professional identity of highly educated nursing talents was not the highest.

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<th>Table 1. Influencing factors of professional identity of nursing students(N=499)</th>
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<td>Have you ever been a volunteer during the epidemic</td>
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* Significant at 0.05 level (bilateral).

4.2 In the context of the epidemic situation, among the 17 items of the occupational identity survey, "I am willing to be a nurse" and "I am proud of being able to work in the nursing field" rank in the top two, which is obviously different from Professor Hao Yufang's "when choosing a job, you should consider not only your own ideal, but also the external environment" and "I want to communicate with the elders in the nursing field". At the same time, this may have a lot to do with the frequency and reputation of media publicity during the epidemic period (people's daily, people's daily, Xinhua news agency and CCTV reported the touching stories of countless nurses). Nursing students have more opportunities to listen to the stories and voices of nursing predecessors, and understand the environmental impact of nursing work. The profession of nurses is fully recognized and respected by the society. Obviously, the social support stimulated the enthusiasm of nursing students to devote themselves to nursing work. Although in the fight against the epidemic situation, the social cognition of nurses has changed to some extent, but many people in the real society still have wrong cognition on the nurse profession. In the future, we should do a good job in guiding the public opinion, and then improve the professional identity of nursing students.

4.3 Under the background of epidemic situation, the scores of five dimensions of professional identity of nursing students who have been volunteers are higher than the norm.
and other students. It fully shows that students' core values have a very important impact on their professional identity. Students with dedication, benevolence and voluntary service consciousness have higher scores in the dimension of career choice autonomy, and their professional identity will be higher. Therefore, efforts should be made in the cultivation of core values of nursing students, so that nursing students can fully realize their personal value and positive sense of value, which is conducive to cultivating positive professional attitude and belief. At the same time, the practicality of professional identity is very strong. We should strengthen practical teaching and practice, pay attention to "internalized experiential education", which is more conducive to the emotional resonance between students and occupation in advance, so as to enhance professional identity.

5. CONCLUSION
In the context of the epidemic situation, this survey shows that the professional identity of domestic nursing students is still at a medium level. In the future nursing education, we should strengthen the practical learning of nursing students, deepen the reform of practical teaching, pay attention to career enlightenment and planning education, and strengthen media publicity, so that more nursing students can love the nursing profession from their hearts and identify with the nursing profession.

REFERENCE
Practice on The Cultivation of Innovation Ability of Environmental Microbiology

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Abstract: Environmental Biology, as a basic course of environmental science, pays attention to the comprehensive training of students' theory and practice, and plays a connecting role in building professional talents. Based on the research of teaching for many years, the author analyzes how to improve the students' practical ability and grasp the basic theoretical knowledge. Next, this paper will optimize and integrate the teaching content of environmental microbiology, so as to train high-quality talents for the society.  
Keywords: Environmental Microbiology; Innovation ability; Training mode; Teaching reform.

1. INTRODUCTION  
It is true that the core of environmental science and engineering major is the "Environmental Microbiology" course that people pay more attention to at present, which plays an important role in personnel training. On the one hand, environmental microbiology is an independent discipline, which has laid a common knowledge foundation and corresponding experimental skills for environmental monitoring, solid waste treatment, water pollution and air pollution control engineering. On the other hand, it also covers the courses of Biochemistry, biology and microbiology, and popularizes the technology and methods of microbiology to the courses in various related fields. In order to implement the promotion of quality-oriented education and innovative talents, based on the various problems exposed in the teaching process of "Environmental Microbiology", we should choose effective teaching methods according to the actual problems, and adopt the training methods with both personality and popularity to innovate and improve the course teaching.  

2. TEACHING DIFFICULTIES AND CURRENT SITUATION OF ENVIRONMENTAL MICROBIOLOGY  
Generally speaking, one of the teaching difficulties of environmental microbiology course is that the amount of knowledge and information it covers is extremely tedious, and the actual teaching effect is often unsatisfactory only by virtue of the teachers' general abstract theory. There are many problems in the "cramming teaching" under the traditional mode of teachers' lectures and students' lectures.  
2.1 Students Lack Enthusiasm and Interest in Learning  
Frankly speaking, the course of environmental microbiology has a large amount of knowledge and abstract content, and students will find it very difficult in the process of learning. It's very difficult for students to learn this course well if they only prepare books and the ordinary teaching in class. Therefore, their interest and enthusiasm for environmental microbiology are insufficient, let alone their ability to learn and apply this course.  
2.2 The Course of Environmental Microbiology Lacks Practicality  
When it comes to microorganisms, one of its characteristics is its particularity. If the teacher simply imparts the corresponding theoretical knowledge in the actual teaching process, but neglects to let the students observe the microorganisms independently in practice, which forms a gap in the connection of the students' learning and application knowledge, then the students have a strong ability in theory, but there is no good solution to the practical problems, which is an obvious thorny phenomenon.

3. TEACHING REFORM AND THE TRAINING PLAN OF STUDENTS' INNOVATION ABILITY  
Through the improvement of the disadvantages in the past teaching methods, a series of programs are established to cultivate students' innovative ability, aiming at increasing students' interest in learning environmental microbiology, as well as improving teachers' teaching level and actual teaching quality. In this way, it can ensure that students can smoothly learn the principles of environmental engineering, air pollution control and other courses, and exercise their own scientific research knowledge base in the field of environmental engineering. In terms of the characteristics of the practice of the course of environmental microbiology, specifically, the teaching reform plan formulated for this course system mainly includes the following aspects.

3.1 Strengthen Students' Understanding of The Basic Principles of Microorganisms  
The reason why we want to make students understand the basic principles of microorganisms better is not only to eliminate the gap between practice and theory, but also to make students better understand microorganisms in terms of sensibility. In this case, the basic contents of environmental microbiology will become relatively easy to understand, and after class, teachers can encourage students to make some interested microbial samples independently. For example, students can find potatoes in their homes and cut them, observe carefully the propagation of meridians and microorganisms in potatoes from integrity to damage, and summarize the relevant characteristics of potato corruption. Then we can take out some potato colonies and put them under the microscope to identify the microbial species. In the process, students also learned how to effectively treat...
3.2 Strengthen the Cultivation of Students' Ability in Innovation

The improvement of students' ability in innovation also requires teachers to plan the teaching contents carefully before class. In the classroom, teachers should choose the teaching methods of multimedia and traditional blackboard writing reasonably, carry out heuristic education for students, and encourage students to think actively. For example, with the help of multimedia technology, students can present the relevant variation process of microorganisms to students, and also can observe the whole process of bacterial virus invading the host. Compared with the traditional mode of teaching, this kind of graphic display with flash animation makes it easier for students to solve some of the difficulties for themselves, improve their innovation ability, enrich the teaching content in the classroom, and improve the teaching effect and quality.

3.3 Pay Attention to The Knowledge of Environmental Microorganism Related to Life

In the actual teaching practice, teachers should often tell the students about the knowledge of environmental microorganisms related to their lives, especially some social hot spots that people pay attention to at present. For example, one of the hot spots in the recent society, air microorganism, commonly known as haze, people are very concerned about the types and quantity of microorganisms contained in haze. For example, the new microorganisms found in water pollution, some aerobic denitrifying bacteria and anaerobic ammonia oxidizing bacteria, have a subversive impact on the progress of scientific research.

3.4 Improve Students' Professional Quality in All Aspects

With the continuous promotion of bilingual education in China's education reform, when purchasing teaching materials, schools should select some foreign excellent environmental microbiology teaching materials, and purchase some microbial agents related to the field of environment, so that students can identify and demonstrate them, lay the foundation for bilingual teaching, and teachers should pay more attention to students' understanding and application of professional English Ability to fully exercise students' cognitive practical application ability.

4. THE DIRECTION OF SYSTEM CONSTRUCTION OF "ENVIRONMENTAL MICROBIOLOGY" COURSE IN THE FUTURE

First of all, microbiology as a basic professional course plays a transitional role in the planning and construction of a series of courses related to environmental microorganisms, such as environmental monitoring, water pollution control system, modern environmental microorganism technology, etc. In order to effectively exercise the ability of scientific research and innovation of contemporary college students, it is necessary for the school to improve the conditions of environmental microorganism experiment, so as to deepen the degree of scientific research training of college students. In addition, in the new era, we should enrich the learning mode of students and strengthen the interaction between teachers and students with the help of network channels.

5. CONCLUSION

This paper focuses on the analysis of some teaching practice reforms related to environmental microbiology, in order to increase students' enthusiasm for learning environmental microbiology in all aspects, enrich the teaching content, solve some practical problems encountered by students in learning environmental microbiology in time, and actively guide students to strengthen their innovation ability. In addition, we can also use the platform of network class or QQ group to integrate the two aspects of network and classroom teaching, so as to provide more opportunities for students to learn independently and cultivate comprehensive talents to adapt to the development of the new era.

REFERENCE

Course Construction of Coffee Teaching Integration

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Abstract: The integrated curriculum teaching reform is not only an important starting point for vocational education to optimize the talent training mode and improve the quality of talent training, but also an important measure to promote the development of curriculum teaching reform in vocational colleges. In the process of "coffee" course education, we should focus on the combination of work and learning, accelerate the pace of integrated course construction, and strive to improve the quality of coffee education and teaching.

Keywords: Coffee Course; Integrated; Course Construction.

1. INTRODUCTION
The integrated curriculum construction organically combines the professional theory course and the professional practice course, which is helpful to solve the problem of the long-standing theoretical teaching color and the disconnection between the theoretical teaching and the practical teaching in vocational education, and is of great significance to optimize the training mode of vocational education talents and improve the quality of talents [1-3]. Promoting the integrated curriculum construction in coffee education will help students fully understand the relevant culture of modern coffee, the origin and allusions of different types of coffee, and more importantly, enable students to master the general production process, service process, coffee etiquette and health and other related skills of modern coffee, so as to better transport more and more high-quality coffee for the modern coffee consumer market Coffee professionals.

2. CONCEPT ANALYSIS OF THE COURSE CONSTRUCTION OF COFFEE TEACHING INTEGRATION
The integrated curriculum construction mainly combines the teaching, learning and doing in the implementation of vocational education curriculum, changes the relatively important teaching situation of theoretical teaching in traditional vocational education, pays more attention to the training of students' post skills and vocational abilities, pays attention to "the combination of work and learning, the integration of theory and practice", and realizes the complementary advantages and resource sharing of theoretical teaching and practical teaching.

The design of the integrated curriculum is a complex and systematic work, which mainly includes the construction of integrated curriculum, teaching facilities, teaching methods and the construction of teachers. Specifically, the integrated curriculum construction of coffee teaching is to advocate the reform of teaching methods and teaching modes and the application of modern educational technology, encourage teachers to follow the long-term needs of the market for modern coffee professionals, improve the quality of practical teaching, give full play to students' initiative and enthusiasm, and cultivate students' scientific exploration spirit and innovation ability.

3. THE PATH ANALYSIS OF THE COURSE CONSTRUCTION OF "COFFEE" TEACHING INTEGRATION
The construction of the integrated course of "coffee" teaching should be carried out systematically from the aspects of developing the integrated course design, building the integrated teachers and improving the integrated platform of engineering and learning.

3.1 Speeding Up Course Design and Optimizing Teaching Methods
In the construction of the integrated course of coffee teaching, we should first speed up the design of the teaching process of this course, and solve the problems that the teachers talked too much and the students participated too little in the previous classroom teaching. According to the needs of the development of modern coffee market for high-quality compound talents, we should redesign and reoptimize the teaching process of the course, refine the typical tasks in the teaching process of "coffee" according to the teaching, speed up the combing of the course content, and formulate the overall course design scheme. To redefine the role of teachers and students in the teaching of coffee, improve the teaching methods, focus on new teaching methods such as case teaching, flipped teaching and project teaching, give full play to students' independent learning ability in the process of coffee teaching, and focus on students' full "hands-on" in this process, for example, in the process of making coffee, let students learn Students can fully operate and make practical operation, so that students can fully understand the overall production process of coffee and master skills.

3.2 Accelerate Teacher Training and Play a Leading Role
The construction of an integrated teaching staff is the fundamental to promote the construction of the integrated course of coffee Teaching [3]. The school should take strengthening the ability, optimizing the structure and improving the quality as the construction idea, actively through the internal and external double training, go to the enterprise for training, strengthen the introduction of teachers and other diversified forms, constantly optimize the existing teaching staff structure of coffee teaching, and
actively build an integrated teaching staff. Through a variety of means and ways, we will strive to speed up the construction of the "double teacher" team in coffee teaching, give full play to the exemplary and leading role of the "double teacher" team in this process, and through their active and bold reform, we will continue to innovate and explore new methods and effective ways of teaching mode, evaluation mode and curriculum reform in the process of coffee teaching integration curriculum construction. It plays a leading and leading role and plays a key role in the development of integrated teaching materials, the reform of teaching mode and the guidance of vocational skills competition.

3.3 Strengthen School Enterprise Cooperation and Improve Training Platform

The starting point and end point of the course construction of "coffee" teaching integration is to train students to have solid professional skills and lifelong learning ability related to coffee industry, so practice teaching has become the top priority of the course integration construction. In this respect, vocational colleges should put the construction of the practical training platform for the course of coffee in an important position. On the one hand, they should vigorously open up the off campus training base, provide the necessary hardware conditions for students to carry out the practical training of coffee making process, and actively cooperate with the relevant cafes and Western restaurants to open up high-quality off campus training bases for students so that students can carry out skill training in the context, and master the coffee related process and production methods. Strengthen communication and information sharing between schools and relevant enterprises, and timely exchange and discuss various situations and information in the construction of practice base and actual operation process. On the other hand, efforts should be made to build and improve the work station of the integration of engineering and learning in the school, explore the reform mode of the integration of theory and practice of coffee teaching, refine the implementation module of the integration of coffee teaching, improve the integration process of coffee practical teaching, and strive to integrate the traditional coffee teaching theory with the training site, To provide students with reliable learning conditions for mastering the general production process of modern coffee. 

At the same time, the school should also strengthen the organizational leadership in this process, establish a special working group composed of backbone teachers, teaching management personnel and front-line teachers, continue to increase the support of human, material and financial resources, so as to ensure the continuous and smooth progress of the integrated curriculum construction of coffee teaching, and at the same time, continue to improve teachers and teaching in this process. We will explore the long-term measures for the integrated teaching management and teaching team of coffee, regularly organize the integrated teacher training, related research activities and even experience exchange activities, timely organize the related integrated curriculum construction observation and competition activities, and continuously strengthen the integrated curriculum construction process.

4. CONCLUSION

In a word, the construction of coffee teaching integration course is an important way to improve the teaching quality and talent level of coffee in higher vocational colleges, and also a key work to continuously promote the inclusive development in higher vocational colleges. In this process, the vast number of front-line teachers and students should give full play to their initiative and main role. According to the requirements of the unified deployment of the school and the work plan of the integrated curriculum construction of coffee teaching, they should strive to promote the reform of the integrated curriculum construction of coffee teaching, continue to promote the integration of teaching steadily, and achieve positive results.

REFERENCE

The Influence of The Development of Agricultural Eco-Tourism Economy on Regional Tourism Economy

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Abstract: With the development of social economy and the improvement of living standard, the development of eco-tourism economy is further promoted, which makes the eco-tourism economy face a better development prospect. Moreover, the rapid development of agricultural eco-tourism economy will promote the promotion of regional tourism economy, which has a positive effect on agricultural development, so it should be paid more attention to and strengthened. For the construction and development of agricultural ecotourism area, we should take active and effective measures to plan the agricultural ecotourism area, so as to reduce the over exploitation and destructiveness, so as to build an ecotourism industry with local characteristics, realize the optimal allocation of resources, and promote the better development of rural economy. This paper will mainly according to the connotation of agricultural eco-tourism economy, grasp the characteristics of agricultural eco-tourism economy, in order to explore the problems in the development of agricultural eco-tourism economy, and take relevant strategies to promote the optimization of agricultural eco-tourism development mode.

Keywords: Agriculture; Eco-tourism economy; Nature; Characteristics.

1. INTRODUCTION
Eco-tourism industry plays an important part in agriculture, which is mainly based on agricultural production activities. Therefore, the development and construction of agricultural eco-tourism need to pay attention to the development of agriculture, fully mobilize the enthusiasm of farmers, so that farmers can fully realize the importance of tourism industry. And the use of effective measures to promote the optimal allocation of tourism resources can give full play to the advantages of tourism resources, promote the economic development of local residents, and achieve the improvement of rural economic benefits. Therefore, in the process of rural economic development, it is necessary to pay attention to the development of agricultural eco-tourism economy.

2. THE CONNOTATION OF AGRICULTURAL ECOTOURISM ECONOMY
In the current process of rapid social development, the state attaches more and more importance to the development of ecological civilization, so promoting the development of agricultural eco-tourism economy will have a good development trend, which needs to be widely valued by relevant departments. The agricultural eco-tourism economy is mainly based on the economic income model of agricultural eco-tourism. In recent years, the agricultural eco-tourism economy has been developing better and better, and has led to the improvement of agricultural resources and other comprehensive, so that the combination of eco-tourism and agriculture, and the cooperation of the two promote the further development of agriculture. The main content of agricultural eco-tourism economy is that with the help of agricultural resources such as mountains and rivers and other scenic features, tourists can feel the lake, mountains and countryside in the process of tourism, and can also develop relevant features such as green, organic, delicious, local planting and picking activities, experience the ecological environment, understand the basic life of farmers, and make people in the agricultural eco-tourism In the process, it has a certain educational significance. At the same time, it can promote the development of local economy and promote the comprehensive level of the country [1].

3. CHARACTERISTICS OF AGRICULTURAL ECOTOURISM ECONOMY
In the current situation of agricultural eco-tourism economic development, it has the following characteristics. First of all, due to the economic system of rural areas, there is still a certain development distance between the city and the rural areas, most of which are traditional agriculture, and the development is relatively backward, so the economic ratio of agricultural eco-tourism is relatively weak, affecting the further development of eco-tourism. Secondly, the funds for developing agricultural eco-tourism are insufficient. Because the resources of agricultural eco-tourism mainly depend on the local characteristics, there is a large demand for the investment and construction of landscape tourism, and the completion of the agricultural eco-tourism chain is a complex and long-term project that requires a large amount of funds, so it increases the difficulty of its development in an invisible way and becomes the development of agricultural eco-tourism Constraints. In addition, the regional characteristics of agricultural eco-tourism are strong. Due to the large territory and diversity of China, the local cultural characteristics are rich, which provides a good foundation for the development of agricultural eco-tourism and has a large development space.

4. PROBLEMS IN THE ECONOMIC DEVELOPMENT OF AGRICULTURAL ECOTOURISM
4.1 Single Development Mode
In the economic development of agricultural eco-tourism, there is a single development model. Because agricultural eco-tourism mainly relies on agricultural resources, the enterprise development model has a fixed orientation and lacks the spirit of innovation, which will lead to the unique characteristics of agricultural eco-tourism, unable to reflect the characteristics of the region. Therefore, there is a single development model, which restricts agriculture the sustainable development of eco-tourism economy makes tourists feel tired or tired of aesthetics, which can't keep the attraction of agricultural resources [2].

4.2 Less Participation of Local Villagers
In the process of the development of agricultural eco-tourism, there is often the phenomenon of less participation of farmers. Because most of the residents in the rural areas lack of forward-looking consideration of things, they can't really realize the importance of tourism for rural development, and because of the impact of external factors, it leads to the neglect of the development of agricultural eco-tourism, resulting in the waste of tourism resources. At the same time, the development of a large number of factories and other enterprises, the phenomenon of destruction of tourism resources, residents lack of understanding of tourism resources, cannot achieve the protection of tourism resources, so become a major problem restricting the development of tourism industry, cannot really play the real role of tourism.

4.3 Serious Damage to Ecological Environment
The serious destruction of ecological environment is the most important problem in the development of agricultural eco-tourism, which is mainly due to the unreasonable use of tourism resources by some developers, resulting in the destruction of land resources, the low utilization rate of land resources and the pollution and destruction of ecological environment, resulting in the waste of tourism resources, and restricting economic development, leading to the rural economy Form a vicious circle.

5. OPTIMIZATION STRATEGY OF AGRICULTURAL ECO-TOURISM DEVELOPMENT MODEL FOR REGIONAL ECONOMIC DEVELOPMENT

5.1 Optimize Agricultural Eco-Tourism
In view of the problems existing in the development of agricultural ecotourism, to promote the optimization of its development mode, first of all, we need to optimize agricultural ecotourism, give full play to the role of tourism resources, promote the protection of tourism resources, realize the optimal allocation of tourism resources, give full play to the advantages of agricultural ecotourism resources, and promote the agricultural economy Economic development.

5.2 Government to Increase Support
Give full play to the role of the government, strengthen the strength of government management, provide guarantee for the agricultural eco-tourism industry by establishing the rules and regulations of eco-tourism, strengthen the publicity of agricultural eco-tourism, improve the influence of agricultural eco-tourism, and make agricultural eco-tourism provide greater power for the local economic development [3].

5.3 Develop New Agricultural Eco-Tourism Products
In order to promote the development of regional economy by optimizing the development mode of eco-tourism, it is necessary to strengthen the development of new-type agricultural eco-tourism products, bring continuous power to the economic development of agricultural eco-tourism so as to drive the economic development, develop a series of tourism products with local characteristics and bring vitality to the market. The development of new products can make full use of a series of local resources, fully tap the added value of tourism, for example, through the development of local folk customs, transformation of agricultural products, etc. to attract more tourists to visit. Secondly, combine the development of agricultural eco-tourism with modernization, look at the problems from the perspective of development, improve the long-term development of agricultural eco-tourism, make agricultural eco-tourism meet people's needs, and provide people with better viewing experience.

6. CONCLUSION
Agricultural eco-tourism economy can effectively promote the development of agriculture, so it should be widely valued. In the process of agricultural eco-tourism development, it has the characteristics of weak economic foundation, insufficient tourism funds and strong regional characteristics. In the process of development, there are problems such as single development mode, less participation of villagers and serious damage to the ecological environment, which restrict the region the development of regional economy. Therefore, to promote the optimization of agricultural eco-tourism development mode, we need to optimize agricultural eco-tourism, strengthen the government's support and provide continuous power for agricultural eco-tourism through the development of new agricultural eco-tourism products, so as to promote the sustainable development of agricultural eco-tourism.

REFERENCE
How to Makes Advertising Memorable: Exploring the Advertising Communication and Promotion Strategy

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Abstract: Nowadays, brand has become an important element of competition, advertising can enhance the value of products in the minds of consumers by shaping unique brand personality. With the speedy social and economic development, advertising has been progressing rapidly. The essay above clearly illustrates that we should pay due attention to explore the three most important examples of a commercial advertising. First and foremost, as is demonstrated in the essay, the author analyses why these posters are impressive. In addition, as far as the author is concerned, designers have to work out a coherent strategy for the advertisement. This paper summarizes a few useful methods to helping posters impressive.

Keywords: Advertising communication; Strategy; Experience.

1. INTRODUCTION
Advertising plays an increasingly important role in the social economic globalization, where a growing number of companies build brand images in the minds of consumers. Therefore, advertising as a medium brings new products to the market and the companies get feedback from the client, this process involves understanding the concepts and functions of the product. The essay will look at the following three aspects to explain what makes advertising memorable and how the design should meet the taste of the audience. First, the article will explore the links between the brand and advertising in order to make the brand image more profound. Secondly, the article will explore what makes the advertising impressive. This part is further divided into three smaller parts. The essay will explore the three most important examples of an impressive poster, visual advertising, emotional advertising, and interactive advertising. First, the essay will focus on why these advertisements are impressive. Second, it will consider how to make advertising as a designer. Finally, it will summarize the reason of memory and design skill. Finally, the essay will explore the different perception of people from different backgrounds. In this part, we found these results from our group proposal. Some of the views will be found in the literature, we got some consequence from feedback [1-5]. Therefore, the author’s opinion from the book or journal supports or opposes the results. In our group, we chose the cultural probe with questionnaire and case study. We focused on controversial advertising in our group work and we explored the information about how race is used to target sales. Participants were encouraged to try our probe posters and present their opinions. United color of Benetton and Sony are pleasing on our eyes. Therefore, we pay more attention to analyzing their purchase rate after they used controversial advertising. These results will also be shown and analyzed in this essay.

2. LITERATURE REVIEW
The most effective way of recalling a brand is building a link between brands and advertising. It will enhance the memory of potential consumers’ awareness; therefore, the consumers accept the concept of the brand which they often see. The more information that is remembered from this advertising, the more opportunity there is when consumers make comparisons with other brands. If people like the advertisement, the advertising some will rub off on the brand. To a large extent, the brands memories will be recalled by its advertising. Thus, memorable advertising is a part of the brand. Recognition of a brand that the brand is building by advertising or display of goods can be easily removed from the consumers’ mind. As a result, the company should reinforce their prior memories and messages information in the advertising impression frequently (Gerard, 2004). In the other words, it is the best way to lay down the advertising impression in consumers’ minds that is strengthen the memories in people weird. There is a close link between the memories of brands and advertising impression [6, 7]. The strong visual impact advertising draws viewers into the depths of thinking and appreciation. Human eyes are powerful receivers of color images, therefore, using simple message, eye-catching color and clear logo imagery can catch consumers’ attention immediately. The advertising headline is the first attention-grabbing device for an advertisement. A readable typeface should appear clear and straightforward. Compared with narrative text, this graphic element should be presented more powerfully and vividly (Lee, Gretzel, 2012). Participants would retain the imagery attention on their mind, designers catch this element and appeal viewer to remember their advertising and brand. For this reason, the color of imagery is a very important constitutive element whether it can retain viewers’ attention. The background should serve the object so that there are a strong contrast between them. It is a big challenge for a designer what is main object in their product. They illustrate their product by graphic or text, however, the selection of color should be more attenive to lead public attention. Obviously, the designer should display a colorful imagery.
and clear text that is pleasing to the eye. The audience's experience or emotion into advertising is a commonly used method for designers and companies. Advertising become part of human life, to a certain extent, the emotional of advertising will affect the viewer's feeling and thoughts. Therefore, it will draw attention for a long time if advertising is reminiscent of experiencing who has same experience in their personal movement. However, an unpleasant experience is mentioned of advertising, such as racist or sexist advertising. Particularly, advertising in popular media presenting female role stereotypes and sexism in order to retain attention in 1960s (Plakoyiannaki and Zotos, 2009). Although this advertising emphasizes social phenomena and social duty, they also get some controversy. For this situation, it has a negative effect on the brand and their product. Stereotyped participants feel offended. Consequently, consumers hold the negative attitudes to advertising. On the contrary, another attitude formation is positive consumers hold the negative attitudes to advertising. These adverts always try to join controversial advertising. Benetton is famous for its UNITED COLOR OF BENETTON. They have both used advertising emphasizes social phenomena and social duty, they also get some controversy. For this situation, it has a negative effect on the brand and their product. Stereotyped participants feel offended. Consequently, consumers hold the negative attitudes to advertising. These adverts always try to join controversial advertising. Benetton is famous for its UNITED COLOR OF BENETTON. They have both used controversial advertising that why some controversial advertising on our group research proposal. We had a primary research about controversial advertising on our group research proposal. We had a group discussion about our findings collated from the cultural probe with questionnaire and case study. We devoted time and effort in gaining a wide variety of opinions from diverse groups of people who had different social, cultural, and ethical backgrounds. The title of the probe was “How does race sell: How do companies use racial equality issues in their campaigns to sell their products?” We aimed to find out if the advertising is efficient, or if it is not, why this may be. Therefore, we should consider how these different methods would work in the industry we are about to enter. In this respect, we tried to find an interesting approach to get people involved in our research. Therefore, there was a cultural probe and questionnaire that got people into the retail mindset. After that, the data was organized and analyzed. We also searched for some case study to support our results. Some research and results we found from journals, online articles and publications so that we are looking at how companies use race as one of many tools in their advertisements. These attempts can sometimes create negative responses from people and companies can fail to bring the message across. So, we need to look at this issue from a wider perspective and consider how to create advertising in our father design disciplines. For the probe with questionnaire, we always asked the people “Will you buy a product because of an advertising? Will you recall a brand when you always see the poster?” Other question is “Which one will you remember for long term? Do you realize that advertising express the racism? What is your opinion?” There are the results after we asked repetitive question for different person. 46% of respondents will buy a product because of advertising. In consequence of advertising, there are more intensive intentions when consumers consider which is more suitable for themselves. 81% of people will be able to recall the brand because of advertising. These results indicate that advertising is a crucial factor when people try to choose and trust a brand. More than half participants express that they will remember the visually attractive advertising for a longer period. The percentage of people can be seen that are equal controversial advertising and interactive advertising can be remembered for long terms approximately 19%. Advertising which displays the colorful graphic and clear title is selected in our investigation. However, only 47% people who realize the aim of advertising is racism or sexism. Among these respondents, A certain amount of 37 percent consumer deem that these advertising create positive attitude, and viewers evaluate these are negative products about 16%. Around 34% person do not have reaction. There are still 13% undecided people. In addition, the majority of people do not actually care how racially equal the advertising is. Although some consumers notice the aim of advertising, they thought it was a positive concept.

In our case study, we focused on two companies, SONY and UNITED COLOR OF BENETTON. They have both used controversial advertising. Benetton is famous for its controversial advertising. These adverts always try to join the circle of trust by unifying white, black and yellow races. Viewers are also recognized the religious and sexual conflict by the stereotypes of critical symbol. However, if a fuzzy message is pulled, it will make advertising offensive. Therefore, the companies or agencies should establish a
strong brand identity before companies start using race as a tool. Racism, sexism and other social issues as the concept of advertising have contributed to developing social duty in the audience's mind. It is crucial that cultural inclusiveness is acceptable behavior in advertising. Although BENETTON used some controversial elements in their advertising, the company is committed to establishing equal social relationship, which is accepted by the public. On the contrary, SONY used racial stereotypes to attract the feeling of consumers. A white woman grabs a black woman's face. Meanwhile, the white PSP is promoting in a new term. Sony want to attract more attention on New White PSP, but the participants who understand poster more likely inequality debate unfriendly. Obviously, Sony could make the information on the posters more sensitive. However, the critical audience refuse the product when they realize there are unfair in race people. Therefore, the outcry can be seen in the purchase rate of products. The company issued an apology. When racial stereotypes are implicated in public area, it becomes a tricky issue so that the wide controversy raised as critical topic.

4. DISCUSSION

Analyzing the results between the primary research and literature review is essential when considering the crucial factor of memorable advertising and how to use it in a shocking but positive way. The first objective of this research is to find out whether the relative awareness between brand and advertising is main measure for memorable advertising. The second object is to discover how to make visually advertising more memorable. The third step is how create a controversy in advertising instead how companies are using these tools in their advertising. The final object is how to retain attention on interactive advertising. Although majority designer operates a product to gain more recognition and support, there are still goal of some people is not. It will discuss the reason and how to make eye-catching products.

It can cause the established brand associations when a memorable poster plays a crucial role between product brands and brand extensions. There are supporting in literature review part. While a typical semiotic imagery is often mentioned, respondents have to pay attention to evaluate and trust brands (Romaniuk, 2004). Moreover, we found that the majority respondents express they would like to buy a product after they saw a fantastic advert, and consumers have a clear relationship mind-map from advertising and brand. The main measures that draw consumer attention will reflect increases in salience of the brand awareness. Consumers have a particular impression in their mind which is easier recalled when they make compared to brands. This simple process that all the information about a brand and product in a consumer's memory is retrieved by an advertising. Therefore, the designer and firms are confronted with challenges about how to provide a linkage to sponsor and how to make this process effective and seasonable. In this case, advertisers have to create an amazing advert to please the eye. Nevertheless, it is a huge issue that what kinds of advertising could attract more eyes.

There is a widely visually attractive advertising that is announced more attention. It is all about the reason of visually advertising pleasing the eyes in literature review and primary research. Among various research directions, much of the current work has been the richness of visual content in design emergence. This approach to the audience is an effective exploration process that is a working basis for visual cognition support for brand. The respondents claim that the colorful information has been widely accepted. The initial drawing plays a role in advertising, which arouse the consumers' curiosity. Nevertheless, there are some simple and pure products which gain more visual sense. It demonstrates the perception of consumers is different. In design, advertising is employed as symbolic abstraction for representing the detail and function of products (Oxman, 2002). The visual picture is a core medium for giving psychological suggestion for consumers. In addition, some companies also point out the importance of advertising as the cognitive methods is rich connotation and concept rather than detail of product. For example, the study of Benetton addresses the typically abstracted visual, but it does not have contribute to the detail of product. Ultimately, a higher level of memorable advertising exploits knowledge and skill that make full use of limited space to display relevance information.

Intuitively emotion in advertising is easier drawing attention because the more similarity between the viewers and presenter in advertising, the more attention will be involved. The literature claimed that the evaluated systems to advertising is to what extent respondents can understand and feel the same emotion, it is a true process that advertisers obtain satisfaction from the participants. Therefore, the long-term memory of advertising indicates the emotional investment of consumers. There are several different ways to involve consumer's emotion in products. Such as a childhood experience would be inspired by toy advertising. It is a wonderful way to draw attention. But gender relations, sexuality and racial stereotyping is also the emotion among the people. It brings a huge amount of controversy so that aggressive companies imply these issues as a part of advertising to sell the concept. Designers prefer to guiding principles of views’ thoughts. According to our group results, the attitude of controversial advertising is complex. Some people accept the different race presented together if it is equal and harmonious. While others deem that exaggerated products have horrible impact to vulnerable groups, it is an unfair attitude. However, it is a true situation in human life. Moreover, there are little respondents who do not really make clear what controversy is in it. In this view people are not perceived offensive. By contrast, the controversial advertising is expecting to create the feeling or experience in human daily life. As mentioned above, identifying the values of products is not only retaining attention, but also means to link society to design.

A number of interactive advertising is presented to the client, which gains more response. From literature, It is a great opportunity for marketing that more clients are interested in
interaction design. Viewers would like to buy the stuff after they try to it. it is an economies process that build a trust system. And the firms also got feedback from respondents in order to develop their new product. While we got massive numbers of people who do not have a reaction to these adverts. A majority of consumer said they do not mind advertising although it might be interesting. Thus, creative advertising is offered to attract more attention.

5. CONCLUSION
Overall, an impressive advert is reminiscent of its brand, and clearly displays the product details to consumers. On certain points of view, advertising can influence purchase rate. Therefore, companies and designers should put more energy into these areas. It is a useful method that builds brand image through advertising. And the effective and seasonable way can be seen in different kinds of advertising. In addition, the reason of these three main advertising why gains more attention in society. For the senses of participant, products with visual imagery is the most memorable experience for the majority of participants. Besides the visual poster, the advertising which focus on the issues or phenomenon of social also retain more attention. Some posters obtain identity through some fragments of life, such as some performers in advertising are resonated with the audience. However, others show the social unfair phenomena. For these controversial advertising, different consumers have different perspective. Some people think it has a positive effect on daily life. While others are outcry. It will be harmful to some crowd. Meanwhile, people react to the process which they can experience the work of product. It is a main tie in purchase process that participants understand the concept and brand deeply. Ultimately, designer should search useful information before they start in order to gain more attention.

REFERENCE
Research on The Application of Psychological Contract in The Management of Counselors in Higher Vocational Colleges

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Abstract: In the new situation, with the continuous development of science and technology, the counselors of Higher Vocational Colleges belong to the organizers and guides of Ideological and political education and management of college students, at the same time, they are also "intimate" friends. Higher vocational colleges have built a team of counselors with strong political literacy and excellent professional ability. Then, we need to use the way of psychological contract to explore the experience and measures of higher vocational counselors under the development of modernization. Therefore, this paper first puts forward the problems that need to be explored, combined with the main role of psychological contract in counselor management, extends to the direction of "self-realization of people", and develops a scientific application path.

Keywords: Psychological contract; Higher vocational colleges; Counselor management.

1. INTRODUCTION
Nowadays, many higher vocational colleges, under the traditional concept, are more inclined to centralized administration mode. This way not only limits the independent and innovative development of counselors, but also cannot meet the needs of modern development. College counselors are knowledge-based talents with independent personality. The psychological contract of growth is more inclined to reflect the self-worth and ability in work [1-4]. At this time, higher vocational colleges need to adhere to the main idea of the scientific concept of development, combined with the current situation, analysis of self-realization of human transformation. Enhance the corresponding feelings of belonging, enhance the effective organizational level, continuously enhance the comprehensive quality of vocational counselors, and establish a sustainable incentive mechanism. Therefore, how to apply psychological contract in the management of counselors in Higher Vocational Colleges. It has become the focus of the current situation.

2. THE ROLE OF PSYCHOLOGICAL CONTRACT IN THE MANAGEMENT OF COUNSELORS IN HIGHER VOCATIONAL COLLEGES
2.1 To Meet the Psychological Needs of Counselors
To a certain extent, people's needs can be divided into five different levels from low to high. After the lower needs are met, the higher level will be pursued. On the basis of respect, we need to meet the development momentum of modernization and maintain a lasting incentive role. In the career guidance, according to different stages of development, to meet different psychological needs. In other words, it is necessary to adjust and amend the psychological contract constantly from the perspective of personalization and dynamic, so as to meet the psychological needs of counselors in different stages.

2.2 Help Counselors Reduce Insecurity
For higher vocational colleges, there is a certain employment relationship between Higher Vocational Colleges and counselors. Due to the limitation of words, there are different positions. And on the basis of the understanding of the contract, the labor relationship can be clarified. Psychological contract can make up for the problems related to economic contract and reduce unnecessary friction.

2.3 It Is Conducive to Mobilizing the Enthusiasm of Counselors
Higher vocational college teachers and management team is an important part, which can build the ideological guidance of college students in the dual relationship. In the process of work, it will be affected by multiple factors, leading to counselors in a state of exhaustion. In addition, counselors' salary is low and status is low, which will to a certain extent erase the Counselor's sense of achievement [2]. In the long run, negative emotions will show up. On the basis of contract subject, higher vocational colleges and counselors should carry out active communication and increase the importance of counselors so as to mobilize their subjective initiative.

2.4 It Is Conducive to The Coordinated Development Between Counselors and Vocational Colleges
Counselors need to combine personal development goals with the overall development goals of higher vocational colleges, and improve the enthusiasm of work according to the organic whole. In addition, on the basis of keeping pace with the times, combining with the characteristics and development goals of colleges and universities, we need to make a career plan in line with the development. On the basis of psychological contract management, the construction of organizational management should be strengthened to keep the consistency of value objectives. To solve the information asymmetry and maintain the "double harvest" of economic and social benefits.

3. THE APPLICATION OF PSYCHOLOGICAL CONTRACT IN THE MANAGEMENT OF
COUNSELORS IN HIGHER VOCATIONAL COLLEGES

3.1 Establish an Effective Incentive System
From the perspective of motivation, we need to build an internal power on the basis of psychology. There is a close relationship between psychological contract and employee motivation. It is necessary to build internal needs and motivation according to the Counselor's expectation management. Counselors also need to increase their motivation and meet their life needs through their own efforts. Next, counselors need more trust and respect from leaders, and keep consistent with the development strategy of the school. Meet the needs of modern development, mobilize the enthusiasm of counselors, and enhance satisfaction. In this way, we can improve the innovation of counselors and strengthen the corresponding ideological and political work.

3.2 Implement Scientific Career Management
To a certain extent, career management can be divided into two different types: personal career management and organizational career management. From the perspective of personal career management, we need to combine our own interests and abilities to realize our long-cherished wish for development. Organizational career management needs to meet its own development strategy and build a harmonious career development plan on the basis of organization. In the perspective of education, training, job rotation and promotion, provide career promotion channels for employees [3]. Counselors need to provide human, material and financial support on the basis of self-worth. Once the career cannot meet the development of the organization, then there are likely to be objective problems. Counselors need to strengthen the focus of management from the perspective of career management, combine the self-worth of counselors with the development strategy of the college, and meet the development path of modernization with the joint efforts of everyone.

3.3 Reflect the People-Oriented Idea
From the perspective of modern management, it is necessary to promote the overall development of counselors on the basis of people-oriented. Higher vocational colleges need to maintain the survival and development of the school under the concept of people-oriented, transform human wisdom and internal potential into effective resources, develop wisdom and mobilize enthusiasm. Higher vocational colleges need to establish scientific incentive system and scientific evaluation system on the basis of elimination mechanism. Use potential policy leverage to form a mechanism of respect so that counselors' psychology can be expected and satisfied. Only when the Counselor's mood has been effectively unblocked, when working, can he be heartless and make corresponding contributions to the long-term development of the school [4].

3.4 Establish Effective Communication Mechanism
On the basis of science, it needs to meet a complex psychological structure, meet the dynamic establishment process according to the psychological changes of counselors. In addition, higher vocational colleges need to meet the psychological contract balance between schools and counselors on the basis of predictability. We can understand the needs of different periods from a diversified perspective. Keep the corresponding timeliness and accuracy, and ensure the reasonable development of feedback mechanism in an effective bridge. Next, we need to eliminate the bad effects of psychological contract, avoid unnecessary waste, improve the organization, and provide a strong foundation for the sustainable development of higher vocational colleges.

4. CONCLUSION
With the progress of society, in practice, counselors will feel their expectations from the school, whether they need to go all out to implement the work plan in the next step. In order to establish a perfect incentive mechanism for counselors, higher vocational colleges need to establish a scientific salary system under the guidance of scientific theory, focusing on the psychological satisfaction of counselors. On the basis of psychological contract, we should establish the concept of common development and realize our common "Chinese dream".

REFERENCE
A Brief Discussion of The Organic Combination of Artisan Spirit and Animation Major in Vocational Education

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Abstract: With the development of the times, more and more people pay attention to the spirit of craftsman, which is no exception in education. Based on the study of craftsman spirit and vocational education, combined with the actual analysis, this paper puts forward the importance of the cultivation of the craftsman spirit and vocational education, combined with the actual analysis, this paper puts forward the importance of the cultivation of the craftsman spirit and vocational education. Based on the study of craftsman spirit and vocational education, combined with the actual analysis, this paper puts forward the importance of the cultivation of the craftsman spirit and vocational education. Therefore, it is necessary to analyze the combination of craftsman spirit and animation in vocational education.

Keywords: Craftsman spirit; Vocational education; Animation majors.

1. INTRODUCTION
Students of animation major are different from other majors. In the teaching process, they need not only to cultivate their industry knowledge, but also their artistic quality. The improvement of artistic quality is inseparable from the pursuit of craftsman spirit. Therefore, it is necessary to analyze the combination of craftsman spirit and animation in vocational education.

2. THE IMPORTANCE OF THE CULTIVATION OF ARTISAN SPIRIT IN ANIMATION MAJORS
For animation, creativity is at the heart of development, and artisans translates it into truly quality work. China's animation industry is weak foundation, although the development of recent years is relatively rapid, but high-quality quality animation in the international influence is still limited. China on July 29, 2011, the formal implementation of animation quality project, animation boutique project policy appeared, not only shows the government support for fine animation, but also reflects the lack of fine animation in China at that time. "The return of the great sage of journey to the west" has been produced for 8 years before it is officially released. The "big fish Begonia" has been planned since 2004, and it has appeared on the screen for 12 years. Although the production cycle is long, but both animations can afford the evaluation of high-quality animation, such a long time of efforts is also a manifestation of the spirit of the craftsman. The cultivation of the craftsman spirit of animation students is to provide talents for the animation industry in China. Only with the craftsman spirit can the animation industry in China develop better.

3. TRAINING OF ARTISAN SPIRIT OF ANIMATION STUDENTS IN VOCATIONAL EDUCATION
Craftsman spirit is a spiritual quality, not skill knowledge, so the combination of artisan spirit and animation professional cannot take the traditional model of education. In the cultivation of animation students' artisan spirit, first of all, we need to increase students' recognition of the profession, establish the link between students and works, only in this way, can students' demands on their own works become higher.

3.1 Improving the Interest Sydd Between Students and Works
In cultivating the spirit of artisans, students must be willing to pay more for their work, and in the current educational model, the relationship between students and their works is not close enough. Because for most students, learning in school is more about dealing with exams, and the overall performance evaluation of students is not simply determined by the quality of the work completed. Therefore, in the student's learning process, will focus more on the test results, and pay too much attention to the test results, cannot guarantee the students' artisan spirit training [1, 2].

In the cultivation of artisan spirit, it is necessary to strengthen the link between students and their own works, only students more respect their own works, the pursuit of more excellent animation quality, in order to make students closer to the spirit of artisans in teaching. Therefore, for animation students, can properly adjust the impact of works and test scores on the comprehensive assessment of students, in the course of inspection to work-based, so that students can pay more attention to the quality of works. Students will also be more easily in the learning process will be the pursuit of the quality of works sublimation into the spirit of artisans, to complete the animation professional student’s artisan spirit training.

3.2 Improving the Connection Between Works And Society
For true artisans, the quality of their work can affect their career and and quality of life, so for many artisans, the pursuit of better quality of their work is to realize their own personal value. And students are not the same, many students do not attach importance to the quality of their work, in the completion of the work usually only one requirement, that is, in line with the teacher's pre-set of the line of access. For this part of the students, only need to have a good score at the exam, the teacher asked for the work to be completed on time, it is enough, this concept and artisan spirit belong to two extremes.

In the process of training students, schools should avoid entering this kind of teaching misunderstanding. In the process of teaching, students can be patient, concentrate on polishing their works, establish a database of works, and let...
all students of animation major establish their own works database. Schools can let social enterprises shift their attention from students' scores and pay more attention to students' works through their own relations. In the selection of talents, we can know the real level of students through their work library, and we can also find the growth track of students through the work library, so as to better judge the development potential of students.

3.3 Clear the Positioning of Artisan Spirit in Anime Specialty

In order to cultivate the artisan spirit of animation students, we need to combine the current actual situation of the school, so that all students can clear the concept of artisan spirit, so as to better cultivate the spirit of artisans. Animation major in the teaching process and other majors have a certain difference, so in the cultivation of students' artisan spirit and traditional professional has a certain difference. In the teaching process, the requirements of the society for animation professionals and other traditional professional requirements are different, the traditional major usually requires students to have a higher practical ability, and animation students need to combine theory and industry knowledge, and need to have more imagination. Therefore, in the cultivation of artisan spirit, we can strengthen the combination of school and enterprise, so that students know more about the enterprise, let students clearly after the work, only have the spirit of artisans, in order to better realize their personal value. In the teaching of students, the school aims to cultivate the spirit of craftsman by improving students' requirements for their own works.

4. CONCLUSION

No matter in any industry, if you want to do better, you need to have more pursuit of craftsman spirit. In the animation professional personnel training, the same need to combine teaching and craftsmanship spirit, only in this way can our animation industry become better. I believe that as more people pay attention to the cultivation of animation professionals, the development of animation in China will be faster and faster.

REFERENCES


On the New Features of Art Design Brought by Digital Media Technology

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Abstract: The development of modern society is rapid, and the future social development prospects must be digital world. Digitization has played a very important role in various fields of the current society. It facilitates people's life and improves social productivity. Digital technology has effectively helped the transformation of traditional industries and diversified the development of all walks of life. For example, in the traditional animation field, the paper painting was used in the past, but now with the PS tool, the painting methods have changed greatly, which is a significant aspect of the combination of digital media technology and art design. In the process of the development of digital media technology and art in today's society, what characteristics can we grasp. Next, we will make a detailed analysis. Keywords: Digital media; Art design; New features.

1. INTRODUCTION
In the long process of historical and cultural development, people have created a lot of things, some of which promote social change, such as science and technology, and some enrich people's inner world, such as literature and art works. Art came into being very early. Many countries in the world have the expression of artistic images. For example, the ancient characters found in the pyramids, the image of kurkan in Mayan culture, and Sanxingdui in Sichuan, China are all created by people. Art design and art culture are different, but art culture in turn affects art design. In the art culture listed above, this kind of art design has a certain mystery. They were born at a time when people were still in a "ignorant" stage. Time back to modern times, the object and content of art design have changed, and the expression of art design is more diversified, which can better meet the spiritual needs of people in the current society. It can be seen that art comes from life, is a concise summary of life, and can meet the needs of the public for spiritual culture and yearning for a better life [1].

2. MAIN CONTENTS AND ADVANTAGES OF DIGITAL MEDIA TECHNOLOGY
The development of digital media technology is later than art culture and art design. At first, digital technology is mostly used in the field of science and technology. However, with the development of the times, the content of digital media technology becomes more and more rich. Radio, communication, television and so on, to a large extent, enrich people's inner spiritual world and let people know more knowledge. Digital media technology uses machine language. Compared with traditional media, its advantages mostly focus on the mode of communication and multimedia interconnection. The transmission mode of digital media technology can provide accurate positioning for target users through big data technology, which can meet more needs of users. Multimedia interconnection has expanded this way several times, which can make more people contact with many excellent works of art [2].

3. THE DEVELOPMENT OF DIGITAL MEDIA TECHNOLOGY BRINGS NEW CHARACTERISTICS TO ART DESIGN
With the development of society, people's pursuit of art has become diversified. In the current fast-paced life, traditional art creation seems to be lagging behind, and it is difficult for art design to meet people's needs in an effective time. At this time, people suddenly found that digital media technology can speed up the pace of art design, and the combination of the two can make the designed works of art spread further. In the art design stage, the digital media technology adopted includes pattern design, architecture and other new technologies. There are many ways to adopt in the digital media technology stage. For example, film and television production, visual art, animation design, AI, etc. are all the new changes brought by digital media technology to art design [3].

3.1 The Application of Digital Media Technology Improves the Experience of Art Design
In addition to its wide spread, digital media technology also has an important feature of its own interactivity. Interactivity is one of the most frequently used words in digital media information technology. In a narrow sense, it can be understood as the communication between subjects. The development of traditional digital media makes the subject of interaction not obvious. It can only be called information exchange, that is, one-way information dissemination. However, under the development environment of modern digital media technology, the subject of interaction becomes diversified. Diversity is reflected in the blurring of interaction boundaries between people. In the process of interaction, designers often reach designers through computers, or designers reach consumers through designed products. In this way, consumers or art designers can communicate with each other, and designers can collect feedback from consumers, it can also promote the communication between designers and give out more diverse creative inspiration.

3.2 The Application of Digital Media Technology Provides Diversified Design Thinking for Diversified Art Works
Art design is an organic combination of artistry and design.
Art comes from life, and art design should also get inspiration from life. Digital media technology is the most widely used technology in current society. As long as there is network, there will be no lack of materials, which provides a rich source of inspiration for art design. In addition, the traditional art design mostly uses the design tool, through a series of complex procedures to be able to design out, this kind of art design efficiency is not high is a very fatal shortcoming. Today, with the development of digital media technology, many art creators can design works of art and literature that people like to see according to this digital software, which also relaxes the threshold of artistic creation and artistic design, so that more people have space to play.

3.3 The Combination of Digital Media Technology and Art Design Broadens the Way Of Communication Of Works

Art needs to be appreciated. If no one appreciates a work of art after it is created, it will not be called a work of art. In the past society, after the creation of art works, it was necessary to publish and have complicated processes. Now, the creation of works of art can directly publish their works through personal micro-blog, WeChat official account and other platforms, or search for investors through Internet information platform. This greatly improves the efficiency of art designers, so that they can have more inspiration and energy. In art design. In addition, the development of digital media has broadened the way of transmission of works, and because of the interaction of digital media technology itself, art works have become more diversified [4].

4. CONCLUSION

To sum up, digital media technology has changed art design in all aspects. It also makes the characteristics of art design richer, which is unimaginable in the era of traditional media. Digital media technology has broken the "monopoly" situation of multimedia to a certain extent, making more art works widely spread on the Internet by means of multimedia. Although digital media reduces the standard of art design to a certain extent, it does not mean that learning digital media technology will open the door of art design. Digital media technology is only a means to improve the level of art design, art design itself still needs the creation of artists, digital media skills can only play a role of icing on the cake.

REFERENCE


The Follow-Up Survey on The Influence of Campus Culture on The Mental Health of Vocational College Students

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Abstract: This paper takes 1175 students from three grades in vocational colleges as the research object, and conducts a follow-up survey on 680 students after one academic year. It uses repeated measurement of variance to analyze and study the influence of campus cultural activities on students' mental health. It is found that the overall mental health level of higher vocational students is constantly improving. The participation frequency and time variables of campus cultural activities have significant interactions. And active participation in extracurricular activities has a positive effect on promoting students' mental health. Therefore, it is important to improve the talent training program of higher vocational education, and focus on the construction of campus culture.

Keywords: Campus culture; Campus culture; SCL-90.

1.INTRODUCTION
"Campus culture enlightens, standardizes, guides and promotes the pursuit of good personality of teachers and students."[1] In a narrow sense, campus culture is defined as "extracurricular activity theory", which refers to the cultural awareness and behavior reflected in the social practice activities such as teaching, scientific research, learning and life created by all teachers and students as the subjects. Higher vocational campus cultural activities are different in terms of content, quantity, organizational structure, and promotion method, and have their own characteristics. With the country's emphasis on vocational education, the traditional view is Challenged that students in higher vocational colleges are facing more pressure and more self-abased[2]. Studies have shown that physical exercise can improve people's emotional state and mental health [3]. Thus, this study provides empirical data on the interaction between vocational campus cultural activities and students' mental health through longitudinal research design.

2.RESEARCH METHODS
2.1 Research Objects
Sample 1: This study selects 66 students from Nanjing Institute of Industry Technology as objects by convenient sampling method;  
Sample 2: This study selects 3 vocational colleges in Nanjing. Questionnaire survey is conducted on students by random sampling. A total of 1,250 questionnaires are distributed and 1,175 valid questionnaires are collected, with an effective rate of 94%. There are 609 boys and 566 girls; 485 from cities and towns and 690 from rural areas; 530 in arts and 645 in science and engineering; 323 freshmen, 430 sophomores and 422 juniors; 786 student cadres and 389 non student cadres; 770 one-child and 405 non one-child.

2.2 Research Tools
2.2.1 Questionnaire. The Questionnaire on the College Students' Extracurricular Activities uses five grades: 1 for "no", 2 for "once a month", 3 for "twice a month", 4 for "once or twice a week", 5 for "almost every day".

2.2.2 Psychological Measurement. This study adopts "SCL-90" for mental health measurement. The scale adopts 5-level scoring frequency, from “not at all” to “extremely”. If any of the following criteria is met, the screening test is positive: the total score is over 200 points, or the number of positive items is over 43, or the score of any factor is over 3 points. Revised by domestic experts, this scale has high reliability and validity, which is a commonly used scale for screening freshmen's mental health.

2.3 Research Procedures
In this study, the class is taken as the unit of unified measurement, and the investigators read out the unified instruction to explain the requirements. Because of the follow-up study, the first-year and second-year students are required to fill in their names and student numbers, and collect and check them on site. In the first survey, SCL-90 is tested in three grades. In the second survey, SCL-90 and The Questionnaire on the Psychological Dimension of College Students' Extracurricular Activities are tested in 320 people who are going to be sophomore in the freshman year and 420 people who are going to be junior in the sophomore year. 740 valid subjects in the two tests are selected involving 406 boys and 334 girls.

3. RESULT ANALYSIS
3.1 Mental Health of Vocational College Students. The Overall Level of Mental Health. The measurement results of the study show that 66 people score higher than 200, accounting for 5.6% of the effective test subjects; The number of people with the score of any factor of SCL-90 higher than or equal to 3 is 63, accounting for 5.4% of the effective subjects. It can be seen that the mental problems of higher vocational students are mainly reflected in the following five aspects: interpersonal sensitivity, hostility, obsession, depression and anxiety.

3.2 The Current Situation and Characteristics of Campus Cultural Activities. According to the survey results of extracurricular activities, 12.4% of vocational college students surveyed participate in extracurricular activities
"almost every day". In addition, 7.6% of the students "never participate in extracurricular activities", 28.2% "at least once a month", 36.9% "twice a month", 14.9% "once or twice a week". The participation of different grades in extracurricular activities is shown in Table 1.

Table 1: Frequency of School Students Participating in Extracurricular Activities

<table>
<thead>
<tr>
<th>Grades</th>
<th>Almost every day</th>
<th>Once or twice a week</th>
<th>Twice a month</th>
<th>Once a month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>20.6%</td>
<td>40.3%</td>
<td>14.1%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Sophomore</td>
<td>6.2%</td>
<td>5.2%</td>
<td>15.1%</td>
<td>14.8%</td>
<td>58.7%</td>
</tr>
</tbody>
</table>

3.3 The Relationship between Campus Cultural Activities and Mental Health. By repeated measurement analysis of variance, there is no significant difference in the total average of SCL-90 between the two mental health tests, F = 1.37, P = .24, but the interaction with the frequency of extracurricular activities is significant, F = 2.61, P = .034 (P < .05); The total average of the two tests have significant interaction with the frequency of extracurricular activities and active and passive participation, F = 3.78, P = .005 (P < .01). Taking the time as the horizontal axis, the estimated marginal mean value of the total average of SCL-90 under different extracurricular activity frequencies shows that the higher the frequency of extracurricular activities, the more obvious the promotion effect on students' mental health.

4. CONCLUSION

The interaction between the frequency of extracurricular activities and the two measurements before and after of mental health indicates the influence of extracurricular activities on mental health. It can be seen from the trend chart that active participation in extracurricular activities has a positive effect on students' mental health. Interpersonal communication is an important way for young people to develop their self-consciousness and learn and obtain information. Extracurricular activities provide a platform for interpersonal communication and are helpful to solve mental problems. In conclusion, Improving the Talent Training Program for Higher Vocational Education and Attaching Importance to the Construction of Campus Culture. Extracurricular activities play an important role in the development of psychological quality of vocational students.

ACKNOWLEDGEMENTS

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REFERENCES

Analysis on Willingness and Influencing Factors of Higher Vocational Nursing Students to Engage in Elderly Care

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Abstract: Objective: To investigate the willingness of higher vocational nursing students to engage in elderly care and analyze its influencing factors. Methods: a total of 340 nursing students in a higher vocational college were selected as the research objects. The questionnaire survey was used to count the willingness of nursing students to engage in elderly care work, and the influencing factors of their unwillingness to engage in elderly care were analyzed in detail. Results: according to statistics, the willingness rate of nursing students who are willing to engage in elderly care work is 67.64%, and the willingness rate of nursing students who are unwilling to engage in elderly care work is 32.35%. After analyzing the influencing factors of unwillingness to engage in the elderly care work, we can see that the main factors include difficult communication, poor health of the elderly, low salary, unstable work, low social status, unpleasant experience with the elderly, not engaged in nursing work, etc., and the most influential factor is difficult communication, accounting for 34.54%. Conclusion: at present, the willingness rate of higher vocational nursing students to engage in elderly care work is more than 50%, which indicates that nurses are relatively optimistic about the elderly care work, while nursing students who are not willing to engage in elderly care work need to be correctly guided, so as to improve the willingness rate of nursing students to engage in elderly care work.

Keywords: Vocational nursing students; Elderly care work; Willingness rate; Influencing factors.

1. INTRODUCTION
According to the relevant research, the number of the elderly in China is increasing constantly, which leads to the serious aging phenomenon. At present, the most important problem is the nursing problem of the elderly. The imperfection of the pension facilities and the lag of the care system will affect the overall quality of the pension supply service. At the same time, there is also a lack of elderly care personnel. Some nursing students are not willing to engage in elderly care due to various reasons, which also makes the elderly care work more difficult. Based on this, this experiment will select 340 higher vocational nursing students as the research object, investigate the current higher vocational nursing students' willingness to engage in the elderly care work, and analyze their willingness to be unwilling to engage in the work, and put forward the corresponding suggestions, as follows:

2. DATA AND METHODS
2.1 General Information
A total of 340 nursing students in a higher vocational college were selected as the research objects in this experiment. Questionnaire survey was used to analyze the willingness and influencing factors of vocational nursing students to engage in elderly care. Among them, there were 138 first-year nursing students, 107 second-year nursing students and 95 third-year nursing students, 115 males and 225 females.

2.2 Method
First of all, the basic data of 340 experimental nursing students were collected by using the general information questionnaire. In addition to the basic data such as age, gender, family composition, singleness and native place, it also includes whether they live with the elderly, get along with the elderly, whether they are taken care of by the elderly, whether they have taken care of the elderly, whether they have the experience of caring for the elderly, and the contacts with their elderly relatives so as to provide an effective reference for the subsequent analysis of influencing factors.

Secondly, the self-made intention questionnaire for elderly care was distributed to 340 nursing students, which not only included whether they were willing to engage in elderly care, but also included their views on the current elderly population, their cognition of the elderly care work, their views on the prospect of nursing employment and their own employment requirements. According to the results of the questionnaire, the willingness rate of current higher vocational nursing students was calculated, and the influencing factors for the willingness rate were analyzed.

2.3 Observation Index
The observation index of this experiment is the willingness rate of nursing students to engage in elderly care work and the influencing factors of their unwillingness to engage in elderly care work.

2.4 Statistical Treatment
Excel was used to collect and sort out the data in this experiment, and the statistical software spss20.0 was used to analyze and process the data. The (%) was expressed as the willingness rate and the proportion of influencing factors. After the X2 value test, the difference was statistically significant (P < 0.05).

3.RESULT
According to the experimental statistics, 230 of 340 nursing
students are willing to engage in elderly care, the willingness rate is 67.64%; 110 students are not willing to engage in elderly care, the willingness rate is 32.35%, as Table 1.

<table>
<thead>
<tr>
<th>group</th>
<th>Number of cases</th>
<th>constituent ratio (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difficult to communicate</td>
<td>38</td>
<td>34.54</td>
</tr>
<tr>
<td>The health of the elderly is poor</td>
<td>21</td>
<td>19.09</td>
</tr>
<tr>
<td>Low pay</td>
<td>14</td>
<td>12.72</td>
</tr>
<tr>
<td>Unstable work</td>
<td>12</td>
<td>10.90</td>
</tr>
<tr>
<td>Low social status</td>
<td>10</td>
<td>9.09</td>
</tr>
<tr>
<td>It's not pleasant to get along with the old people</td>
<td>9</td>
<td>8.18</td>
</tr>
<tr>
<td>Not engaged in nursing work</td>
<td>6</td>
<td>5.45</td>
</tr>
</tbody>
</table>

According to the questionnaire, the main influencing factors of middle-aged and higher vocational students were poor working experience and poor social status.

4. CONCLUSION

In the context of the current aging society, the demand for elderly care is increasing, and there is a lack of relevant professional nursing staff. However, according to the actual situation, the willingness rate of nursing students who are willing to engage in elderly care work is 67.64%, and there are still some students who are not willing to engage in the work of elderly care, and the influencing factors mainly include the following aspects: the vision and hearing system of the elderly The system is gradually degenerating, and it is relatively difficult to communicate with it. Elderly self-care ability is poor, physical function is gradually declining, most of them are unable to take bath and other health activities independently, so nursing staff still need to carry out life care when caring for the elderly [1, 2]. The system of elderly care is not perfect, the salary is lower than that of professional nursing, and the work is not stable. Have unpleasant experience with the elderly, unwilling to get along with the elderly, or do not intend to engage in nursing work after graduation.

Therefore, in order to improve the rate of informing nursing students to engage in the elderly care work and attract more nursing students to participate in the elderly care work, the relevant government and departments should first strengthen the support for the elderly care work, formulate corresponding policies and systems, promote the development of elderly care work, form a standardized work system, and then attract more nursing staff to participate To work [3, 4]. Secondly, carry out elderly care courses in Higher Vocational Colleges to improve students' correct cognition of elderly care work, so that students can learn professional care knowledge, establish correct learning attitude and work cognition, so as to strengthen nursing students' intention of elderly care work [5]. Only in this way, can we improve the occupational environment of elderly care, promote the development of elderly care standardization, and solve the current shortage of elderly nursing talents.

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Application of Humanized Design in Interior Environment Art Design

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Abstract: Humanized design is an important principle of modern interior environment art design. In the process of design, people-oriented concept should be adhered to. Only in this way can people's requirements for living environment be met. This paper first expounds the principle of humanized design of interior environment art design and the problems that should be paid attention to in the process of humanized design of indoor environment design, and then discusses the analysis of indoor humanized environmental art design, and puts forward personal opinions.

Keywords: Humanized design; Interior Environment Art; Applied Research.

1. INTRODUCTION
With the development of economy and technology, people's living standards have been effectively improved, but after the material life has been met, people gradually turn their attention to the living environment and put forward higher requirements. Therefore, the total of the living environment has become the task that the interior design and construction industry should pay attention to. However, from the core point of view, the design of indoor environment should adhere to the concept of people-oriented, and then analyze the elements, so as to complete the scientific interior environment art design.

2. HUMANIZED DESIGN PRINCIPLE OF INTERIOR ENVIRONMENT ART DESIGN
The principle of interior environment art design is that in the process of design, we should always take the needs and perspectives of users as the design in power generation, and then form a conception for the living environment and needs of residents, so as to form a three-dimensional design concept for the whole interior space, and meet all the requirements of customers, so as to better serve people and create a comfortable life ring for them Environment, which is also an interior design concept to adapt to modern life.

3. PROBLEMS THAT SHOULD BE PAID ATTENTION TO IN THE PROCESS OF HUMANIZED DESIGN OF INTERIOR ENVIRONMENT DESIGN
In the design process of interior environment art, including interior decoration design, interior physical environment design and interior furnishing art design, we need to pay attention to the following three problems in the actual work [1].

3.1 Design of Interior Decoration
Interior decoration design needs to be constructed according to the environment, but also pay attention to the specific requirements of customers for their living environment. In the actual design process, the problem that needs to be paid attention to is whether the interior decoration and decoration can achieve harmony with its environment, so that the residents can see that there is a comfortable visual sense. This shape and structure must ensure the safety of the residents, and then make a reasonable layout based on this. In the planning of the ground site, not only to meet the vision of the residents, but also to effectively integrate it with the entire indoor space, so as to look more colorful. The arrangement of some indoor objects should not conflict with the common places of the residents, but they cannot show their redundancy. It is necessary to integrate the decoration and environment and set off each other. It is better to choose the subjects that the residents prefer, such as Hong Kong style, European and American style [2].

3.2 Design of Indoor Physical Environment
The design of indoor physical environment refers to the adjustment of the quality of the indoor environment, such as the household's various indoor senses, including ventilation, care and temperature, etc. In the design process, we need to pay attention to the following problems: since it is a physical design, we should let the residents feel the texture. For example, some residents like to be bright, so in the design, we should keep a bright light feeling, which can be sunlight or light reflection. These details must be handled in place. Then in terms of color, we need to start from the decoration materials, but to ensure that the residents like the color effect, can highlight the visual induction, it mainly has an impact on people's vision, psychology and other aspects. So, in terms of color, it needs certain economic and design means. For example, if the residents like elegant style, then the color effect can be white as the main body. If the residents like more gorgeous, then the designer should do a good job in the effect of color from the wall paint and decoration, but need to make these colors and the environment to achieve a kind of integration and coordination.

3.3 Design of Interior Furnishing Art
For the design of interior furnishings art mainly includes furniture, lamps and greening, etc., the problem needing attention here is: the need to let the light projection to show the indoor atmosphere and rendering, for example, if you want to highlight the quiet, you can decorate some dark lights, if you want to be more lively, you can decorate some more colorful lights. Including the residents like natural color, then we can add some greening on the basis of single lighting effect, and then through the reasonable placement of designers, so that residents can feel the breath of nature.
4. ANALYSIS OF INDOOR HUMANIZED ENVIRONMENT ART DESIGN

Taking the modern style interior design environment that residents like to be more stable as an example, the following opinions are put forward.

4.1 Humanized Design in Decoration Design

In such a request, you cannot design the toilet and living room door shape, but with that kind of exposed type, such as door curtain, push-pull curtain, so that it looks more spatial. In the design of living room and dining room, the space can be removed and blocked by a large screen, which can increase the sense of space for users and give people a very modern atmosphere. In the design of some ornaments, simple style can be used. Although it is more common, it does not lack elegance. The main reason is that simplicity will never go out of fashion. It has always maintained a modern atmosphere, which can be used as the theme to meet the visual requirements of residents.

4.2 Humanized Design in Physical Environment Design

According to the preferences of the residents, peach wood technology can be used as the theme in the physical design of the indoor environment, which is also relatively popular in the current interior decoration market. It makes people look like a harmonious and stable visual sense, and the adjustment of the color band is also inclined to the wood style, thus forming a three-dimensional elegant style.

4.3 Humanized Design in Interior Furnishing Art Design

In the interior furnishing art design, many designers will forget the real meaning of design, will reverse the primary and secondary, so that the whole indoor pattern appears upside down, out of place. Therefore, in order to make the whole indoor environment look the most comfortable and unified, we can start the design with a theme. Because it is the place where people live, we should highlight that kind of warm feeling. For example, in the arrangement of furniture, there are TV sets and sofas on both sides of the living room, and in the middle is the dining table. This can give people a feeling of home, very warm, and in some decorations Because the householder likes the modern style, some modern style paintings can be displayed on the curtain [4].

5. CONCLUSION

To sum up, in the design process of interior environment art, the designer must have a modern design concept, and know how to handle the spatial pattern and understand the needs of residents in various senses, so as to deal with the effective relationship between good people and the environment. In the new era, people's demand for living environment is highly idealistic, because everyone is running for the ideal living environment to choose after buying a house, and the designer of interior environment art is to have a kind of commonality with people's mind, understand their actual needs, and then design, only in this way can the indoor environment design be more intentional The value of righteousness.

REFERENCE

Abstract: National Development and talent supply are inseparable. In recent years, China is at a higher level than the development stage, and the demand for high-quality talents is higher and higher. The cultivation of talents is determined by education. At present, with the promotion of the reform of education system, the quality of education in China is gradually improved. However, according to the actual situation, the cultivation of students' ideological quality has some defects, which is closely related to the current national conditions. Although our country is in the stage of modernization, there are still many poor rural areas. The education in such areas is relatively backward, so that students are affected by traditional family concepts for a long time, which limits the formation of children's self-concept. From a macro point of view, self-concept is a part of personality, which has a subtle impact on children's future development. Rural areas are relatively backward in economy and old-fashioned ideas, unable to provide high-quality education for children. At the same time, most parents pay too much attention to work in their daily life, lack of communication and communication with their children, and some families are too doting on their children. Therefore, the author focuses on the impact of family education on rural children's self-concept Analysis, to find ways to improve this problem.

Keywords: Family education; Rural children; The influence of self-concept; Problems; Solutions.

1. INTRODUCTION
According to the research and analysis, family education has a great impact on children's goal self-concept. The main reason is that parents often show dissatisfaction with their children's achievements and negate their children verbally, which will lead to children's doubts about their own goal orientation, which will lead to negative psychology and gradually lose interest in learning [1]. At the same time, some parents put too much emphasis on children's performance, and have always stressed the importance of learning. When children show their own interests, parents will intervene. Therefore, children gradually internalize the view that "hobbies are not beneficial to learning", believing that learning is the main task, and because rural families are not rich, some parents are unable to support their children. The cost of other interest classes leads to the gradual decrease of children's concept of interest in themselves. Secondly, because the rural parents' education mode is too autocratic, too much intervention and control of children's development, children have been in a passive position of obedience, which is not conducive to the cultivation of children's self-consciousness. At the same time, some families because of parents working outside for a long time, whether in children's company or education, there are greater deficiencies, this kind of indulgent education will lead to poor self-control ability of children, which has a negative impact on their physical and mental health development [2].

In the family education, there are almost individual differences due to the influence of parents' education level, their own personality or other factors. According to the actual investigation and analysis, there are many ways of parents' education, which can be divided into extreme type, severe type, doting type, achievement pressure type and positive type. In rural areas, severe type and extreme type are more common. First of all, severe type of family education is more common. There are more restrictions on children, and children have no more privacy space. The main reason is that parents are too worried about their children's going astray, so that children can't do something according to their own ideas, which has great disadvantages [3]. Secondly, extreme family abuse is more serious, from a long-term point of view, more adverse effects, will greatly affect children's ideas.

2. MEASURES TO IMPROVE FAMILY EDUCATION IN RURAL AREAS
2.1 Parents Should Establish Reasonable Expectations
With the deepening of quality-oriented education, the traditional education objectives and cannot meet the current education needs. In the corresponding evaluation of children, we cannot determine the level of performance, we need to take the overall development of moral, intellectual, physical, aesthetic and labor as the educational goal. Therefore, in order to effectively promote the formation of a relatively positive goal self-concept, parents should set reasonable expectations according to the actual situation of children. If the family is relatively high for a long time, it is too strict when setting goals, and the expression is not euphemistic, which will damage the children's self-confidence, and is not conducive to the physical and mental development of students. Therefore, parents should correctly recognize the children's achievements and understanding and digestion ability, put forward ideas and expectations consistent with the reality, and use more verbal encouragement in the actual learning process to mobilize the children's enthusiasm Sex, so as to ignite children's confidence in learning.

2.2 Accompany Children More and Strengthen Participation
Parents are the first teachers of their children, and they spend
the longest time in the learning and education stage. Every word and action in their daily life will have a subtle impact on the children's thinking. Therefore, parents should constantly improve their own cultural literacy, enrich their own cultural connotation, and actively participate in the learning process of their children. At the same time, because the children are young, their cognitive ability is slightly insufficient compared with adults, and they can imitate the parents' words and deeds. Therefore, parents should play a leading role in guiding the correct development direction for children [4, 5]. Secondly, because each child has individual differences, parents should deeply understand their children's personality characteristics and digestion and understanding ability, adopt appropriate education strategies and methods, avoid beating and scolding as far as possible, select some books suitable for this age group for children, and timely give children some celebrity stories, and at the same time, they can explain the life of children through the small things around them. For example, we should take good care of the environment, do not litter casually, abide by the corresponding order in life, respect the old and love the young. In order to form a good academic self-concept for children to play an effective auxiliary role.

2.3 Adopt Democratic Education and Communicate with Children Equally

According to the survey, parents will occupy a dominant position in the family, arrange everything for their children, and strictly require their children to follow their own ideas. At the same time, there are some differences in parents' education methods. Fathers will use strict education methods, while mothers' excessive indulgence will lead to the development of the relationship between parents and children, which is not conducive to children. Children's physical and mental health development, therefore, parents should comply with the development of the times to change ideas and appropriate changes in the way of education, learn to respect and understand children, create a democratic and harmonious atmosphere for children in the family, and form an equal relationship with children, listen to children's actual psychological ideas, so as to promote children to establish a positive attitude [5]. Secondly, children's moral concept and right and wrong standards will be affected by parents and the environment. Therefore, parents should start from trivial matters and improve their moral literacy level to establish a good image for their children. Only if parents correct their own education attitude, and always adhere to their own educational objectives, and keep consistent with the spirit in practical actions, parents should start from trivial matters. Only in this way can children grow up healthily and provide useful talents to the society.

3. CONCLUSION

The establishment of self-concept has a vital impact on children, which is related to their future development. Taking rural areas as an example, this paper analyzes the impact of family education on the formation of children's self-concept, expounds its advantages and disadvantages, hoping to provide help for the improvement of the education mode.

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Discussion on The Management and Teaching of Electronic Laboratory in Colleges and Universities

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Abstract: Electronic laboratory is a very important learning place in Colleges and universities. Students will study in electronic laboratory. Therefore, colleges and universities should attach importance to its establishment and set it as a key management unit. The construction of electronic laboratory in Colleges and universities should also meet the actual needs of students, and be committed to making students happy to experiment. In this paper, the existing problems of E-Lab are discussed first, then the management strategies of E-Lab are discussed, and personal opinions are put forward.

Keywords: University; Electronic Laboratory; Management; Teaching.

1. INTRODUCTION

The electronic laboratory contains many aspects of management. First of all, software and hardware cooperate with the laboratory teaching to help students master relevant knowledge. Secondly, the electronic laboratory of colleges and universities should make progress with science and technology, so as to update the experimental process of students, so that students can learn more knowledge. Therefore, this shows that the development of electronic laboratory is the inevitable trend of colleges and universities in China.

2. ANALYSIS OF PROBLEMS IN ELECTRONIC LABORATORY

2.1 Management of Electronic Laboratory

Although the electronic laboratory plays an extremely important role, and it is widely used in Colleges and universities, but with the increase of students' studies, the task of nuclear learning of the subject to be studied is also increasing, which leads to the number of instruments in the electronic laboratory cannot meet the learning needs of all students. In addition, many laboratory administrators do not know about the experimental equipment, and know what the equipment is used for, so there will inevitably be some unavoidable accidents in the management. In addition, if the quality of these administrators is too low, they will not correct their work attitude, which will also bring more trouble to the electronic laboratory. Secondly, these managers do not have enough professional knowledge to update the equipment, which shows that the instrument can only be used for one purpose and the students' experiment direction is limited.

2.2 Low Quality of Teachers

The quality of teachers will directly affect the experimental efficiency of students. Teachers act as organizers and guides in the process of teaching. The main purpose is to improve students' practical ability and thinking operation ability through experiments. But the current teaching situation is that most of the teachers' teaching methods are too single, they are to give students a demonstration first and then let students practice. Due to the single teaching mode, many teachers hold the mentality of completing the teaching task to teach, so the efficiency will be slowly reduced, and even some places the students do not fully grasp it, so that students do not really master the experimental process.

Senior high school students have formed mature thinking in their age. They all have their own ideas and hope to be recognized by the teachers. However, many teachers ignore the students' psychology. When the students can't complete the experiment task or don't understand after listening to the teacher, the teachers will reprimand them, which will cause certain psychological pressure and heart to the students the students with poor ability to bear will even give up learning. Therefore, in order to improve the efficiency of electronic laboratory teaching in Colleges and universities, we must first improve the management level of teachers, so that students' learning can have greater protection. In addition, it is also a serious problem for teachers to be unfamiliar with the experiment. If there is a wrong demonstration in the experiment, it will affect the students. Therefore, colleges and universities in China should pay attention to this problem, so as to maximize the efficiency of the experiment [1].

3. MANAGEMENT STRATEGY OF ELECTRONIC LABORATORY

3.1 Remote Virtual Simulation Experiment

Remote virtual experiment is a kind of teaching method based on network information technology. It combines experiment and computer. It is different from the real experiment that the real experiment can only be in the laboratory, which has certain limitations. The virtual remote simulation experiment means that students can use the computer system to carry out experiment simulation in the laboratory, and can also be controlled at the same time. Computer is used to control the process of experiment. The method of this experiment is the extension and innovation of traditional experiment, so that the limitations of the experimental site and equipment are removed, so that students can carry out all kinds of experiments anytime and anywhere. Therefore, it can be seen that the construction and
development of remote virtual simulation experiment in Colleges and universities in China is very effective.

3.2 Reform the Experimental Teaching Content and Strengthen the Construction of Experimental Teaching Materials

Teaching can't stick to its old ways all the time. We should renew the teaching idea according to the students' learning situation, let them be the masters of the classroom, and give them the chance to express themselves, so that students can improve their interest in the experiment and devote themselves to the study. At present, China is in a period of rapid development of quality education. It is important to ensure the efficiency of teaching, but we should pay attention to the core quality education of students, so that students can form a correct outlook on life, values and the world, know how to solve the practical problems in life, so as to lay a good foundation for their future study and life. Each senior high school student has different personality characteristics, and senior high school experimental teachers should respect the students' personality characteristics when teaching, and carry out teaching by this way, so as to maximize the teaching efficiency. In addition, the most important part of experimental teaching is students' interest in learning. Interest is the best teacher for students. Only when they have interest in experiment, can they carry out experiment better. In addition, teachers should also pay attention to the cultivation of students' practical ability. Instead of using traditional methods to demonstrate and then let students contact, teachers should first explain the basic knowledge to students and let them grasp it firmly, then carry out experimental demonstration from the starting point of teaching materials, and finally, students can combine the knowledge told by teachers into practice, so that students can connect the knowledge with the experimental ability Force is more memorable [2].

3.3 Reconstruction of Teachers' Professional Quality Structure

In the traditional experimental teaching, teachers have always been the theme of the classroom, but since the new curriculum reform, it has gradually changed, based on the electronic laboratory, students as the main body of teaching, so as to cultivate their core literacy values. In teaching, teachers should not only give students a good demonstration, but also reasonably guide students to do experiments by themselves. In addition, experimental teachers should also communicate with students in daily teaching, make friends with students, understand their hobbies and personality characteristics, and guide the overall development of students. In addition, it should be noted that teachers should also improve their professional level and teachers' moral quality in the process of continuous learning, because the teaching of electronic laboratory not only requires teachers to have relevant teaching level and quality, but also the ability of computer entity operation. This kind of teaching has a high technical requirement for teachers, so teachers should have an understanding of the process before the experiment. After that, we will go through the operation process to see if there are any mistakes and deficiencies. If there are any, we should correct them in time. That is why we should let teachers improve their own level in teaching first, and lay a foundation for students to accept more effective teaching. Finally, teachers should have a long-term goal plan for teaching, step by step in the continuous experimental teaching, imperceptibly cultivate students' comprehensive development.

4. CONCLUSION

To sum up, with the continuous progress of science and technology, the electronic laboratory has been popularized, and teachers should also constantly improve their own teaching level on the basis of students' actual learning level, and commit to improving students' learning efficiency, so as to promote their experimental learning.

REFERENCE

Closed Reset Withintra-Skin Needle Fixation Therapy Fracture on the Sisterbone of Gartland III in Children

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Abstract: Objective: To study the clinical value of closed reduction and percutaneous pin fixation in the treatment of Gartland type III supracondylar fracture of humerus in children. Methods: all patients were treated with reduction and percutaneous needle fixation. Results: 50 cases were operated (43.6 ± 4.5) min, hospitalized (3.8 ± 1.4) d, fracture healing time (49.6 ± 3.8) d, excellent rate of fracture healing 98% (49/50), nerve injury rate 2% (1/50), limb swelling rate 6% (3/50), joint stiffness rate 2% (1/50). Conclusion: closed reduction and percutaneous pin internal fixation were used to treat Gartland type III supracondylar fracture of humerus in children is a safe and reliable operation with less complications and high application value, which should be widely promoted.

Keywords: Closed reduction and percutaneous pin fixation; Gartland III supracondylar fracture of humerus; Pediatric treatment.

1. INTRODUCTION
If children with Gartland type III supracondylar fracture of humerus are not treated in time, it will lead to complications such as joint dysfunction and affect their quality of life [1]. Therefore, medical intervention is needed. In the past, conventional methods such as manual reduction and splint fixation were usually used to complete the treatment of children's trauma, but after treatment, it is easy to relapse and the treatment reliability is poor [2]. Closed reduction and percutaneous pin internal fixation were used to treat Gartland type III supracondylar fracture of humerus in children. The treatment effect was significant. The children recovered well after operation without recurrence symptoms, and the clinical application value was high [3]. In this paper, 50 cases of children in our hospital were randomly selected as study samples, and the therapeutic effect of closed reduction and percutaneous needle fixation was observed.

1. INFORMATION AND METHODS
2.1 General Information
Take the sample of 50 children, sex: male/female: 30/20, age (8.5 ± 1.3 years old).

2.2 Methods
The operation methods of all the children were the same: (1) brachial plexus block anesthesia, disinfection and towel laying, reduction of fracture site under C-arm machine, knee elbow bending after satisfactory reduction, and placement of Kirschner wire into muscles under C-arm machine fluoroscopy. (2) According to the swelling of the fracture site, if the swelling is slight, press the ulnar nerve with the thumb, and inject the needle at the apex of the internal and upper glands. If the swelling is serious, the needle should be inserted into the medial epicondyle. (3) After inserting Kirschner wire, judge whether the position is satisfactory. If it is satisfactory, plaster bracket is used for fixation. (4) 2D after the operation, X-ray reexamination was used to observe whether there was callus growth. The plaster was removed according to the recovery, and the Kirschner wire was removed after 3W.

2.3 Statistical Methods
Using SPSS 21.0 software to process data, P 0.05 is considered to be statistically significant in differences.

3. RESULTS
50 cases were operated (43.6 ± 4.5) min, hospitalized (3.8 ± 1.4) d, fracture healing time (49.6 ± 3.8) d, excellent rate of fracture healing 98% (49/50), nerve injury rate 2% (1/50), limb swelling rate 6% (3/50), joint stiffness rate 2% (1/50).

4. DISCUSSION
Supracondylar fracture of humerus is a kind of common surgical trauma in the process of orthopedic treatment [4]. The supracondylar fracture of humerus occurs in children aged 5 to 12 years. The fracture is mainly caused by children's growth stage, incomplete bone development, outdoor activities, traffic accidents, life injuries and other external factors [5]. After the onset of the disease, closed reduction and percutaneous needle fixation can achieve certain results. The operation has the advantages of less trauma, less pain and strong compliance. Observing the results of this study, we can see that the recovery speed of 50 children is faster than that of other 50 children, such as operation time (43.6 ± 4.5) min, hospitalization time (3.8 ± 1.4) D and fracture healing time (49.6 ± 3.8) d. In addition, the operation is also simple, the operation time is short, the swelling can subside in a short period of time, and the plaster can be removed around 3W, which has little impact on the life of the children, and has few complications and strong safety. The excellent rate of fracture healing was 98% (49/50), the rate of nerve injury was 2% (1/50), the rate of limb swelling was 6% (3/50), the rate of joint stiffness was 2% (1/50), indicating that the fracture healing was good, the incidence of complications was low, and the safety was strong.

5. CONCLUSION
In conclusion, closed reduction and percutaneous pin...
fixation for the treatment of Gartland type III supracondylar fracture of humerus in children is of less trauma, safe and reliable operation method, low operation cost and high clinical application value, which should be widely promoted.

REFERENCES
Problems and Countermeasures in The Implementation of Temporary Measures for Environmental Protection Acceptance of Completed Construction Projects

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Abstract: The release of Interim Measures for environmental protection acceptance of completed construction projects has changed the role of construction units in environmental protection acceptance of completed construction projects, and construction units are facing severe challenges. At present, there are many problems in the implementation of the Interim Measures for environmental protection acceptance of completed construction projects. It is difficult to play the role that the Interim Measures for environmental protection acceptance of completed construction projects should play. The implementation of environmental protection acceptance of construction projects is not ideal. This paper analyzes the problems existing in the implementation process of the interim measures, and puts forward some implementation strategies of the interim measures, so as to provide some help for the construction units to carry out the environmental protection acceptance work of completed construction projects.

Keywords: Interim Measures; Environmental Protection Acceptance; Completed Construction Projects; Problems; Countermeasures.

1. INTRODUCTION
At present, there are many problems in the implementation of the Interim Measures for environmental protection acceptance of completed construction projects. The implementation level of environmental protection acceptance of construction projects is generally low, which has caused some obstacles to the long-term development of the construction industry. At present, some construction units have realized the shortcomings in the implementation of the Interim Measures for environmental protection acceptance of completed construction projects, and actively improve their own work. However, due to the influence of various factors, there are still some deficiencies in the implementation of the Interim Measures for environmental protection acceptance of completed construction projects. There is still a large room for improvement in the implementation level, and the work needs further improvement In. In this case, it has a strong practical significance to study the problems and Countermeasures in the implementation process of "Interim Measures for environmental protection acceptance of construction project completion".

2. PROBLEMS IN THE IMPLEMENTATION OF THE INTERIM MEASURES
2.1 The Environmental Protection Awareness of The Construction Unit Is Weak
In the past work, the construction unit in the construction project completion environmental protection acceptance work is more passive, mostly in accordance with the guidance of the relevant departments to carry out the work, in this case, the construction unit environmental awareness is generally weak, lack of adequate understanding of environmental protection work, cannot actively participate in environmental protection work, the progress and quality of environmental protection work has caused some negative impact. Some construction units have outdated ideas and one-sided understanding of environmental protection work. They do not fully realize their own responsibilities and cannot play their own role in environmental protection work, which also affects the development of environmental protection work to a certain extent [1].

2.2 Weak Sense of Responsibility of Technical Institutions
With the development of society and the change of people's ideas, technical institutions have developed rapidly. However, due to the lack of strict standards, the entry threshold of technical institutions is low, and some technical institutions have poor professional ability, which cannot meet the needs of the current work, and have some negative effects on the implementation effect of the interim method. Moreover, the internal staff of some technical institutions have low comprehensive quality and little understanding of environmental protection work. They cannot maintain a rigorous and serious working attitude in practical work, and the quality of acceptance report preparation cannot be guaranteed.

2.3 Nonstandard Acceptance Process
At the present stage, some construction units in China blindly pursue the progress of work in the environmental protection acceptance work after the completion of construction projects, deliberately ignore some details, and cannot carry out work in strict accordance with the established process and standards. The acceptance process is not standardized, and the progress and quality of work cannot be guaranteed. Some technical institutions cannot
keep close communication with the construction unit in actual work, which leads to the acceptance monitoring scheme divorced from practice, and the level of acceptance work is generally low [2].

2.4 Lack of Effective Supervision
At this stage, the relevant departments are not fully aware of their own responsibilities, and cannot play their due role in the actual work. In this case, the environmental protection acceptance work of construction projects is lack of effective supervision, and most of the personnel work according to their own experience. The personnel are arbitrary and blind. Problems occur frequently in the process of work, and the work is not carried out ideal.

3. IMPLEMENTATION STRATEGY OF INTERIM MEASURES

3.1 Improve Relevant Laws and Regulations
In the actual work, the relevant departments should actively improve the relevant laws and regulations, standardize and manage the construction units and technical institutions, and provide the legal basis for the relevant units to carry out their work, so as to ensure that the interim measures can play their due role and ensure the efficient and orderly implementation of environmental protection acceptance of construction projects. Moreover, the relevant departments should pay attention to the formulation and implementation of the reward and punishment system, evaluate the performance of the construction units and technical institutions in the work, and carry out appropriate rewards and punishments, so as to promote the relevant units to improve their own work [3].

3.2 Improve the Environmental Protection Awareness Of The Construction Unit
The construction unit plays an important role in the environmental protection acceptance of construction project completion. Therefore, the construction unit should clarify its own role positioning, increase the publicity of environmental protection work, create a good atmosphere within the construction unit, and lay a good foundation for the environmental protection acceptance work of construction project completion. In the actual work, the construction unit should strengthen the training and management of management personnel and construction personnel, effectively improve the environmental protection awareness of personnel, ensure that personnel can actively participate in environmental protection work, so as to ensure the efficient and orderly development of protection work.

3.3 Standardize Technical Organization
Under the new situation, technical institutions play an increasingly important role in the environmental protection acceptance of construction projects. In this case, the relevant departments should pay attention to standardizing the technical institutions to ensure that the technical institutions can play their due role in the actual work. The relevant departments should raise the entry threshold of technical institutions, strengthen the assessment and management of technical institutions, and cancel the qualification of technical institutions that do not meet the requirements. In addition, the relevant departments should pay attention to the internal personnel of the technical organization, and require the technical personnel to continuously learn and apply the advanced working mode, so as to ensure that the technical personnel can complete the acceptance work with high quality [4].

3.4 Strengthen Supervision
The implementation of supervision can regulate the behavior of construction units and technical institutions, and ensure the efficient and orderly development of various work. Therefore, the relevant departments should strengthen the supervision of the environmental protection acceptance work of the completed construction projects, standardize the behaviors of the construction units and technical institutions, urge the relevant units to improve their own work, and strengthen the punishment of violations, so as to promote the improvement of environmental protection work.

3.5 Giving Full Play to The Positive Role of The People
Under the new situation, the relevant departments should pay attention to giving full play to the positive role of the public in the environmental protection acceptance work after the completion of construction projects, provide a reliable way for the public to express their own demands and opinions, and improve the work according to the opinions of the public, so as to improve the level of environmental protection work. In addition, relevant units should pay attention to maintaining the privacy of the public, and ensure the comprehensiveness and openness of the public participation, so as to mobilize the enthusiasm of the people to participate.

4. CONCLUSION
To sum up, the implementation of the Interim Measures for environmental protection acceptance of completed construction projects provides a reliable basis for the construction units to carry out the environmental protection acceptance work of completed construction projects, and improves the level of environmental protection acceptance work of construction projects to a certain extent. However, there are still some problems in the implementation of the interim measures, such as weak environmental protection awareness of construction units, weak sense of responsibility of technical institutions, nonstandard acceptance process and lack of effective supervision. The existence of these problems has caused some negative effects on the implementation effect of the interim measures. In view of this situation, the relevant departments should constantly improve the relevant laws and regulations, improve the implementation level of the Interim Measures by improving the environmental protection awareness of construction units, standardizing technical institutions, strengthening supervision, and giving full play to the positive role of the public, so as to promote the substantial improvement of the environmental protection acceptance work level of construction projects.

REFERENCES

ACADEMIC PUBLISHING HOUSE
Study of The Cultivation on Teenagers' Positive Mental Characters

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Abstract: With the tremendous development, China has made remarkable progress in all fields. As an important part of China's social development, the education industry plays an important role in China's personnel training. So, our country has paid more and more attention in the field of education. At present, in view of the education problems of teenagers, our country has proposed the aim of quality education for teenagers, which not only ensures that students master cultural knowledge, but also focuses on cultivating excellent physical health and positive mental characters for teenagers. This paper analyzed and discussed the cultivation of positive mental characters of teenagers, as well as summarized some suggestions to improve the teenagers’ psychological status.

Keywords: Teenagers; Positive Mental Characters; Cultivation.

1. INTRODUCTION
As the successors of social development in China, teenagers should not only master rich cultural knowledge, but also strive to cultivate their excellent character, so that they can become comprehensive talents with comprehensive development in moral, intelligence, sports and aesthetics. At present, China's education has gradually entered a period of rapid development. Under the background of the active implementation of the new curriculum reform, the education of teenagers has gradually become an important issue in the development of modern society [1-5]. Therefore, in the process of education, teachers should abandon the traditional teaching methods, and according to the requirements of modern education, innovate new teaching methods suitable for the overall development of young people. For example, in the teaching process, the focus is shifted from single cultural knowledge teaching to the cultivation of students' positive psychological quality, so as to improve students' learning ability and their adaptability after entering the society.

2. GRASP THE CRITICAL PERIOD OF THE CULTIVATION OF POSITIVE PSYCHOLOGICAL QUALITY OF TEENAGERS
Adolescence is the key period of physical and mental growth, in this period of students, psychological endurance is relatively limited, which cannot withstand pressure sometime. Therefore, in order to improve the pressure bearing ability of young people, education can focus on the cultivation of students' positive psychological quality, so as to improve the students' pressure resistance [1]. For junior high school students, mental development speed is fast, at the same time, learning ability is strong, so educators should seize the key period of students, to effectively guide them to develop good behavior habits.

3. ORGANIZE COLORFUL ACTIVITIES
Since the implementation of the new curriculum reform, the teaching methods have been greatly changed. The traditional theoretical teaching methods are no longer suitable for modern education. In order to cultivate the positive mental characters of teenagers, we should not only pay attention to the theories in education, but also transform the theory into practice. This teaching method can not only make students understand the meaning of positive psychological quality more thoroughly, but also make students develop a good sense of participation. In the practice of cultivating teenagers' positive psychological quality, we can adopt the form of organizing activities. For example, teachers can organize students to carry out activities with gratitude as the theme for Mother's Day. In the activities, students' mothers can be invited to participate in the activities. The specific activity process should set more emotional expression links, so that students can share what their mothers have done for themselves in a warm situation. In addition, teachers can also set up interactive links between children and mothers in the activities, so as to encourage students to embrace their mothers warmly, so as to sublimate students' gratitude feelings. Through the emotional communication in the activity, students can realize the greatness of maternal love and cultivate their positive psychological quality.

4. INFILTRATE THE CULTIVATION OF POSITIVE QUALITY INTO DAILY COURSES
Students spend most of their time in the classroom, so in order to effectively cultivate the positive psychological quality of teenagers, teachers should make full use of the abundant classroom time. As a guide in students' learning, teachers should not only teach students knowledge, but also explain life philosophy to students, so that students can learn to be a person while mastering knowledge. In the teaching process, all teachers can expand their knowledge points reasonably and increase their own views on life, so as to cultivate students' Outlook on life. For example, Chinese teachers can use famous aphorisms, idioms and poems to educate students in class. Chinese teachers can expand the idiom "lying on ice and beg carp" appropriately to explain the story behind the idiom to students, so that students can easily understand the meaning of idioms, and cultivate their ideological and moral character [2]. For example, in the history and politics class, teachers should teach students by example according to the excellent quality in history. Through the analysis of historical figures, students can
understand the meaning of life and guide them to establish correct three outlooks. Physical education is a subject that students prefer, and teachers should make use of students' interest in physical education courses to strengthen the cultivation of students' positive psychological quality. In physical education, teachers can arrange students to carry out long-distance running training and stipulate that students must complete the whole project. This teaching method can not only exercise students' physical quality, but also help students develop the spirit of not giving up.

5. VALUE THE ROLE OF FRIENDS
"Friend" as an indispensable part of life, has a very important impact on everyone. In the process of cultivating teenagers' positive psychological quality, we can start from cultivating friendship. If friends have good friendship, it can stimulate the self-confidence character of teenagers, and can have a positive impact on their behavior. When the friendship between friends is estranged, the teenagers will be in the psychological shadow of loss and inferiority, which will lead to the formation of timid behavior. Therefore, teachers should encourage students to have the courage to make friends, to be good at expressing their emotions, so that students develop a positive attitude, so as to improve the ideological level of teenagers. In addition, in the teaching process, teachers should play a guiding role to master the psychological state of each student, and in daily life, teachers should also put down their identity and take the initiative to interact with students. Strive to become each student's friend, thus more effective understanding of students' psychology, so as to help students out of the shadow, so that students into the collective, in order to enhance students' confidence, cultivate students' communicative competence.

6. CONSTRUCTION OF THREE-DIMENSIONAL TRAINING NETWORK
In view of the problem of cultivating the positive psychological quality of teenagers, we should first recognize that the training work is a systematic project rather than a project that can be completed overnight. Therefore, in the process of training, teachers should formulate appropriate programs and establish a set of perfect training system, so that teenagers can develop positive psychological quality imperceptibly. As the main place for students to learn, teachers should play the role of cultivating students' excellent character. For example, teachers may provide books on the cultivation of positive psychological quality for students, and can also organize students to participate in some social public welfare activities. In addition, the leaders of school may promote parents and teachers to implement teaching measures, teachers are responsible for the education of students, mainly for the cultural knowledge of students, as well as the ideological education of students. In the holidays, parents need to take responsibility, the main task is to communicate with students, so that students feel the warmth of the family, stimulate students to develop a positive attitude.

7. CONCLUSION
To sum up, it is of great significance to cultivate teenagers' positive psychological quality in modern education. In the measures of cultivating teenagers' positive psychological quality, teachers should play a leading role and combine training methods with teaching, so as to improve students' positive psychological quality in daily learning. In addition, in the process of cultivating the positive mental characters of teenagers, teachers should actively organize various practical activities, so that students can develop positive psychological status in the future.

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REFERENCE

keywords: High tech enterprise; Intellectual property; Management and performance.

1. INTRODUCTION

Today’s society, network technology is becoming more and more developed, which also makes the distance between countries in the world become closer and closer, the process of economic globalization is accelerating, and at the same time, it also intensifies the competition among enterprises. In addition to the traditional capital competition, the competition between enterprises has become a technical factor, and the speed of product upgrading has been accelerating. In this case, more and more enterprises begin to pay attention to improving their technical content and providing high-quality products. Nowadays, great changes have taken place in the development of market economy, and high-tech enterprises have begun to reform from multiple perspectives [1-2]. At the same time, more and more scholars have begun to analyze the content of technological innovation, and Large enterprises have begun to launch new products. At present, in the process of enterprise development, the main factor that plays a leading role is technology and intellectual property management and performance. In a word, for high-tech enterprises, managing intellectual property is very important.

2. THE IMPORTANT VALUE OF INTELLECTUAL PROPERTY IN HIGH-TECH ENTERPRISES

At present, in China, the frequency of intellectual property infringement is increasing. Cisco sued Huawei, the disputes between we made and Shanda in South Korea, and a large number of domestic mobile phones were constantly complained about. 6C alliance proposed very expensive use costs to domestic DVD manufacturers. The United States also sued for battery infringement in China on the basis of article 337. Because of the phenomenon of intellectual property infringement of battery in China and the increasing number of intellectual property cases, there are various disputes in the society. We have to pay attention to this phenomenon. For high-tech enterprises, to improve the level of competition, the most important factor is intellectual property rights, but how to improve the performance of intellectual property rights, the problem is very difficult. The main reason why intellectual property has become an important factor in enterprise competition is that for any enterprise, when they have developed a new product, they have the right to use the product and intellectual property rights, and they can improve their value, innovation ability and market competitiveness by exercising this right. In the international market, the position of intellectual property is higher. In the international market, one of the important rules that must be followed is the intellectual property system, which also gives enterprises the ability to form market monopoly.

3. THE PROBLEMS IN INTELLECTUAL PROPERTY MANAGEMENT OF ZHUANKOU AND THE FACTORS INFLUENCING THEM

3.1 Problems in Intellectual Property Management of Zhuankou in Chinas High-Tech Enterprises

3.1.1 Insufficient Awareness of Intellectual Property Rights

Zhuankou In Chinas High-Tech Enterprises

So far, most enterprises in our country have not established a strong awareness of intellectual property rights. First of all, enterprises do not attach importance to their own intellectual property rights at all. Most enterprises adhere to the view that focusing on achievements, ignoring patents; focusing on rewards, ignoring protection”, which also reflects that enterprises do not attach importance to intellectual property rights. Secondly, because many enterprises attach importance to intellectual property, intellectual property flows into the society and becomes social wealth. For example, many enterprises have gained market share, but they did not register their trademarks in time, resulting in others’ rush to register their trademarks.

3.1.2 Lack of Innovation

According to the results of relevant data, at this stage, the average professional holdings of many large and medium-sized enterprises are relatively low, and some enterprises have not applied for patents for many years in a row. This situation results in the low quality of products, the weak technical level and the inability to develop high-quality products. There are many other management technologies applied by enterprises that belong to the traditional industrial technology field, and there are almost no modern high-tech products. In the long run, the international competitiveness of domestic high-tech enterprises will be improved only when enterprises can use intellectual property rights to participate in international competition.
greatly reduced.

3.1.3 No Sound Intellectual Property Management System Has Been Established

Most domestic enterprises lack the management system of intellectual property rights, pay less attention to the ownership of property rights and the evaluation of intangible assets in the daily operation process, which leads to the serious lack of innovation ability of the internal scientific research personnel of enterprises, low research and development achievements, and also causes the loss of research and development motivation of many workers. The defects and deficiencies of intellectual property management system have brought serious negative impact on the maintenance and operation of intellectual property. Although the enterprise has high-quality talents, and the innovation ability of these talents is high, because of the impact of the system, it is still unable to develop high-quality products, which also has a negative impact on the independent intellectual property rights of the enterprise.

3.1.4 There Are Some Defects and Deficiencies in Intellectual Property Management Institutions

Many enterprises still fail to build intellectual property management institutions in the complex market environment, and the management of intellectual property is not conducted by designated professionals. Generally, the management of intellectual property belongs to the relevant departments or personnel, resulting in the management of intellectual property in a mere formalism. Some enterprises also set up specialized intellectual property management departments or institutions, but they did not specify the management process in detail, which made the departments unable to play their due role and maintain their own intellectual property rights according to the law.

3.2 Factors Affecting Intellectual Property Management

3.2.1 External Factors

3.2.1.1 There is no policy synergy. For China’s high-tech enterprises, the main body of institutional innovation is the government. The government needs to formulate corresponding policies and systems, and play the role of these policies and systems, on this basis, constitute a joint force of policies, and improve the innovation level of enterprises. According to the high-level enterprise recognition policy, all applicants must have two or more invention patents or six utility model patents. According to the survey results, most of the enterprises think that the policy has indeed improved the attention of enterprises to intellectual property, and the proportion of this part of enterprises in the total number has reached 91.7%. At the same time, there are also some enterprises that think that the policy really has a significant impact, which is about 60.1%. In addition, 52.6% of the enterprises think that the policy has not played a very significant role, and the relevant policies have not improved the attention of enterprises to intellectual property.

3.2.1.2 The intermediary service organization is not perfect. With the continuous development and progress of the market economy, the role of intermediaries is becoming more and more important, as is the case for intellectual property management. To some extent, intellectual property agency can help enterprises reduce application time and save a lot of time. It can also help enterprises grasp the key points of infringement, effectively collect and sort out favorable evidence, and prevent the occurrence of infringement. However, in China, the number of intellectual property agencies is relatively small, and the comprehensive literacy of some agency staff is poor, which cannot effectively guide the intellectual property work of enterprises. After the survey, it is found that 33.5% of the enterprises are not particularly satisfied with the current IP intermediary service agencies, believing that their services are relatively poor and their capabilities are relatively low. Therefore, as far as the development of our country is concerned, the imperfection of intermediary service institutions will inevitably bring adverse effects on the development of enterprise intellectual property management.

3.2.2 Internal Factors

3.2.2.1 We need to further enhance the awareness of intellectual property value management. In our country, the development speed of high-tech enterprises is relatively fast. Although the start time is relatively late, in the process of operation and management, the managers of enterprises also attach great importance to tangible assets, but most of them ignore the management of intellectual property. Among all the enterprises investigated, we know that many enterprises have not established intellectual property management system, and have not arranged professional personnel to take charge of the work in this respect, which is enough to reflect the poor awareness of intellectual property value management of these enterprises. From the perspective of the construction of intellectual property management system, the proportion of enterprises that have not set up intellectual property management system, nor set up the mechanism to encourage employees’ technological innovation or patent application is 15.5% and 8.7% respectively. At this stage, although some enterprises have established their own intellectual property management system, they have not formulated specific management strategies, implemented the system, and effectively protected their intellectual property. In some multinational companies, they attach great importance to the establishment of intellectual property management institutions and personnel. For example, Sony Corporation of Japan has established a professional intellectual property management organization, and the number of managers is very large, about 400. Another example is DuPont company in the United States, which has more than 60 intellectual property professional lawyers. In addition, it has also built a professional patent information analysis team. (2) In the process of intellectual property management, enterprises have not established a scientific management model. Because in our country, the development time of intellectual property management is relatively late. For most enterprises, if they are involved in intellectual property issues, they often choose to hire professional lawyers. However, up to now, the intellectual
PERFORMANCE OF INTELLECTUAL PROPERTY MANAGEMENT IN HIGH-TECH ENTERPRISES

5.1 Adopt Intellectual Property Strategy
Enterprises must fully consider their own actual development situation, and then combine it with intellectual property information, and conduct in-depth analysis and Exploration on it, so as to understand the development of the market, study the laws and regulations on intellectual property, lay a good foundation for further expanding the intellectual property market, obtain more market shares, and obtain a large number of markets Initiative. At this stage, more and more enterprises begin to implement the strategy of intellectual property rights, improve the efficiency of the use of intellectual property rights, and on this basis, formulate relevant strategies. The government also pays more and more attention to intellectual property rights. In this case, enterprise managers must actively respond to the implementation of national policies and calls, play the role of high-tech resources, and improve the value of enterprises.

5.2 Internal Management of Intellectual Property Enterprises
The ultimate goal of enterprises to manage intellectual property is to obtain the value of intellectual property and bring more profits to enterprises. After this investigation, it is found that the sale of patented products or technologies can indeed bring huge benefits to enterprises. Research and analysis of the input and output of intellectual property rights, to establish a scientific and reasonable operation concept for enterprises, can further improve the value chain management ability of enterprises. Therefore, it is necessary for enterprises to establish intellectual property financial management system, intellectual property quality management system, and strengthen intellectual property legal management. According to the actual development of enterprises, the corresponding intellectual property management mode is constructed. Take Sony of Japan as an example, the company has set up an intellectual property management organization with a staff of several hundred. The intellectual property department is mainly responsible for intellectual property licensing, payment, training, registration, formulation of rules and regulations, etc. In order to realize the value of intellectual property as the premise and goal, from many aspects as the starting point, including intellectual property cultivation, application, production and so on, the intellectual property department is put in the center position, which is the core to integrate resources and carry out intellectual property management. Enterprises should combine their own actual development situation to establish a perfect internal management system. Enterprise intellectual property management system involves many aspects, such as intellectual property ownership system, intellectual property application, confidentiality system and so on. At this stage, most of the internal systems of enterprises are not scientific and effective, usually according to the patent management measures to manage intellectual property [1]. There are also many enterprises using the job achievement reward system and trade secrets to manage intellectual property. Most enterprises still haven’t set up a targeted management system, which is of great significance for enterprises.

4. PERFORMANCE MANAGEMENT OF INTELLECTUAL PROPERTY IN HIGH-TECH ENTERPRISES
Performance management consists of four cycles, all of which are very important. First, a scientific and systematic performance plan must be established, and targeted indicators must be formulated for all posts within the enterprise. Second, after making a plan, it must be put into action. Third, performance appraisal should be carried out. Fourth, it is necessary to analyze the assessment results. The last step is the most important. In high-tech enterprises, for their performance of intellectual property management, if intangible assets need to be adjusted, then enterprises must analyze the performance of intellectual property management.

4.1 Input and Output of Intellectual Property
In high-tech enterprises, R & D investment is the main factor that determines their ability. At this stage, many high-tech enterprises in China are increasing R & D investment.

4.2 Use of Intellectual Property
For most enterprises, intellectual property rights and their own products are combined. In the process of production practice, the specific use of patent technology is called patent implementation. Most of the enterprises in our country have relatively good patent implementation effect, the patent implementation rate is less than 20%, between 20% and 50%, and the proportion of more than 50% in the total number of enterprises is 14.8%, 17%, 68.2%. Most enterprises make full use of intellectual property rights, play the value of intellectual property rights, and make the performance of enterprises listed on a large scale. For those enterprises that use less patents, they also need to use patents to obtain better economic benefits.

5. STRATEGIES TO ENHANCE THE

property professionals in our country are very scarce. If enterprises want to ensure that intellectual property rights are not infringed, they must learn from the successful experience and mode of other organizations. In western countries, intellectual property management system is generally divided into three types. First, it basically belongs to hierarchical centralized management system, such as IBM company; second, decentralized management system, such as Toshiba company. Third, industry management system. Like Canon. As far as the actual situation of our country is concerned, one of the urgent problems that most enterprises need to solve at present is to obtain a more scientific and effective intellectual property management mode. We should not only learn from the successful experience of other countries, but also learn from the experience of other management organizations or enterprises, so as to develop a comprehensive and effective intellectual property management mode for ourselves on the basis of which we should take full examination. Considering their own actual situation, improve the ability of intellectual property management.
whether it is intellectual property management system or incentive system.

5.3 Professional Training of Intellectual Property
There is a very important right in the law is intellectual property, which not only has technical characteristics, but also can create certain economic benefits. For intellectual property managers, they must have professional knowledge, and their relevant departments must also have a comprehensive understanding of intellectual property, establish awareness of intellectual property protection, and improve the level of intellectual property management. According to the results of relevant data, most enterprises have not been exposed to the disputes caused by intellectual property rights so far, and the proportion of these enterprises in the total is about 80.7%. That is to say, in most high-tech enterprises, they will hardly have intellectual property disputes, and there are many main reasons for this phenomenon, including that most enterprises have not established the awareness of intellectual property protection, even if their intellectual property rights are infringed, they may not be aware of this situation and cannot make timely remedy. Therefore, enterprises must carry out intellectual property training for employees to improve their awareness of intellectual property protection. Many enterprises’ internal intellectual property management personnel have not enough comprehensive literacy and relatively poor professional level, which also requires enterprises to expand the scope of training. At this stage, the enterprise should carry out targeted training, which is relatively difficult. In the subsequent training, it is necessary to strengthen the assessment of staff. In some large enterprises with good development, they can integrate themselves with the rules of the world market, build a professional intellectual property management department in the interior, and carry out systematic assessment and targeted training [2].

5.4 Information Utilization of Intellectual Property
With the continuous progress of China’s economy, the national government also pays more and more attention to the management of intellectual property rights, and starts to build patent information system in this respect. According to the statistical results of relevant data, in terms of the utilization of intellectual property information, most enterprises will carry out all-round exploration and analysis before carrying out intellectual property transactions, and will also use the analysis results as the reference content of decision-making. This part of enterprises accounts for 93.6% of the total. However, there are still a small number of enterprises will blindly carry out intellectual property transactions without any choice. About 6.4% of these enterprises do not realize the value of intellectual property information. However, from the overall point of view, so far, the market penetration of intellectual property information is constantly improving, which is conducive to helping enterprises improve their intellectual property management capabilities.

5.5 Enterprises Should Implement Process Management to Further Enhance the Efficiency of Intellectual Property Output
To establish a scientific and effective management system and put it into practice, adopting process management can improve the normative degree of enterprise operation to a certain extent, and enhance the operation efficiency of enterprises. For high-tech enterprises, the core of development is the creation and application of intellectual property rights. To build a scientific and effective internal management system of intellectual property rights, and implement the system In fact, at the same time, we should improve the corresponding incentive system and improve the enthusiasm of the staff. The main contents include the following aspects: 1) to build an intellectual property incentive system, combining the final income from intellectual property with the salary of scientific researchers, so as to improve their enthusiasm for research and development; 2) to further clarify the ownership and protection responsibility of intellectual property, and to sign intellectual property related agreements with the majority of employees; 3) to take standardized and scientific measures Contract management, the introduction of contracts and transfers through effective programs; 4) the hierarchical management of specialized technology and computer software; 5) the establishment of intellectual property dispute system within the company; 6) the construction of intellectual property evaluation mechanism. In addition, it is necessary to consider the R & D level of the enterprise, formulate the retrieval of intellectual property in the process of R & D project, track and retrieve all intellectual property in R & D, review the intellectual property and achievements after R & D, and make clear regulations on the intellectual property involved in each link to improve the management quality.

6. CONCLUSION
At this stage, scientific and technological research and development results show a blowout phenomenon, network technology is becoming more and more mature, information technology is becoming more and more developed, this situation also makes the society appear more and more serious intellectual property problems, all the time in the occurrence of intellectual property infringement. The national government has also begun to attach great importance to the protection of intellectual property rights of enterprises, and in the 13th five-year plan, it has introduced efforts to strengthen the protection of intellectual property rights for high-tech enterprises, they should fully implement the state’s systems and policies, combine their own actual development, and effectively protect their own and other enterprises’ intellectual property rights. Intellectual property is one of the important factors of any enterprise competition, which can help enterprises to improve the level of competition and help enterprises to obtain more benefits. With the deepening of globalization, the traditional social market environment has also changed dramatically. In this case, it is necessary for high-tech enterprises to strengthen the protection of intellectual property rights, provide a solid impetus for the development of enterprises, and promote the upgrading of national
economic industry.

REFERENCES
On the Information Construction of Teaching Archives Management in Colleges and Universities

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Abstract: As the main content of university management, teaching archives management has a direct impact on the overall quality of university management. With the progress of science and technology and the change of people's ideas, information technology has been widely used in people's life and social production. However, it is worth noting that the information construction of teaching archives management in Colleges and universities in China is not ideal at this stage, the level of teaching archives management information is low, and the progress and quality of teaching archives management cannot be guaranteed. Obstacles are not conducive to the improvement of teaching level in Colleges and universities. This paper makes a detailed analysis of the problems existing in the informatization construction of teaching archives management in Colleges and universities, and puts forward some suggestions in order to provide some reference for the follow-up work of colleges and universities.

Keywords: Colleges and universities; Teaching archives management; Information construction; Problems.

1. INTRODUCTION
At present, the level of informatization construction of teaching archives management in Colleges and universities in China is low, and the quality of teaching archives management is poor, which has caused some negative effects on the level of management in Colleges and universities. At present, some colleges and universities have realized the problems existing in the informatization construction of teaching archives management, and actively improved the work, and also made some achievements, which to a certain extent promoted the informatization construction of teaching archives management. However, due to the influence of many factors, there are still some deficiencies in the informatization construction of teaching archives management in Colleges and universities, and there is still much room for improvement in the level of work, which needs further improvement.

2. PROBLEMS IN THE INFORMATION CONSTRUCTION OF TEACHING ARCHIVES MANAGEMENT IN COLLEGES AND UNIVERSITIES
2.1 Lack Of Uniform Standards
At present, the lack of unified standards in the informatization construction of teaching archives management in Colleges and universities has caused some negative effects on the informatization construction of teaching archives management. In the past period of time, China's colleges and universities have not fully understood the informatization construction of teaching archives management, and have not realized the importance of the informatization construction of teaching archives, resulting in the lack of uniform standards related to the informatization construction of teaching archives. Different colleges and universities are more random in the informatization construction of teaching archives, and the informatization construction of teaching archives management in Colleges and universities lacks reliable basis; the progress and quality of the work cannot be guaranteed.

2.2 The Security of Electronic Archives Is Not Guaranteed
Because in the past period of time, colleges and universities have paid less attention to the informatization construction of teaching archives, and lack of relevant experience, the means of electronic archives preservation are relatively backward, the archives management personnel lack reliable basis in the process of informatization construction of teaching archives management, and the randomness in work is large, resulting in the general low level of electronic archives preservation [1-3]. In addition, due to the short construction time and less information equipment, the information construction work of teaching archives management will be limited by the equipment. In this case, the electronic archives management work is difficult to carry out, the work is relatively easy to be affected by external factors, and the integrity and timeliness of the archives are not guaranteed.

2.3 The Comprehensive Quality of Relevant Personnel Is Low
At present, the comprehensive quality of the archive’s management personnel in Colleges and universities is generally low, the archives management personnel have little understanding of the informatization construction of teaching archives management, the ideological concept of the personnel is relatively old, and the understanding of their own responsibilities is not sufficient. In the actual work, most of them adopt the previous archives management mode and cannot actively try the informatization technology, which leads to the informatization technology in teaching archives the application level of management is low. Moreover, some of the staff have weak sense of responsibility. In the process of the informatization construction of teaching archives management in Colleges
and universities, there is a psychology of perfunctory work, which cannot be carried out in strict accordance with the established process and standards. This will also cause some negative effects on the informatization construction of teaching archives management in Colleges and universities.

3. ON THE INFORMATION CONSTRUCTION OF TEACHING ARCHIVES MANAGEMENT IN COLLEGES AND UNIVERSITIES

3.1 Change Ideas
Under the new situation, colleges and universities should be clear about the trend of the development of the times, actively change their ideas, face up to the shortcomings in the past teaching file management, and constantly improve their own work, so as to improve the level of information construction of teaching file management in Colleges and universities [2]. In practical work, colleges and universities should fully realize the necessity and urgency of the informatization construction of teaching archives management in Colleges and universities, and increase the investment in the informatization construction of teaching archives management in Colleges and universities, so as to provide stable and reliable material guarantee for the development of work and ensure the efficient and orderly development of work.

3.2 Establish a Unified Standard
The unified standard is the foundation and premise of the informatization construction of teaching archives management in Colleges and universities. In practical work, the relevant personnel should attach great importance to the active role of the unified standard in the informatization construction of teaching archives management in Colleges and universities, and pay attention to the establishment of the unified standard, so as to lay a good foundation for the informatization construction of teaching archives management in Colleges and universities. In the practical work, the relevant departments should make a comprehensive and detailed analysis of the information construction of teaching archives management in Colleges and universities, think about and study the deficiencies in the existing standards, and improve the standards according to the needs of the actual work, so as to improve the scientific and rationality of the standards and provide a reliable basis for the information construction of teaching archives management in Colleges and universities.

3.3 Pay Attention to The Purchase of Hardware Equipment
Hardware equipment has a direct impact on the information construction of teaching archives management in Colleges and universities. Therefore, colleges and universities should attach great importance to the purchase of hardware equipment to ensure that hardware equipment can meet the needs of the information construction of teaching archives management in Colleges and universities, so as to promote the level of information construction of teaching archives management in Colleges and universities. Colleges and universities should regularly check the hardware equipment, and replace the hardware equipment that does not meet the requirements of the current college teaching archives management information construction work, so as to avoid the negative impact of hardware equipment on the college teaching archives management information construction work as much as possible [3]. In addition, colleges and universities should increase the investment in the purchase of hardware and equipment to provide a reliable financial guarantee for the purchase work, so as to lay a good foundation for the construction of information management of teaching archives in Colleges and universities.

3.4 Improve the Storage Level of Electronic Files
Archives managers should pay enough attention to the storage of electronic archives, reflect on the problems existing in the work, and improve their own work, so as to ensure the safety and integrity of electronic archives. In the process of information construction of teaching archives management in Colleges and universities, archives managers should pay attention to the improvement of electronic archives security measures, do a good job in electronic archives backup, and standardize the process of electronic archives storage, transmission and use, so as to ensure the timeliness and accuracy of electronic archives, and provide timely and reliable basis for the improvement of teaching work in Colleges and universities.

3.5 Build a High-Level Talent Team
Colleges and universities should pay attention to the construction of high-level talent team in the process of informatization construction of teaching archives management, so as to provide reliable talent guarantee for the work. Colleges and universities should systematically train the existing archives management personnel, change their ideas, improve their understanding of information technology, and ensure that the personnel can meet the needs of the informatization construction of teaching archives management in Colleges and universities. In addition, colleges and universities should pay attention to the employment of information technology professionals, and adjust the structure of the existing talent team, so as to improve the overall quality of the talent team [4].

4. CONCLUSION
To sum up, the informatization construction of university teaching archives management can improve the quality of university teaching archives management to a certain extent, provide reliable basis for university teachers to improve teaching work, and promote the improvement of university teaching level, which has strong practical significance. However, at present, there are many problems in the informatization construction of teaching archives management in Colleges and universities in China. The informatization construction is not ideal, which has caused some negative effects on the improvement of the management level of teaching archives in Colleges and universities. In view of this situation, the relevant personnel should actively change their own ideas, improve their work by establishing a unified standard, purchasing hardware equipment, improving the level of electronic archives storage and building a high-level talent team, so as to
improve the level of information construction of teaching archives management in Colleges and universities.

REFERENCE
Application of Measurement Technology in Mechanical Processing Training of College Students

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Abstract: In recent years, the development of science and technology in our country has become more and more refined, along with the rise of manufacturing industry. As the basis of manufacturing industry, machining should be fine, and measurement technology can help machining more refined processing, and improve work efficiency. Now, as one of the hot majors in Colleges and universities, this technology is providing a large number of technical talents for the society. The school should train the students to use the measurement technology skillfully, strengthen the knowledge system of this technology, and deeply understand the application concept, so that they can adapt to the environment quickly in the future work, and be handy in operation, so as to ensure the quality and accuracy of parts. This paper discusses the importance of measurement technology and machining training from two aspects of measurement technology and machining overview, so as to ensure the application of students' machining training. The above hope that college students can contribute to China's manufacturing industry and realize their values.

Keywords: Measurement technology; College; Machining; Practical training.

1. INTRODUCTION

At this stage, China pays attention to the development of manufacturing industry, and thus puts forward the development plan goal of "made in China 2025". In the world, we are a big manufacturing country in China, but now the goal is "from big to strong". According to the survey, it is found that China's manufacturing level has not been able to keep up with the high-quality level in the international level, and the product quality has been in the middle and lower level stage. So, in the new situation, we should strengthen the management of manufacturing industry, improve the quality, and improve the competition level of enterprises, so as to meet the needs of social development. In this way, the machining accuracy of indirect machining is satisfied [1].

It can be seen from the above that in order to achieve the development plan objectives of "made in China 2025", a large number of talents must be trained to support the development of the plan. To this end, in order to respond to this plan, Chinese universities have set up a lot of specialties on machining and measuring technology, actively prepare students' training bases, create a good teaching environment for students, and adhere to the basic principle of "innovation driven, quality first, talent oriented". In addition, the school has the implementation strategy of in-depth exploration and training of talents. Students are required to master the theoretical knowledge in books and cultivate their practical ability so as to enhance their comprehensive and quality. At present, many colleges and universities have training bases, the relevant supporting facilities are the latest processing equipment, and the purpose of training is to cultivate their operational ability, thinking ability, adaptability and so on, so as to meet the needs of the society for new talents.

2. SURVEY TECHNOLOGY OVERVIEW

Now the measurement technology and machining are integrated, in order to measure whether the accuracy of parts in the process of processing is up to standard. If not, steps need to be added to make the parts meet the standards. In order to ensure the accuracy of parts, improve the quality of processing. However, to ensure the quality of processing, measurement technology should be used. The traditional measurement technology is relatively backward and cannot improve the efficiency of work. It is to use relevant measurement tools to measure the accuracy after the completion of the part processing, such as steel ruler, smooth plug gauge, caliper and other measuring tools to determine whether the accuracy of the part meets the standard, so as to take a plan for remedy. In this traditional measurement process, the processing process and the measurement process should be separated, which will reduce the work efficiency in the process of solving. At present, online measurement technology is used in our country, and online measurement technology has gradually replaced the traditional measurement technology, and become the mainstream equipment of processing and manufacturing industry. The advantage of on-line measurement technology is that it can measure the accuracy in the process of parts processing. Combining the processing process and the measurement process in the traditional measurement technology, the processing efficiency is effectively improved. And the new technology realizes two advantages: The combination of machining and measurement can improve the working efficiency and find out the accuracy problems in the process of parts. Online measurement technology can provide accurate values for the
staff, so as to use the error compensation method to compensate the non-standard parts, thus improving the machining accuracy [2].

3. OVERVIEW OF MACHINING
Machining is the basic operation in mechanical manufacturing, its goal is to produce high-quality products, and effectively reduce production costs and improve production efficiency. In addition, products are divided into two fields: rough machining and finish machining. Different products require different processing methods, and the natural accuracy will change. Therefore, students should complete the manufacturing of parts according to the drawing information, and reasonably arrange the process, which are the main aspects of the processing flow.

4. APPLICATION OF MEASUREMENT TECHNOLOGY AND MACHINING TRAINING
4.1 Practice Teaching to Improve Students' Practical Ability
At present, the basic principles of "innovation driven, quality first, talent oriented" are adhered to. Professional teachers should combine practice in teaching students' Book Theory, because "practice is the only standard to test the truth and rationality". For example, in a university, when teaching students painting knowledge, processing technology knowledge and measurement knowledge, the corresponding practical operation is matched, so that students can understand the internal knowledge system and cultivate students' practical ability.

4.2 Exercise Hard Work and Perseverance
Due to the mechanical processing industry working in the factory, the working environment is relatively dirty, which will make people feel tired and lead to the decline of learning ability of staff. Based on these reasons, the school should cultivate the students' ability to bear hardships and stand hard work, and implant measurement technology and machining technology into teaching. What position does the technology occupy in an enterprise, let students understand the importance of machining and improve their sense of responsibility. Generally speaking, students must have a rigorous attitude after taking up their posts, and they are required to operate skillfully in measurement and processing, so as to meet the requirements of the society for talents.

5. APPLICATION OF MEASUREMENT TECHNOLOGY IN MECHANICAL PROCESSING TRAINING OF COLLEGE STUDENTS
5.1 Application of Off-Line Measurement Technology
Before students carry out processing, the tutor guides students to design their own processing process, and then lets students select materials such as workpieces and let students make them by themselves. The tutor points out the matters that students should pay attention to while the tutor is at the same time. After the practical training is completed, let students share and exchange relevant skills and matters that should be paid attention to. Finally, all students work together to design a reasonable scheme. The case is evaluated. In addition, there are some reasons for using the off-line measurement method, because this method is more suitable for students' training, and the measured technical value is also relatively low [3].

5.2 Application of Online Measurement Technology
The combination of AutoCAD modeling technology and geometric modeling technology is a brand-new online measurement technology, mainly based on three aspects: ultrasonic sensor, electronic sensor, optical sensor. Ultrasonic sensor has good accuracy, but it is not stable in the use process; electronic sensor has small error, but has greater limitations; optical sensor can guarantee the rationality of plane angle, but it is easy to be affected by the working environment. By cultivating students' processing technology, colleges and universities make students understand the true meaning of these three technologies.

6. CONCLUSION
To sum up, colleges and universities should adhere to the teaching concept of "innovation driven, quality first, talent oriented" to help the country achieve the grand goal of "made in China 2025". It is hoped that the above opinions will provide some constructive suggestions for China's talent cultivation, and also hope that the future machinery manufacturing industry will develop to a medium or higher level, making China's machinery manufacturing industry from big to strong. It is also hoped that the relevant professional talents in Colleges and universities will also meet the standard of 21 actual talents and promote the development of China's manufacturing industry.

REFERENCE
Analysis of Target Tracking Problems Based on RFID Sensor Network

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Abstract: At present, the core competitiveness of enterprises is mainly reflected in the supply chain management. Radio frequency identification (RFID) and wireless sensor network (WSN) play an important role in the supply chain service, which points out a new direction for the scientific management of supply chain. This paper will focus on the further study of RFID sensor network, clear its target tracking problem, in order to expand the use of RFID sensor network, improve the quality of service.

Keywords: RFID Sensor Network; Target tracking; Radio frequency identification.

1. INTRODUCTION
Radio frequency identification technology, also known as RFID technology, mainly uses radio frequency communication to complete automatic identification, which does not need to be contacted. RFID technology occupies a pivotal position in the field of automatic identification. RFID is widely used in economy, national defense and other fields because of its advantages such as no shape limitation, strong environmental adaptability and large memory capacity [1-3]. In recent years, it has also shown great potential in the service industry and manufacturing industry. The continuous integration of RFID technology and WSN technology is bound to promote the development of related industries.

2. RFID SENSOR NETWORK
2.1 RFID System
RFID system contains a lot of content, which is mainly composed of electronic tag, reader, antenna and computer control terminal. As shown in Figure 1 below:

![Figure 1. Typical RFID system diagram](image)

In a typical RFID system, electronic tags are generally divided into two types. One is active, the other is passive. The electronic tag stores very important item information. The electronic tag is usually located on the object that needs to be identified. The information stored in the electronic tag can be obtained by the reader in a non-contact way. The main components of the reader include the following modules: wireless transceiver module, control module and interface circuit. Tag information is identified by the reader. After the information is identified, the next step of information management and information transmission can be carried out. The completion of this process requires the cooperation of computer software and network system. The main function of antenna in RFID system is to help tag transmit energy, and its ultimate goal is to form tag chip. Computer system in RFID system plays a role in strengthening the management of data and realizing communication transmission. Reader is an important part of RFID system. It connects with communication network through interface, which provides reliable guarantee for data transmission.

2.2 WSN System
Sensor network is a relatively complex system, usually composed of three types of nodes: sensor node, management node and sink node. Most sensor nodes are randomly distributed in a certain monitoring area, and form a network through their own organization. Through the sensor node for real-time monitoring, the final data can be transmitted along other nodes in a multi hop manner, and finally transmitted to the corresponding management node with the help of Internet equipment or satellite. Users can reconfigure and scientifically manage the sensor network through the management node, and issue monitoring instructions in real time, and collect monitoring data on this basis. Wireless sensor is composed of a large number of small and low-power nodes. Each node operates in a limited storage space and limited capacity. These nodes interact with their environment through sensor and communication devices.

2.3 RFID Sensor Network
Compared with WSN, RFID has obviously different technical characteristics. WSN technology can monitor all kinds of information from all over the world at the same time, but the ability to identify objects is not enough. RFID technology makes up for the deficiencies of WSN technology in identifying goods, and the ability to identify goods has been enhanced. But RFID technology also has some limitations, that is, the anti-interference ability is relatively poor, and passive RFID, in order to ensure the effectiveness of its reading, the reading distance should be generally controlled within 10 m, so as to ensure the accuracy and integrity of information in the reading process. If we can use WSN up to 100m effective reading distance, it will further expand the application scope of RFID technology.
technology on the basis of RFID technology, so that the application field of RFID technology will be broader. It can be seen that the effective integration of RFID and WSN can promote the development of the two technologies to a certain extent. At present, the research on the integration of RFID and WSN technology at home and abroad mainly focuses on RFID tag, architecture and application development. However, the research on the application of RFID reader in sensor network is still in the stage of abstract architecture design. It is a great technological innovation and attempt to apply sensor nodes to RFID system. Through the integration of the two technologies, it can help to obtain more valuable environmental information, enhance the identification ability of RFID system and expand its identification range. On this basis, we developed RFID sensor network. Through the application of sensor networks, we can realize the effective tracking and positioning of moving targets. RFID sensor has a lot of sensor nodes, in order to ensure its sensitivity in the work, and the number of readers is also very large, the main purpose of the sensor node is to monitor the moving target and observe the surrounding environment effectively. On this basis, with the help of RFID reader, we can master the target's trajectory and effectively prevent the target from entering the special restricted area.

3. TARGET TRACKING SYSTEM
The positioning of mobile target is a new research topic in the field of supply chain in recent years. At present, WSN technology is widely used in this research. In RFID system, only single object tracking can be realized, and the single object target must be in a specific range. For example, in warehouse management, readers are usually installed at the entrance and exit of the safe area. When items pass through this place, the reader can identify and verify the items. A tray with a label or an article with a label is located when it passes through the import and export of a reader. The size of sensor nodes is small and the price is low, and the deployment of sensor networks is random and has certain concealment. Therefore, wireless sensors are very suitable for positioning and tracking mobile targets. In addition to the above advantages, sensor nodes are easy to be restricted by a lot of hardware, and external environmental factors have a great impact on it, which often leads to interference in the use of the line, affecting the tracking effect. The target tracking of sensor network has significant real-time characteristics in practical application. In order to ensure that the sensor network can play its unique advantages in tracking targets, RFID reader is introduced to solve the existing problems of sensor network.

In today's target tracking problem, people often pay more attention to the curve track of the target moving, and there is many monitoring information when the target moves, such as the surrounding environment temperature and humidity. In the RFID sensor system, RFID reader plays an important role. It is mainly responsible for the detection task, and determines the specific position and direction of the moving target. The sensor is responsible for collecting the surrounding information related to the target in the system, and makes an alarm at the appropriate time.

4. CONCLUSION
To sum up, the integration of RFID technology and WSN technology is the result of social development and scientific and technological progress, and has become the mainstream development trend. The application of RFID technology has played a positive role in promoting the level of informatization. Although RFID and WSN technology have different application fields, WSN technology is mainly used in the system of monitoring physical environment, while RFID technology is widely used in the field of supply chain, but the two technologies have the precondition of combining each other, which is worthy of in-depth study.”

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REFERENCE
Practice and Reflection on Ideological and Political Teaching of Business English Major in Colleges and Universities

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Abstract: With the development of economic globalization, the frequency of cooperation between Chinese enterprises and foreign enterprises is also increasing, which leads to the shortage of English professionals in China. Therefore, in order to meet the development of modern society, colleges and universities in our country pay more attention to the education of English majors. Aiming at the business English major in our country, the ideological and political teaching method is integrated into the course. This new teaching method can not only teach students English major, but also improve their ideological and political level, so that students can establish a correct outlook on life, world outlook and values. This paper summarizes and analyzes the practice of Ideological and political teaching in the teaching of business English Majors in Colleges and universities, so as to explore measures more conducive to the implementation of this new teaching method.

Keywords: Business English; Ideological and political course; Practice.

1. INTRODUCTION
In modern education, moral education should be regarded as the basis of education, and ideological and political education should be interpenetrated in the whole teaching process, so as to achieve the ultimate goal of education in China. The concept of business English is to adapt to the language requirements of workplace life, and its content is mainly related to business activities. The implementation of Ideological and political teaching in Business English Teaching in Colleges and universities is conducive to the ideological and political improvement of students, and can enable students to achieve the overall development of morality, intelligence, physique and beauty in the process of teaching professional knowledge.

2. PRACTICE OF IDEOLOGICAL AND POLITICAL TEACHING OF BUSINESS ENGLISH MAJOR
2.1 Objectives of Curriculum Ideological and Political Education
In order to adapt to the development of economic globalization and meet the national demand for business English talents, colleges and universities in China actively implement the reform and innovation of teaching methods. The goal of Ideological and political courses is to provide the country with comprehensive talents who can skillfully use English and have a high degree of business professionalism, and also have a strong cross-cultural communication ability [1-3]. Therefore, the ideological and political teaching method should be integrated with business English teaching to form a new talent training method. At the same time, in Business English major, we should deeply explore the connotation of Ideological and political courses, and cultivate students correct three outlooks and shape their excellent character from the aspects of mental health, professional quality and craftsman spirit. In addition, in order to effectively carry out ideological and political teaching methods, teachers must ensure that they have advanced ideological and political concepts.

2.2 Ideological and Political Content of The Course
Broaden our horizons and establish ideals and beliefs. In the modern higher education, it is gradually moving towards the direction of cultivating national special talents. Under the background of economic globalization, colleges and universities have also increased the cultivation of students' international vision. In this way, the students can have the ability to observe, understand and analyze the world dimension. Therefore, the international vision is the primary education goal in modern education of colleges and universities. In terms of cultivating students' international vision, teaching methods can be reformed. For example, in the course of Ideological and political education, teachers can use international news as a teaching tool. However, students can watch international news events. Because international news is reported in English, teachers can assign students to translate international news in real time. This teaching method can not only improve students' English ability, but also effectively broaden their horizons. Cross discipline promotes mental health. Education should not only pay attention to students' cultural knowledge, but also carry out relevant guidance for students' mental health, so that students can develop a strong heart, and can increase their pressure resistance ability after entering the society [2].

In the mental health education, we can strengthen the cultivation of students' self-esteem, and in teaching, teachers should take educating people regardless of subjects as the standard, and professional teachers can provide psychological guidance to students to a certain extent, so as to improve students' self-awareness and increase their self-confidence.

3. REFLECTION ON THE IDEOLOGICAL AND POLITICAL TEACHING OF BUSINESS ENGLISH MAJOR COURSES

ACADEMIC PUBLISHING HOUSE
3.1 Strengthen Ideals and Beliefs and Improve Political Literacy

In the course of Ideological and political teaching method, teachers should have a hard-political quality, superb professional ability and excellent education level. In teaching, teachers should put their ideas right, and carry out teaching activities on an equal footing with students. At the same time, they should learn together with students in order to better play the role of student guide. In order to carry out teaching activities efficiently, teachers should pay more attention to current affairs, politics and national development in their daily life, and at the same time, they should link the future of the country with their own professional development, so as to undertake the task of cultivating high-end talents for the country and the society [3, 4]. In addition, it is necessary for teachers to improve their ideological and political education as well as their ideological and political beliefs.

3.2 Innovate Teaching Ideas and Take Responsibility for Educating People

Business English teachers should innovate and improve their teaching methods to adapt to the new teaching concept of modern education, so that ideological and political courses become an effective way to cultivate comprehensive talents. In view of the current situation of economic globalization, the traditional business English Teaching in Colleges and universities has been unable to meet the needs of modern education, and under the influence of economic globalization, cultural diversity and other forms, students' thinking is more active, resulting in students cannot devote themselves to learning. Therefore, the traditional teaching method dominated by teachers has been unable to complete the teaching task for students. In order to effectively solve the negative impact of this phenomenon, teachers should play the spirit of facing difficulties, actively innovate and improve the teaching concept, so as to stimulate students' initiative and initiative. At the same time, they can use mobile terminals, new media and other platforms to enrich teaching methods and enhance students' interest and enthusiasm in learning.

3.3 Solid Professional Knowledge and In-Depth Practice

The ultimate goal of business English teaching is not to let students learn English knowledge, but to make effective use of English knowledge for social practice. Therefore, in the modern business English Teaching in Colleges and universities, we should increase students' practical training, and train students' English ability in the way of practical application. In addition, before the practice, students must master the professional knowledge of English and have a solid foundation in order to carry out social practice. If the students' English knowledge is not strong enough, it will not only make the practical operation meaningless, but also cause the students' self-esteem to be frustrated. Therefore, as the teaching teacher of students, must be responsible for students, which can use the ideological and political teaching method to teach students' thoughts and majors simultaneously, so as to improve students' professional ability and cultivate students' ideological level and mental health.

4. CONCLUSION

To sum up, the ideological and political teaching methods of business English courses in Colleges and universities can effectively improve students' English professional ability and ideological and political level. Integrating the ideological and political teaching method into business English teaching is an important means for China to cope with the development of economic globalization. It has cultivated comprehensive talents with international vision, cultural confidence, mental health, business ethics and craftsmanship spirit. Therefore, in the development of modern society, colleges and universities as China's cutting-edge talent training base, so teachers should have the spirit of keeping pace with the times, aiming at the form of social development, innovate and improve teaching methods, so as to provide China with comprehensive talents more suitable for social development.

REFERENCE


Application and Exploration of Project Teaching Method in Environmental Design Teaching

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Abstract: Under the new situation, in the era of industrialization and informatization, project-based teaching method has become an important way of Education under the current situation. For the teaching of environmental art and design, it belongs to a high technical and practical subject, which reflects a strong application and practical value. In the process of environmental art design teaching, the introduction of project teaching can not only meet the development needs of industrialization and informatization, but also meet the development needs of the times. From passive “listening” to active “learning”, it enriches theory and practices. Therefore, this paper first puts forward the “listening” to active “learning”, it enriches theory and meet the development needs of the times. From passive “listening” to active "learning", it enriches theory and practices. Therefore, this paper first puts forward the problems to be explored, and then, combined with the current situation, analyzes the application path of project teaching method in environmental design teaching. In the “teaching integration" mode, in order to cultivate students' practical work ability, help students quickly form a strong professional ability.

Keywords: Project teaching method; Environmental design; Application.

1. INTRODUCTION
To a certain extent, environmental design is a practical subject, and the ultimate goal is to cultivate talents who can solve the real social problems through teaching. But in the actual teaching process, more inclined to theoretical learning, subject knowledge points are more rigid, and lack of practical social experience [1]. In the actual project, it is easy to cause the disconnection between theory and practice. Often in the process of teaching, many students can be eloquent, but in the process of social practice, there will be no way to start. At this time, in the process of environmental design, it is not only necessary to solve the problem of disconnection between the ability of the work unit, but also to make the students transition from school learning to practical work. On the basis of the "teaching integration" mode, the overall development helps students quickly form professional practice ability and meet the extension and development of zero distance employment [2]. However, the project teaching method can solve this problem to a great extent, reflecting strong flexibility, enhancing the corresponding learning efficiency and improving the corresponding teaching efficiency. Therefore, in order to cultivate high-quality talents in the new era, how to cultivate them can better meet the social needs and become applied talents? How to apply project teaching method in environmental design teaching? It has become the focus of research under the current situation.

2. APPLICATION OF PROJECT TEACHING METHOD IN ENVIRONMENTAL DESIGN TEACHING
From the current situation of the development of environmental design, it can be divided into two parts: Theory and practice. In the part of theory, teachers can carry out the extension according to the order of knowledge explanation, case analysis, course training and practice, and set up the corresponding teaching process [3]. The core of environmental design book friend major is an important link for students. To a certain extent, it is easy to wear off the patience and enthusiasm of students by the early theoretical knowledge learning. And in these students, many students' hand-painted level is in uneven state, in the late learning, if not well applied, it is likely to reduce students’ self-confidence in learning. In the course of training and practice, the topic selection part is matched with the teaching materials. Generally speaking, there will be obvious lag. In the process of teaching, it is difficult to achieve the ideal educational effect. Therefore, many students in the post, the lack of practical ability will be exposed. Only by recognizing the shortcomings of traditional teaching, using project teaching method to actively explore and optimize, adding some practical content into the theoretical course. In this way, students can actively explore, improve their practical ability, and achieve the practical effect of applying what they have learned. On the basis of strategy, meet the development needs and plans of "innovative and practical" talents [4].

3. APPLICATION PATH OF PROJECT TEACHING METHOD IN ENVIRONMENTAL DESIGN TEACHING
3.1 Teaching Content
In this paper, the relevant courses of "environmental community design" are selected to effectively summarize and summarize the systematic contents [5]. At this time, first of all, teachers can carry out scientific analysis according to the development of textbooks in recent years, and avoid lagging problems. Secondly, in the process of teaching, teachers need to strengthen the practice connection and practice based on the theory explanation part. On the basis of project teaching, the theory part is combined with the practice part. We can carry out the whole process of course teaching on the basis of environmental design cases at home and abroad. After the basic information of the case is
mastered, the theoretical knowledge can be explained. After the practice of design language, the landscape stage design will be expressed. Finally, the cognitive law of the actual case design can be improved to reach the realm of perfect design and combination.

On the basis of project learning method, first of all, we need to learn the basic case design concept, description, technical indicators and other contents. Then, according to the theoretical part, the key and difficult points of knowledge are extracted. Analysis of the actual residential landscape design in the prominent problems. According to the different types of center, uniform, band and node, we can master the corresponding morphological space [6]. Under the concept of people-oriented, the beautiful form of organization, close to the natural environment, and maintain the characteristics of culture reflect the principle of modernization. Landscape design, also need to live in the landscape material or spiritual culture of the implementation of scientific control. In the process of environmental design, it is necessary to meet the development needs of modern landscape design on the basis of reasonable layout based on preliminary investigation, scheme design, expansion design, construction design and implementation.

Secondly, on the basis of project teaching, teachers should let students go to the community to investigate the landscape design of residential areas and make corresponding reports. For example: perspective effect part, waterscape part, road landscape part and architectural sketch part need to meet the actual design requirements on the basis of investigation, and implement systematic exercises.

3.2 Teaching Implementation
In the process of using project teaching, it can be divided into the following parts. The first part is the introduction of the course. Before the implementation of project-based teaching, teachers need to stimulate students' interest in learning, combine with excellent environmental art design at home and abroad, refine the contents of floor price, urban complex, etc. For example, the Taikoo Plaza urban complex project in Hong Kong and the landscape garden along the Lianhua River in Shanghai have both experienced the actual situation of overall collapse. At this time, based on the case study, students will be attracted in. After that, use Wuhan Vanke, Beijing Xiangshan 81 hospital and other successful cases to enhance students' cognition. The second part, need to combine the actual situation of students, scientific grouping. Students can be divided into groups of 4 to 5 according to their interests or differences, so as to improve the communication of the team [7]. The third part is the study of theoretical knowledge. In other words, it is necessary to refine the design concept of the case on the basis of "sufficient theoretical knowledge and paying attention to practical ability". The fourth part is the language design of design. It is necessary to copy excellent works on the basis of project teaching and present the language expression of landscape design.

The fifth part, environmental art landscape design. At this time, we need to improve the design scheme on the basis of ecology, humanization and regionalization to meet people's behavioral and psychological needs. The sixth part is the display of design achievements. In other words, different combinations of painting materials are needed to achieve the desired effect according to the requirements.

3.3 TEACHING METHODS
In the implementation of project teaching method, different teaching methods are added in different stages. In the course introduction stage, the teaching method of case analysis is used. In the process of basic theoretical knowledge and landscape node design, situational teaching method is used. In the design and expression stage, the discussion teaching method is used.

3.4 Assessment Method
In the assessment stage, it needs to be divided into project investigation, excellent design copying, environmental design and other different parts on the basis of project learning process. After that, it is divided into different projects to improve the cooperation of the team. In the assessment, we need to maintain the comprehensiveness and integrity.

4. CONCLUSION
With the progress of society, project teaching method in the process of environmental design teaching application, want to essentially change the original "cramming" teaching method, then need relevant personnel, adhering to the main idea of the scientific outlook on development, introduce project teaching method, in real project cases, cultivate students' interest in learning, enhance the ability of independent thinking, and increase the team Cooperation ability, enhance the practical application ability. At the same time, it is also necessary to actively accumulate experience on the basis of project teaching, so as to achieve the realm of learning for application, and to implement the extension in the direction of "innovative and practical" talent training, and finally realize the common "China dream".

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Analysis on The Design and Manufacture of Orthopedic Insole

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Abstract: The human foot is the basic guarantee of the body. If there is a problem in the foot, there will be instability in the trunk and joints above it. Many modern researches have confirmed that many diseases of human body are caused by the instability of foot structure, and human body itself has certain adaptability, which can adapt to different kinds of terrain and environment. In the process of body adjustment, foot movement may have adverse effects on body structure. Orthopedic insole, as a kind of design scheme highly adapted to foot shape, has a good application value.

Keywords: Orthopedic insole; Design; Manufacture.

1. INTRODUCTION
According to the requirements of biomechanical design and manufacture, orthopedic insole can improve the sole function, release the sole pressure at the same time, and achieve the effect of foot deformity control and foot pain link. The design and manufacture of orthopedic insoles have been widely used in European and American countries. This kind of insole has been processed and made perfectly after the potential etiology analysis, biomechanical examination and other steps. On this basis, this paper carried out the relevant research.

2. TYPES OF ORTHOTIC INSOLES
The principle of orthopedic insole is to redistribute the pressure on the sole by supporting the arch area of the foot, and carry out conservative treatment for some diseases of the sole. In addition, the orthopedic insole can also adjust the angle and load-bearing position of the foot when it contacts the ground by improving the force line of the lower limbs, so that the human body can increase the comfort in walking, running, jumping and other activities. There are also different design types of orthotic insoles according to the production mode.

2.1 Prefabricated
Prefabricated orthopedic insoles can be produced on a large scale, and can directly provide shock absorption and support for patients. This type of insole has the advantage of lower cost and easy selection. Under normal conditions, the foot will bear about 3-4 times the pressure of the body weight, and the daily pressure on each foot is about 100 tons. Through the prefabricated insole, not only can the foot pressure of many patients be released, but also can reduce the problem of foot bondage caused by disease.

2.2 Custom
The advantage of customized orthotic insoles is that they can be modified to different degrees according to the prefabricated basic components and the actual needs of patients. For example, some patients' foot disease types are more complex, the disease characteristics determine that different patients need to make personalized production according to different needs, and reserve a part of space for the molded orthopedic insole for reasonable adjustment.

3. DESIGN AND MANUFACTURE OF ORTHOPEDIC INSOLE

3.1 Pre-Planning
In the process of pre-planning, it is necessary to determine the potential causes of the patients so as to correctly design the orthotic insole. The content of this part needs to consider the treatment experience of foot diseases [1]. In general, doctors will carry out a very thorough biomechanical examination on patients, so as to determine the gait, state, etc., and determine the potential causes. For example, a professional doctor will make a comprehensive assessment of the patient's ankle position, arch height, valgus and varus of the hind foot, then determine the treatment goal, design the insole, and redistribute the patient's foot pressure.

Usually, when the patient is standing normally, he will determine the height of the shoulders, pelvic height, and carry out biomechanical examination and foot pressure examination, etc., through quantitative analysis to directly describe the patient's walking function of the lower limbs. At this point, the doctor can capture the image of the patient's foot, using glass stockings, plaster, etc. to assist. These quantitative data also make it easy for doctors to choose the best treatment for testing and evaluating the efficacy of the rehabilitation process.

In the acquisition of foot information, foot photography evaluation method is generally used, and then the foot model is made. Gypsum casting is one of the most common model making methods. The patient is in the sitting position and the legs are fully extended. The medical gauze soaked in gypsum water is included in the foot surface, and then the subtal lar joint is placed in the neutral position until the plaster is completely hardened and the left foot model is taken out for modification and improvement. In the actual work process, we can also consider the application of biological foaming materials to obtain the foot model, patients itch to take the seat. The doctor placed the patient's foot in the foam center, slowly pushing the knee down, forcing the foot further into the foam. Then apply the external force on the toes of the feet, press the heels, forefeet and toes to the same depth, then slowly remove the feet from the foam to get the foot mould.[2]

3.2 Material Design

ACADEMIC PUBLISHING HOUSE
Orthopedic insole material selection range is very large, many materials can meet the established requirements in density, hardness, elasticity, rigidity. For example, common polyethylene foam materials, cork materials and so on. These materials also have different application modes according to the differences of hardness and treatment purpose. The treatment goal is to choose a softer material to disperse the pressure and reduce the pain. If the patient's bone still maintains a high degree of softness, the treatment correction patients will tend to choose some hard materials or semi-rigid materials. Patients can consider wearing soft insoles first, and then choose hard insoles after a period of time. At present, the orthotic insoles tend to be made of different density materials, which not only has significant effect in orthotic, but also is very stable in decompression.

3.3 Insole Modeling Processing
Insole modeling and processing can be achieved through professional CAD design system and some general 3D design software. After obtaining the foot shape data by 3D scanner, the insole modeling is developed according to the analysis results of the software and the types of foot diseases of patients. For example, in the process of modeling design, professional software can effectively render and clearly observe the patient's foot shape, and design and edit according to the complex surface of the foot bottom. After the basic modeling, further simulation processing can be carried out to observe the application effect of insole. If the test results are good, you can directly connect the data to the processing software, select the appropriate thickness, hardness and material size, and finally complete the manufacturing process [3].

3.4 Technology Trends
In the future, the correction insole will develop towards the direction of intelligence and digitalization to meet the diversified individual needs of patients. For example, we can combine the foot biomechanics and human gait biomechanics characteristics, integrate the causes of patients and determine the treatment objectives, and then select the best material type to make insoles. With the support of digital technology, on the one hand, the best shape of foot can be determined, on the other hand, the best processing and manufacturing mode of insole can be determined combined with the etiology of patients.

4. CONCLUSION
The orthotic insole has remarkable effect and outstanding effect. In the process of design and manufacture, it also needs to consider many requirements. For example, the cause of foot disease, treatment goal, insole type and so on. Of course, the treatment compliance of patients is also closely related to the use effect of orthotic insoles. Therefore, it is necessary to analyze the patient's health awareness and personal behavior habits in the design and production, so as to give full play to the orthopedic role.

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A On the Unified Pre-Service Training System for Legal Professionals

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Abstract: As an important promoter of the construction of high-quality legal professional team, the unified pre service education and training of legal professionals should be in accordance with the professional classification of legal functions, with the corresponding education and training system and levels, in order to improve the professional quality and professional level of legal professionals, to create a "precise + personalized" unified pre service training mode for legal professionals, so as to enhance the professional quality and professional level of legal professionals. The training content of legal vocational education is targeted and effective. At present, there is no standardized pre service training system for legal professionals in China, which is the focus of this paper.

Keywords: Legal professionals; On the job training; Unified pre service training.

1. INTRODUCTION
"Establishing a unified pre service training system for legal profession" is an important content of deepening the reform of the judicial system. It is also a supporting system design for legal personnel training in the judicial system reform, and an important way to cultivate excellent reserve talents for the construction of China's legal contingent. We should establish a unified pre service training system for legal professionals to guide them to strengthen their legal belief, abide by their professional ethics, consolidate their judicial knowledge, improve their legal professional quality and judicial professional ability, and strive to speed up the process of ruling the country according to law with the construction of high-quality legal staff [1-3].

2. OVERVIEW OF UNIFIED PRE-SERVICE TRAINING FOR LEGAL PROFESSIONALS
2.1 Definition of Legal Professionals and Their Training
Previous research focuses on the research of "legal professional community", which generally refers to the specific community type including judges, prosecutors, lawyers and jurists. It emphasizes the commonality of legal profession. Its members have received the same or similar legal professional knowledge education and thinking training before entering into different professional roles. After engaging in legal practice, they have improved communication and cognition due to common legal topics and relevant legal norms [3-5]. Therefore, legal professionals can refer to the "legal professional community", that is to say, the legal professionals who are represented by judges, prosecutors and lawyers, who have received special legal professional training, have skilled legal professional skills, the same legal professional knowledge and language, similar legal thinking and legal professional ethics.

The unified pre service training system for legal professionals is to establish a unified pre service training system for legal professionals with the core of legal vocational education and training institutions, operation mode, curriculum construction, teaching staff, teaching management and evaluation. Its content should be in line with the role orientation of pre service training, based on the actual situation of our country and the actual situation of the legal profession, taking into account the characteristics of different legal professions such as judges, prosecutors and lawyers, and aiming at the inheritance of judicial experience and the improvement of legal practice skills, the interactive training mode of competence and practicality should be adopted to cultivate the legal concept and legal thinking of legal professionals. To enable them to master the basic skills and necessary social common sense in the legal profession, so as to make them adapt to and complete the identity transformation from law major students to judges, prosecutors and lawyers as soon as possible.

2.2 Unified Pre-Service Training Objects for Legal Professionals
As the pre service training of legal professionals, the object of unified pre service training for legal professionals should be clear. In order to adapt to the elite and professional training of legal talents under the background of judicial system reform, combined with the specific requirements of China's current legal education and training system and the recruitment and examination rules of judicial organs, the author believes that the participants should at least meet the following two conditions: one is to accept and have completed the full-time undergraduate education of law major; the other is to pass the unified national legal professional qualification examination. Legal professional education can ensure that legal professionals have systematically received professional legal education and have a certain amount of legal professional thinking and legal theoretical knowledge reserve; national legal professional qualification examination can make relatively accurate and fair judgment on the examinees' legal knowledge, legal theory and logic thinking. Therefore, in line with the above two points, i.e., initially qualified to engage in legal profession, can participate in the unified pre service training of legal professionals, and continuously improve personal legal professional skills and literacy through training, and enhance the ability to ensure the
quality of judicial activities.

3. CURRENT SITUATION AND DEFICIENCY OF UNIFIED PRE-SERVICE TRAINING FOR LEGAL PROFESSIONALS IN CHINA

3.1 Current Situation of Unified Pre-Service Training for Legal Professionals in China

For a long time, China's legal vocational training team has been in a state of "independent" and "self-contained". Taking the training of judges, prosecutors and lawyers as an example, the training is conducted by the National Judges College and its provincial branches, the national prosecutor's college and its provincial branches, the Ministry of justice, and the provincial judicial departments or bar associations. From the perspective of the scale, form and effectiveness of the training of different legal professions over the years, China's judicial personnel training has initially formed a multi-level, multi-system and diversified training pattern led, communicated, coordinated and promoted by the supreme law, the Supreme People's Procuratorate and the Ministry of justice, and undertaken by specialized training colleges at all levels. Although the national legal professional qualification examination has replaced the lawyer examination in the form of a unified judicial examination system, effectively integrated the judicial resources, and improved the professional quality and professional level of legal professionals to a certain extent, the pre-service training system for legal personnel, which is the same as the national legal professional qualification examination, is still in a state of "independent" and "self-contained". Therefore, the lack of clear training objectives, training contents, training system and training courses is lack of unified planning and coordination. The common points among different legal professions are ignored, and the gap between different legal professions is artificially increased. The differences in the operation of different legal vocational training cannot guarantee the realization of the quality and effect of legal vocational training.

3.2 There Are Deficiencies in The Unified Pre-Service Training of Legal Professionals in China

3.2.1 The Training System Is Not Perfect

At present, the unified pre-service training system for legal professionals has not yet been established and lacks the support of normative documents. The lack of normative documents leads to the decentralized and limited exploration of unified pre-service training for legal professionals, which is not conducive to the overall planning and deployment of pre-service training, weakens the effectiveness of pre-service training, and hinders the development of unified pre-service training for legal professionals in judicial practice.

3.2.2 The Training Concept Is Not Updated Enough, And the Training Objectives Are Vague

"Legal professionals" and "uniformed pre-service training of legal professionals" as new concepts proposed by the decision of the Fourth Plenary Session of the 18th CPC Central Committee are not well known. At the same time, the lack of unified pre-service training system for legal professionals and the lag of research on training system lead to insufficient updating of the educational concept of unified pre-service training for legal professionals and vague orientation of education and training objectives. How to update the training concept in time and clearly define the education goal of unified pre-service training is an important link in building a unified pre-service training system for legal professionals.

3.2.3 Scattered Legal Vocational Training Institutions

At present, the training institutions for legal professionals are scattered and lack of unified leadership. The training of different legal professions is carried out independently. The training objectives, training contents, training system and training courses are lack of unified planning and coordination. The common points among different legal professions are ignored, and the gap between different legal professions is artificially increased. The differences in the operation of different legal vocational training cannot guarantee the realization of the quality and effect of legal vocational training.

3.2.4 The Curriculum Is Not Scientific Enough and The Training Method Is Single

First, the existing training content is lack of scientific and systematic. The course content is more basic and less targeted, the teaching plan and training course are lack of scientific and systematic consideration, the curriculum arrangement has little relevance with the training theme of the training class, and the professional ability and comprehensive quality have not been significantly improved after participating in the training.

Second, the training mode is single. At present, the legal professional training in various regions is still mainly taught by full-time teachers or instructors, supplemented by practical teaching, and its teaching effect is limited. Although the specialized training institutions have made many new attempts and explorations in teaching methods, such as case teaching, simulated case handling and practical training, the actual training still focuses on theoretical lecture teaching, with more knowledge content and less practical content, which is not conducive to the improvement of legal logical thinking, creative thinking and practical skills of legal professionals.

3.2.5 Scattered Teacher Training Team

At present, the training team of legal professional teachers is composed of full-time teachers, part-time instructors and well-known scholars and professors in Colleges and universities. However, due to the nature of the legal profession and the professional nature of legal vocational education and training, the number of full-time teachers and part-time instructors is limited, and the theoretical teaching of well-known scholars and professors in Colleges and universities is not strong. At the same time, the uneven distribution of part-time instructors still exists. Therefore, how to integrate and enrich the teaching staff is an important problem to be solved.

4. CONSTRUCTION OF UNIFIED PRE-SERVICE TRAINING SYSTEM FOR LEGAL PROFESSIONALS IN CHINA

4.1 Improve the Normative Documents and Enhance the Legal Effect of Unified Pre-Service Training for Legal Professionals

The unified pre-service training of legal professionals should be planned and deployed as a whole, and the normative documents should be improved to provide clear development direction and guarantee the establishment of the system. The regulations on unified pre-service training
4.4 Scientifically Set Up Training Contents and Methods of training for legal professionals.

4.4.1 Set Up Training Content Scientifically

The content of the unified pre service training for legal professionals aims to enhance the mutual understanding and contact of legal professionals, cultivate the same values and beliefs, follow the same ethical and moral standards, and form similar professional thinking mode, so as to enable them to master the basic skills and necessary social common sense in legal work, so as to improve their personal choice of various types of legal profession or the ability to change identities. Therefore, in the training, trainees need to understand and master the universal vocational skills of different legal professions. Therefore, the content of pre service training for legal professionals should include the following aspects:

4.4.1.1 Legal Professional Skills Training

Legal professional skills training is the training of legal professional common skills for trainees, which is applicable to all legal professionals, and is the premise and foundation for legal professionals to carry out legal professional activities. The training of legal professional skills includes the training of legal language and French, the training of legal application, the writing of legal documents, the training of oral English, the training of judicial exchange and the training of legal professional skills.

4.4.1.2 Legal Professional Culture Training

The legal professional culture training is the basic course of the unified pre service training of the legal profession, including the understanding and learning of the culture, history, literature, philosophy, ethics, typical judicial cases and so on related to the legal profession. The purpose is to nourish and cultivate the legal professionals to pursue fairness and abide by the judicial mission of justice, strengthen their faith in independent justice, strengthen the moral support and determination of fair justice, and further enhance the ability of legal professionals to correctly apply various laws and regulations.

4.4.1.3 Training of Legal Professional Thinking

In judicial practice, feeling and infiltrating professional thinking is one of the ways to cultivate legal professionals' thinking. The legal professionals will be assigned to the relevant departments of different legal professional organs for practical training, so that they can be familiar with the responsibilities and needs of different positions in the legal profession and each stage of the judicial process as soon as possible. Through the transformation of different post identities and roles, the trainees can intuitively understand the relevant elements of legal professional culture, feel the positioning of different legal professions and the demand for judicial justice in practice, and nourish the formation of their legal professional thinking with the practice of the rule of law.

4.4.1.4 Comprehensive Quality Training of Legal Profession

The comprehensive quality training of legal profession covers a wide range, which is the training of comprehensive ability of legal professionals. By understanding the political and economic situation, cultural situation, sociology, administrative management, judicial costs, new technology, humanities and other related non judicial fields and their impact on the judicial field, this paper aims to broaden the
judicial vision of legal professionals, enhance their
cognition of domestic and foreign political and
economic situation and social development, and
improve the administrative management ability of legal
professionals Routine job skills.

4.4.2 Innovative Teaching Methods
Try to innovate the training methods, pay attention to
the combination of teaching and teaching, teaching and
training, training and refinement, and carry out targeted
teaching. We can use interactive and experiential
training methods, such as lecture training, brainstorming, case study, role play, audio-visual
teaching and so on. In terms of teaching methods, we
should adopt the combination of traditional and
innovative methods to carry out legal vocational
training. Legal theory teaching is carried out in the
form of traditional lectures, while judicial practical
courses are taught in the form of group discussion,
simulated case handling and case analysis, so as to
enhance the skill and interest of teaching and increase
the training effect.

4.5 Integrate and Enrich the Training Staff
We should enrich the teaching and training faculty,
vigorously tap and cultivate professional experts and
experts with development potential and teaching
intention in different legal professions, employ combat
experts and grassroots senior case handling experts
from different legal professions as teaching instructors,
and invite experts and scholars from well-known
universities to serve as visiting professors, so as to
ensure that students can have access to legal theory and
frontier issues in the field of law. They can also learn
the methods and skills of judicial practice, so as to achieve
the inheritance of students' judicial practice experience and
the improvement of their practical quality. At the same time,
we should pay attention to the training of teaching, teaching
methods, teaching methods and other abilities of teaching
instructors, innovate teaching forms, enrich case guidance,
and increase interactive communication, so as to enhance
the practicability of the course and effectively improve the
training effect.

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The Effective Application of Situational Teaching Method in English Language and Literature Teaching

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Abstract: In recent years, the economic strength of our country has been constantly improving, and the education industry has become the most concerned area of the people, especially the English education. With the introduction of English into the assessment discipline, the upsurge of domestic English learning has never stopped, so building a scientific and effective English Teaching mode has become the primary task of our educators, with the development of the new curriculum reform policy Cloth, put forward the idea of comprehensively improving students' personal ability, and pointed out the direction of our education system construction. This paper explores the current situation of low efficiency in English language and literature teaching, analyzes the causes of this phenomenon and puts forward relevant countermeasures to promote the development of English education and the continuous improvement of China's education system. This article is for reference only.

Keywords: English Teaching; Situational Teaching Method; Application; Exploration.

1. INTRODUCTION
At present, English teaching plays an important role in all stages of teaching, but for a long time, we have found that teaching efficiency is generally low in English education, especially in some remote areas, which is more serious, and will affect the overall education level in China. After a long time of research, the education department in China has found that students' learning effect is affected by the complexity and onerousness. From then on, we can see that the difficulty of English teaching is not only in learning It is also related to the backwardness of the teaching mode due to the complexity and onerousness. In recent years, China has introduced the Western situational teaching mode to help the domestic students improve their learning efficiency, and the effect is quite obvious from the current actual situation [1].

At present, the English teaching materials in China are mainly people's edition, which meets all kinds of needs from primary school to senior high school and makes great contributions to the development of education in China. However, the English teaching materials in people's Edition contain many knowledge points and are difficult to learn, which causes some problems to students' English learning.

3. THE ROLE OF SITUATIONAL TEACHING IN ENGLISH LANGUAGE AND LITERATURE TEACHING
In recent years, the application of situational teaching in China's education industry has gradually been widely, effectively improving the English level of domestic students, and constantly improving our teaching system construction.

3.1 Developing Situational Teaching Can Enhance Students' Interest in Learning and Stimulate Their Own Learning
After a long time of research, the education department in China has found that students' learning effect is affected by their learning interest. As an efficient teaching mode, situational teaching has a unique effect on stimulating students' learning interest. Teachers promote students' curiosity and improve the efficiency of high English teaching by reproducing all kinds of situations in the text, and at the same time, it also helps teachers and teachers establish a good relationship between teachers and students.

3.2 Situational Teaching Method Can Stimulate Students' Self-Study Ability and Expand Their Thinking Ability
At present, the main reason for the poor level of English education in China is the lack of correct learning methods and the immature use of self-study ability. With the development of our society, the traditional learning methods have been gradually eliminated and cannot meet the current needs. The teaching methods that only rely on teachers are the same. Students think about themselves with the thinking of teachers In the aspect of dimension distribution, it is a kind of imprisonment, unable to achieve self-study all the time, and there will be many hidden dangers in the future learning career. With the help of situational teaching method, students' self-study ability can be effectively stimulated, and
corresponding thinking modes can be developed according to different environments to get rid of the influence of traditional education.

4. THE APPLICATION OF SITUATIONAL TEACHING IN ENGLISH LANGUAGE AND LITERATURE EDUCATION

At the present stage, the application of situational teaching in various disciplines is under active construction. We can observe its application in English teaching from the following aspects.

4.1 Building a High-Quality English Learning Environment

The main reason why English learning is difficult is the lack of corresponding English environment, so building a high-quality learning environment is the most important teaching task at present. At present, there is a common phenomenon of Chinese translation in English Teaching in China, which is a negative impact on the construction of English environment. If you want to create a real English environment, you need to put an end to the use of Chinese in the classroom. When the knowledge points are difficult to understand, try to use primary English for explanation as much as possible, so as to promote the dissemination of students' English thinking, keep the use of English throughout the learning process, and know that the real situation is the best way for students to improve [2].

4.2 Comprehensively Consider the Implementation Difficulty of Situational Teaching

The domestic teaching mode has always been in the traditional mode, and it is difficult to change the new teaching mode directly. This is a challenge for English educators. For example, teachers should have a detailed understanding of the situational teaching method, and study its teaching theory deeply, especially in the preparation of lessons. We should fully consider the situational teaching the construction of all kinds of contents in the course of teaching should avoid the gap in the connection. Once there is a fault in the teaching work, the learning state of students will be affected. At the same time, in the classroom, we should change according to the actual situation, do not rely on the process of preparing lessons blindly to carry out the course, and effectively improve the quality of teaching.

4.3 Using Advanced Teaching Equipment to Carry Out Situational Teaching

We all know that the learning process of English is rather boring, a large number of words need to be recited by students intermittently, and the text is also difficult to understand. To improve the effect of situational teaching, we must increase the application of various teaching equipment, such as multimedia, teaching whiteboard, etc., through the use of which we can carry out all kinds of knowledge points in the text in the mode of pictures and videos Display, help students to complete situation representation, have an intuitive understanding of all kinds of knowledge points in the textbook, and cultivate students' logical ability in English.

4.4 Improve the Relationship Between Teachers and Students

In the traditional teaching mode, the teacher is always the center, the teacher is responsible for teaching, and the students are responsible for listening. Although it can avoid the students' detours, it is also a kind of imprisonment for their thinking, and this teaching mode is too rigid. For a long time, students will be bored, and situational teaching has changed this situation. Through the establishment of Student-oriented Teaching Learning mode can effectively enhance students' interest in learning, improve the relationship between teachers and students, increase the communication between the two, kill two birds with one stone.

5. CONCLUSION

With the development of education, the traditional teaching mode is unable to meet the needs of our country, and the situational teaching in English language and literature teaching is our main development direction. Therefore, in order to improve the education system of our country, strengthening the construction of situational teaching method is our primary task at present.

REFERENCE


Research on The Integration of Chinese Excellent Traditional Culture into Ideological and Political Course

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Abstract: Ideological and political course is the main way to carry out ideological and political education for local college students. The main purpose of carrying out ideological and political education is to promote the all-round development of students and make them more adapt to the development needs of modern society. The integration of Chinese excellent traditional culture into the ideological and political course can effectively improve the teaching effect, enable contemporary college students to form a correct understanding of themselves and contribute to the development of society. This article briefly introduces the objectives of Ideological and political education and Chinese traditional culture, analyzes the advantages of integrating Chinese excellent traditional culture into Ideological and political course, and puts forward relevant measures, hoping to make the ideological and political education of college students more efficient.

Keywords: Chinese traditional culture; Ideological and political course; Research.

1. INTRODUCTION
The ideological and political course in Colleges and universities is not only the content that contemporary college students must learn, but also the main way to carry out ideological and political education in Colleges and universities. The excellent traditional Chinese culture contains some contents that can support its ideological and moral level, such as values and patriotic feelings. Colleges and universities are the main channels for the dissemination of Chinese excellent traditional culture. The integration of Chinese excellent traditional culture into Ideological and political education can improve the effect of Ideological and political education while inheriting and developing Chinese excellent traditional culture. Therefore, we must pay attention to it.

2. THE GOAL OF DEVELOPING IDEOLOGICAL AND POLITICAL COURSE
The most important goal of carrying out ideological and political course in Colleges and universities is to improve the ideological and political quality of talents and make them become talents needed by social development. Ideological and political course is the main place for ideological and political education in Colleges and universities, and it is an important content of college education, and plays a key role in personnel training. To carry out ideological and political education can give reasonable guidance to college students, so that they can form a correct understanding and develop in an all-round way.

3. EXCELLENT TRADITIONAL CHINESE CULTURE
Chinese excellent traditional culture refers to the excellent ideological and moral cultivation and spirit in the long development process of China, including art, politics, economy and other aspects. It is the concentrated expression of China's humanities and morality, and plays a key role in China's long-term and stable development [1].

4. ADVANTAGES OF INTEGRATING EXCELLENT TRADITIONAL CHINESE CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION
The advantages of integrating Chinese excellent traditional culture into Ideological and political course are obvious. Specific can be summarized as follows: first, to be able to innovate the content of Ideological and political education. The ideological and Political Education Department of our country cannot meet the needs of the current ideological and political education. Chinese excellent traditional culture contains many aspects, which can provide ideas for the innovation of Ideological and political courses. In addition, the number of online courses related to excellent traditional culture is more, which can make students more active in learning and connect it with ideological and political education, which can effectively improve the status quo of passive acceptance of Ideological and political education. Second, it can promote the overall development of college students. The main recipients of Ideological and political education are contemporary college students, which plays a key role in the development of society. The combination of Chinese excellent traditional culture and ideological and political education can promote the all-round development of students, make students have a deeper understanding of socialist core values, and make their own contribution to the development of society. Third, it can provide support for the further development of China's political, economic and cultural. If the society wants to be developed, it must be supported by politics, economy and culture. If the development of the three is slow, it is difficult for the society to develop [2].
it can improve the level of Ideological and political education. Ideological and political course is the content that college students must learn, only theoretical teaching cannot make ideological and political teaching play a maximum role. Combining it with Chinese excellent traditional culture can make ideological and political teaching more attractive, enable students to obtain a stronger experience in the process of learning, produce patriotic enthusiasm and cultural self-confidence, and improve the efficiency of Ideological and political teaching.

5. MEASURES TO INTEGRATE CHINESE EXCELLENT TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION

First, ideological and political teachers should realize the importance of Chinese excellent traditional culture. Teachers are the main way to spread ideological and political knowledge, and teachers' behavior has a certain impact on students. Therefore, teachers must realize the advantages of integrating the excellent Chinese traditional culture into the ideological and political course, and publicize the excellent traditional Chinese culture in words and deeds, so that students are infected. This has higher requirements for teachers, teachers need to learn Chinese excellent traditional culture, have a comprehensive understanding, and guide students to explore the excellent traditional Chinese culture revealed in the teaching materials, and love their motherland more.

Second, we should integrate the excellent traditional Chinese culture into the ideological and political textbooks. Chinese excellent traditional culture can provide support for the reform of Ideological and political education. In the process of compiling ideological and political teaching materials, we should combine the excellent traditional Chinese culture to show the core values of socialism with Chinese characteristics [3].

Third, we should combine the excellent traditional Chinese culture with the practice. Practical education is the performance of Ideological and political education advancing with the times, which is an effective way to improve the effect of Ideological and political education. Chinese excellent traditional culture is inclusive and contains many aspects. For example, Confucian culture and red culture. In the process of teaching, colleges and universities can scientifically and reasonably apply regional cultural and educational resources, so that the excellent traditional cultural education can be linked with ideological and political practice education, and can be carried out more efficiently.

Fourth, we should combine the excellent traditional Chinese culture with online education. With the improvement of the level of information technology, more modern technology is applied to the development of education industry. As one of the new teaching methods, online course is the main way for students to obtain credits. Online course contains many aspects of the content, showing a variety of ways, a large number of students through online learning. Therefore, colleges and universities can cooperate with ideological and political experts to build ideological and political characteristic courses combined with Chinese excellent traditional culture, which will have an impact on more college students.

Fifth, combine the excellent traditional Chinese culture with the examination content. Examination is an effective way to test students' mastery of the knowledge they have learned. More contents related to Chinese excellent traditional culture are involved in the examination, which can make students pay more attention to the study of Chinese excellent traditional culture and form a deeper understanding of the knowledge related to ideological, political and Political Affairs [4].

6. CONCLUSION

According to the above analysis, ideological and political course is the main place for contemporary college students to learn ideological and political knowledge and cultivate ideological and political literacy. In modern times, traditional Chinese culture is the expression of the core values of socialism with Chinese characteristics. The combination of the two is effective, mainly because there are certain similarities between the two, which are the struggle for the same goal It can effectively promote the all-round development of college students in China. However, from the current situation to analyze, the integration of Chinese excellent traditional culture into Ideological and political course is still in the stage of continuous development, we must take measures to do a good job in related work, to improve the ideological and political cultivation of contemporary college students.

REFERENCE


Business English Teaching Mode Under the Market Demand

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Abstract: The globalization of market and the progress of information technology have brought great changes to the society and economy, along with the globalization of education. In the past, the aim of education reform was to popularize compulsory education. Nowadays, in the global environment, a different education model has emerged. In a global environment, the nature of work, the skills and knowledge required are constantly changing, which opens the door to the concept of lifelong learning. In order to acquire new knowledge and professional skills, students need to learn common knowledge and skills, which will help them change their learning focus and meet the needs of their work. Starting from the global social and economic level, this paper analyzes the necessity of innovating Business English teaching mode based on market demand, and discusses the business English teaching mode under the market demand.

Keywords: Market demand; Business English; Teaching mode exploration; Teaching mode; Theoretical development; Characteristics; Effectiveness.

1. INTRODUCTION
With the sustained and healthy development of China's economy and frequent economic exchanges between China and foreign countries, business English as an important communication tool in foreign trade has played an important role, and business English teaching has become an important field in English teaching. With the development of society, the role of business English in society has changed. Millions of people use English in business activities every day in the world, which increases the demand for business English courses. There are many reasons for people to learn English, but on the whole, all these reasons evolve around the need of communication. However, business English can be defined as communicating with others.

2. ANALYSIS OF THE NECESSITY OF INNOVATING BUSINESS ENGLISH TEACHING MODE BASED ON MARKET DEMAND
2.1 Enterprise Job Requirements
As English has become the main language in international business, the motivation of staff to learn English and communicate effectively is understandable. Good business English communication skills and foreign affairs handling skills are the basic requirements of the work. When students enter the job to do business, they must be able to understand other people's professional vocabulary. They should be able to speak fluent English, and sometimes they may write some things in English. Therefore, students should master business English language skills. On the other hand, we need to master the necessary business knowledge and skills, and clearly understand the composition of the enterprise. Teaching reform should adapt to people's growing ability needs in the working environment.

2.2 Objective Requirements of Quality Education
In the context of globalization, the nature of work, skills and knowledge are constantly changing, education is becoming global, but English is the most popular language in international life, English has become an indispensable required course for all business school students in their future career. Business English learners should have good oral communication ability and comprehensive thinking ability. Teachers should pay more attention to students' comprehensive ability in teaching practice.

2.3 Development needs of business English
Market globalization and the progress of information technology are the driving forces for rapid development at the social and economic levels. Promoting economic development. In many aspects, business English has been playing a role and is undergoing extensive curriculum reform. However, with the development of the course, the problems in the content and evaluation system of the course are gradually exposed, which cannot reflect the latest requirements of business English and market development. Business English teachers should constantly innovate and improve the requirements of business English Development [1].

3. BUSINESS ENGLISH TEACHING MODE INNOVATION COUNTERMEASURES
3.1 Optimize Teaching Content Resources
In traditional business English teaching, the teaching materials used in Business English classroom mainly aim at language ability, presenting teaching points, technical vocabulary or structure related to the development of specific language skills. This kind of knowledge is limited to the syntactic level, but there is not much reference to the structure outside the sentence. At present, there are a large number of language teaching reference books for business English curriculum design in the market. Teachers can choose the best and integrate them into the teaching content, because modern business English textbooks provide ready-made course content and include the teaching required by the curriculum standards. The framework includes a set of reference materials including teacher resources, teaching guidelines and a large number of teaching supplementary.
materials, as well as audio-visual resources. It has many advantages to use it in the classroom. However, teachers should not completely follow the contents of the teaching materials, but should make adjustments according to the employment needs of students and the changing requirements of the market. Teachers can collect useful materials from the Internet, which can save the time of preparing lessons. It is time-consuming to write materials for each lesson from the beginning. Moreover, the teaching materials on the Internet are likely to be the latest content, which meets the actual requirements of business English in the social market. For inexperienced young business English teachers, they may find it very difficult to develop the curriculum, especially when they can't find the real materials related to related work in the course preparation [2].

3.2 Pay Attention to Business Knowledge and Skills Teaching

In Business English teaching, we should not only pay attention to business English, but also pay attention to business knowledge and skills. Teachers must balance the two factors in teaching. In Business English teaching, it is necessary to ensure that students master good language skills. These skills include basic abilities of listening, speaking and writing. Grammar, business English expression and business English vocabulary courses should be offered. It is very important to teach students business English skills. When teaching business English vocabulary and expression skills, teachers should also learn communication skills. Problem solving skills, decision-making ability, data processing ability, cultural awareness. In foreign trade, to do business with different countries, the biggest problem between countries is cultural issues. When doing business with other countries, you must understand the culture of other countries. So, teachers also need to teach students different cultures in the classroom. Business communication is a very important thing to do business. Business English is a complex thing. We must balance the relationship between business English language ability and business skills as well as other aspects. We cannot ignore any aspect [3].

3.3 Meeting Learners' Needs

Business English learners are either still in full-time education to prepare for a business career, or they are adults with work experience, and the former have little business experience. The latter are learners with work experience. They are very aware of their work needs and usually have strong learning motivation, because the knowledge they have learned is related to the work content. Secondly, because their need to learn and use English is almost always related to their achievements and promotion prospects in their work. Teachers should infiltrate the direction of employment and the methods of practical work in their daily teaching. Give them some career guidance so that students can prepare for the job in advance. When deciding what teaching materials to use and how to use them, teachers should also judge whether these materials can effectively achieve the purpose of curriculum teaching, so as to improve the effectiveness of teaching and ultimately achieve the training goal of compound talents [4].

3.4 Adopt Different Business English Teaching Methods

Different teachers have different teaching methods. Some teachers use audio materials to improve students' listening ability, because listening is the most stimulating language expression ability of students, which is conducive to encouraging students to imitate audio to speak English. It is very important to improve English listening ability. Secondly, some teachers provide students with commonly used business vocabulary and expression methods, and train the application of vocabulary in context, so that students can know what kind of business situation vocabulary can be used in practice. Some teachers pay attention to train students to master good business English knowledge. In business negotiation, if students don't know what their partners say, they can't continue to communicate. Through the use of video, it can help them master business English knowledge and improve business skills. Teachers can let students listen to videos related to foreign trade in class or after class, so that students can understand more business topics. This is also an effective way to improve students' intercultural communication ability. Business English has its own words and expressions. The same word or expression may have different meanings in different situations. Therefore, students need to understand business English vocabulary. In Business English Negotiation, different types of situations will be involved. Some teachers can make students learn to communicate by simulating negotiation scenes. By using simulated situations, students can feel the real situation in business, and use the theoretical knowledge learned to improve students' comprehensive ability. Some teachers increase their investment in negotiation skills, oral expression and English and American culture teaching content in Business English courses, so as to provide students with rich scenes, which can improve the effectiveness of the classroom. Teachers should enrich teaching methods and provide students with rich business English classes [5].

3.5 Improve Students' Reading Level

In order to train students' language ability, we should accumulate a large number of business English vocabulary. By letting students read a lot, we can effectively accumulate vocabulary. When choosing reading materials, teachers must ensure that the difficulty of reading is appropriate, and the words in the text should not be too simple or too easy. The more reading materials prepared for students, the better. Only by reading a large number of language materials, can we realize the transformation from quantity to quality, improve students' reading ability, achieve the purpose of accumulating vocabulary, and make students obtain a sense of achievement. In addition, reading materials should be diversified to meet the needs of most students. Only in this way can students concentrate on reading. In a word, the choice of reading materials must proceed from reality and focus on the overall development and long-term interests of students [6].

Second, English extensive reading is a course for a lot of reading practice and training, but the teaching time of
English reading is limited, and there may be only one course per week, so extracurricular reading is particularly important. Extracurricular learning and practice is the extension and expansion of classroom teaching, and is an important way to cultivate and develop students' ability. If teachers can correctly guide and effectively organize students to read some English literature works and English newspapers, practice teaching can not only cultivate students' good reading ability, but also expand their humanistic spirit and humanistic quality through rich extracurricular reading activities [7].

The main task of English reading practice teaching is to cultivate students' independent reading ability and good reading habits. The extracurricular reading of English literature and English newspapers plays a positive role in improving English reading ability. The choice of reading materials and the theorization of teaching are the key to effective practical teaching. English reading practice teaching can not only cultivate students' autonomous learning ability, but also enable them to broaden their horizons and understand the national social culture related to teaching through extensive extracurricular reading. Business English course often requires teachers to adjust the teaching content according to the specific needs of learners in order to achieve the goal of the course. Choosing appropriate teaching materials is the key to develop curriculum. Teachers can choose the ready-made teaching materials on the market or arrange or develop school-based textbooks, and design corresponding teaching activities. Teachers should carry out curriculum development, elaborate design and the objectives of each class, and establish units and curriculum plans, aiming to promote students to accumulate business English learning methods and experience [8].

3.6 Strengthening the Construction of Teaching Staff
The new era requires us to use new knowledge and skills to deal with new challenges and changes as soon as possible. The requirements for business English teachers are also higher and higher. Business English teachers should not only become experts in English teaching, but also improve their understanding of business people and modern business world. In order to achieve the goal of the course, business English teachers need to make a wise judgment on the development direction of business English. They also need to have a good sense of business and have a deep understanding of business English practice. Teachers can teach students well by participating in practical business activities and using some methods in business activities. Teachers must understand the syllabus and its contents, as well as the certificates that students need to take part in the work, and prepare the teaching contents on this basis. In addition, on the basis of full understanding of students, it is very important for teachers and students to establish a harmonious relationship in order to meet the needs of students in the best way. Teachers must know the English level of students, as well as their education, cultural background and learning motivation. If teachers understand the work content of business English, students' motivation to learn business English, and what makes them choose business English major, it will be much easier. Finally, business English teachers must adapt to the specific teaching environment and be willing to keep learning. In a word, business skills not only have high requirements for students, but also have more requirements for teachers. Teaching business English is not a simple thing. English is an essential language. To learn different cultures, to learn negotiation and communication skills, only students master the necessary knowledge in Business English work and business negotiation communication skills can students learn business English skills in order to achieve the goal of business English teaching, it is necessary to cultivate excellent talents in business and English. Teachers should constantly summarize and learn in teaching to improve their ability [9].

4. CONCLUSION
In a word, business English course should not only learn business or English, but also learn to communicate and do business in English. Therefore, business English course has changed from simple language teaching to professional knowledge learning and practical skills training. With the continuous development of market economy and the continuous improvement of China's international status, business English has ushered in a new opportunity and become a popular major in the market. Teachers should constantly adjust their knowledge structure to meet the needs of the market and actively participate in teaching Reform activities, improve their own professional skills, realize the auxiliary role of modern information technology, constantly learn advanced technology experience, adapt to the development of the times, and cultivate qualified professionals for the society [10].

REFERENCE


Research on Human Resource Management of Real Estate Enterprises in The New Situation

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Abstract: As the pillar industry of the national economy, the real estate industry has made outstanding contributions to the rapid growth of the national economy of our country. It plays an important role in stimulating the development of upstream and downstream industries and promoting employment. However, the excessive growth of house prices has also led to a number of problems. The central and local government's regulatory policies came into being. The government's regulatory policies came into being. The government's regulatory policies have restrained the excessive growth of house prices and achieved a soft landing. In this new situation, the policy basis for real estate enterprises to survive still exists, but they are also facing many difficulties and challenges. This paper briefly introduces the importance of the real estate industry in the national economy, analyzes the new situation faced by the real estate enterprises and the main challenges faced by the real estate enterprises in the new situation, and finally, with the human resource management of the real estate enterprises as the focus, analyzes the countermeasures that can be taken to deal with the new situation in the human resource management of the real estate enterprises.

Keywords: Real estate enterprises; Human resources; Countermeasures.

1. INTRODUCTION

The real estate industry plays an important role in the national economy, which can be seen from many perspectives, such as the proportion of the industry in the added value of GDP, the proportion of land transfer fees in fiscal revenue, the proportion of development investment in the investment of fixed assets in the whole society, and the proportion of real estate related taxes in the total tax revenue of the whole society. If we consider the real estate related construction industry, the added value of the two can account for more than 10% of GDP, and further consider the upstream (such as construction steel, cement, glass and other industries) and the downstream (such as decoration, home furnishing, home appliances, other decorative materials and other industries) of the real estate, the impact of the real estate on GDP accounts for more.[1-3]

Real estate plays an important and active role in promoting urban construction, promoting economic growth, promoting the development of related industries, and improving the living standards. The upstream and downstream industries of real estate provide a large number of jobs, which is an important starting point for the implementation of the "six stability" and "six guarantees" proposed by the Political Bureau of the CPC Central Committee.

However, the high housing price is not directly proportional to the income of the residents, which brings a series of problems, such as the high housing price increases the family burden of the working class, seriously distorts the consumption structure, a large number of mortgage loans aggravates the bank risk, aggravates the gap between the rich and the poor, worsens the social distribution, inhibits the growth of other domestic demand, makes the national economy enter a vicious circle, and also causes the people Resentment boils, affecting social harmony.

Based on the important role of real estate and a series of hazards of high house prices, the central and local governments have issued a series of policies and measures to curb the excessive growth of house prices and strive for a soft landing. In the 2019 government work report, aiming at the real estate industry, the keynote of stable house price, stable land price and stable expectation has been continued, the long-term mechanism of steady development of real estate industry has been steadily promoted, and the positioning that the house is used for living rather than speculation has been insisted. Due to the city's policy and classified guidance, the main responsibility of the city government has been consolidated, and the housing market system and housing security system have been improved.

2. THE NEW SITUATION OF REAL ESTATE ENTERPRISES

2.1 Opportunities

(1) Urbanization

China’s urbanization rate has gone through the stage of rapid development, but the level of urbanization still has a lot of room to improve. The rate of urbanization can still be maintained at 0.6-0.8 percentage points per year. By 2030, the rate of urbanization in China will reach nearly 70%. At that time, there will be more than 160 million new urban population in China. These populations provide real demand for the development of real estate industry. The real estate development relying on the urbanization process has great potential and rising space.

In April 2020, the notice of the national development and Reform Commission on printing and distributing the key tasks of new urbanization construction and urban-rural integration development in 2020 (FGP [2020] No. 532) clarified the key tasks of urbanization in the next stage, and also provided a policy basis for the healthy development of the real estate industry.
(2) Real estate pre-sale system

The real estate pre-sale system directly reduces the development cost and cycle of real estate projects, and is an important basis for maintaining high turnover of real estate enterprises. The pre-sale system accelerates the construction capital turnover, improves the efficiency of capital use, reduces the cost of capital use, and is a booster for the development of the real estate industry.

(3) Leverage

The real estate industry also has the financial attribute and strong dependence on leverage. Because of the existence of capital leverage, real estate enterprises only spend a small proportion of their own funds in the cost of real estate development. By paying a small proportion of their own funds to leverage external financing or loans, they can achieve a high return on their own funds.

Urbanization provides a huge demand for real estate, and the existence of real estate pre-sale system and capital leverage makes real estate a good business despite difficulties.

2.2 New challenges

(1) Strict policy control

After a round of house prices skyrocketing, in 2016, the central economic working conference first proposed that "houses are used for living, not for speculation". The era of strict real estate regulation and deleveraging came. Many cities in the country successively issued real estate regulation policies, and restarted the restrictions on purchase and loan.

In 2017, more than 200 real estate regulatory policies were issued across the country, and the coverage of regulatory policies has been further expanded from the former hot first and second tier cities to the third and fourth tier cities.

In 2018, the strict regulation effect of the real estate market was transmitted to the land market. The policy of transfer restriction is frequent. Competition for self-support, competition for construction and price restriction have gradually become the basic requirements of land promotion in key cities.

In 2019, the financiers (Insurance Regulatory Commission of the Bank of China) began to carry out special inspections on banks in 32 cities. We will strictly control the financing channels in the four areas of development loans, land reserve loans, personal housing loans and operational property loans in the real estate industry.

After a series of policy adjustment and control "combination boxing", the hanging boots finally landed. Influenced by the continuous real estate regulation and control policies, high costs and other factors, combined with the decline of turnover speed of enterprises, the profitability of real estate enterprises began to decline. In 2019, the average net profit margin and return on net assets of top 100 enterprises were 11.1% and 15.9% respectively, down 0.5 and 0.8 percentage points compared with the previous year. The crisis of real estate enterprises is coming.

(2) Debt crisis

The high leverage, high debt and heavy asset model of real estate enterprises have always been regarded as a sharp tool to offset the scale. According to the data of 40 real estate enterprises that have published the financial report for 2019, at the end of 2019, there are 19 real estate enterprises with asset liability ratio over 80%, accounting for nearly 50%. The approaching of the debt repayment peak in 2020 will accelerate the cash withdrawal. In addition, the performance of the first quarter of 2020 will shrink due to the new crown epidemic, and the profit margin will decrease under strict control in 2019, which will make the survival pressure of real estate enterprises sharply increase.

(3) Tight financing channels

In terms of bank loans, trust financing and other aspects, the central government has set up a full-time department to strengthen the management of financial institutions, strictly control the illegal inflow of funds into real estate, and strictly limit the front-end financing. After the tightening of financing channels, the development of real estate projects needs to rely more on their own funds, which causes the cash flow of enterprises to be tense and the survival pressure to increase.

3. Countermeasures of human resource management in real estate enterprises

Facing the increasing land price, the long-term regulatory mechanism of urban policies, the financing environment and debt paying pressure of continuous tightening, real estate enterprises should change from the extensive development of scale expansion to the intensive development of stability. This change should be reflected in the internal human resource management.

3.1 Improve the coordination efficiency between human resources and enterprise strategy

The strategy of real estate enterprises determines the development direction and mode of enterprises. In the new situation, strategy is no longer a competition model and resource model, but also a capability model. Human resources of real estate enterprises need to pay more attention to improving the synergy efficiency between human resources and enterprise strategy, that is, how to implement strategy to everyone's capability. Efficiency comes from collaboration rather than division of labor. The implementation of the strategy requires that all actions of everyone in the enterprise are related to the strategy, and that the degree of agreement between human resources and strategy is higher than before.

3.2 Improve per capita efficiency and realize cost reduction and efficiency increase

In the new situation, the emphasis of human resource management should be to improve the per capita efficiency, reduce cost and increase efficiency.

The different scale of real estate enterprises and the expectation of enterprise leaders for the future have a direct impact on the strength and way of reducing cost and increasing efficiency in human resources. For the real estate enterprises with stable scale, the number of employees can be reduced through the merger and reorganization of regional companies, so as to reduce the number of employees, reduce costs and increase efficiency. Some
employees may be directly faced with optimization and elimination due to their incompetence in their own work, while others may be transferred to new business units or subsidiaries of the company. For the real estate enterprises that are still expanding in scale, the number of employees may increase instead of decreasing. It should be noted that the number of employees must match the scale. If the number of employees increases and the scale does not go up, it may not be worth the loss, which will lay a solid foundation for the future development.

3.4 Reform performance appraisal and incentive mechanism

Adjusting the organizational structure and stimulating the organizational vitality are also the countermeasures that real estate enterprises should take in human resource management under the new situation. Facing the fast-changing real estate market, the only constant is change. The adjustment of the organizational structure of the real estate enterprises determines the attitude of the enterprises in the complex environment. The way that real estate enterprises can adopt is the merger and reorganization, optimization and adjustment of regional companies. In this process, they can be merged and split. They need to pay more attention to the organic integration of departments, pay attention to the circle management and improve efficiency. In addition, personnel adjustment can also be carried out to stimulate organizational vitality by means of internal mobilization and high-level defense change of regional companies.

In order to cope with the increasingly fierce competition environment, no matter the company that reduces cost and increases efficiency or the company that pursues scale increase and expansion against the trend, it is necessary to constantly optimize the approval process, gradually decentralize the functions of the headquarters. On the premise of reducing the approval level, it is necessary to strive to make the headquarters lean and efficient, regional companies better and stronger, and improve the comprehensive competitiveness of enterprises through business process simplification.

3.5 Digital empowerment of human resource management

The management lines involved in real estate enterprises are complex and interlaced with each other. With the aggravation of organizational adjustment, merger, fission, jurisdiction adjustment and so on, the frequency of changes becomes more and more frequent. With the change of approval process and approval personnel, the real-time updating of human resource management is necessary. A more digital and intelligent human resource management system should be adopted, which is paperless. Complete the whole process online, reduce trivial work and improve work efficiency.

Through the implementation of digital management, we can realize the full cycle management and support of human resources, focus on the full cycle management, promotion, performance, talent inventory and other processes of core talents, so as to benefit employees, and let the human resources management department realize the update and iteration of management tools, which can more accurately and efficiently tap the potential, cultivate high-energy talents, and create neogenesis with higher cultural adaptability for the enterprise power.

3.6 Pay more attention to internal training of employees

In the face of the new situation of real estate, the active turnover of employees in real estate enterprises may be reduced and the passive turnover may be increased. Driven by cost reduction and efficiency increase at the company level, and because of performance-oriented performance appraisal mechanism and performance evaluation forced distribution mechanism, some employees may be eliminated by the company. In the case of no decrease or slight increase in business volume, the turnover caused by cost reduction and efficiency increase will increase the workload of the employees who have not resigned. At this time, the work ability and work efficiency will become the main assessment factors of whether the employees are competent. In this context, it is necessary to improve employees’ performance ability and work efficiency through employee training.

4. CONCLUSION

To sum up, under the long-term mechanism of real estate regulation and control, real estate enterprises will change from the extensional development focusing on scale expansion to the connotative development focusing on internal management benefits. In this context, if real estate enterprises want to develop continuously and healthily, they must do a good job in human resource management. They should focus on the in-depth implementation of personnel optimization and empowerment to increase efficiency, establish an organizational structure to adapt to the new situation, optimize and change the traditional performance appraisal mode, and improve per capita efficiency through functional decentralization and digital operation. They need to pay more attention to one person and one post of employees Versatile training.

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Research on The Design Strategy of Micro Class Based on English Teaching in Open Education

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Abstract: With the continuous change of global economy, English, as an international common language, plays an important role. It not only connects the global cultural exchange, but also makes all countries regard English as a subject. With the rapid development of China in recent years, the country has a new understanding of both the reform of English education and the importance of English. With the rapid development of multimedia information technology, more and more network technology is applied to basic education. This paper mainly expounds the implementation and research of micro class in English teaching class.

Keywords: English teaching; Micro class; Classroom design and research.

1. INTRODUCTION

With the rapid development of multimedia computer technology, more and more industries are marching towards the information age. The application of multimedia technology in education, so that learners can learn anytime and anywhere, this convenient and fast learning method, also greatly in line with the development of contemporary society. The micro class in the teaching process has greatly changed the learning methods of learners. For example, during the epidemic period, the teaching method of micro class made up for the learning situation of students at home. However, in the development process of micro classroom, there are also many problems, because it is an immature emerging thing, there is no clear definition and unified design method, so in the design process, we should take students as the main body, fully combine the learning characteristics of students and the actual situation of distance teaching, and make changes and innovations for the development of multimedia micro classroom.

2. THE TEACHING SIGNIFICANCE OF MICRO CLASSROOM

As a teaching mode of information technology, micro classroom carries out a single teaching content for students through short video or audio, image and other ways. Its main characteristics are reflected in the teaching process of micro classroom, with video animation as the main body, and the video time is basically within 15 minutes. Moreover, for the word "micro", there is only one knowledge point or problem at a time, and the video size generally does not exceed 15m, so that it is easy to carry. The designer of micro classroom should also formulate appropriate learning content according to the needs of learners, and the selection of video and animation materials must be close to the course content itself, so as to build a suitable learning platform for learners.

3. TEACHING STRUCTURE OF MICRO CLASSROOM

Through the research, we know that there are many problems in the use of micro classroom, especially everyone has different learning needs and habits. Not only that, learners also have different learning experience, learning problems, learning ability, learning environment, learning experience, these factors greatly affect the progress of students’ learning micro classroom [1]. In this regard, the designer of micro classroom should closely follow the course objectives and content in the design process, and design the learning situation should correspond with the course content. The questions generated in the learning process of students should be answered in advance, so that students cannot have doubts and do not understand the problems in the process of learning the micro classroom. Finally, in the teaching structure of micro classroom, teachers should use perceptual experience, ideal knowledge and real practical ability to create a different learning atmosphere for students.

4. ENGLISH TEACHING IN OPEN EDUCATION

As a language discipline, the difficulty of English learning is beyond the reach of many students. In the process of learning, it is likely that if you do not pay attention, you will not understand the follow-up courses of this lesson [2]. Under the open education, this kind of distance modern education method is very popular with learners, and the learners' age, education background, identity are not too high requirements. The teaching method of "lenient in and strict out" makes learners take their own learning subjects seriously. As the backbone of open education, English teaching is the object that many learners fear. However, in recent years, "the reform of talent training mode and the research of open education" have changed the educational thought of English education. Since it is difficult for many learners to use English in their work, it is necessary to pass the English course in the process of education. After all, most of the students in open education are adult students on the job. The limited time of adult students makes it difficult for them to devote themselves to learning. However, many learners are older and have limited ability to accept new knowledge. Therefore, English courses in open education are difficult for many learners to accept. After all, many
people are difficult to use English in their daily life. Therefore, English teachers in open education should have the innovative spirit and positive attitude to create new curriculum, design, implement and improve teaching methods for adult students reasonably, actively serve adult students and solve the difficulties encountered in the learning process.

5. THE IMPLEMENTATION OF ENGLISH CLASSROOM IN MICRO CLASSROOM

5.1 Design and Analysis of English Micro Class

In order to make clear the classroom design mode of micro classroom in Open Education in China, the following points are elaborated according to the teaching characteristics and characteristics of English classroom [3]. The object of open education is mostly adult learners, and adult learning time is relatively limited, and often in the evening, so the design of micro classroom should be more interesting and vivid.

5.1.1 For example, at the beginning of a unit, design related scenarios are brought into this article. For example, when learning my hometown, students can associate themselves with the representative scenery of their hometown, play some relatively limited landmark buildings through video, and then introduce the origin, background and significance of this building. For example, the most famous one in Beijing is the Great Wall. Through the introduction of these plots, learners can learn some English sentences. For example, where have you been, what is the proud building in your hometown? Do you have any idea to visit the Great Wall in Beijing? Let students in the process of learning, while using English to understand their hometown, while deepening the love of hometown.

5.1.2 The content of micro classroom should not only be close to the textbook, but also develop with the times and resonate with more learners, so as to greatly improve the enthusiasm of learners. For example: welcome to Taiwan, you can first introduce Taiwan's famous tourist attractions in the micro class, such as Guanyin Mountain and Riyuetan Pool, Alishan and other landscapes can collect the contents of the scenery through the network, and create short video films. In the process of telling students about the micro class, they can provide better learning atmosphere for learners, and let them experience the beautiful scenery of Taiwan in the learning process.

5.2 English Micro Class and Consolidation Practice of Learning

In development education, students' English foundation is different. Some knowledge students can master quickly, while students with poor foundation can master it slowly. Therefore, the use of micro classroom is particularly critical. The students who master the slow knowledge can consolidate the knowledge points they don't grasp through repeated watching. They can stop at any time and carefully consider the places they don't understand Reading materials and asking teachers to strengthen the consolidation of knowledge [4].

6. CONCLUSION

With the rapid development of the times, micro classroom has been widely used, which not only benefits teachers and students. Students can learn anytime and anywhere through the micro classroom, and can also repeatedly learn for the knowledge points they have not mastered. Compared with traditional book learning, this behavior greatly improves the dullness of learning and greatly improves the learning interest of students. With the development of short video, teachers have another stage to teach knowledge, and the ability to produce short videos is also a way to improve. Teachers can cultivate talents needed by society through more education channels.

REFERENCE

Innovation Driven Development of Agricultural Science and Technology Park

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Abstract: Innovation driven development strategy is an important strategy of China's economic development. In order to realize the innovation driven development strategy, China's agricultural science and technology park has carried out innovation on the original basis, hoping to improve the current situation of agricultural science and Technology Park, build a modern industrial park with characteristics, and provide support for the further development of rural areas. This paper analyzes the problems existing in the development of agricultural science and Technology Park, explores the innovation driven development path, hoping to make China's agricultural science and Technology Park develop through innovation, promote agricultural transformation and upgrading, and become more modern and intelligent.

Keywords: Agricultural Science and technology park; Innovation; Development; Way.

1. INTRODUCTION
Agricultural science and technology park is one of the main ways to realize agricultural modernization, which can improve the local economic level. According to the investigation and analysis of relevant data, although the agricultural science and technology park has made certain achievements in the process of development, there are still many problems, which cannot meet the needs of further development of agricultural market, so agricultural park must It is necessary to carry out innovation, formulate effective development path, and realize the goal of innovation driven development.

2. PROBLEMS IN THE DEVELOPMENT OF AGRICULTURAL SCIENCE AND TECHNOLOGY PARK
2.1 In Agricultural Farming, We Still Choose the Traditional Way
Some backward agricultural science and technology parks, due to the lack of advanced facilities and equipment, generally choose to use the traditional planting method, which does not play a leading role. Compared with the advanced agricultural science and technology parks, there are big differences, and the scientific and technological achievements developed are relatively backward [1].

2.2 It Is Difficult to Sell
Some agricultural science and technology parks are located in relatively poor areas, sparsely populated and people's economic income is low. They can only guarantee food and clothing, and even cannot solve the problem of food and clothing. Although the types of agricultural products provided by agricultural science and technology parks are diverse, they are not necessarily able to meet the dietary preferences of the local people. In addition, there is no special place for sales in the park, which leads to the failure of many agricultural products to be sold. Although the types of the trial crops are more diverse, their yield is not high and cannot be sold for a long time. The location of agricultural science and technology park is relatively remote, and it needs a long time of transportation in the process of sales, which is not conducive to the sales of agricultural products.

2.3 Problems in The Process of Management
From the current situation to analyze, the agricultural science and technology park has a large population, the composition of staff is complex, both responsible for catering staff, there are staff of government agencies, there is no perfect system in the process of management, the responsibility of staff is not clear, and in general, the location of agricultural science and technology park is relatively remote, leading to the management work The effect of working time is not ideal and it is difficult to achieve the expected goal.

3. INNOVATION DRIVEN DEVELOPMENT PATH OF AGRICULTURAL SCIENCE AND TECHNOLOGY PARK
3.1 Choose to Use Advanced Facilities and Equipment
For agricultural science and Technology Park, if it wants to create more economic benefits and improve the quality of life of local residents, it must rely on high-tech and promote the research results [2]. Therefore, in order to develop the agricultural science and Technology Park, we must start from the innovation driven development strategy, select and use advanced facilities and equipment, formulate pilot projects, and publicize them, attract more high-tech talents to join, and provide space for scientific and technological talents to play, solve the problems existing in traditional greenhouse and agricultural cultivation, and make local agriculture Science and technology park has more characteristics, which can improve the level of agricultural modernization, improve the living standards of local people, and provide support for the further development of China's agricultural economy.

3.2 Cooperation with Government and Enterprises
First, the agricultural science and technology park can cooperate with the local government, do a good job in infrastructure construction, and attract more businessmen to cooperate with the local government, do a good job in infrastructure construction, and attract more businessmen to
invest, and build a multi-functional, modern agricultural science and technology park with scientific research as the main body, which can provide services for people and make people have leisure and entertainment, so that resources can be used more scientifically and reasonably. In this process, if rural residents want to become shareholders and other problems, we should take measures to deal with them effectively.

Second, agricultural science and technology parks can cooperate with enterprises. If agricultural science and Technology Park wants long-term development, it must have sufficient funds as support to reduce the dependence on the Department of science and technology. Agricultural science and technology park can be agrieved by enterprises and managed by enterprises. Because the enterprise itself is constantly innovative, the introduction of enterprises is equivalent to the introduction of innovative talents, sales methods, management concepts, etc., which can be more advantageous in the market competition. In addition, the Department of science and technology should also strengthen the supervision and management of agricultural science and technology parks to ensure that the quality of scientific research provided by them can be guaranteed and the level of China's agricultural economy can be improved.

Only by cooperating with the government and enterprises can agricultural science and Technology Parks maximize the role of resources, achieve win-win results, and promote the transformation and upgrading of agricultural science and Technology Parks [3].

3.3 Expanding Revenue Sources
Agricultural science and technology park can analyze the local economic level, open up the market, develop tourism, so that scientific research can be combined with tourism, improve the local environment, bring people a better sense of experience, and in the process of product research and development, ensure the quality of products, form brand advantages, in the process of sales, improve people's population for products, and make scientific research Can be put into the market, and the market contact, which can not only reduce the need to invest funds, but also can expand people's income sources, so that the income of local rural residents has increased.

3.4 Give Full Play to The Advantages of The Internet
First, carry out online sales with the help of the Internet. Agricultural science and technology park will be restricted in the process of selling agricultural products, resulting in sales difficulties. In order to change this situation, online sales can be carried out, so that suppliers can directly contact with buyers. This can not only reduce the investment for goods transportation, but also complete the sales of agricultural products in a short time, so as to avoid agricultural products stagnation in addition, we can make more scientific and reasonable sales plans with the help of big data technology, close to people's needs.

Second, we can create platforms to share agricultural resources. In the development process of agricultural science and Technology Park, we should create a special platform to analyze the innovation ways and feasibility of agricultural science and technology park. Although there are more experts in some areas, they have not played the role of maximizing experts, which is mainly due to the lack of information sharing. Therefore, relevant departments can release relevant agricultural information on the platform, so that people can have a more comprehensive understanding of agriculture through this platform [4].

4. CONCLUSION
According to the above analysis, innovation driven development strategy can effectively improve the level of agricultural science and Technology Park, change the status quo of agricultural science and Technology Park, and make agricultural science and Technology Park create more economic benefits for the local. Therefore, the relevant departments must adhere to the innovation driven development strategy, make the agricultural science and technology park play a leading role, and promote the local agricultural economic development level High income of local residents.

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Abstract: Under the background of the comprehensive development of the new curriculum reform, the cultivation of talents in our country is gradually changing to the direction of quality education, and the development and transformation of animation specialty is conducive to the transformation of teaching methods. This paper discusses the implementation of modern apprenticeship reform in the animation profession, from its development significance, put forward specific application measures, aimed at improving the teaching level of animation professional, so as to provide reference for people concerned about this topic.

Keywords: Modern Apprenticeship System; Animation Major; Teaching Reform.

1. INTRODUCTION
Animation teaching has a certain degree of practicality, and its teaching methods are constantly updated and improved with the development of the times, including conducive to the comprehensive reform of our teaching system. How to improve the level of animation teaching, change the teaching methods, has become a widespread concern. Therefore, it is necessary to explore the implementation and thinking of modern apprenticeship reform in animation major.

2. THE SIGNIFICANCE OF THE REFORM OF MODERN APPRENTICESHIP SYSTEM
The apprenticeship system originated in China before the reform and opening up, before the establishment of the school system to meet the age of young people to train, the use of the teacher system of the way, the apostles to get up close to the master's technical means, so as to carry out professional skills learning. Modern apprenticeship system is a combination of enterprises and schools, change the teaching mode of school development, improve students' learning experience, is the teaching mode produced in the development of the new era, for China's animation industry teaching and training talents at the same time is also conducive to the development of enterprises to provide talent protection. The apprenticeship system takes teaching as the main mode of teaching and promotes the comprehensive development of students. But at the same time, the apprenticeship system to a certain extent hinders the dissemination of theoretical knowledge, although the teaching methods of teaching can guarantee the students' grasp of professional and technical skills, but also because of the direct transfer of work experience, will also form a disconnect phenomenon. Therefore, it is necessary to change the teaching methods of the apprenticeship system and enhance its modernization.

3. MODERN APPRENTICESHIP REFORM IN ANIMATION PROFESSIONAL APPLICATION MEASURES
3.1 Innovative Teaching Model
Animation teaching has strong practical characteristics, the change of its teaching methods is conducive to the modernization of animation teaching form, in which animation teaching needs to continue to develop their own teaching model exploration, so as to achieve mutual cooperation between schools and enterprises, to carry out school-enterprise cooperation, professional studios and project teaching methods, improve the efficiency of animation teaching. On this basis, the cooperation between the school and enterprise sought to combine the specific work flow, put its cooperation projects to practice, to ensure the feasibility of the project operation data, to achieve the professional development of the cooperation model. For example, when the animation teaching method innovation, can be carried out through the way of school-enterprise cooperation, enterprises need to share the actual project and the school sharing, improve the overall project support system, enhance the professionalism of teaching staff [1].

The transformation of teaching mode is conducive to improving the professional operation mode of animation, and enhancing the quality of talents in the industry. According to the survey, in recent years, China's animation professional counterpart employment rate is low, the industry lack of related professionals, thus forming the industry as a whole for the phenomenon of large demand for animation professionals. In the development of traditional teaching mode, the practice of animation students is not strong, the theoretical knowledge of professionals and the integration of application skills is poor, is not conducive to the development of China's animation teaching industry. On this basis, we should change the way of animation teaching, combine theory and practice, and improve teaching methods. The change of modern apprenticeship system is conducive to the modern development of animation teaching. The main body of classroom teaching is placed on students to improve their animation drawing practice proficiency. According to the different characteristics of students, teachers guide the teaching in a targeted way to ensure the application level of professional technology. In addition, the professional knowledge of animation is differentiated in the form of modules, and the connection between knowledge systems is
not strong. Its theoretical teaching has little effect on the application of practice, further promoting the application of modern apprenticeship. In this process, the application of teaching theory system can be formed through the way of project-based teaching, so as to improve students' mastery of knowledge system.

3.2 Perfecting the Teaching System

The perfection of teaching system can improve the practical application of animation professional teaching, train modern technical personnel, and then achieve the professional quality of talents and the upgrading of technical level. The application of modern apprenticeship teaching method sits in order to change the form of teaching development, construct the socialist modern teaching system in our country, and train the technical talents of the animation industry on this basis. In addition, the introduction of modern apprenticeship system can be carried out through the tripartite cooperation between the government, schools and enterprises, to realize the combination of labor system and education system, and promote the common development of vocational education and training. For example, schools can work with businesses to develop professional studios to form a combination of educational and practical approaches, integrate practical projects with teaching methods, and improve students' mastery of learning skills [2].

The way of school enterprise cooperation can improve the teaching system and increase students' mastery of technology through the combination of the two. Among them, the application of modern apprenticeship system improves the teaching efficiency, through the master with rich experience in the enterprise to promote students' learning, so that students can understand the practical experience related to corporate culture, and further cultivate talents with both qualification, education and professional skills. At the same time, the combination of practical ability and theoretical knowledge is conducive to the cultivation of professional talents and the improvement of students' comprehensive quality and professional skills. From the root to solve the lack of professional animation industry in China, guarantee the cultivation of animation talents, and develop a new situation of school enterprise cooperation.

The teaching mode of modern apprenticeship system has some difference with the traditional apprentice factory system, which takes the comprehensive development of students as the main purpose of knowledge training, thus enhancing the technical means of professional skilled personnel and strengthening the practical application of animation profession. Among them, when talent training, the way of school-enterprise cooperation can promote the development of animation industry professionalism and interactivity, professional skilled personnel as the main purpose of education, to achieve the overall improvement of professional ability. Schools can join forces with enterprises to bring practical talents into the classroom, for example, the school and enterprise sit u.s. to communicate, hire their internal professionals for animation teaching, to ensure the improvement of the quality of teaching in schools. On this basis, the school can introduce the actual project of the enterprise, through the way of simulation teaching, open up the student's horizons, let it experience the actual project process, increase the student's understanding, so that it can change the teaching methods and improve the teaching level. When the enterprise project is introduced into teaching, the relevant personnel can also introduce the enterprise culture into the campus, standardize the teaching behavior of animation professional, stimulate the students' interest in learning, cultivate students' professionalism, and realize the modernity of the development of China's animation industry. In addition, the school can also regularly organize students to visit enterprises, so that students experience the future working environment, clear animation production process, increase students' professional awareness, change the animation professional teaching model.

4. CONCLUSION

To sum up, the modern apprenticeship system reform in the animation professional application can promote the teaching level of China's animation professional, for the development of animation industry to train professionals. Among them, we can expand through innovative teaching mode, so as to improve the teaching system, realize the modernization of animation professional development, improve the quality of teaching. The development of modern apprenticeship system can promote the integration between enterprises and schools and increase the employment rate of professional.

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Research and Exploration of Graduate Education Quality Evaluation and Monitoring System

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Abstract: Postgraduate education is at a higher level of higher education. It undertakes the dual tasks of cultivating high-quality talents and developing science and technology. It is the main channel of cultivating high-level innovative talents and an important force of knowledge innovation. Quality is the life of graduate education, is the fundamental guarantee for the sustainable development of graduate education itself, and marks the development level of science and technology and productivity of a country, which is paid more and more attention by all countries in the world. The construction of graduate quality monitoring system plays an important role in promoting the coordinated and sustainable development of graduate education, accelerating the improvement of education quality.

Keywords: Process management; Postgraduate; Education quality; Monitoring system.

1. INTRODUCTION
With China's emphasis on education, the establishment and improvement of graduate education quality and monitoring system has become an important problem faced by high-level talent management. The quality of postgraduate education is the lifeline and foundation of postgraduate education. The cultivation of high-quality graduate students not only depends on the scientific process management and management system, but also depends on the evaluation and monitoring mechanism of graduate training quality [1]. On the basis of traditional process management, it is necessary to carry out further reform, and formulate appropriate process management methods according to the different stages and characteristics of graduate students.

2. PROBLEMS EXISTING IN CURRENT PROCESS MANAGEMENT
In the context of the transformation of the education system in Colleges and universities, the in-depth transformation of the management process has gradually attracted the attention of school administrators [2]. However, in the daily process management of the school, there are still some problems that have not been solved for a long time.

2.1 Management Efficiency
There are a lot of contents in the process management of graduate students, which is complex. In order to improve the teaching quality, it is necessary to have process management regulations and methods suitable for graduate students, which requires the cooperation of various institutions. However, at present, in many colleges and universities, the status of each department is different. Some departments basically control all the management rights, which will bring about the situation of exclusive management. Moreover, the management is used to organizing and planning step by step according to the requirements of higher authorities. The flexibility and characteristics of setting and organizing teaching are not obvious, and the pertinence is not strong, and the problems often fail to keep up with the actual needs [3-5].

2.2 Management Concept
At present, the education management of many colleges and universities still stays on the conventional management, there is no concept of process reengineering, only to run normally under the existing management. The concept of management is out of date and lacks the support of advanced scientific education theory.

2.3 The Management Process Ignores Students' Personality
Many colleges and universities do not consider the different characteristics and personalities of students in different stages when formulating the management process. Instead, they take controlling students as the purpose of process management, ignore the subjective role of students in education management, neglect the plasticity and flexibility of students, and fail to adopt the suggestions of teachers and postgraduates when formulating management process. Overemphasizing the standardization and standardization of management, and not respecting the differences of students in learning content, learning methods and goal achievement, over time, students will be tired of the established process and lose their initiative in learning and scientific research.

3. PROBLEMS IN THE QUALITY OF GRADUATE EDUCATION IN CHINA
At present, graduate education has become a hot topic in the field of graduate education and the whole society. With the rapid development of science and technology and the arrival of knowledge economy at this stage, the quantity and quality of higher-level talent training of national team have put forward more and more higher requirements. Under the continuous requirements, the quality of graduate education and training in China has become increasingly prominent [5]. At present, in our country, including most colleges and universities, the basic purpose is to establish a perfect and effective quality assurance mechanism for graduate education, and has not formulated a management process suitable for the development of graduate students in this
suitable for the needs of enterprises and enterprises in the future. Nowadays, the competition among enterprises and enterprises in various industries is becoming increasingly fierce. In order to occupy a greater development advantage and obtain more benefits in their respective fields, the demand for high-quality comprehensive talents is also urgent. The cultivation of high-quality comprehensive graduate students depends on the education environment and education quality. Among them, Graduate Education The superior quality has a great influence on it.

5.1.3 The continuous improvement of graduate students' comprehensive quality. At present, with the urgent demand for high-quality talents from the state, enterprises and institutions, if students want to have the right to choose enterprises, institutions or companies, instead of being selected, in order to meet these requirements, they need to constantly strive to arm themselves, and urge themselves in a good education quality monitoring system to ensure that their learning can achieve better results All aspects should develop themselves and constantly improve their comprehensive quality.

To improve the quality of cultivation, it depends on process monitoring [8]. The construction of quality monitoring system for postgraduate training is a problem of continuous exploration and long-term research. We should improve and scientifically construct the feedback and monitoring content of teachers and students in the process of practice. In the process of construction, we should respect teachers and students, and achieve win-win results at the same time.

5.2 Evaluation of Monitoring System
The construction of the monitoring system plays a supervisory role on teachers, students and staff, and has a supervision on their words and deeds. After the establishment and operation of the monitoring mechanism, it can collect real-time information of teachers' teaching work, students' training and various fields, and timely feedback to relevant departments. The members of relevant departments will evaluate the teaching effect and the quality of learning process regularly according to the information, find problems in the process, and solve the problems found, so as to improve the actual efficiency of teaching work, and encourage the teaching system to develop steadily and healthily along the internal requirements of postgraduate training objectives.

The guarantee and monitoring system of the quality of graduate education is an important guarantee and means to improve the quality of graduate education. It plays an important role and plays an important role. Investigation and analysis of existing problems, thinking about the causes of the problems, and putting forward practical suggestions are of positive significance to the development of Graduate Education [9].

In short, whether the cultivation of graduate students can meet the needs of social development is the key to graduate education, and its quality monitoring system is a guarantee system with self-correction ability. The system should be continuously optimized, adjusted and improved in the practice process, and the whole process of postgraduate training should be monitored and managed to ensure the quality level of graduate students and promote the harmony

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of university career Harmonious and steady development.

6. CONCLUSION
Facing the current imperfect process management, students' time allocation will be unreasonable. First of all, there are some contradictions between the theory courses and the papers with high influence factors. In fact, postgraduates are mainly experimental research, and experiments, research and accurate results, there is a lot of repetition, also need more extra-curricular time. Secondly, for the first-year graduate students, there are some duplication between the courses offered and undergraduate education, and some courses are not related to their own research direction, which leads to a waste of time. In the view of most graduate students, they should enter the laboratory as soon as possible. No matter whether they are observing other people's experiments or doing experiments by themselves, they will learn a lot of things that cannot be learned in the classroom and understand more knowledge. Reforming the management process is one of the important tasks at present. We should consider comprehensively, perfect and reengineer the management according to different characteristics and different periods, so as to continuously improve the quality of postgraduate education. In addition, the construction of the monitoring system accelerates the improvement of the quality of education and provides a guarantee for the cultivation of high-quality and innovative talents in line with the rapid development of society.

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REFERENCE
Discussion on The Time Domain and Frequency Domain Symmetry of Signal and System

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Abstract: For signal and system, time domain analysis and frequency domain analysis are both important analysis angles, they have wonderful symmetry. Based on this, this paper will briefly introduce the time-domain and frequency-domain of signal and system, and deeply discuss the symmetry characteristics of them.

Keywords: Signals and Systems; Time domain; Frequency domain.

1. INTRODUCTION

Based on the analysis of signal and system in time domain, combined with the angle of time domain, the change law of system and signal can be studied. Based on the specific signal, from the time-domain point of view, we can study the change rule of signal amplitude under the change of time based on variable time t, such as impulse signal, exponential signal, triangle signal, etc. In the analysis of the time-domain characteristics of the system, the system characteristics can be studied based on the H (T) time-domain characteristics of the unit impulse response [1-3]. Generally speaking, the study of signal and system in time domain is intuitionistic and has high value. The analysis of signal and system in frequency domain needs to be based on Fourier transform to realize the conversion of time domain signal to frequency domain. In essence, this conversion belongs to the linear combination of decomposition signal to get different frequency sine components, which can be simply understood as the decomposition signal to get slow and fast signals. Combined, the characteristics of the signal can be studied based on the spectrum distribution. The frequency domain analysis of the system mainly focuses on the phase spectrum and amplitude spectrum of the frequency response function H (J ω) of the system.

2. TIME DOMAIN AND FREQUENCY DOMAIN SYMMETRY OF SIGNAL AND SYSTEM

For the time-domain and frequency-domain symmetry of signal and system, the wonderful symmetry between them has a far-reaching impact. By mastering this symmetry, we can better understand relevant theories and learn relevant knowledge. The characteristics of time-domain and frequency-domain symmetry of signal and system can be summarized into four aspects, including the characteristics of time-domain signal waveform and spectrum symmetry, the characteristics of time-domain signal waveform width and spectrum width symmetry, the characteristics of time-domain and frequency-domain symmetry based on convolution operation, the characteristics of waveform periodicity and discrete symmetry.

2.1 Symmetry Characteristics of Time Domain Signal Waveform and Spectrum

For signals that change steeper and faster in the time domain, the signal corresponds to the frequency domain change that exists more flat and slower, and for the signal that the time domain changes more slowly and slower, the signal corresponds to the frequency domain spectrum change shorter and faster. Using triangular waves and rectangular waves as an example, we can see that the vertical rise and fall of the rectangular wave edge changes significantly faster than the triangular wave, and the waveform is steeper. Further analysis of the corresponding spectrum can be found that rectangular and triangular waves are in the spectral form, respectively. S_a(t), S_b(t). It can be seen that the former is significantly slower attenuation and the waveform is flatter [2]. Comparing the time domain and frequency domain, it can be found that the symmetry between waveforms is very significant, combined with the symmetry of time domain signal waveforms and spectrum, it is possible to compare the number of low frequency and high frequency components in common time domain waveforms.

2.2 Symmetry Characteristics of Waveform Width and Spectrum Width of Time Domain Signal

As the duration of the time domain increases, the spectral width corresponding to the signal decreases, and as the duration of the time domain decreases, the spectrum width corresponding to the signal becomes wider. Taking the time domain's unit pulse signal as an example, the signal spectrum is represented as a horizontal line in the frequency domain, i.e. the width is infinitely narrow, and the spectrum corresponding to the infinite width. For the DC signal of the time domain, its existence belongs to the corresponding spectrum of a shock spectrum. Combined with the analysis, it can be found that the infinite width of infinite width corresponds to the infinite narrow spectrum width, and the width of the frequency domain spectrum is inversely proportional to the width of the time domain signal. Combined with the symmetry of the time domain signal waveform width and spectrum width, we can deeply understand the signal preference in the process of actual transmission of the signal, such as the time domain signal with narrow pulse width, which can guarantee that the signal contains a large amount of information, but the bandwidth...
and the more frequency band resources occupied by the increase must be paid attention to.

2.3 Characteristics of Time Domain and Frequency Domain Symmetry Based on Convolution Operation

For two signal time domains, the convolution integral corresponds to the product relationship of the spectrum of the frequency domain, while for the time domain that belongs to the two-signal product-product relationship, there is a correspondence of spectral convolution integration in the frequency domain. Simply put, for frequency domains and time domains, the product of one domain corresponds to the convolution of the other. Combined with the time domain symmetric characteristics based on convolution altogether operations, it can be found that this characteristic can provide a new convolution integral solution idea, in general, the direct calculation of convolution integral is more complex, but based on the symmetry characteristics, you can first carry out the product calculation of the frequency domain, and then by taking the reverse transformation back to the time domain, quickly and easily obtain the results of convolution integral.

2.4 Symmetry Characteristics of Waveform Periodicity and Dispersion

In the signal and system, there is a strict symmetry relationship between the periodicity of one domain and the discreteness of another domain. In-depth analysis can find that if there is a discrete signal time domain, there is a spectrum of periodic changes, such as the presence of periodic signal time domain, there is a discrete spectrum, waveform periodicity and discrete symmetry can be based on the frequency domain sampling and time domain sampling can be proved. If the time domain of the signal is continuous, time domain sampling can be based on T interval, discrete signals can be obtained from this, after sampling the corresponding signal spectrum needs to be based on $2\pi/T$ Cycle, the original signal of the spectrum for periodic extension, instant domain discrete, there is a cycle spectrum of the corresponding spectrum. For continuous spectrum, sampling is carried out in the frequency domain to obtain discrete spectrum based on continuous spectrum, and for time domains, cycle extension needs to be carried out around the original time domain signal, so the discrete frequency domain corresponds to the time domain signal of the cycle extension. Based on the symmetry characteristics of waveform periodicity and dispersion, under the periodic symmetry relationship between time domain and frequency domain discrete domain, it is better to support the relevant research by summarizing the frequency domain sampling theorem and time domain sampling theorem.

3. CONCLUSION

For the logic of the signal and the system, time domain, frequency domain and other knowledge points involved in the operation is more complex, so we must deeply understand the existence of the close logical relationship, should not simply pile up simple knowledge. Only in-depth understanding of the grasp of signals and systems of time domain symmetry characteristics, can carry out targeted theoretical research and practical exploration.

REFERENCES


Application of Blockchain Technology in Logistics Management Teaching

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Abstract: In recent years, China's economy has developed rapidly, and more and more industries are marching towards the advanced direction. For example, the logistics industry described in this paper, as early as the 1990s, China's logistics industry has risen rapidly, from the most common automobile transportation has developed to the three-habitat transportation mode of train, aircraft and cargo ship. In recent years, the use of online shopping has become more and more frequent, which makes the logistics industry develop rapidly. This paper mainly describes the characteristics and application of blockchain technology and how to apply it to the teaching of logistics management.

Keywords: Blockchain technology; Logistics management; Teaching; Application and research.

1. INTRODUCTION
As one of the indispensable technologies in the Internet, blockchain technology has a wide range of applications, such as distributed data storage, point-to-point transmission, consensus mechanism and other computer technologies. These technologies are mainly applied to mathematics, Internet, programming and other science and technology. The technical characteristics of blockchain are embodied in the aspects of unforgeability, non-duplication, openness and transparency. The performance of these characteristics has laid the credibility of blockchain technology and made the partners who use blockchain technology feel more at ease. At present, China has also made clear the development direction of blockchain technology and takes blockchain technology as the core technology to vigorously develop the use and innovation of blockchain technology.

2. BLOCKCHAIN TECHNOLOGY
2.1 Origin and Definition of Blockchain Technology
Blockchain technology originated in bitcoin, and was proposed by Nakamoto Nakamoto, a Japanese American, as early as 2008. Generally speaking, this technology is compared to a general ledger that includes all historical transactions. Each block contains several transaction information. If the blockchain is an account book, then the block is every page of the account book, and the details of the transaction are recorded in the network [1]. This blockchain technology is also one of the basic technologies of bitcoin. In recent years, the value of bitcoin has some ups and downs, but the blockchain technology has been highly valued, and blockchain technology in it is like an intermediary database to solve the trust problem in the transaction process and ensure the security of the data transmission process.

2.2 Principle of Blockchain Technology
Nowadays, the technology of social blockchain maintains a reliable database through decentralization and distrust. However, many blockchain technologies are not a single and new technology, but a combination of multiple technologies, such as (encryption algorithm, P2P file transmission, point-to-point transmission) and database, forming a new way of data transmission and storage. This presentation can be used for everyone to participate in the recording and storage of information. In the past, most people handed data and information to centralized institutions, but the emergence of blockchain technology has changed this point. Through the above expression, the principle of blockchain technology can be summed up as a mathematical problem: Byzantine general problem. Its connotation is to express: in this information age, under the background of the Internet, when exchanging value with unfamiliar opponents, how can people prevent being deceived and confused by malicious saboteurs, so as to make a wrong decision.

2.3 Characteristics of Blockchain Technology
The popularity of blockchain technology is also caused by the excessive value of bitcoin [2]. This blockchain technology can effectively record the transaction records between the two parties through the open distributed ledger, while the blockchain technology has the following five basic characteristics:

2.3.1 Technical Features of Blockchain i: Distributed Database
Each party on the blockchain can access the entire database and its complete history. No single party controls data or information. Each party can directly verify the records of its trading partners, let alone intermediaries.

2.3.2 Technical Characteristics of Blockchain ii: Peer to Peer Transmission
Communication occurs directly between peers, not through the central node. Each node stores and forwards information to all other nodes.

2.3.3 Technical Characteristics of Blockchain 3: Transparent Anonymity
Any user with access rights can see each corresponding related value. Users on the blockchain can choose to remain anonymous or provide identification.

2.3.4 Technical Characteristics of Blockchain Iv: Irreversibility of Records
Once transactions are entered into the database and the account is updated, records cannot be changed because they are linked to every transaction that precedes them (hence referred to as "chains"). Because different algorithms are used to ensure that the records in the database are permanent and sorted in chronological order.
2.3.5 Technical Features of Blockchain 5: Computing Logic
The digital nature of the ledger means that blockchain transactions can be associated with computational logic and are programmable in nature. Therefore, users can set algorithms and rules to automatically trigger transactions between nodes.

3. PROBLEMS AND SOLUTIONS OF LOGISTICS INDUSTRY
With the rapid development of China's Internet technology, China's logistics industry is also in constant progress. According to the statistics of relevant departments, the express industry grew rapidly by 50% from 2010 to 2015. However, the development speed of express delivery industry has been greatly reduced since 2016. The main reason is that the development of e-commerce has reached the bottleneck. So far, the logistics and express industry has fallen into a low ebb period. There are mainly the following problems in the industry:

3.1 Information Disclosure
No matter which logistics express company is, it can't guarantee that it has a comprehensive protection for the user's information. The leakage of these information is likely to be trafficked by lawbreakers, which will bring troubles and hazards to users.

3.2 Information Independence
Each express company is self-centered, and each information system is managed by its own information management center. However, such an independent system is easy to waste information resources, which not only leads to fierce competition between companies, but also makes the express industry fall into price competition [3].

3.3 Information Reliability
The importance of information is self-evident. It needs not only the authenticity and reliability of information, but also the accuracy of information. For example, when some enterprises report relevant data, they often change the data, which greatly affects the operation of enterprise loans, tax payment and financing. Therefore, the authenticity of information plays an important role no matter where it is.

3.4 Claim Settlement Mechanism
In the logistics industry, the loss, damage and theft of express delivery are inevitable, but how to compensate the recipient is an important performance of a good logistics company. However, in the past claim's mechanism, not only the process is cumbersome, but also a waste of time. How to deal with the way of claims is also an important issue to be considered in the logistics industry.

4. HOW TO APPLY BLOCKCHAIN TECHNOLOGY TO LOGISTICS MANAGEMENT TEACHING
How to apply blockchain technology to logistics management is also the focus of this paper. In this era of serious information leakage, how to stop the occurrence of similar problems is also a key issue in the logistics express industry. The application of blockchain technology makes the information in the logistics industry no longer focus on the principle of centralization, changing the way of information storage in the past, and using blockchain technology Its unique technical characteristics greatly increase the security and reliability of blockchain technology through peer-to-peer transmission and distributed database. It is also more accurate for express information transmission. In case of loss and missing delivery, logistics headquarters can quickly find out which link has problems through the information uploaded by blockchain technology, in which blockchain technology plays a supervisory role and plays a crucial role in the escort of packages [4].

5. CONCLUSION
To sum up, the emergence of blockchain technology has helped the establishment of logistics industry information. In this regard, we hope that blockchain technology can provide more help to more industries. I believe that in the future, more and more industries will use blockchain technology. This paper analyzes and discusses the application of blockchain technology and logistics industry.

REFERENCE
On the Optimization Strategy of College Students' Education Incentive Mechanism

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Abstract: The times are developing and education is reforming. The leaders of our country pay more and more attention to the education of contemporary college students and carry out in-depth reform. At the same time, people from all walks of life pay more and more attention to college students. The cultivation of a good college student is inseparable from the efforts of colleges and universities. Each university should not only develop its own education system, but also pay attention to each student's psychology and ideology, and implement the training of each student's comprehensive quality and practical application ability. Therefore, the author of this paper will analyze and study the optimization strategy of College Students' education incentive mechanism.

Keywords: College students; Education incentive system; Optimization strategy and analysis.

1. INTRODUCTION
After entering the 21st century, China's rapid economic development, followed by the mismatch between education and economy, the country needs more young people with culture, ideals and ability to resist pressure, to pick the main beam. However, due to the rapid economic development and parents' doting on their children, some college students have psychological problems, such as low moral quality, egoism and other problems, as the last barrier for their children to enter the society. It is necessary for colleges and universities to help college students get rid of these bad habits [1-3]. First of all, we should carry out some basic ideological education for them. Then, we should teach them in accordance with their aptitude and put people first. According to the psychological characteristics of each college student, we should build different templates and make different solutions. We should really start from the needs of every college student and learn to think in their place. We should try our best to guide college students from different perspectives and levels, and help them establish a correct outlook on life and values.

2. OVERVIEW OF THE INCENTIVE MECHANISM OF COLLEGE STUDENTS' EDUCATION
The development of our socialist market economy system is booming, and the development of science and technology and the Internet is also changing with each passing day. These three factors have more or less had some influence on our various industries, especially the ideological education industry. In this context, the ideological concepts of contemporary college students have already been updated and replaced, and are no longer the old ideas. Therefore, the ideological and political classes in various colleges and universities should also make some changes to develop new classroom models towards the trend of social development. Its main content is the education incentive system, through some reasonable methods and some interesting games to mobilize the initiative creativity and enthusiasm of college students, to set up a correct benchmark for their behavior habits, to achieve the objective and subjective consistency, so as to stimulate their potential. Colleges and universities are the main core to guide college students, and also an important place to train socialist successors. Thus, the task of colleges and universities is of the most importance. Therefore, colleges and universities should do a good job in the task of College Students' education reward mechanism, resolutely abide by the socialist core values, and at the same time, we should also take scientific and human nature into consideration when encouraging college students. After all, the core of the incentive mechanism of College Students' education is to increase their self-confidence and stimulate their inner potential through a kind of encouragement from college teachers, rather than just praise. Overconfidence will only make college students somersault in their future career. Colleges and universities must start from each student's own situation, give the most appropriate encouragement and guide their thoughts correctly. In addition to the encouragement of college teachers, college students and students can also encourage each other. The encouragement among students will make people feel more real. In this process, teachers only need to flexibly walk between the motivator and the encouraged. If they find the wrong place, they should put it forward in time, correct it in time, and strive for the best incentive effect. In addition, we need to ensure the ideological education of every college student. If necessary, we can conduct psychological counseling or psychological classes for college students with problems, so that they can learn freely and adjust their own pressure.

3. PROBLEMS IN THE INCENTIVE MECHANISM OF COLLEGE STUDENTS' EDUCATION
Everything is fair and just, so is the incentive mechanism of College Students' education. In some current cases, there are factors such as human relationship and benefit, which greatly affect the fairness of this mechanism and cause a large number of students' dissatisfaction. Some college teachers only encourage their favorite students, but ignore those who don't, which leads to the unsatisfactory final result of this mechanism and the development of students and education Good impact. Moreover, neither the awardees nor the awardees will be announced. The college students do not know that they are motivated by the college students.
nor do they know that they are motivated by the college students. It is very difficult to find the right medicine to really motivate each other and achieve the goal. This kind of operation process cannot really implement the effectiveness of this mechanism, on the contrary, it has been developing in a worse direction. The rapid economic development has also had a certain impact on college students. The improvement of dormitory environment and canteen quality has given college students a great sense of superiority. The previous education incentive system has always remained at the material level, ignoring the more important spiritual level. The trend of social development is the integration of material civilization and spiritual civilization. Without which aspect, the speed of development will be greatly reduced. Therefore, colleges and universities should close the direction of the education incentive mechanism for college students to the direction of socialist development, encourage college students to establish socialist core values from the spiritual level, and work according to socialist core values, which can also contribute to the great rejuvenation of the Chinese nation in the future. In addition, the current incentive methods are not comprehensive, but exist in all aspects, and do not achieve comprehensive unity. In addition, college teachers do not fully understand the people who are inspired, and do not really do people-oriented. Starting from the needs of the college students, they actually put forward real and valuable suggestions for them and encourage them to face difficulties in their future life. The encouragement will only make the college student's thoughts more confused, which may lead to out of control emotions and make some dangerous actions. This requires college teachers to pay attention to individual differences and take every student seriously.

4. THE OPTIMIZATION POLICY OF UNIVERSITY EDUCATION INCENTIVE MECHANISM
First of all, we should perfect the incentive mechanism and standardize it step by step. We should not create unfair phenomena because of the personal feelings of university teachers. Then there are clear rewards and punishments. This is for students. Students should be given appropriate punishment for their bad behaviors in school. For example, if they don't turn off the lights and go to bed on time in the dormitory, don't line up for dinner in the restaurant, don't deliver bowls, or ignore discipline in the classroom, they should be punished. However, the punishment should not involve the economic level, and can be deducted from personal credits, or some Activity experience, such as being a classroom order administrator, restaurant order clerk, dorm head and other positions, makes the student experience others' difficulties, so as to correct his previous bad behavior. Of course, if a college student performs very well in all aspects, colleges and universities can also give appropriate awards. From the perspective of college students, setting up different amounts of scholarships is a good choice. Both spiritual and material incentives can make this mechanism play a greater role.

5. CONCLUSION
There are advantages and disadvantages in the incentive mechanism of College Students’ education. Whether the disadvantages outweigh the advantages or disadvantages depends on the attention attitude of colleges and universities and whether teachers seriously implement their work. I hope that in the future work of the education mechanism, teachers in Colleges and universities can combine the specific situation of the school and the individual differences of students, improve the education incentive system of college students, and help each college student to solve their personal problems and establish correct life values.

REFERENCE
The Application of The Concept of Flexible Management in The Educational Management of College Students

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Abstract: The rigid management centered on rules and regulations is gradually abandoned by most colleges and universities and replaced by the flexible management based on people. College students are the pillars of our country's future career, and their training methods and management are extremely important. So how to make college students have a personalized all-round development in higher education, and constantly improve their ability? This paper analyzes the problems existing in the concept of university education, and gives some reasonable suggestions to improve the level and effect of university education.

Keywords: Flexible management; College education; Management.

1. INTRODUCTION

With the shortcomings of rigid management, such as strict and absolute system constraints and constant discipline supervision, the education management of college students has become the top priority. Therefore, colleges and universities adopt flexible education centered on persuasion education to encourage students to pursue personalized development, so that students' world outlook, outlook on life, values and other aspects show unique personalized characteristics, to maximize the satisfaction of students' psychological ideas, emotional needs, and conducive to the smooth progress of college education [1-3]. In essence, the application of flexible management in university education management is to take students as the main body, improve self-ability continuously through students' active self-education and management, so as to achieve education goals and cultivate high-quality talents.

2. PROBLEMS OF FLEXIBLE MANAGEMENT CONCEPT IN UNIVERSITY EDUCATION MANAGEMENT

2.1 Incorrect Handling of The Relationship Between Flexible Management and Rigid Management

Flexible management and rigid management are totally different management methods, there are great differences, but at present, some education managers lack of understanding of the concept of flexible management, still consistently use the high school and junior high school education methods, unable to correctly understand the relationship and difference between the two management concepts, resulting in the long-term disadvantage of the concept of flexible education. Through some practical cases, it is found that the proportion of full-time counselors in many colleges and universities is small, and the counselor team is too young, there is no practical experience in management, and there is also some lack of professional knowledge, which cannot be flexibly used in daily management.

2.2 Students' Subjective Consciousness Is Not Very Strong

Students' Subjective Consciousness Is Not Very Strong University subject consciousness is not strong, do not regard themselves as the master of learning, or the low-level rules and regulations set by the university to require self-supervision, poor self-management consciousness, unable to actively study, not conducive to improving self-ability. It can be seen that in the education and management of college students, it is very important for them to carry out self-education and self-management. At present, many colleges and universities do not do well in the education and management of college students. They stay up late playing games, and they often rush to cram for help before exams. In this way, the ability of students will not be improved, and they can only do nothing in the face of severe employment problems.

2.3 The Psychological Management of College Students Is Not In Place

College students are the reserves and successors of our future career, while the university stage is an important stage for students to establish their outlook on life and values. At this time, the managers should deal with more passion and feelings, help students to establish correct concepts, and pay attention to the guidance of students' mental health. This situation is caused by the fact that colleges and universities pay too much attention to the change of students' behavior while neglecting the guidance of students' psychology.

3. EFFECTIVE SUGGESTIONS OF FLEXIBLE MANAGEMENT CONCEPT IN UNIVERSITY EDUCATION MANAGEMENT

3.1 Establish Good Ideas for Students

College students are the reserves and successors of our future career, while the university stage is an important stage for students to establish their outlook on life and values. At this time, the managers should deal with more passion and feelings, help students to establish correct concepts, and pay attention to the guidance of students' mental health, so that students' university life can be colorful. In daily learning, we should teach carefully, actively mobilize students to participate in the classroom, give them more opportunities to actively study, not conducive to improving self-ability.
to express themselves, often praise students, enhance their self-confidence, and improve their enthusiasm for learning. In many teaching cases, it is found that students with poor family life have the phenomenon of inferiority, decadence and life burnout. Therefore, managers should pay special attention to the students with poor family living conditions, actively conduct psychological counseling for them, establish correct ideal belief for them, let them not give up themselves, face life optimistically, study hard, and be a country in the future Useful people.

3.2 Enhance Students' Subject Consciousness
After 12 years of secondary education, the students have successfully entered the University. They have been used to forced learning under the previous pressure. They think that the teacher will force them to learn, and they will learn what the teacher says, and they will not learn without homework. But the university is a new stage. The university students should be treated with different ways of thinking and learning methods. Moreover, the university is a stage of students' self-learning and self-management, which can not only rely on external supervision. Managers should cultivate students' subject consciousness, let students realize that they are the master of learning, have a clear plan for their future, improve themselves through self-management in the university stage, and realize their life value in the society after graduation. For example, many colleges and universities popularize the current situation of postgraduate entrance examination and the development after postgraduate study, so that students can be clearer about their goals.

3.3 Support the Development of Students' Individuality
At present, the pursuit of individuality and self-consciousness of college students are gradually strengthened. It is the general trend of the times to support the development of students' individuality. Different students should have different styles. For different ideas and practices, managers should take a supportive attitude and encourage students' unique development. In the management work, managers should have open thinking, advanced scientific methods, achieve a higher comprehensive quality, and use their own management knowledge and experience to effectively manage and support the development of students. First of all, managers should manage their own emotions and use the most positive attitude to infect students. Secondly, they should strictly require themselves in daily life, teach them by words and deeds, and make themselves become friendly. They should enter into students' lives, close the relationship with students, understand their ideas, and encourage and support them. This is the people-oriented ideology of flexible management concept Now.

3.4 Effective Use of Media Tools
Now is the high-speed era of information development, and the social media of college students is also increasing, such as QQ, WeChat, microblog, etc. colleges and universities should use media tools to interact with students and strengthen the communication with students. For example, during the current epidemic, students can't come to school for classes. At this time, they should make full use of online social media to greet students from time to time Exchange, have a certain understanding of students' learning and life, and adopt reasonable management methods, so that students do not relax their requirements.

4. CONCLUSION
To sum up, colleges and universities should attach importance to flexible management, enhance students' self-consciousness, make students' personalized self-development, reflect the human-oriented concept of higher education, and successfully achieve the goal of talent training. Rigid education and flexible education are a state of "you have me, I have you". Therefore, managers should take rigid management as the premise, and mix a large number of flexible educations in it, in order to prevent chaos without system. In order to make college students grow up with high quality, we need scientific and reasonable management strategies.

REFERENCE
One Belt, One Road, The Background of The Culture System of Going Out Strategy

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Abstract: In the long-term historical development, the Central Plains culture has witnessed the development of China. It is the foundation of five-thousand-year civilization of the Chinese nation and the driving force of historical development and social progress. Under the background of one belt, one road policy put forward by general secretary Xi Jinping, the dissemination of Central Plains culture has the impetus to move forward and usher in new opportunities. One belt, one road, is the Central Plains. The Central Plains culture also has many problems in the process of dissemination. These problems are the product of cultural development. Therefore, we need to recognize the situation, clarify our thinking, solve problems, carry forward the spirit of Central Plains culture, spread the characteristics of Central Plains culture as the basic line, and promote the development of the surrounding culture and economy. The influence of Central Plains culture, therefore, consolidates China's position in the world. This article analyzes one belt, one road, and how to make the Central Plains culture “go out” and how to build a strategy system for reference by the relevant personnel.

Keywords: One belt one road; Central Plains culture; Strategy system; Construction research; Cultural dissemination.

1. INTRODUCTION

The origin of Central Plains culture is Henan Province, which represents the culture in the middle and lower reaches of the Yellow River, and is the characteristic culture of Chinese culture. Its development is constantly spreading to the surrounding areas, even to overseas countries and nationalities. Since the Central Plains is the birthplace of Chinese civilization, the Central Plains culture plays an important role in the long history of the development of Chinese civilization [1-3]. There are obvious differences between the Central Plains culture and other regional cultures, which are closely related to the development of Chinese culture. Because of the special geographical characteristics of the Central Plains and the influence of environmental climate and other factors, the Central Plains culture has become the first place to establish a civilization system in the country, so it has a longer history and the most promising development.

The “one belt, one road” strategy was put forward on 2015 based on the joint development of the vision and action of the Silk Road Economic Belt and the maritime Silk Road in twenty-first Century, jointly issued by the national development and Reform Commission and the Ministry of Commerce. One belt, one road, has been the main topic of the world in the past five years. It is the recognition of the world's strength and the common understanding of China's economic development. Under the guidance of one policy of "one belt, one road", the Central Plains culture needs to go out and has the favorable conditions of "heaven, earth, and people". The state and the government are also vigorously developing cultural development so as to better push the Central Plains culture to the world and push it to a higher level. For example, a media company in Henan Province is actively establishing cultural exchange, talent exchange and trade cooperation platforms to attract foreign investors and jointly promote the formation of social communities.

2. ONE BELT, ONE ROAD, THE PROBLEM OF GOING OUT OF CENTRAL PLAINS CULTURE.

2.1 The Essence of Central Plains Culture Has Not Been Vigorously Explored
Because culture is generally based on material development, and people's daily life is the basic component of culture, customs, science and technology are deeper culture, human culture and philosophy are the highest level of culture. However, the culture of the Central Plains in the modern context has not been deeply explored and studied. For example, the Shaolin Temple in Songshan, Yu opera and the local customs of Taihang Mountain in Jiaozuo, which represent the culture of the Central Plains, have not explored their essence. Therefore, more people just stay in the understanding, but have not reached the level of cognition.

2.2 The Influence of Central Plains Culture Is Not High
One belt, one road, is the origin of Chinese culture. It is the origin of China's culture, but the influence of the "Central Plains" culture is not so high that the culture is ignored. There are many representative cultures in the Central Plains, such as Luoyang peony, which is also the city flower of Luoyang, but the popularity of Caozhou peony in Heze, Shandong Province is higher than Luoyang peony, so this problem reflects the low influence of Central Plains culture.

2.3 One Belt, One Road, The Central Plains Culture Has a Single Transmission Way
Under the national situation, cities of all countries are also actively showing their local culture to the world. First of all, this is a manifestation of national self-confidence and urban self-confidence, which is worth advocating and developing, and represents their own economic strength and spiritual outlook. However, the current situation is that the communication channels and channels of the Central Plains culture are relatively single, and they do not rely on the current channels for better publicity and diffusion.

3. HOW TO BUILD ONE BELT, ONE ROAD, AND THE STRATEGY SYSTEM OF THE CENTRAL PLAINS CULTURE GOING OUT

ACADEMIC PUBLISHING HOUSE
3.1 Vigorously Explore the Essence of Central Plains Culture
The "one belt, one road" has one belt, one road between the Central Plains culture and the world. Under the impetus of "one belt and one road", the Central Plains culture is moving towards the whole world and entering into people's lives. In order to explore the essence of Central Plains culture and consolidate the foundation of Central Plains culture, we should pay special attention to the profound meaning of culture, tap the spiritual wealth represented by Central Plains culture, and inherit the historical culture and philosophical spirit represented by Central Plains culture.

3.2 Improve the Influence of Central Plains Culture
One belt, one road, one belt, one road, refuse to be cowed or submit. It is also an opportunity to display the spirit of the Central Plains culture, and to integrate the related resources into a more powerful culture. Culture is pushed to the world to show the national spirit of the Central Plains culture.

3.3 Change The Status Quo Of Single Transmission Channels and Modes
We should actively explore the value and significance of cultural communication, open up ideas and give full play to creativity. Under the guideline of one belt, one road, we will use the modern Internet technology and media platforms and offline channels to spread the culture of Central Plains. For example, we can use modern Internet technology to make the Central Plains culture into audio and video content that can be displayed online, or we can make the more representative culture of the Central Plains culture into real objects, and then use the current platform to promote the world, so as to solve the single channel and mode of cultural communication, broaden the channel of cultural communication, and greatly display the Central Plains culture[3].

4. CONCLUSION
"One belt, one road", the "going out" of the Central Plains culture is significant, a reflection of historical mission and a manifestation of the new look of national development. "One belt, one road" provides good opportunities for the spread of Central Plains culture, letting the whole world know about China, letting the whole world know about Central Plains culture and letting the whole world know Henan. Therefore, the task of "going out" of Central Plains culture is not only the main task and goal of Henan Province, but also the mission of compatriots of all ethnic groups in China. To publicize and love Central Plains culture is to publicize China and love the country, a means of national wealth inheritance and protection, and a driving force for social and economic development. Therefore, one belt, one road, should be envisaged in the Central Plains region. We should always maintain a patriotic heart and dig into the essence and essence of culture. We should regard the protection and development of Central Plains culture as a top priority. We should constantly study the local culture, carry forward the great spirit of "one belt and one road", and build a new national constitution and make a new constitution for the Chinese civilization. Go ahead, carry forward the indomitable, hard-working and brave spirit of the Central Plains culture, let the Central Plains culture go out of the country and into the world, and the future will be better.

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The Constructing of Healthy Personality of University Students in the Internet Society from the Perspective of Fromm's Thought

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Abstract: In December 2017, the outline of improving the quality of ideological and political work in colleges and university was issued by the education ministry of the Communist Party of China, which listed "psychological education" into the top ten education systems of universities. College students can be regarded as one of the main citizen groups in the Internet society. Internet brings the fulfillment to young people’s life; however, it also brings the problem of individual alienation. From the perspective of Fromm’s Need theory and individual alienation, the individual alienation in internet society can be seen as the external alienation of individual demand and the internal psychological alienation, including Internet social rationality, consumption, relationship, spirit as well as personality alienation. The accumulative alienation of individuals may grow to substantive psychological issues, which hinders the sound development of college students’ personalities. Ideological and political workers and teachers in university hence should solve the problem of personality development from the aspects of constructing a healthy personality in order to achieve the all-around development of university students in morality, intelligence, physique fitness, beauty and labor, which lies in the core of mental health psychology under the network social environment: first, he put forward the philosophical problem of "alienation", which can be used to analyze the alienation of contemporary college students in the network society; second, from the perspective of his "demand theory", it analyzes the demands of college students in the network social environment; third, his "theory of human nature" It can be used to analyze the characteristics of the network society to study the spiritual psychology of college students, and to construct their "sound personality" through education.

2. HOW TO TREAT THE NETWORK SOCIETY
Based on Fromm's thought, from the perspective of "human nature analysis", this paper studies the alienation phenomenon dominated by the society created by ourselves, which is manifested as psychological alienation, alienation, indifference and opposition [1, 2]. Alienation in the network society mainly refers to the loss of initiative as a creator and the control of social individuals by alien material or spiritual power. The specific performance is as follows:
2.1 Alienation of Network Social Rationality
Fromm believes that individual existence has its own needs, and the most important is human creativity, rationality and love. Reason needs "self", grasp "self!", know "I am me", so that we can use reason to find essence. In the network society, some people's rationality has been alienated. That is to say, the network originally serves human beings and makes people's life more convenient, but now the network dominates human beings.
2.2 Alienation of Network Social Consumption
Creativity is one of the most important needs of people, and consumption is a meaningful creative experience. "I am not myself, but the self-embodied in my possession.". This is Fromm's affirmation of human's existential possession, that is, existential consumption, but the alienation of consumption shows that for a large number of network platforms, a large number of network products are produced, and the pursuit of profit returns does not care about the main theme of society, nor is it to improve human well-being. Individuals existing in the network society are also increasingly showing a tendency of consumption alienation [1-6], which is manifested in the constant consumption of network products, the pursuit of novelty and fashion, and the constant purchase, which cannot distinguish people's "unique needs" and "man-made needs", that is, purchase as a "compulsive" disease.
2.3 Relationship Alienation in Network Society

Fromm once proposed that individuals have the needs of loving and being loved, hoping to know others and understand their "relative needs". Network technology has expanded the social circle of people, and there are many instant messaging software and social platforms. Contemporary college students are between 17 and 25 years old, which is the stage of emotional germination. Some students are not good at communicating with others in real life, and may turn to the network social circle. However, the network interpersonal relationship has the characteristics of concealment, randomness and even deception. It is difficult to judge whether the network society is true or not, especially female college students, Cause physical and psychological damage.

2.4 The Spiritual Alienation of Network Society

There is also a kind of "beyond demand" in Fromm's demand theory, which refers to the individual's wish to transcend the limitation of material conditions and show creative personality in spirit [5]. College students are young, energetic, and eager to be recognized by the society. In a rational state, they show their excellent side on the network platform, including interests, specialties, etc., but the alienation performance is to "win" eyeballs and tend to be utilitarian. Some students through the release of extraordinary pictures, videos, improper, extreme speech, through extreme performance, such as spreading rumors, attacking the country or others to cause widespread social concern, in order to obtain the satisfaction of being noticed and commented.

2.5 The Alienation of Personality in Network Society

In the network society, many businesses cater to the "integration needs" of college students, that is, Fromm proposed that individuals strive to integrate their personality and hope to live a meaningful life in the world [6]; nowadays, games such as League of heroes, glory of the king, world of Warcraft, etc., have some hero roles in their own settings, but they cannot be satisfied in real society, resulting in self-positioning. Being divorced from reality, it produces the alienation of opposition and conflict, which leads to the division of individual subject.

3. PERSONALITY DISORDER IN NETWORK VIRTUAL SOCIETY

Through Fromm's theory of human nature, we can understand that the external manifestation of individual alienation in the network society is the alienation of human needs, and the internal performance is the alienation of human psychology. When the alienation accumulates to a certain extent, qualitative change will lead to psychological diseases. The specific performance is as follows:

One is the psychological tendency of irrational freedom. Fromm thinks that the crux of modernity lies in the process of "personalization", that is, a sense of loneliness separated from nature. Modern network technology has made remarkable achievements. People can get virtual identity in the network world, get rid of the status constraints of the real society, and obtain relative "freedom". However, this "freedom" in some college students shows that they are addicted to online games and post at will, which is not a real free development. The other is the psychological tendency of destructive attack. Fromm has studied the psychological mechanism of destructive attack. He describes it as a decisive posture of arrogance and destruction. What he refers to is the groundless and neurotic destructive eccentricity. The corresponding destructive behavior can also be seen everywhere in the network society. Some people decorate themselves with morality and democracy, but they are actually carrying out cyber violence. In some college students, the performance is network violence, reactionary speech and so on. For example, graduate students of a famous university have repeatedly made "refined Japanese" remarks on the Internet. The third is the psychological tendency of not being responsible for escape. Fromm has discussed the psychological mechanism of escape. For some people, life seems to be an irresistible force, unable to be dominated or manipulated, so they always habitually despise themselves. They turn to online games and online platforms to ease their inner loneliness and anxiety, and try to escape the difficulties faced by the real society. Over time, it is difficult to study and live normally in real life. The above three are the negative effects in the network society. The network society without supervision and guidance produces these morbid personalities.

4. THE CREATION OF SOUND PERSONALITY OF COLLEGE STUDENTS

Marx once put forward that "everyone's free and comprehensive development is the condition of all people's free development" [3]. Fromm agreed with Marx's idea of realizing the free and all-round development of human beings. He believed that the key to realize the free and all-round development of human beings is to cultivate healthy personality of all-round development. What is the comprehensive development of healthy personality (referred to as "sound personality"), Fromm's answer is "mental healthy people are creative and non-alienated people". For college students, how to cultivate their healthy personality?

First, to cultivate the creative personality of college students, Fromm elaborated in detail. The personality is creative. He can deal with problems rationally. He can not only have perfect self-spirit, realize that he is a unique individual, but also have the spirit of unity and good cooperation with others. He does not yield to irrational authority, has the spirit of doubt and criticism, and voluntarily recognizes it. Rational authority is an ideal personality type. The key to the cultivation of this kind of personality lies in the ability to cultivate its potential. Therefore, as ideological and political educators and full-time teachers in Colleges and universities, we must understand students from the above-mentioned professional psychology of human nature, especially to help students find their own inherent potential.

Second, there is no alienation of personality. The network society mentioned above brings the alienation of rationality, consumption, social relations, personality and spirit to college students. The most important feature is that college students are dominated by the digital society of the network.
To overcome the alienation of network society to college students, first of all, Fromm is very concerned about the role of society on people. With the trend of economic globalization, the cultures of different countries begin to influence and collide with each other through the Internet. College students lack certain social experience and their own values are not very stable, which is easy to be misled by some bad information. The first barrier to avoid alienation is to establish and improve the network security law and strengthen the social supervision and supervision system. Secondly, we should guide college students to use the network reasonably, and the use of the network is not constrained by the network. For college students, network life will cause the alienation of social relations, which is not conducive to the cultivation of College Students' solidarity spirit. Fromm pointed out that cultural construction needs revival ceremony and collective art [4-6], which is also a reference for college students' education. If there is no common experience, no common sense of art culture and ritual, everyone is also a lonely individual and does not feel as a member of the human community. Therefore, it is necessary to attach importance to college students' sharing of culture and ritual feeling offline, such as collective self-study activities, class or dormitory culture week and other forms to develop "collective art".

Finally, we should also pay attention to the cultivation of "rationality" and "love" of college students. Fromm stressed that "rationality" should be taken as the guide to action, that is, the ability to see the essence through the phenomenon, to carry out the enlightenment education for college students that should have been carried out in high school, and to improve their cognition of self, society and civilization. Only in this way can we shape and cultivate college students' sound personality.

5. CONCLUSION

Contemporary college students are the new force of social development, we must pay attention to the network society and the alienation of college students in the network society. Fromm put forward that "the goal of human comprehensive development is to cultivate rational cognition and rational belief, positive love emotion and humanitarian conscience, creative thinking mode and free and independent spirit". In Fromm's view, human psychological mechanism and personality structure directly determine people's social survival mode, and different living styles in turn affect the individual's performance, and the two are equally important. This requires the ideological and political workers in Colleges and universities to study the background of the network society and the personal psychology of college students, so as to improve the value orientation and survival mode of college students as individuals in the network society. In practice, adhering to the concept of "people-oriented" and "student-centered", pay attention to the potential of students, respect their personality and their differences, give students full discourse rights, create an equal and free education atmosphere, and let them freely express their own views, so as to achieve better results. So as to realize the core goal of socialist ideological and mental health education with Chinese characteristics in the new era of "individual moral, intellectual, physical, aesthetic and labor free and all-round development".

REFERENCE

Research on The Teaching Reform of Tourism Management Major in Applied Universities

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Abstract: Under the new situation, tourism major is a favorite specialty of college students, and practical teaching is an important link in cultivating applied talents in application-oriented universities. However, the traditional practice teaching method cannot be applied to the development of modernization. The application-oriented university tourism management major also needs to analyze the connotation of the "1+3+6" mode, combine with the needs of social development, change the original teaching mode, establish effective teaching characteristics, improve the corresponding theoretical knowledge, and enhance the moral and professional quality. Therefore, this paper first puts forward the problems that need to be explored, combined with the necessity of implementing practical teaching mode in Tourism Management Major of application-oriented universities, and explores the practical development research.

Keywords: Application oriented; Tourism Management in Colleges and universities; Teaching reform.

1. INTRODUCTION
To a certain extent, under the continuous promotion of the spirit of the 19th National Congress of the Communist Party of China, the contribution rate of tourism to the national economy began to increase, and reached the level of more than 10% by the end of 2019. On the basis of strategy, the pillar industry is more prominent, and in the process of high-quality extension, it extends to the direction of gold industry [1]. For tourism major, innovation is the core content of development. Only by constantly increasing infrastructure, can we build into a global tourism power in 2040. From the perspective of modernization, both the short-term development and the long-term development of tourism need to meet the needs of industry development and establish a scientific historical mission. However, in the process of practice, most of the tourism management majors in Application-oriented Colleges and universities are more inclined to curriculum development, ignoring the construction of the basic content of professional theoretical knowledge, and ignoring the integrity and systematisms of knowledge [2-5]. In the case of more theories, practical exercise will be reduced. Although there are still many schools to practice courses, but the form of practice is relatively single. It mainly focuses on cognitive practice, but the content of practice is relatively extensive. The practice summary is too few, the practice link is in the plane state, lacks the corresponding guidance and the management. And the lack of practice base, the effect of practice cannot reach the desired state. Therefore, in the face of these problems, how to reform the teaching of Tourism Management Major in Applied Universities? How can we occupy a dominant position in the fierce market competition? How to improve the employment rate of students? It has become the focus of research under the current situation.

2. THE NECESSITY OF CARRYING OUT PRACTICAL TEACHING MODE IN TOURISM MANAGEMENT MAJOR OF APPLICATION-ORIENTED UNIVERSITIES
2.1 The Needs of Management Talents Training in Applied Universities
From a certain perspective, there is a big difference between academic universities and application-oriented universities. Application oriented colleges and universities need to constantly improve the theoretical literacy of students and improve their hands-on and operation ability. In the path of market development, we not only need to meet the development needs of modernization, but also need to improve the corresponding employment rate. However, nowadays, the demand for talents in various industries has changed significantly. Only by enhancing the pertinence of talent training can the sustainable development of tourism management be maintained. For example, colleges and universities can analyze the main needs of the tourism market on the basis of tourism management major, and formulate scientific solutions based on the current situation.

2.2 Meet the Development Needs of Tourism Industry
From the perspective of modernization, people's quality of life has been effectively improved, in the case of material satisfaction, they began to pursue spiritual consumption. For the people, tourism has become the only choice of spiritual consumption. For the tourism industry, the relevant practitioners are in a situation of different levels, many people lack the corresponding professional knowledge literacy, part of the lack of moral quality literacy. In addition, many times, there are also problems of bad consumption. In order to solve these problems, China's tourism administration has issued relevant regulations [4]. Under the social demand, not only the tourism management professionals need to have higher professional knowledge literacy, but also need to have the corresponding moral literacy. At this time, application-oriented colleges and universities also need to comply with the development trend of the industry, enhance the professional ability of students, and strengthen the corresponding professional norms.
2.3 Improve the Employability of Tourism Management Students

From the perspective of modernization, many college students enter university life and start their own new life with the psychology of finding a decent job in the future. However, in the actual teaching process of tourism management industry, there is a strong lag between the knowledge learned and the content required by the post. For a long time, it will not only affect the employment rate of college students, but also affect their learning enthusiasm. However, the number of students majoring in tourism management is increasing, but after graduation, the number of students who can engage in this profession is decreasing year by year. At this time, the students of Application-oriented Colleges and universities also need to recognize the shortage of talents in the industry and maintain a strong foresight in their practical work. Combine the practical knowledge with the basic knowledge, find their own problems in the process of practice, and make up for their own defects. The teaching reform of Application-oriented Colleges and universities also needs to meet the development needs of the market on the basis of employment rate, and move closer to the practice of tourism enterprises [5].

3. TEACHING REFORM PRACTICE OF TOURISM MANAGEMENT MAJOR IN APPLICATION-ORIENTED UNIVERSITIES

3.1 Construct "1 + 3 + 6" Practice Teaching Mode

First, a goal. Application oriented universities need to analyze the main reasons why college students are difficult to find ideal positions in the industry [6]. One of them is due to the unclear positioning of talents in Colleges and universities. That is to say, for what kind of talents to train, the setting is relatively broad, and even cannot meet the needs of actual jobs. Application oriented colleges and universities need to build a scientific industry and industrial demand on the basis of the scientific outlook on development, combined with local needs, and combined with teaching advantages and resources, to formulate specific training objectives. The teaching of tourism management major needs to highlight the applicability and practicality, form a strong school identification, and enhance the competitiveness of the society. Second, three teaching systems. Application oriented colleges and universities need to be based on the core competence, based on the starting point, improve the practicality, and meet the construction of all channels. The corresponding curriculum comprehensive practice teaching system, extracurricular innovation practice system and professional concentrated practice system are constructed. The comprehensive practical teaching system of curriculum is to complete the basic courses and improve the management and practicality from the perspective of point to line. It is necessary to improve the proportion of practice courses and manage and guide the practice process on the original basis. Give students timely and correct guidance, standardize the practice steps, grasp the practice rhythm, and help students to implement in-depth guidance of theoretical knowledge. On the basis of practice, the project can be concentrated on the basis of practice system. That is to say, first of all, we need to understand practice, then we need to implement individual ability training, then we need to implement comprehensive ability practice, and finally we need to implement post practice. In this way, we can deeply understand and increase the transformation of knowledge in the cycle of theory practice. The extracurricular innovative practice teaching system belongs to the extension mode, which is more inclined to the cultivation of innovation ability and the flexible application of knowledge. Third, six training platforms. First of all, it is a diversified interactive teaching platform to improve learning ability. Use MOOCS or online courses to train training programs, enhance the practical effect and meet the core competitiveness. Secondly, the project-based practical training platform can meet the training effect. For example, in the implementation of "guide explanation skills training", we can combine the planning needs of tourism management specialty, formulate corresponding special activity strategy planning objectives, increase team cooperation ability, and improve the applicability of practical projects [7]. After that, we need to build a series of chemistry competition platform to meet the standard of the competition. The main way of classroom learning continuation is competition, which can not only combine the main body of the competition, but also maintain the improvement of comprehensive ability under the role of refinement. For example: tour guide style skills competition, tour route design competition and so on, all can be based on the ability training, the score of the competition is linked with the credit, so as to improve the students' subjective initiative. In addition, after the competition, students can broaden their horizons and lay a good foundation for further development and optimization. Next, the practical innovation and entrepreneurship platform is designed to meet the needs of innovation. At this time, on the basis of innovation and entrepreneurship education, we need to strengthen the corresponding innovative spirit and enhance the corresponding practical ability. Then, the apprentice research training platform completed the development of research. Through participating in the project development, we should maintain the depth of discipline construction and establish a scientific development attitude. Finally, the post type actual combat application platform can improve the corresponding practicality and enhance the practicability.

3.2 Construction Of "Double Qualified" Teachers

On the basis of scientific theory, application-oriented colleges and universities need to build "double qualified" teachers. On the one hand, we need to constantly improve the professional knowledge of subject teachers; on the other hand, we need to build corresponding incentive system to improve teachers' practical ability and application ability. Under the guidance of invited experts, we can make more efforts to meet the needs of our teachers.

3.3 The Construction of Practical Teaching Materials and Practice Bases Inside and Outside the School

Application oriented colleges and universities need to encourage teachers to constantly update the concept of practical teaching, and combined with the actual situation of...
the University, formulate scientific talent training objectives, and establish corresponding practice base. Colleges and universities need to pay attention to the internal and external practice teaching, and meet the professional characteristics of courses. For example: colleges and universities can establish campus scenic spots, teaching hotels, scenic spot teaching and other contents according to their own actual situation. At this time, from the perspective of role-playing, more students can improve the practicality under the open teaching conditions, help students in the practice of professional knowledge, maintain the stability of enterprises, and enhance students' ability to adapt to society. From the perspective of long-term cooperation with enterprises, students can combine theory with practice according to the multi-functional and open practice base.

3.4 construction of multi-channel incentive mechanism and whole process evaluation mechanism
It is necessary to mobilize the enthusiasm and innovation of teaching reform from the perspective of practice. For example, application-oriented colleges and universities can build corresponding excellent practice teachers or team system to further encourage teachers to implement scientific guidance and extend to the direction of innovative development. In addition, it is also necessary to combine with the actual situation to build a comprehensive process subject such as student evaluation, teacher evaluation, enterprise evaluation, etc., so as to continuously enhance the teaching effect of practical teaching and meet the extension path of modernization.

4. CONCLUSION
With the progress of society, the practical teaching of application-oriented specialty also needs to strengthen the internal demand of service enterprises under the concept of "solid foundation, strong ability and high quality". In the process of exploration, it is necessary to strengthen the connotation construction, improve the practicality, and formulate the supporting practical teaching evaluation system. Under the new tourism management mode, the tourism market requirements should be in line with the teaching methods. Innovate "1+3+6" practice teaching mode, build practice platform, and strengthen the construction of teachers. Improve the market competitiveness of personnel training, highlight the important position of practical teaching in the teaching framework of colleges and universities. To meet the needs of majors, colleges and social enterprises, on the basis of the integration of production, teaching and research, work and study alternation, so that the learning process and industrial development are closely combined. With our joint efforts, we will realize the ultimate "China dream".

REFERENCE
Research on Volunteer Service Mechanism in Medical Colleges and Universities

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Abstract: The volunteer service of college students has important value of the times. This paper analyzes the problems of Medical College Students' volunteer service, such as the medical professional characteristics are not obvious, the service behavior is mere formality, and the activity management is too extensive. It tries to construct the characteristic volunteer service mechanism of medical colleges and universities from the establishment of multiple medical volunteer projects, the shaping of good medical volunteer image, and the formation of long-term service mechanism Get actual results.

Keywords: Medical College; Volunteer service; Long term mechanism.

1. INTRODUCTION

"Volunteer" refers to voluntary service, which refers to the service behavior of volunteering to contribute personal time and energy to improve the society on the premise of no payment. It is a spiritual pursuit beyond self. Volunteer service for college students is based on friendship, dedication, mutual assistance and social responsibility, and voluntarily carries out social service activities and social public welfare activities with their own time, skills and other resources. The volunteer service of college students integrates practical service and social welfare, which has a good effect on enriching campus culture, promoting practice education, subsidizing education and transferring positive energy, and has been developing vigorously in Colleges and universities in China. In particular, medical college students with professional characteristics have a wide range of social needs [1-3]. At present, the volunteer service for college students in medical colleges and universities in China presents a vigorous development pattern of schools, secondary colleges and class organizations, and has achieved obvious results, such as rich types of activities and high enthusiasm of students to participate. However, in the new situation of the implementation of the healthy China strategy of "co construction and sharing, national health", there are still many outstanding problems to be discussed.

2. SURVEY ON THE CURRENT SITUATION OF VOLUNTEER SERVICE FOR MEDICAL COLLEGE STUDENTS

2.1 The Characteristics of Medical Specialty Are Not Obvious

At present, the scope of volunteer service in local medical colleges and universities mainly focuses on homes for the aged, welfare homes, orphanages, schools for the deaf and dumb or nearby communities, and relatively remote and backward rural areas. The service objects are generally limited to the vulnerable groups of society, such as the elderly, special children, primary and secondary school students, etc. the service contents are mostly cleaning the environment, cultural propaganda and performance, going to the countryside and customs of popular science knowledge Love for rural girls, civilized etiquette publicity, etc., on the whole, show that the service type, service object is relatively single, service content is more general, not fully combined with their own medical professional characteristics and social service needs. Studies at home and abroad have shown that volunteer service for patients has a positive impact on medical students' professional values [2]. However, although the volunteer activities in some medical colleges and universities involve scientific drug use, infectious disease prevention knowledge publicity and other aspects, they fail to meet the characteristics of medical professional requirements, and most of them belong to relatively low-level professional services, such as simple disease prevention and the cultivation of good health habits, and so on, and their social influence is far from enough. Therefore, the volunteer service projects and service bases with medical characteristics need to be further maintained and developed in order to improve the social influence of medical colleges and universities, enhance the professional confidence of medical students and the enthusiasm of serving the society.

2.2 Service Behavior Is Mere Formality

Due to the lack of systematic special training on the knowledge and skills required by volunteer service, some students are lack of professional skills and skills, and the technical content of service behavior is low, which cannot play the role of medicine specialty, resulting in the formalization of their service behavior. In addition, some students' cognitive level of volunteer service is still not high. They think that volunteer activities are hard work and thankless, or most of the service activities are shallow service, which affects their enthusiasm. Some students have utilitarian ideological tendency to some extent, and think that volunteers are linked with the evaluation of the excellent. After weighing, if they think that they do not have an advantage in participating in volunteer service activities, they have no strong consciousness to participate in volunteer service activities; a few students even think that volunteer activities can get the opportunity to go out before they sign up. Therefore, the lack of professional and systematic training leads to the uneven service level of volunteers, affects the enthusiasm of college volunteers, the
improvement of service awareness, restricts the improvement of service level, the social recognition is not high, and fails to meet the expectations of the society for volunteers.

2.3 Too Extensive Activity Management
The strength of volunteers in medical colleges and universities is gradually growing, but its management is too extensive. It is mainly manifested in the following aspects:

Firstly, the affiliation of volunteer organizations, blindness of project connection and temporary work arrangement are obvious, which cannot be institutionalized. Many college volunteers are mainly attached to the Youth Volunteer Association. When they work, they do their own work. The planning of service projects is not strong, and most of them contact with the activities themselves. What work they usually encounter is only temporary organization and arrangement, and the activity planning is relatively hasty, and the service quality is poor.

Second, there are no specific assessment requirements and incentive measures for volunteer service activities. Although the volunteer activities are linked with the evaluation of the excellent and the first, there are only quantitative and no specific requirements of quality. There is no specific assessment or supervision requirements. For the classes and individuals with good results in volunteer service activities, they did not praise or publicize typical advanced deeds, and failed to give full play to the role of demonstration and guidance.

Third, the lack of characteristic student volunteer service projects and service bases combined with medical specialty, or due to the work transfer of department leaders, the original projects have not been further improved, so as to form continuous service projects and service bases.

Fourth, there is not enough support for volunteer services. Large scale service activities are mainly based on the social practice activities of college students going to the countryside three times in summer. It is also difficult to carry out community free clinics and invite specialist doctors to serve, which affects the confidence and sense of security of college volunteers. However, the lack of support for activity funds also restricts the enthusiasm of College Students' volunteers to a great extent, and limits the regional and social influence of service activities [3].

3. CONSTRUCTION OF CHARACTERISTIC VOLUNTEER SERVICE MECHANISM IN MEDICAL COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF HEALTHY CHINA

3.1 Set Up Multi Medicine Volunteer Project
The service items of medical college volunteers should be diversified. Junior students are based on basic services such as helping the elderly and the disabled, volunteer teaching, science popularization, environmental protection, study style construction, civilized service, and pair assistance. The senior students who have accumulated certain knowledge and experience can carry out the service projects closely combined with the medicine specialty, such as medical care, safe drug use, epidemic disease prevention, sending medicine to the countryside (community) or free clinic, etc. Around this content, efforts should be made to rely on the construction of service base to provide a position for the smooth development of volunteer service for college students and form a continuous development. Medical colleges and universities can make full use of the resource advantages of affiliated hospitals, explore the establishment of student volunteer service base, develop and let students participate in outpatient guidance, treatment process guidance, self-service registration, accompany inspection, post-treatment return visit, etc. the school and hospital have special personnel responsible for docking and strengthening management, which can be based on students' service willingness, specialty, skills, experience, etc. The combination of post requirements, two-way selection to arrange posts, strengthen guidance and carry out service activities. Each session of service activities, according to the high standard requirements, fully solicit opinions, fully mobilize the initiative and enthusiasm of the volunteer team, inherit the good tradition, strive to innovate in the service content and service mode, and strive to create a service project with pharmaceutical professional service items as the brand goal. Volunteer workers should make efforts to meet the needs of the community, make use of the volunteer's own resources to meet the needs of the community. Based on the construction of service base, we should promote the development of College Students' volunteer service in a vertical way and establish a multi-level service system.

3.2 Create a Good Image of Medical Volunteers
The volunteer service activities of college students are a long-term career facing the society. We should actively adapt to the development and changes of the society, give full play to the creativity and pioneering spirit of students, broaden the service field, enrich the service content, constantly summarize experience and improve the service quality. In order to improve the service quality and strengthen the guidance and training, we should adopt the two-level training mechanism of the school and college, and adopt the training mode of combining macro and micro. The training objects can be divided into the leaders of the volunteer team and all members of the team. The training content should focus on the overall idea, such as the implementation plan, guiding ideology, principles, objectives and safety emergency plan of College Students' volunteers. The details should focus on the training of the basic skills and qualities necessary for volunteer service, such as the importance and necessity of volunteer service, the basic knowledge of social work, service etiquette, and the improvement of organization and communication. It also provides guidance for the recruitment and selection of each project, the training for the contents of the project and related matters needing attention. When necessary, it is also necessary to carry out simulated rehearsal activities to predict the problems encountered and make a good plan. In terms of training methods, diversified training methods
In order to improve the service quality, we should build improve efficiency, and put the relevant registration reduce the cumbersome links, simplify the process, selection, registration filing and assessment system, we should improve the registration, recruitment and development and other departments. On the one hand, and then set up such departments as project training activity content to divide the Department, according to weaken the management department, highlight the social influence. On the one hand, we should integrate the organizational structure, and form a training system with the characteristics of medical colleges and universities, so as to ensure the quality of volunteer service activities and enhance the social influence.

3.3 Form a Long-Term Mechanism of Volunteer Service
Medical colleges and universities should attach great importance to the guidance and management of College Students' volunteer service, strengthen the system construction, so as to form a long-term mechanism, normalize volunteer service activities, and promote the sustainable development of volunteer service activities of college students [4].

First of all, we should gradually establish the project service system of College Students' volunteer service. In order to improve the service quality, we should build a scientific and systematic training system of "five in four" (that is, volunteer service extends to the five fields of hospitals, schools, communities, rural areas and families; ensure the long-term organization, standardization, normalization and branding of the activities), increase the intensity of training and guidance, and enhance the social influence. On the one hand, we should integrate the organizational structure, weaken the management department, highlight the activity content to divide the Department, according to the basic service items and professional service items, and then set up such departments as project training department, teaching and disabled support, quality development and other departments. On the one hand, we should improve the registration, recruitment and selection, registration filing and assessment system, reduce the cumbersome links, simplify the process, improve efficiency, and put the relevant registration data into the archives when students graduate. On the one hand, we should establish evaluation and incentive assessment mechanism, set up advanced models, pay attention to volunteers, and encourage students, which should be linked with practical evaluation activities. However, the weight of the score proportion should be considered. The incentive should be the mode of spiritual reward as the main and material reward as the auxiliary mode, and the management of Party members and the content of financial support and education should be included accordingly [5]. Secondly, establish a mechanism of humanistic care and social support. College student affairs managers should pay attention to university volunteers, pay more attention to their life and work, encourage them in spirit, make full use of alumni and other social resources, strive for foreign aid support from pharmaceutical enterprises, provide certain material support for volunteer service activities of college students, and make full use of new media such as microblog and WeChat to report to them Volunteer workers are willing to participate in the activities of "advanced volunteer service".

4. CONCLUSION
College student volunteer service is an important part of College Students' volunteer activities in China. Medical colleges and universities should vigorously carry forward the spirit of "dedication, fraternity, mutual assistance and progress", cultivate and practice the socialist core values, explore the long-term working mechanism of medical students' volunteer service, promote the institutionalization, normalization and quality development of volunteer service, carry out practical service work, and promote medical students' volunteer service activities It will grow healthily and produce good social influence, and contribute to the implementation of the strategic objectives and tasks of healthy China.

REFERENCE
Abstract: With the rapid development of society, the standard of talents needed is also constantly improved, which requires colleges and universities to pay attention to the ideological education of students in the cultivation of professional knowledge, and also pay attention to the cultivation of students' humanistic spirit in the ideological and political teaching process, so that students can constantly improve the level of humanistic spirit, and then promote students to form correct World outlook and outlook on life, constantly improve students' comprehensive quality, so that students can meet the challenges of society with a more positive attitude. This paper will analyze the meaning of humanistic spirit and the negative factors in the promotion of College Students' humanistic spirit, and explore the ways to cultivate humanistic spirit in Ideological and political courses in Colleges and universities, hoping to promote the level of College Students' humanistic spirit in Ideological and political courses.

Keywords: Student management; Ideological and political education; Humanistic spirit.

1. INTRODUCTION
The level of College Students' humanistic spirit will have a certain impact on the cultivation of students' personal quality and the improvement of their social competitiveness. Therefore, in the ideological and political course, we should pay attention to the cultivation of students' humanistic spirit, and in the teaching process, we should also make certain clear the teaching objectives, formulate certain development goals for students and make relevant goals. The implementation path of the subject of innovation, so that it can better realize the construction of students' Ideological and moral, and make it can promote the continuous improvement of students' humanistic spirit level [1]. In recent years, due to the lack of humanistic spirit cultivation in some colleges and universities, some students are lack of sense of responsibility and poor moral quality. The existence of these problems not only limits the development of students themselves, but also has a certain negative impact on the construction of social atmosphere. Therefore, teachers should fully realize the importance of cultivating students' humanistic spirit, and then help students establish correct three outlooks and a positive attitude towards life in the process of Ideological and moral construction of students, so as to realize the better development of students, at the same time, it is also conducive to the formation of College students' overall good mental outlook.

2. THE SCIENTIFIC MEANING OF CULTIVATING COLLEGE STUDENTS' HUMANISTIC SPIRIT
Humanism refers to a variety of cultural phenomena produced by people as the main body, while humanistic spirit needs to realize people's pursuit of their own value on the basis of people-oriented. Therefore, the cultivation of humanistic spirit in the ideological and political course of university needs to fully reflect the people-oriented, students as the main body of the classroom, and in the teaching process to continue to encourage students, in order to promote students towards a more comprehensive direction, and enable students to constantly and complete the embodiment of their own value, and promote their humanistic spirit Flat improvement.

2.1 "People Oriented" In Teaching Activities
In order to realize the cultivation of students' humanistic spirit in the process of Ideological and political teaching, teachers need to have a certain humanistic spirit in the teaching activities. Therefore, teachers are required to adhere to the principle of people-oriented when conducting teaching activities, and carry out education according to the actual situation of students according to the "people" conditions, so that students can be upright. The pursuit of the true value of life has been promoted to a certain extent, and students are constantly urged to establish correct values, outlook on life and world outlook [2-4]. In addition, when carrying out teaching activities, teachers should abandon the traditional teaching idea of exam-oriented education, and take the overall development of students as the teaching goal of teaching activities. Only under the guidance of correct educational ideas can we promote the improvement of students' humanistic spirit.

2.2 "Self-Value" In Learning Process
In the process of cultivating students' humanistic spirit, teachers need to make students aware of their own problems, and carry out independent education, so as to make the development of educational activities more effective, and only by making students truly aware of their own problems can they actively seek some ideological changes. Due to the fact that the students' thoughts and abilities tend to mature gradually in the university period, they have the ability to realize self-education at this stage, so teachers should guide students to improve their humanistic spirit. At the same time, teachers should fully reflect the respect and trust of students in the teaching process, so that students can consciously
cultivate their own humanistic spirit in the learning process. In addition, teachers should encourage students to speak their own ideas boldly, and carry out certain discussions on the problems raised by students, so as to guide students and improve their thinking in the discussion, so as to promote students' ideological development.

2.3 "Emotional Communication" In the Process of Interaction

In the process of cultivating humanistic spirit, teachers and students need to have emotional communication in class, which can better realize the cultivation of humanistic spirit. To carry out emotional communication, teachers and students need to be able to carry out positive interaction in the classroom, and teachers should also integrate emotion into teaching activities, so that students can get the improvement of humanistic spirit under its influence. At the same time, if ideological and political teachers want to achieve better emotional communication, they should close the distance with students, which requires teachers to have more communication with students in daily life, so that students can fully trust teachers, so that they can better understand students' real ideas in the development of teaching activities, and then achieve more efficient teaching. Finally, teachers should have the teaching concept of "all for students", fully embody it in teaching activities, and then form a positive influence on students, and form a better learning atmosphere in the classroom, so that students can better accept the ideological guidance, and constantly improve the level of students' humanistic spirit.

3. NEGATIVE FACTORS HINDERING THE PROMOTION OF COLLEGE STUDENTS' HUMANISTIC SPIRIT

The age stage of college students makes the students' body and mind gradually mature, and the students' ideas have been gradually formed. Therefore, it is difficult to complete the transformation of students' thoughts and improve their humanistic spirit level at this stage, and there are still some problems in the actual teaching process. The following will be the ideological and political course teaching process in the humanistic spirit of the existing problems are discussed.

3.1 The Lack of Ideals and Beliefs of College Students

With the rapid development of social economy, and the economic structure has also produced certain changes, making the interest relationship more complex, and also formed a variety of values, and with the reform in housing, education and medical care and other aspects, the employment and survival pressure of college students is also increased, under the influence of this pressure, some students are more inclined to It is very reasonable to seek a stable job according to the current social development, but it has a certain negative impact on social development. If all the students are lack of positive and enterprising spirit, it will slow down the development of society, not conducive to the better development of social economy, but also make students lack a certain sense of the overall situation, which will form a bad atmosphere in the society, and deviate from the concept of social development, which is not conducive to the realization of social common ideal, but also makes students' humanities The spirit cannot be cultivated to a certain extent.

3.2 Individualism Influences College Students' Value Orientation

With the development of the society and the emancipation of the mind, individualism is also gradually rising. Individualism refers to the value of putting individual needs in the first place, and then constantly meeting the natural needs, and its emphasis is on personal interests. When there is a conflict between individual interests and collective interests, it is bound to take personal interests as a priority. Therefore, people who adhere to individualism will reflect their characteristics of selfishness. Nowadays, under the influence of a large number of complex negative information, some college students gradually put their personal interests in the first place and ignore the collective interests of society. This makes students' values not meet the requirements of socialist development. When this kind of students' ideas gradually rise, it will cause a certain blow to the development of society, and will also form a bad atmosphere in the society. About the improvement of the overall humanistic spirit of college students.

3.3 Money Worship Influences the Improvement of Humanistic Spirit

Due to the development of market economy, people's living standards are constantly improving, but there is a growing gap between the rich and the poor in our country, which also has a certain impact on the values of some students. Now the network is full of various reports on high consumption groups, and praise their luxurious life to a certain extent. This behavior makes students' mentality easy to be unbalanced, and also has a certain negative impact on the values of college students. Under the influence of this negative influence, some college students become vain and tend to worship money. At the stage of University, students should put most of their energy on the study of professional knowledge to lay a certain foundation for their personal development in the future. However, due to the influence of money worship, some students spend a lot of time on part-time jobs in order to obtain certain resources to improve their living standards, which makes them occupy a lot of learning time It is conducive to students' knowledge learning, but also has a certain impact on the formation of students' values, and has a certain limitation on the improvement of students' humanistic spirit.

4. WAYS TO IMPROVE STUDENTS' HUMANISTIC SPIRIT IN IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES

If colleges and universities want to realize the cultivation of students' humanistic spirit in the ideological and political course, it is necessary for teachers to adhere to the people-oriented teaching concept in teaching activities, and pay full attention to the importance of humanistic spirit cultivation, and list it as the key content of teaching tasks. Below we will be in the ideological and political course to improve the level of humanistic spirit of students to carry out a certain discussion.
4.1 Strengthen the Implementation of People-Oriented Education Concept in Ideological and Political Education

In the process of teaching, teachers should adhere to the principle of people-oriented, take students as the focus of the classroom, and in teaching activities, let students develop a correct attitude, and then let students accept ideological guidance in the practical activities of Ideological and political education, so that students' ideas can be changed in a more positive direction. At the same time, the development of teaching activities in Colleges and universities should get rid of the influence of the previous indoctrination teaching concept, and give more play to the main role of students. Under the influence of positive learning environment, students should be guided to carry out certain self-education, and then help students establish a correct outlook on life and world outlook.

4.2 Choose Teaching Content Scientifically and Pay Attention to Students' Needs

When teachers carry out teaching activities, their teaching content should also fully respect the needs of students, reflecting the dominant position of students in teaching activities. In the past traditional ideological and political education activities, most teachers pay too much attention to the students' mastery of knowledge points in the ideological and political content, and rarely carry out certain activities for the cultivation of students' humanistic spirit. Therefore, this kind of over theoretical teaching makes students unable to feel the passion of learning in the teaching activities, which makes students have a more passive learning state Degree [5]. And the ideological and political content of learning and real life form a certain separation, is not conducive to the improvement of students' Ideological and political level. Nowadays, in order to cultivate students' humanistic spirit, teachers need to stimulate students' interest in learning in teaching activities, and make certain innovations in teaching content and teaching methods, so that students can make ideological progress in a better learning atmosphere. For example, in the teaching process of Marxist philosophy, teachers should have the concept of free development in its content We should pay more attention to it and take it as a starting point to cultivate students' humanistic spirit. In the outline of modern Chinese history, there are positive thoughts of liberation and development. Teachers should connect the positive thoughts with daily life in teaching activities, and then guide students to establish correct values in the learning process and promote the improvement of their humanistic spirit.

4.3 Strengthen the Reform of Teaching Methods and Teach Students According to Their Aptitude

If we want to fully embody people-oriented in teaching activities, we should teach students in accordance with their aptitude. Nowadays, with the expansion of college enrollment, the number of college students is also increasing, students often have certain differences in Ideological and moral level, so in the process of Ideological and political education, teachers should use a variety of teaching methods to carry out certain teaching, so that students of different levels can be improved to a certain extent, and then solve the problems of students. For example, for students who have money worship, teachers can explain the correct consumption concept in class, and then let students form positive values, so that they can have a correct understanding of their own consumption. For the students who lack the sense of responsibility, teachers can let the students realize the positive influence of the sense of social responsibility on people through the cases of advanced figures in the society. Through targeted teaching, different learning needs of students can be met to a certain extent, and then the overall humanistic spirit of students can be improved.

5. CONCLUSION

To sum up, there are still some deficiencies in the construction of Ideological and political course in improving the level of students' humanistic spirit. Therefore, when carrying out teaching activities, teachers should improve the teaching content according to the needs of students, fully embody people-oriented, and innovate teaching methods to strengthen the construction of students' Humanistic spirit.

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REFERENCE

The Organic Combination of The Cultivation of Craftsman Spirit and Ideological and Political Education in Colleges and Universities

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Abstract: Since Premier Li Keqiang put forward the concept of "craftsman spirit" to the Chinese people in 2016, the enterprises in our country have gradually taken "craftsman spirit" as their own survival and development principle and driving force. On the basis of the original development, the emphasis is placed on the cultivation of "craftsman spirit" of enterprise staff. College education also gradually pays attention to the spiritual significance and profound connotation of craftsman spirit. It effectively combines the cultivation of craftsman spirit with the ideological and political education of colleges and universities, and improves the quality of college graduates to a certain extent.

Keywords: Craftsman spirit; Ideological and political education; Organic combination.

1.INTRODUCTION
Craftsman spirit is an outstanding professional spirit, which guides many workers in our country to carry out productive labor. Under the guidance of craftsman spirit, workers in our country take labor as their responsibility and make indelible contributions to the development of our country and society. In today's era, the spirit of craftsman returns to people's vision, which is no doubt not the requirement for today's workers to return to their original intention and maintain the nature of labor. In the current increasingly complex international environment, it has extremely important practical significance for the development and reform of our country [1-3]. Colleges and universities are the main places to transport enterprise labor talents. It has become an increasingly recognized choice and driving force. On the basis of the original development, the emphasis is placed on the cultivation of "craftsman spirit" of enterprise staff. College education also gradually pays attention to the spiritual significance and profound connotation of craftsman spirit. It effectively combines the cultivation of craftsman spirit with the ideological and political education of colleges and universities, and improves the quality of college graduates to a certain extent.

2.THE NECESSITY OF THE SPIRIT OF CRAFTSMAN INTO THE IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES
In the early days of the organic combination of craftsman spirit and ideological and political education in Colleges and universities, many people had a lot of disputes and doubts about this measure. One is the concept in the field of professional spirit, and the other is the concept in the field of education. What is the positive significance of combining the two for the development of the country? However, the combination effect of craftsman spirit and ideological and political education in Colleges and universities has convinced many people who are skeptical of this measure. Continuous practice and research show that the combination of the two is extremely necessary.

2.1 Contribute to The Formation of College Students' Professional Quality and Improve the Comprehensive Quality of The Educated
In the college education of our country for many years, one of the problems that puzzled the college educators all the time is how to improve the professional quality of college graduates. After a long period of campus learning, college graduates have mastered enough professional theoretical knowledge, but they are faced with various problems of externalizing these knowledge into practical ability. When many college graduates enter the society and face real jobs, they don't know how to use the theoretical knowledge they learned in school, which is easy to produce professional psychological barriers, and also to a large extent affects their career development. For the country, the long-term existence of this phenomenon is undoubtedly an obstacle to the development of enterprises and society, so improving the professional quality of college graduates has become an urgent problem to be solved. As a practical and instructive professional spirit, the spirit of craftsman can influence the students' professional spirit to a certain extent when it is integrated into the process of Ideological and political education in Colleges and universities, so as to help college students better understand the meaning and connotation of professional labor, so that under the guidance of the spirit of craftsman with the characteristics of the times, college students can establish a suitable spirit I am in line with the professional spirit and concept of the development of labor in today's society, so that I can handle some work problems easily when facing real jobs. This process is not only the process of improving the theoretical knowledge of college students, but also the process of leading students to improve their comprehensive quality.

2.2 Promote Economic Transformation and Upgrading, And Promote China's Transformation from a Manufacturing Power to a Manufacturing Power
For a long time, due to the development limitation of our country's basic national strength and the influence of our country's basic national conditions, the development of some enterprises has been limited to a large extent. Although our country's comprehensive national strength is constantly improving, but the enterprises are still affected by many economic factors and cannot achieve scientific and effective promotion. With the rising level of science and
technology in our country, the supply side of the economy has also changed, and the focus of our government's investment in economic development has changed, from the original manufacturing power to the manufacturing power. The spirit of craftsman is an important professional spirit in line with the characteristics of the development of this era. It requires workers to keep improving, to put full enthusiasm and correct attitude into production and labor, to improve the meticulous level of work, and on this basis, to study and improve the technical and scientific nature of work. The guidance of craftsman spirit caters to the current transformation of our country's economic system, and to a large extent promotes the reform of our country's economic system, which is indispensable for China's economic development and the promotion of national competitiveness.

2.3 Enhance the Effect of Classroom Teaching and Improve the Timeliness of Teaching

The ideological and political education in Colleges and universities is different from the ideological and political education in other education stages, and its curriculum itself has more characteristics of the times. Through the ideological and political education in Colleges and universities, college students should have a certain understanding of the social development trend, national economy and other aspects of the development situation, and adjust and improve themselves through the understanding and grasp of these contents, so as to better adapt to the social purpose. The organic combination of craftsman spirit and ideological and political education in Colleges and universities, on the one hand, enables college students to understand the current social situation's strong advocacy and support for craftsman spirit, on the other hand, while learning craftsman spirit and ideological and political, students modify their own career planning and professional attitude, so that their professional attitude can fit the characteristics of the times. As far as the ideological and political education teachers in Colleges and universities are concerned, integrating the spirit of craftsman into daily teaching activities can help students establish correct professional concepts more effectively, and then transport more high-quality working talents for national enterprises.

3. THE ORGANIC INTEGRATION OF THE CULTIVATION OF CRAFTSMAN SPIRIT AND THE IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Innovation of Ideological and Political Course System in Colleges and Universities Under the Guidance of Craftsman Spirit

3.1.1 Clear curriculum objectives based on craftsman spirit

It can be said that the organic combination of craftsman spirit and ideological and political education in Colleges and universities is a relatively innovative teaching reform in Colleges and universities. The emergence of new things is often hindered by traditional things. On the way of promoting the organic combination of craftsman spirit and ideological and political education in Colleges and universities, colleges and universities should first have a clear and clear understanding of the curriculum objectives established on the basis of craftsman spirit. That is to say, the reason and practical significance of the organic combination of craftsman spirit and ideological and political education in Colleges and universities. Through the establishment of the organic connection between the two, college students will be trained into more excellent workers with professional ethics and spirit. Only by establishing a clear goal can we carry out the next teaching activities better under the guidance of the goal.

3.2.2 Make Perfect Curriculum Plan and Teaching Content

The integration of craftsman spirit will inevitably break the original curriculum plan of Ideological and political education in Colleges and universities to a certain extent, and will also have a certain impact on the actual classroom teaching content. In order to combine the two organically, the relevant ideological and political education teachers in Colleges and universities should adjust the curriculum plan to a certain extent, so that the new curriculum can not only achieve ideological education, but also the actual classroom teaching content. This process requires teachers to deeply study and understand the learning situation of students in the class and the teaching methods of craftsman spirit.

3.2 To Promote the Construction of Ideological and Political Teachers in Colleges and Universities with The Spirit of Craftsman as The Yardstick

College students have a more mature world outlook and values, it can be said that the image of teachers in this stage is the image they care about and attach most importance to before they enter the society. To realize the organic combination of craftsmanship spirit and ideological and political education, teachers should first restrain themselves with a high level of craftsmanship spirit and good ideological and moral, truly love their own education, and work hard. The spirit of craftsman is integrated into our teaching work, and we can set a good example for college students with our enthusiasm and attitude. Colleges and universities should take the study and cultivation of craftsman spirit as one of the teachers' daily training objectives, and divide the craftsman spirit into campus teaching, so as to create a good environment for students to learn craftsman spirit, so that students can be infected and edified by craftsman spirit in their daily study and life.

4. CONCLUSION

In a word, the spirit of craftsman will be the professional spirit that our country has always adhered to and will adhere to for a long time. Under the guidance of the spirit of craftsman, the development of enterprises and labor reform in China will be further promoted. As the main force of building our country, college students should understand the spirit of craftsman, learn the spirit of craftsman and carry forward the spirit of craftsman in their daily study. We should combine the spirit of craftsman with the ideological and political education to promote the transformation of the professional spirit and attitude of college students. In a word, the spirit of craftsman will be the professional spirit that our
country has always adhered to and will adhere to for a long time. Under the guidance of the spirit of craftsman, the development of enterprises and labor reform in China will be further promoted. As the main force of building our country, college students should understand the spirit of craftsman, learn the spirit of craftsman and carry forward the spirit of craftsman in their daily study. We should combine the spirit of craftsman with the ideological and political education to promote the transformation of the professional spirit and attitude of college students.

REFERENCE
On the Necessity of College Orchestra Construction and Development Assisted by Orchestra Major

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Abstract: With the rapid development of China's social economy, people's living standards have changed, from food and clothing to well-off, people's material needs to spiritual and cultural needs. Now, the education of primary and secondary schools has changed, and it is not as single as the previous teaching content, so we also pay attention to the construction of orchestra. This is of great significance to enrich students' cultural literacy, but there are still some shortcomings. Therefore, this paper carries out extracurricular practice of orchestra in six primary and secondary schools in Mudanjiang, and finds that there is a bias in learning orchestral performance in primary and secondary schools, and reaches a consensus with the combination of colleges and universities, so as to better develop students.

Keywords: Universities; Primary and secondary schools; Orchestral music.

1. INTRODUCTION
Our country's music and song class started from "school songs". It is not difficult to see that our country has paid attention to music long ago. But now, the development of primary and secondary school orchestra is slow, and the economic development level of different regions is different, and the music teaching environment of different schools is different [1]. Take Mudanjiang primary and secondary schools as an example, in the teaching process, we found that the teachers are not professional and the guidance method is not strong, resulting in a big gap between the students' performance effect and the expected goal, and the students have no enthusiasm. Therefore, we will talk about the causes of this situation and how to solve them.

Through half a year's practice teaching process, the reasons for the above problems can be divided into the following: From the social, national and school's attention, we have some understanding of wind music, but we don't pay enough attention to it. It is also the original stereotype. We put our energy and time on the study of cultural courses, so we are loose in the teaching process. The musical instruments in various schools are old and seriously damaged, and there are even many instruments that are not available, and the configuration is not comprehensive. The teaching staff is limited, the teachers are not professional, the guidance ability is not enough, the teachers do not carry out systematic learning, so they cannot reach the teaching level. Because of the above three points, students are not interested, so the expected effect cannot be achieved.

The scale-up of orchestra needs a long-term process, so we still need to make some improvements to pave the way for the follow-up development and the cultivation of students.

1.1 Improve the Overall Professionalism of Teachers, So That Teachers Can Better Teach Students
The most important thing to perfect an orchestra is the teacher, who plays a guiding and exemplary role. If there is no strong team of teachers, teachers are not qualified enough, which will affect the teaching and development of students. Then the joining of colleges and universities can bring professional knowledge and cultivate a group of excellent teachers. And teachers must have certain communication skills, not rigid teaching, so as to better communicate with students, students do not understand the problem, can be well solved. In a primary school in Suzhou, the orchestra was founded a little later, but after systematic teaching by professional teachers, it has made rapid progress, which is undoubtedly a shortcut for the orchestra that requires rapid development.

1.2 Through Organizing Activities in Colleges and Universities, Parents Can Have a Better and In-Depth Understanding of Orchestral Instruments
Our colleges and universities can take the form of school performance (ensemble, ensemble, solo) to invite school leaders and parents to visit, so as to make the school and parents understand and support the orchestra more. At the same time, this kind of performance activities can increase students' self-confidence and sense of achievement. Therefore, schools need to hold more such activities, so that students' campus activities will be more abundant, and find happiness in the performance and continue to grow. The students who do not play well can find their own areas to be improved in order to make progress. At the same time, we can cooperate with children's palace and song and dance orchestra.

1.3 Configuration Needs to Be Improved
The above two points are subjective factors. From an objective point of view, in the teaching process, we found that some musical instruments in six middle schools were damaged, some were replaced, and some were incomplete. Therefore, schools should provide corresponding musical instruments for students to use. How can they fight without even weapons when they go to the battlefield? We need to pay attention to the configuration of musical instruments. Some of them are large in size, so they are not convenient...
for students to carry. We need to buy them from schools, such as cello, marimba, timpani, music stand, and have a fixed room to play. The smaller ones can be carried by students themselves, such as flute, violin, trumpet, saxophone, etc. It can ensure that the instrument is complete and students can practice in their spare time. As the students are still young, it is difficult to control tubas that need a lot of breath. Therefore, the composition of our primary and secondary school orchestra does not need to follow the formal establishment. Maybe we can add some popular instruments, such as guitar, drum and so on, so that more students can participate in it, and the types of instruments can be enriched, so as to innovate and break through.

There should also be a good teaching environment. It is very important to have a good learning atmosphere. The timbre of each instrument is different. If they are put together for training, they will interfere with each other and affect the training effect. If the conditions are OK, we should strive for a small piano room for one person. It's better to have a rehearsal hall with good sound absorption, so that students do not have to adjust at will and rehearse in the same space, so that they can be familiar with the timbre. If it is adjusted at will, firstly, it is not conducive to the students' timbre. Secondly, the instrument will be bumped and damaged in the process of transportation. Third, if the performance, there will be a situation that the voice is not as loud as usual, which will cause tension in the heart, so as to achieve good performance effect.

1.4 Continuous Development

The school has the situation that the performers are not fixed. So, we should prepare for the next term in advance, so that we will not have to make a new plan once this one is gone. Let the next one keeps up in the usual rehearsal. So, we can make sure we don't stop. After we have solved the above problems, the most important thing is to start from the students themselves.

1. Colleges and universities should make plans in advance for rehearsal. The expected effect of rehearsal and the professional level of students during rehearsal. We should adhere to the principle of gradual progress. Students need to run in, need process, need a long time of training in order to be proficient in the music and grasp the timbre. Colleges and universities should pay attention to the basic training of students before each teaching. The basic skills determine the degree of students' actual professional level, and there is also targeted training. In teaching, it is found that the students' level is uneven, some may have zero basis, some can In order to achieve the level of small music, so we need our colleges and universities to use their own practical experience to develop a good training plan, improve the overall quality and level of the band. Many schools also perform for the performance, such as New Year’s Day, New Year’s Day and other important festivals, and they train in surprise. In this way, students' learning is meaningless, and their performance is not good, and their ability is not developed. 2. Teach students in accordance with their aptitude, and choose the corresponding training works according to the students' level. It is not the higher the level of the music, the better. The students' performance in a mess will not help, and they will be steadfast from the scope that students can accept now. There are also some students who are just at the initial stage. The university should choose familiar songs as much as possible in the selection of songs, which helps to enhance the enthusiasm of students. Therefore, the selection of works is also very important. If students are interested, they will practice independently after class, but in this way, our whole-body progress will be faster, and the students' acceptance ability can keep up with it.

1.5 Focus on Communication with Students

In the teaching of colleges and universities, we must treat students as close people, so that students are willing to say their own ideas, rather than timid. According to the students' interests to explain, rather than blindly rigid teaching. Let students have active interest in learning. Let students "willing to learn, want to learn, active learning" atmosphere. Primary and secondary school stage is an important stage of students' development, we should lead students to play their own advantages, so as to make full use of their strengths and avoid weaknesses. Some students may not understand their academic achievements very well and feel inferior in their hearts. Then we can find the advantages of students themselves, which is also the significance of our orchestra, so that children can radiate their own light. Therefore, during this period, not only universities and parents, but also schools should pay more attention to the cultivation of quality education and develop all-round talents.

Let's talk about the specific rehearsals in Colleges and universities. Because we are an orchestra, the first thing we need to pay attention to in Western musical instruments is breath. Students do not pay attention to the grasp and use of breath in the performance process. In ensemble or ensemble, we should help students to show their breathing mouth, let us master the correct way of breathing, and achieve the unity of breath change. Second, timbre is also the key, so we also mentioned that we should not change the rehearsal hall at will. Let's grasp a good timbre and make every kind of instrumental music merge together to achieve resonance. Otherwise, it will be disorderly and unpleasant to hear. There is also the most important problem of intonation. In the first step of training, the first step is to check the pitch. Because there are many kinds of musical instruments, students can't play their own. Basic skills are particularly important. Students have less control over intonation, so they should be prepared for the practice. If they listen more, they will be accurate.

2. CONCLUSION

Colleges and universities to assist primary and secondary school orchestra has played a great role in promoting the personal development of schools and students. Through the way of facing all students, we can improve the cultural quality education of students imperceptibly. For individual students, we can enhance music skills and music accomplishment through the school's integrated learning method, and implement the requirements of comprehensive
development. Through collective rehearsal, students' self-confidence and the communication and cooperation among their classmates can be enhanced to make common progress. Some students are relatively weak in learning. For a long time, students' self-confidence has been hit. They may find their own good aspects in music, give students more extracurricular performance activities, enrich cultural life, enrich students' vision and improve their aesthetic appreciation ability, let children develop healthily. For schools, to improve the overall atmosphere of the school, let students find their own suitable direction, now many schools only pay attention to the study of cultural courses, ignore the development of other aspects of students, to add vitality and vitality to the campus. University boost is not a rigid teaching, but teaching to cultivate interest, in the process of rehearsal, encourage students, guide students, improve students' self-learning, self-management ability, find self in music, let our campus no longer dull, but full of vitality.

ACKNOWLEDGEMENTS
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REFERENCE
Marketing Strategy Analysis of Small and Medium Sized Travel Agencies in Henan Province

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Abstract: Different from large travel agencies, small and medium-sized travel agencies have some defects in marketing strategies, such as disordered product structure, simplified promotion methods and unclear target groups. In order to improve the marketing strategies of small and medium-sized travel agencies, the life cycle theory research is more in-depth, the Internet and mobile network are basically universal, and the online tourism market is developing rapidly, Starting from the life cycle of small and medium-sized travel agencies, the marketing strategies of small and medium-sized travel agencies in Henan Province are adjusted by using the strategies and methods of 4Ps theory. It is a feasible choice for small and medium-sized travel agencies in Henan Province to improve the status quo and improve the marketing efficiency.

Keywords: Small and medium sized Travel Agency; Marketing; Strategy.

1. INTRODUCTION
2020 is a year for tourism industry to suffer major setbacks. For tourism industry, a sunrise industry which is easily affected by the environment, on the one hand, tourism activities cannot be carried out due to the impact of the epidemic situation; on the other hand, major travel websites rely on mature online platforms to rapidly adjust marketing strategies of tourism markets; and various tourism products have to be re-planned and designed due to the epidemic situation Under the background of the same environment, the impact is very serious for the small and medium-sized travel agencies in Henan Province whose product structure is not perfect and marketing channels are few.

2. MARKETING STATUS OF SMALL AND MEDIUM SIZED TRAVEL AGENCIES IN HENAN PROVINCE
2.1 The Life Cycle Stage of Small and Medium-Sized Travel Agencies in Henan Province
In terms of tourism demand, the number of tourists in Henan Province was about 500 million in 2015 and 700 million in 2019. In terms of market demand, the total tourism revenue of Henan Province exceeded 500 billion yuan in 2015 and nearly 900 billion yuan in 2019 [1]. The number of small and medium-sized travel agencies also increased from more than 600 in 2015 to more than 900 in 2019. At present, small and medium-sized travel agencies in Henan Province are in the stage of rapid growth in the number of tourism products, high market growth rate and demand growth rate, and increasing number of competitors. Corresponding to the characteristics of various stages of industry cycle theory in relevant theories, small and medium-sized travel agencies in Henan Province are in the growth period of life cycle.

3. PROBLEMS IN MARKETING OF SMALL AND MEDIUM SIZED TRAVEL AGENCIES IN HENAN PROVINCE
3.1 Product Strategy Analysis
3.1.1 The Structure of Product Portfolio Is Unreasonable
From the perspective of tourism consumers, when buying tourism products, of course, they want to experience the beautiful environment and cultural charm of various scenic spots when the price is allowed. However, judging from the current situation of the product mix of small and medium-sized travel agencies in Henan Province, the products at this stage are only combined from a single perspective, such as historical sites. This product combination strategy is of great significance to the development of tourism products the tourism resources owned by Henan Province is a kind of waste. For tourism consumers, it will reduce the tourism experience of consumers. The product structure is disorderly, partial and scattered, which leads to the lack of serialization and hierarchical sense of travel agency products.

3.1.2 New Product Development Is Still in Its Infancy
The small and medium-sized travel agencies in Henan Province have the following problems in the development of new products: 1) low quality repetitive tourism routes, low level and single design. It will lead to travel agencies unable to meet the needs of tourism consumers due to the single and aging travel routes. At the same time, it will also cause many violations of professional ethics in the tourism market. 2) The developers are not professional enough. The development of new products is a systematic project. Only by careful organization and strict control can the success rate be improved. If there is no professional communication to deal with the problem, it will lead to low efficiency and increase development cost, thus delaying the development opportunity. For the small and medium-sized travel agencies in Henan Province, the reasons for these problems appear in the development of new products. One is because the market positioning is not clear enough; the other is that it is difficult to see results in the market in the short term of new product development, which will lead to the increase of pressure on small and medium-sized travel agencies during the operation period.

3.1.3 Low Product Differentiation
At present, as the share of CTS, CITC and CYTS in the
tourism market is declining year by year, no travel agency is in the stage of monopoly competition. The small and medium-sized travel agencies in Henan Province begin to show a trend of diversification. However, due to the large number of small and medium-sized travel agencies and the low industry concentration, and due to their limited strength, small and medium-sized travel agencies develop new products to seize the market. If the risk of share is too high, in order to reduce the cost, they will choose mature products for operation, and the strength of small and medium-sized travel agencies is not equal. In this case, the degree of similarity of tourism products is high, and the degree of product differentiation will be low.

3.2 Price Strategy Analysis
3.2.1 Low Price Competition as The Main Pricing Target
Small and medium-sized travel agencies in Henan Province only focus on the price comparison with competitors when setting marketing prices. There are few references for other factors to set the price, such as the cost of tourism routes and the cost of tourism practitioners, which leads to pricing: it cannot meet the needs of small and medium-sized travel agencies; it cannot meet the needs of diversified tourism market.

3.2.2 Low Quality and Low Price Regardless of Long-Term Development
Some small and medium-sized travel agencies only focus on immediate interests, pursue short-term marketing goals, and market products with ultra-low-price positioning. Although this will bring short-term benefits to the market in the off-season, it will be caused by ultra-low prices: interfering with the actual demand of the tourism market; vicious competition intensifies the cycle of ultra-low price; it decreases The service quality of tourism consumers' experience will affect the price marketing strategy of small and medium-sized travel agencies for a long time, resulting in no advantages in price marketing, thus affecting other marketing strategies, making small and medium-sized travel agencies unable to achieve long-term development.

3.3 Channel Strategy Analysis
3.3.1 The Influence of Direct Sales Is Small
First of all, it is difficult for small and medium-sized travel agencies to set up business places or stores in places with large passenger flow and high population concentration. Due to the limited scale of business places or stores, it is unrealistic for large-scale and continuous tourism consumers to purchase on-site, so it is difficult to achieve sales through communication with a large number of tourism consumers at the same time. Secondly, due to the limitation of the professional ability of the staff of small and medium-sized travel agencies, a large number of websites of small and medium-sized travel agencies do not have network specialists who both understand tourism business and master higher computer skills, which will lead to the product information on the network not keep up with the update speed of actual product information, thus reducing the communication efficiency between travel agencies and tourism consumers. At the same time, the scale and level of small and medium-sized travel agencies in Henan Province are insufficient, which leads to the slow development of websites, which makes tourism consumers pay little or no attention to the websites of travel agencies.

3.3.2 The Channel Management Level Is Not High
At present, many small and medium-sized manufacturers only care about their sales volume. When choosing intermediaries, they don't make a reasonable evaluation of travel agents according to their own value orientation, and evaluate the indicators of travel agencies according to the marketing needs. This situation is not conducive to the travel agencies to find effective partners in the real market environment.

3.3.3 Lack of Incentives for Middlemen
Small and medium-sized travel agencies and tourism intermediaries in Henan Province are two independent enterprises. In the tourism indirect marketing channel, the channel members often pursue their own interests’ maximization, which determines the instability of the tourism indirect channel. For small and medium-sized travel agencies in Henan Province, according to the number of products produced, looking for middlemen locally or abroad is mostly temporary. There is no long-term stable cooperative relationship with them, so they will not consider encouraging them. For middlemen, they will only focus on their own interests.

3.4 Analysis of Promotion Strategy
3.4.1 Lack of Planning and Methods in Promotion Means
Most of the small and medium-sized travel agencies in Henan Province adopt the way of promoting sales in the market, such as publishing propaganda pages, promoting sales by personnel, and promoting sales at low prices. In the process of marketing, promotion awareness is not strong, marketing technology is backward, only using a variety of advertising to promote sales, there is no plan for promotion behavior, focusing on the temporary market reaction and marketing revenue, which not only results in capital Serious waste, but also ignored the product quality, travel agency image, service system management.

3.4.2 The Total Investment in Promotion Is Low
For small and medium-sized travel agencies, continuous comprehensive promotion investment is a good way to consolidate sales performance and increase sales share. Many small and medium-sized travel agencies, due to their poor efficiency and short-sightedness, lack a correct understanding of promotion investment, and fall into the misunderstanding that promotion investment increases enterprise costs and reduces enterprise profits [1, 2]. In the current market situation of fierce competition and serious product similarity, small and medium-sized travel agencies only promote tourism products for the purpose of selling them out. The overall promotion investment of travel agencies is low, and some even have no planning. Without enough promotion investment, small and medium-sized travel agencies will fall into the trap of low-cost competition with competitors, distort the role of promotion strategies, and hinder the promotion and sales of good products.
4. COUNTERMEASURES FOR MARKETING OF SMALL AND MEDIUM-SIZED TRAVEL AGENCIES IN HENAN PROVINCE

4.1 Solutions to Product Strategy
4.1.1 Optimize Product Mix
The following measures should be taken to solve the problem of unreasonable tourism product mix structure: Strengthen the development of tourism products. We should pay attention to the development of various types of tourism products. On the premise of determining the long-term development direction of travel agencies, we should select one type of tourism products for development and strictly control the quality of single tourism products in the tourism product portfolio. Optimize the structure of tourism products. Tourists' demand for product types and levels will change with the development of tourists' demand.

In order to prolong the life cycle of existing tourism products, we should also carry out deep-seated development of existing tourism products to make them new value. While meeting the needs of tourists, we should maintain the optimization of tourism product structure. Cultivate star tourism products in the product portfolio. In the product mix, according to the positioning of small and medium-sized travel agencies, we should cultivate our own star products as the basis of tourism attraction.

4.1.2 Strengthen the Development of New Products
In the growth period, small and medium-sized travel agencies in Henan Province should develop and expand through stable and increasing tourist sources, and attracting tourists depends on the tourism products with strong attraction developed. From the perfect rules and regulations, strengthen the management of travel agencies, reduce the operating costs of travel agencies, we can learn from the popular "network organization structure" in foreign small and medium-sized enterprises. This structure can greatly expand the scope of management, reduce the level of management, so as to make information communication smoother. It is necessary to promote innovative tourism products, learn to take advantage of the situation, learn to make use of the attention and sensitivity of the society to some problems, and strive to get super-hot market through news or social topics.

4.1.3 Increase Product Differentiation
By enhancing product differentiation, small and medium-sized travel agencies can improve the homogeneity of tourism products and alleviate the phenomenon of low-cost competition in the tourism market, so that small and medium-sized travel agencies can develop under a relatively sound market mechanism. Based on the current situation that small and medium-sized travel agencies are developing in the direction of diversification and consumer demand has become more diversified, small and medium-sized travel agencies should adopt vertical differentiation strategy to increase the degree of differentiation among product varieties, so as to ease the price competition among travel agencies and avoid them falling into the low-end competition of reducing price, quality and price So as to improve the equilibrium price and profit of small and medium-sized travel agencies.

4.2 Solutions to Price Strategy
4.2.1 Enrich Pricing Objectives
For tourism consumers, tourism consumers with different characteristics have different consumption personality and habits, and have different understanding of the value of tourism products. Under the premise of this demand, small and medium-sized travel agencies in Henan Province, at first, should have a correct understanding of the value of tourism products of consumers with different characteristics. Secondly, combined with the operating costs, related expenses and the price positioning of the products, the small and medium-sized travel agencies should give reasonable pricing targets for various tourism products.

4.2.2 Flexible Pricing
For the small and medium-sized travel agencies in Henan Province, it is not just the low-cost marketing that will attract consumers and increase the sales volume. Therefore, more flexible price strategies should be adopted. The first is to adopt deliberative pricing strategy. According to different consumers, different marketing strategies should be formulated, so that consumers can choose different travel routes according to their own consumption ability, so as to realize the differentiation of marketing and let consumers price the tourism products they choose. The second is the descriptive pricing strategy. This pricing strategy mainly aims at the communication between different consumers and consumers according to their consumption demand. It introduces the value and specific details of tourism products to tourism consumers in detail, and allows consumers to determine the product price according to their own conditions and understanding of the product value. Small and medium-sized travel agencies should correctly grasp consumers with different characteristics and their ability to understand the value of tourism products, and provide product prices suitable for different tourism consumers, so as to improve consumers' sense of identity.

4.3 Solutions to Channel Strategy
4.3.1 Improve On-Site Service Level
The communication between tourism consumers and the staff of travel agencies when purchasing tourism products on the spot is the best time for travel agencies to improve tourism products according to the needs of tourism consumers and enhance the status of travel agencies in the hearts of tourism consumers. It plays a good role in promoting on-site sales. As a production enterprise, travel agencies cannot provide thoughtful and meticulous service and detailed explanation of tourism products for other sales channels, and have strong attraction for tourism consumers who are interested in quality. Therefore, it is necessary for small and medium-sized travel agencies to improve on-site service ability and level.

4.3.2 Cooperative Sales on E-Commerce Platform
The websites of small and medium-sized travel agencies usually have the status of low popularity and weak marketing strength. In this case, it is a good way to improve the product promotion scope of travel agencies to choose the e-commerce platform with high popularity and good
reputation for cooperation. For tourism consumers, they can not only obtain tourism information by computer or mobile terminal, but also make online booking and payment. In the process of travel, there are professional personnel to provide tourism services, which will greatly enhance the travel experience of tourism consumers.

4.3.3 Strengthen The Incentive for Middlemen
It is very necessary to strengthen the incentive to the middlemen and to establish a channel network system with appropriate price and high efficiency on the basis of selecting a good tourism intermediary. Therefore, tourism production enterprises should strengthen cooperation with tourism intermediaries, so that both sides can establish a relationship of sharing weal and woe. In the tourism distribution channel, each member's demand is different, the starting point is different, and the interests they want to get are also different. In the process of cooperation, we should exchange what we have with tourism intermediaries, and we should communicate with them in time for any change or adjustment of products.

4.4 Solutions to Promotion Strategy
4.4.1 Formulate Overall Promotion Plan and Enrich Promotion Means
In the information age, online promotion has become a common way of promotion. Small and medium-sized travel agencies in Henan Province should actively create new ways of promotion on the basis of network marketing, newspaper advertising, direct marketing and other marketing methods, combined with the current situation of travel agencies and the overall promotion planning of products. We should not only focus on advertising and direct sales, but implement differentiated network marketing and customized marketing to enhance the promotion ability of small and medium-sized travel agencies.

4.4.2 Increase Investment in Promotion
For small and medium-sized travel agencies, promotion is not simply reflected in the promotion of tourism products, promotion should be reflected in all aspects. In addition to the promotion of tourism products, travel agencies should promote the image of travel agencies, public relations activities and product publicity in various ways. Combined with the self-positioning of small and medium-sized travel agencies, comprehensive promotion should be adopted to strengthen tourism consumers' travel in order to expand the market influence of small and medium-sized travel agencies.

REFERENCE
Application of CBL Combined with PBL In Clinical Teaching of Thoracic Surgery

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Abstract: Objective: To study the effect of CBL combined with PBL in clinical teaching of thoracic surgery. Methods: the study started in January 2019 and ended in February 2020. 52 interns of thoracic surgery were selected as the research objects. All of them voluntarily participated in the study and met the research standards. The control group (26 cases) used the conventional teaching method, while the observation group (26 cases) adopted CBL combined with PBL teaching method. During this period, researchers need to do a good job of recording, focusing on the students' theoretical achievements, case analysis and practice interest evaluation. Results: the theoretical scores, case analysis and practice interest scores of the observation group were better than those of the control group, and the difference between the two groups was significant (P<0.05). Conclusion: the application of CBL and PBL dual track teaching method in thoracic surgery teaching can effectively improve students' theoretical performance and case analysis ability.

Keywords: CBL combined with PBL double track teaching method; Thoracic surgery; Clinical teaching.

1. INTRODUCTION

The nursing discipline has a strong practicality, which requires higher adaptability, operation ability and analysis ability of nursing staff. In this study, CBL method was used. The main teaching method was to lead the students to learn the knowledge of typical diseases in the Department, and lead the students to ward round every morning and noon.

In the observation group, CBL combined with PBL teaching method was adopted in the observation group, and the specific implementation was as follows: (1) case introduction teaching, the teacher was required to summarize the typical cases of the Department before teaching, and select a case such as esophageal cancer according to the actual learning situation of students and the requirements of school practice. Then, according to the characteristics of the disease, clinical symptoms, diagnosis results, set a series of problems [1-3]. And send the formulated case problems and patient data to WeChat group, and inform students to consult relevant data to solve problems. When teaching students in class, teachers can introduce case content appropriately, require students to discuss and analyze cases in group, and learn through classroom interaction. Students need to write the discussion content in the form of report, so as to promote the improvement of students' case analysis ability. (2) Case summary: students summarize the different pathological characteristics to form a systematic disease diagnosis and treatment method, so as to effectively analyze the disease and complete the case writing independently.

2. DATA AND METHODS

2.1 General Information

52 interns of thoracic surgery were selected as the research objects. All of them voluntarily participated in the study, which met the research standard. The control group (26 cases) used the conventional teaching method, the student age ≥ 21 years old, ≤ 26 years old, the average age was (23.14 ± 1.24) years old, according to the students' educational background, including 15 junior college students and 11 undergraduate students; the observation group (26 cases) used CBL combined with PBL teaching method, students' age ≥ 22 years old, ≤ 27 years old, average age (24.13 ± 1.45) years old. There were 16 junior college students and 10 undergraduate students. The difference of basic data between the two groups was low (P > 0.05).

2.2 Method

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2.3 Observation Index

The observation indexes of the observation group and the control group were theoretical achievement, case analysis and practice interest score.

2.4 Statistical Treatment

General data, observation indicators and counting data are important data components of this study. In order to ensure the accuracy of research data, it is necessary to uniformly input them into computer equipment. There are many data involved, which need to be statistically processed by spss23.0 software. (n) is the number of cases in this study, and theoretical achievements, case analysis and internship interest in observation indicators are expressed in (points). When the difference between the two groups of research data was high, it was considered that (P < 0.05) was comparable.

3. RESULTS

As shown in Table 1, the observation group applied CBL combined with PBL dual track teaching method, with theoretical score of 94.25 ± 1.21, case analysis of 95.77 ± 1.36 and practice interest of 90.36 ± 2.36. The control group adopted conventional teaching method, with theoretical score of 82.33 ± 2.14, case analysis of 83.46 ± 2.03 and internship interest of 82.33 ± 2.14. Table 1

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practice interest of 80.47 ± 1.33. The student score was higher than that of the control group, and the difference between the two groups was high (P < 0.05).

**Table 1.** Comparison of research data of two groups of students (points)

<table>
<thead>
<tr>
<th>group</th>
<th>Number of cases</th>
<th>Theoretical achievements</th>
<th>Case analysis</th>
<th>Internship interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observation</td>
<td>26</td>
<td>94.25±1.21</td>
<td>95.77±1.36</td>
<td>90.36±2.36</td>
</tr>
<tr>
<td>control group</td>
<td>26</td>
<td>82.33±2.14</td>
<td>83.46±2.03</td>
<td>80.47±1.33</td>
</tr>
<tr>
<td>X²</td>
<td></td>
<td>4.011</td>
<td>4.694</td>
<td>4.589</td>
</tr>
<tr>
<td>P value</td>
<td></td>
<td>&lt;0.05</td>
<td>&lt;0.05</td>
<td>&lt;0.05</td>
</tr>
</tbody>
</table>

4. CONCLUSION

Thoracic surgery is one of the core departments of the general hospital. Diseases in the Department mainly involve esophageal, pulmonary, mediastinal lesions and heart and other tissues and organs. Common diseases include pneumothorax, pulmonary bullae, bronchiectasis and hemopneumothorax. The diseases are relatively critical, the disease changes rapidly, and the incidence of complications [2]. It is easy to induce serious infection, malnutrition, poor drainage and incision bleeding, etc. It is necessary for the department nursing staff to evaluate and diagnose the patient's condition in time and carry out nursing intervention in time. Therefore, it is required that the nurses' adaptability and operation ability are high. In addition, the key points of nursing teaching in thoracic surgery should also pay attention to students' assessment, case analysis and thinking ability. However, teachers in this department often use conventional teaching methods for students, mainly focusing on theoretical knowledge explanation, which is not conducive to the improvement of students' case analysis ability, and students rely too much on teachers in the whole practice process [3].

In this study, CBL combined with PBL dual track teaching method was applied to thoracic surgery students, in which PBL teaching method was based on basic explanation, while PBL teaching method was mainly case-based teaching method. The results showed that the theoretical score of the observation group was 94.25 ± 1.21, the case analysis was 95.77 ± 1.36, and the interest in practice was 90.36 ± 2. The control group adopted the conventional teaching method, the theoretical score was 82.33 ± 2.14, the case analysis was 83.46 ± 2.03, and the interest in practice was 80.47 ± 1.33. The score of the observation group was higher than that of the control group, and the difference between the two groups was high (P < 0.05). The main reason is that this teaching method can guide students to combine theoretical knowledge in case analysis through case introduction. On the one hand, it can consolidate students' knowledge, on the other hand, it can promote students' thinking ability.

**REFERENCE**


Research on The Interactive Relationship Between Rural Finance and Economy in Ningxia

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Abstract: Rural financial development is the foundation of rural economic development and provides impetus for rural economic development. This paper selects the relevant data from 2000 to 2016 in Ningxia rural areas to determine the indicators of rural financial development and rural economic development. The results show that there is a correlation between rural financial development and rural economic development in Ningxia. It is mainly reflected in the impact of rural credit, agricultural deposits and rural real GDP on rural per capita net income in Ningxia. Ningxia's rural financial development has its unique advantages, but there are also many deficiencies. In the end, this paper states the reasons according to the analysis results.

Keywords: Rural economy; Rural finance; Impulse response function; Ningxia.

1. INTRODUCTION

From 2000 to 2016, Ningxia's GDP increased from 29.502 billion yuan to 316.859 billion yuan, with an average annual growth of 11.0%. The GDP of Ningxia's primary industry increased from 4.603 billion yuan to 24.160 billion yuan, an average annual growth of 5.4%. Compared with the growth of the total product value of the region, the growth rate is slow, but the overall trend is growing steadily. Through the cooperation between Fujian and Ningxia, Rural Revitalization and targeted poverty alleviation, the living standards of rural residents have been greatly improved. The annual per capita net income increased from 1724 yuan in 2000 to 9852 yuan, an increase of about 5.7 times. The annual per capita consumption increased from 1417 yuan to 9138 yuan, an increase of about 6.4 times. Overall, Ningxia's economy is in a good development trend [1-2].

In the same period, rural credit played an important role in rural financial development. Among them, the balance of rural loans in Ningxia increased from 11.86 billion yuan in 2006 to 181.657 billion yuan in 2016, an increase of about 15 times. In general, the total amount of rural loans in Ningxia is increasing year by year. Similarly, the rural deposits in Ningxia have increased from 820 million yuan in 2000 to 2016. The increase of farmers' demand for credit shows that they are no longer satisfied with obtaining income through a single way of work, but seeking a new way out. This just shows that rural finance develops with the improvement of rural credit. However, there are many deficiencies in the development of rural finance in Ningxia: Firstly, the traditional payment method is still dominant in rural areas, and the rural payment environment and infrastructure are insufficient. Secondly, the financial institutions in Ningxia are lack of resources in rural areas. Thirdly, the source of funds in rural areas is unstable, which makes the rural deposits cannot be guaranteed at the same time, the use of rural funds is single, lack of diversified ways to use funds, funds cannot be effectively used.

2. EMPIRICAL ANALYSIS OF RURAL FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH IN NINGXIA

The data are selected from the data related to the financial development of rural areas in Ningxia from 2000 to 2016. The data comes from the integration and calculation of relevant data such as Ningxia statistical yearbook. Among them, the actual rural GDP is replaced by the total output value of agriculture, forestry, animal husbandry and fishery. Due to the availability of data, the level of rural economic development from 2000 to 2013 is estimated by per capita net income, 2014-2016 Rural deposit should be the combination of agricultural loan and rural resident's deposit, but due to the limitation of data, taking agricultural deposit here means rural deposit, and taking agricultural loan instead of rural loan.

The relationship between rural finance and rural economy in Ningxia is constructed in this paper:}

\[ \ln Y = \alpha + \beta_1 \ln X_1 + \beta_2 \ln X_2 + \varepsilon \]  

(1)

In order to eliminate the heteroscedasticity of the data and make the data tend to be linear, the logarithm of the original data is taken first, and the natural logarithm transformation of the data will not change the cointegration of the data. Where \( \alpha \) is a constant term, \( \beta_1 (I = 1, 2) \) is the impact of rural financial development efficiency and financial correlation rate on rural economic development, and \( \varepsilon \) is a random disturbance term.

The unit root test of LN y, LN X1 and LN X2 shows that the three variables cannot reject the original hypothesis of unit root, but after a difference, LN y ln x 1 ln x 2 can pass the ADF stationary test. The test conclusion is that the three variables are time series of first-order single integration, and then Johansen cointegration test of variables is carried out, and at most is accepted at 95% confidence level on this basis, regression analysis was carried out on the variables, and the model was established as follows:

\[ \text{LNY} = 0.7687512 + 0.245027 \text{ln x 1} + 0.923554 \text{ln x 2} \]  

(2)
The LM Test of model (2) shows that model (2) has first-order sequence correlation at 95% confidence level. Meanwhile, the resid (1) is significantly not 0, which further indicates the existence of the first-order sequence correlation of the original model. The regression results are not ideal, so do the distributed lag model.

\[
\ln y_t = 7.55 + 0.286 \ln x_1 + 0.374 \ln x_2 + 0.377 \ln x_2(t-1) + 0.436 \ln x_2(t-2) + 0.779 \ln x_2(t-3) (3)
\]

The results show that the influence of \( \ln x_1 \) and \( \ln x_2 \) on rural per capita income is significant. The other variables fail to pass the significance test. The overall model fits well, but there is more than 2-order sequence correlation. There is sequence correlation problem in the distribution lag model of time series data, which indicates that there is Multicollinearity among explanatory variables in order to further correct the multicollinearity problem, the model is modified as:

\[
\ln y_t = 7.994 + 0.181 \ln x_1 + 0.81 \ln x_2(t-2) (4)
\]

It can be seen from the model that the rural per capita income in Ningxia is mainly affected by the rural financial deposit loan ratio (bank profitability) and the scale of rural financial development lagging behind two periods.

In order to further study the dynamic relationship between variables, VAR pulse analysis was carried out, as Figure 1.

**Figure 1.** Impulse response function of VAR model
Impulse response function is used to describe the dynamic path and duration of the system when the variables are impacted by a positive or negative variable. From the impulse response function image, the level of rural economic development has a certain positive impact on the efficiency of rural financial development, but the impact is not significant. But in the medium and long term, the level of rural economic development has a significant positive impact on the scale of rural financial development.

Secondly, by analyzing the influence of \( \ln x_1 \) on the other two variables, the rural financial development efficiency has a certain negative impact on the rural economic development in the short term, which may be due to the low efficiency of financial development in Ningxia, lagging behind the economic growth rate, and not matching with the level of economic development and growth. In addition, the low efficiency of rural financial development also restricts the development of rural financial scale.

Finally, the influence of \( \ln x_2 \) on the other two variables is analyzed. In the short term, the rural financial development correlation rate has a restraining effect on the rural economic development, which indicates that the current financial development scale still lags behind the needs of economic development level to a certain extent, which makes the economic development level decline in the short term. In the long run, the relationship between them will tend to be stable.

In the whole process, \( \ln x_2 \) has a positive impact on \( \ln x_1 \), which indicates that the improvement of rural financial development correlation rate will promote the efficiency of rural financial development.

Through the above relevant tests and analysis, we can see that, first of all, there is no causal relationship between the development efficiency of rural finance and rural economic development in Ningxia, and the correlation rate of rural finance in Ningxia is the Granger cause of rural economic development in Ningxia. This shows that from 2000 to 2016 in recent years, the rural economic development and rural financial development did not match, and the rural financial development, especially the profitability of rural financial institutions, obviously lagged behind the rural economic development.

**3. CONCLUSION**
Farmers’ demand for credit is decentralized, which makes the cost of obtaining loans for financial institutions increase,
and the cost and risk of supervising farmers’ repayment also increase. This leads to the rural formal financial institutions unwilling to set up business outlets in rural areas, which makes the number of rural financial institutions seriously insufficient at the same time, the infrastructure of rural financial institutions is relatively weak, which cannot meet the credit needs of farmers. For most of the rural areas, the homestead is not the effective object of mortgage, and for the vast majority of farmers only have the right to use the land, and the ownership does not belong to the farmers, which also makes the farmers’ credit ability forced to shrink. There is no fixed and concentrated agricultural industry to promote the economic development of farmers in Ningxia, and the deposits of farmers are uncertain. Without sufficient capital sources, it cannot meet the needs of the development of corresponding financial projects. This greatly inhibits the development of rural finance, thus hindering the development of rural economy. All these make the financial development of Ningxia rural area slow, thus slow down the development of Ningxia rural economy.

ACKNOWLEDGEMENT
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REFERENCE
On the Timeliness of Image Art Works in The Era of Digital Media

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Abstract: With the development of society and the coming of digital media era, it has brought certain influence on the image art works. Image art works are the main expression form of art, and timeliness is the main feature of image art works. This paper briefly analyzes a series of researches on the timeliness of image art works in the era of digital media.

Keywords: Digital media era; Art works; Timeliness.

1. INTRODUCTION
The timeliness of image art works mainly refers to the works created by the creators in a certain period according to the specific background or theme of the times. And the different social background, as well as the political, cultural and economic level at that time, to a certain extent, have a different impact on the image art works [1, 2]. The timeliness of image art works brings people rich artistic enjoyment, which not only deepens people's artistic impression to a great extent, but also brings certain reflection to people.

2. THE MEANING OF IMAGE ART WORKS
The significance of image art works in the era of digital media is very important. There are three forms of expression of image art works, including video, video and video. The production of image art works is mainly completed by the camera, and is carried out by the media of video tape or film. In recent years, with the wide application of television and computer, artists gradually put image art works into this medium. In the image art works, timeliness is an important feature of the image art works, not only because the image art works can restore the original appearance of life and nature to a great extent, but also can break the limitation of time and space, record and present the original facts to people. The image art works have the narrative function, through a variety of media to reproduce the facts, bring people a strong visual feast, cause people's ideological resonance and touch. In the fast-paced modern society, in the era of digital media, it is very precious to express the characteristics of timeliness through video art works.

3. TEMPORAL EXPRESSION OF IMAGE ART IN THE ERA OF DIGITAL MEDIA
The expression of image art began in the 1990s, mainly because of the wide use of cameras. Image art is gradually moving towards the vision of artists. Artists use image art works to express their ideas. As a unique form, image art has the characteristics of easy dissemination and experimental characteristics. With the continuous development of science and technology, under the impact of the era of digital media, information is easier to be widely spread, which provides more convenient conditions for the expression of image art works. The characteristics of the recording, editing and preservation of the image art works make the time span characteristics of the image art works more obvious. The timeliness of the image art works is highlighted under the digital media. In the new media era, people can record their lives through intelligent devices or cameras. In the long run, with the passage of time, the past time will be slowly recorded, and these times for people is a form of image art. Artists express art through cameras, and use narrative or documentary methods to create image art works. Although time is virtual, it is the expression form of time. On the one hand, it reflects the timeliness of image art, on the other hand, through real record expression, it brings different feelings to the audience, and to a certain extent causes the audience to think deeply.

4. RESEARCH ON TIMELINESS IN IMAGE ART WORKS
There are many works that express time in the works of image art. Through a variety of media, the works of image art give the audience the feeling of immersing themselves in the picture, sound, vision and music, so that the audience can be in it. Through the post production of image art works, the audience is presented with different performance in time. For example, in the record of the video art work "life story", the shooting of life story is shot by camera, which is the real scene in front of the camera. There are six parts of the shooting process, which is a magical exploration of animal life journey, mainly about the efforts and struggles of animals to survive. This documentary mainly uses the time line to describe. From the first episode, it tells about the initial stage of animals to the world; to the second, it records the process of animals' growth; in the third episode, animals need to have a place to live and maintain their homes in order to survive; the fourth episode, if animals want to survive in nature, they should gain strength through their own efforts; in the fifth episode, animals need to have a place to live and maintain their homes in order to survive; the fifth episode, if animals want to survive in nature, they should gain strength through their own efforts; and the sixth episode, animals may start a family in Episode 5; animals as parents in Episode 6. From the perspective of animals, this documentary shows the arduous process of animals from birth to parenthood. After the broadcast of the documentary, the audience gave a very high evaluation, and the score on the film and television platform was very high, which had a profound educational significance. Through different time dimensions, it tells the things of different stages of animals, and shows the charm of timeliness of image art works to the audience.

5. TIME IN PHOTOGRAPHY
In addition to the image works, the camera works can also show the timeliness. Photography works are usually
expressed in the form of pictures. Photographers can express their intention in different degrees through the processing and processing of pictures in the later stage. Of course, the image art expressed by different photographers will also be different. When a photographer is shooting, although the picture taken is still, the concept of time can also be added to the photographic work through some methods. For example, when the photographer is shooting, the method of delaying the shooting will be used. When shooting the starry sky, although it will be monotonous to simply photograph the starry sky, it will make the pictures present different feelings and make the pictures appear dreamier through the shooting of demonstration photography. This shooting method can make the pictures present the star state in this time period and present different visual feelings to people. In modern society, with the continuous development of the digital media era, there are more advanced technologies that can be used for shooting processing, and the display of pictures is more diversified, which is no longer confined to the traditional single shooting mode.

For example, a photographer in Denmark once spent nine years squatting at the station at the same time every day. In a few years of photo comparison, he found that in each of these nine years, there will be different kinds of people in the camera, but there will also be repeated people in the camera. When repeated people appear, people's posture and micro expression are highly consistent, and even the companions around them are the same. Through the comparison of the pictures, this group of pictures tells us that although the time has been changing and passing in the past nine years, people's life state is still repeating according to their established life style. Photographers take photos of the most original ecology in the camera, without any modification and processing, only the element of time is changed. The timeliness of photography has brought people a shock in their hearts.

6. CONCLUSION

To sum up, the continuous development of science and technology in the era of digital media provides more media for the creation of film and television art works. In the creation of film and television art works, the exploration of timeliness has never stopped. Artists are constantly exploring a variety of new art forms and gradually seeking new possibilities in the era of digital media. It is found that the unique beauty and shock brought by timeliness to film and television art works can make more film and television art works express the charm of time and lay a solid foundation for the better development of film and television art.

REFERENCE

An Empirical Study on Flipped Classroom in College English Teaching

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Abstract: With the rapid development of information technology and the progress of Internet technology, a new way has been developed for the reform and innovation of China's education field. The "flipped classroom" teaching mode has emerged as the times require. The use of powerful Internet technology to promote the role of school education teachers, teaching mode and management mode for a series of breakthrough changes, also greatly promoting college education the progress of the times. Based on the empirical study of flipped classroom in College English teaching, this paper explores the role of flipped classroom in promoting students' learning and teachers' teaching in College English teaching practice.

Keywords: Flipped classroom; College English; Empirical research.

1. INTRODUCTION

Traditional college English teaching is the teaching mode of examination-oriented education. Teachers carry out "indoctrination" English knowledge teaching, and students are in a passive learning position. This is contrary to the teaching concept of taking students as the main body advocated by school education in our country in the new era. Flipped classroom teaching mode has filled this vacancy perfectly. The flipped classroom teaching mode takes students as the main body and launches teaching activities around students' learning. Nowadays, English education pays more attention to the cultivation of students' English learning ability, English thinking ability and English application ability [1-3]. Flipped classroom uses Internet technology to comprehensively enhance students' English learning ability. Flipped classroom has a strong adaptability in College English teaching and plays an important role in promoting college English teaching effect.

2. THE CONCEPT OF FLIPPED CLASSROOM

Flipped classroom refers to the re adjustment and design of the time inside and outside the classroom, giving students the initiative of learning. In the classroom, teachers do not occupy the world to explain the teaching information, which requires students to master and understand through autonomous learning before class. In the classroom, teachers create a reasonable learning atmosphere, so that students in the limited time in the classroom, focus on the discussion of learning content and learning problems. In this process, teachers can effectively master the mastery of students' learning content, so as to design the next step of teaching objectives. After class, students plan independently, design their own learning rhythm and learning style. Teachers strengthen the communication and interaction with students after class, and give reasonable guidance to promote students to form personalized learning. Nowadays, Internet technology provides a strong support for the implementation of flipped classroom teaching and promotes the diversification of flipped classroom teaching.

3. RESEARCH ON THE DESIGN OF FLIPPED CLASSROOM OF COLLEGE ENGLISH

3.1 Design of Teaching Objectives

Under the traditional teaching mode, students are in a passive learning state, and teachers' teaching is also aimed at completing the teaching tasks. The teaching methods are relatively simple, students' enthusiasm for English learning is low, and their interest in English classroom participation is weak. Due to the large number of College English classes, students' learning levels are different, and students' achievement of the same learning goal is different. It is difficult for students to design teaching contents and follow up the learning progress of students at all levels. The use of flipped classroom teaching design can be a good solution to this problem. Through the release of flipped classroom teaching video, teachers can promote students' active learning. Students can use network resources to enrich their English learning content, which greatly promotes students' autonomous ability and interest in English learning. Internet technology is also convenient for teachers to design targeted teaching objectives for different levels of students.

3.2 Design of Teaching Content

Flipped classroom teaching content has great flexibility. Before class, students complete their English teaching objectives through teaching videos and internet teaching resources. Using the powerful resource sharing function of the Internet, teachers should actively introduce excellent network teaching resources to enrich teaching content. In the selection of teaching video screen, we should fully consider the length of teaching video. If the video time is too long, students will easily distract their attention and weaken the learning effect. We should also focus on the pertinence of teaching video content.

Research on the design of teaching implementation

The pre class teaching videos of students' autonomous learning have learning tasks. Through the record of big data on the Internet, teachers can timely understand the completion degree of students' learning tasks and master the weak points of students' knowledge, so as to help teachers design targeted improvement schemes and greatly improve
the efficiency of English teaching. On the basis of the flipped classroom teaching video screen autonomous learning, teachers design group learning, through group discussion and communication, to promote students' mastery of knowledge and improve students' ability to use English, so as to change the huge gap that students will not "speak" English under the traditional teaching mode. Then through the sharing of learning achievements and exchange of views among groups, students' learning process is mastered, and the questions raised by students are answered and the learning situation of students is supplemented and expanded.

4. CASE STUDY OF FLIPPED CLASSROOM IN COLLEGE ENGLISH TEACHING

4.1 Practical Cases of Flipped Classroom of College English

Based on the practice of College English teaching, the author designs a flipped classroom implementation plan for ordinary English teaching classes. The teaching task of flipped classroom is the "reading across culture" part of new standard college English course. According to the College English syllabus, the flipped classroom teaching mode is designed. Figure 1 shows the overall teaching process of the flipped classroom teaching mode. The implementation of the flipped classroom is always under the control of the teaching process. Through the school network teaching platform, the author publishes the flipped classroom teaching video, and opens the comment and exchange function of the teaching platform to promote students' learning exchange. At the same time, the online detection and tracking learning section is opened on the network teaching platform, so as to grasp the implementation effect of flipped classroom.

4.2 Specific Analysis of Teaching Cases

4.2.1 Design of Flipped Classroom Teaching Video Before Class

In order to reflect the characteristics of flipped classroom teaching video, on the basis of comprehensive explanation of knowledge points, the length of teaching video is controlled within 7 minutes. According to the teaching content and teaching objectives, the teaching video introduces the differences between the United Kingdom and the United States in the design of personal resume, and briefly introduces the differences in the form of personal resume design in some western countries. At the same time, in the teaching video design autonomous learning task objectives, collect students according to the teaching video after autonomous learning to achieve learning goals, as well as students after learning problems. Then, the teaching video is handed over to the flipped classroom teaching video production team, and they are asked to evaluate the teaching video and put forward relevant modification suggestions. The author will make further modifications. Finally, the teaching video is released on the school network learning platform, so that students can learn autonomously one week before class.

4.2.2 Implementation of Flipped Classroom in Class

The implementation of flipped classroom is the most important part of flipped classroom teaching mode. In the classroom, first of all, we should check the effect of students' autonomous learning of teaching video. Through asking questions about teaching content, the author understands that students' understanding of teaching knowledge is in a good level, and flipped classroom teaching mode has achieved good results. According to the basis of students' mastery of teaching, promote the classroom into the next link: group discussion. According to the content of group discussion, the author puts forward the following questions for students:(1) How do you apply for a job in China? (2) What information will your resume contain? (3) How important is a resume in the job search process? Give the students 10 minutes for group discussion, and then ask each group to show the results of the discussion, and other students and teachers can supplement it. Finally, the teacher comments on the results of the group discussion, and gives guidance to the weak points of the students.

4.2.3 Learning Follow Up of Flipped Classroom After Class

According to the learning objective of the last learning content "guided writing a resume" in this part of the textbook, students are required to make a personal English resume one week after class and upload it to the school learning exchange platform for display and interaction between teachers, students and students.

5. CONCLUSION

Through the practical application of flipped classroom, it is concluded that the flipped classroom teaching video cannot completely replace English classroom education because of its short and concise characteristics. However, redefining the classroom teaching mode of College English, as well as the classroom roles of teachers and students, is conducive to reflect the progress of the times and improve the effect of College English teaching. However, the full implementation of the flipped classroom teaching mode needs further specific research. Educators should actively accumulate the flipped classroom teaching experience in teaching practice and improve the flipped classroom teaching mode of College English.

REFERENCE

Action Research on Flipped Classroom Teaching Mode of English Linguistics

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Abstract: English linguistics is one of the main courses of English major. The development of English linguistics will enable students to have good language expression ability, have a more in-depth and comprehensive understanding of various key knowledge, and strengthen the mastery of English language. However, in the current English linguistics teaching work, there are still various weak links to be improved, teachers' teaching methods are relatively backward, and the form is single, so that the teaching effect is not significant. The effective application of flipped classroom teaching mode will not only improve the quality of English linguistics teaching, but also enable students to get a good learning experience and stimulate their own initiative and enthusiasm. Therefore, this paper will focus on the action research of the flipped classroom teaching mode of English linguistics, and then put forward the feasible countermeasures for the implementation of the flipped classroom teaching mode in English linguistics teaching.

Keywords: English linguistics; Flipped classroom teaching mode; Action research.

1. INTRODUCTION

There are mainly three teaching links in the action research of flipped classroom teaching mode of English linguistics. In the first teaching link, teachers should be good at guiding students to have a certain understanding of flipped classroom teaching mode, and find a form in line with their own learning habits, create a good learning atmosphere for students, stimulate the initiative and enthusiasm of learning, and carry out the research. Strengthen the understanding of students and master the weak links that students should have in their study, such as paying too much attention to theoretical teaching work in English linguistics, neglecting the interaction with students' daily life and the development of practical teaching work; the backward teaching methods fail to reflect students' subjective status, students are in a passive learning state, most students do not grasp the key knowledge. They are not good at using their own knowledge to deal with various problems of language use in real life. In view of this phenomenon, teachers are required to optimize and update the syllabus according to the actual needs of students, promote the teaching content to meet the needs of students, realize the introduction of flipped classroom teaching mode to prepare the independent learning link for students, reflect the main position of students, show the contents of various extraction systems in a more intuitive form, and stimulate students' initiative and enthusiasm in learning. Sex, using multimedia technology for students to present a topic related to daily life, good at guiding students to use the knowledge they have to deal with problems in life [1-3].

Teachers should reasonably arrange the second teaching link according to the actual situation of the first action research, implement the optimization and improvement of teaching stage in the second teaching link, let students better integrate into the flipped classroom learning mode, and strengthen the experience and participation. However, it is undeniable that when students contact the flipped classroom at the beginning, there may be the following problems. They have not fully grasped and monitored the actual preview situation of students. If students fail to watch the micro class video before class to have a certain understanding of the learning content, then the actual learning will seriously affect the quality of listening to the class and fail to keep up with the teaching rhythm of teachers. There is a far-reaching relationship between the quality of students' learning and the reasonable design of teaching links. Only by taking effective measures to monitor the preview can students improve their learning quality. In the process of teaching, the substantive content of online communication is relatively lacking, because the learning time of students is different, and when individual students put forward relevant questions, other students and teachers may not give feedback at the first time, thus affecting the effectiveness of discussion. In the classroom discussion, students lack enthusiasm for learning, and the time of a class is limited, so that the classroom discussion is difficult to be in-depth, resulting in the discussion coverage is not broad. In order to deal with the above problems, teachers can divide the students in the class into several groups, and select the group leader in each group, ask the group leader to establish a learning group for the students, and invite the teachers to enter the group, so that the teachers can understand the actual learning situation of the students in time. Set a fixed time for online communication, and ensure that there is time for online communication before and after class, so that every student can participate in the communication process, and carry out real-time and effective discussion [2].

In the third teaching link, students are all proficient in the flipped classroom teaching mode, so in this link, the focus of teachers' teaching is to be good at guiding students to improve their own weak links, consolidate learning methods, and arrange learning tasks for students, at the same time, carry out personalized guidance according to students' own learning ability, such as some students are carrying out...
independent learning and communication. After the discussion, some problems still haven’t been solved effectively, so that students' enthusiasm for learning gradually subsides. Teachers should summarize students' learning problems after students finish the research and discussion, and meet the individual needs of students in teaching, avoid the knowledge gap in the process of online communication and student research and discussion, so that students cannot fully grasp the key content. Moreover, in the later stage of teaching, some students are slack, and teachers need to take effective measures to stimulate students' enthusiasm for learning, so as to keep their concentration all the time [3].

2. RESEARCH ON THE STRATEGIES TO PROMOTE THE USE OF FLIPPED CLASSROOM TEACHING IN ENGLISH LINGUISTICS TEACHING

In order to promote the application of flipped classroom teaching mode in the teaching of English Linguistics and fully reflect its application advantages, teachers should pay attention to the development of professional teaching design and improve the professionalism and effectiveness of teaching design, which will be conducive to the realization of teaching objectives. Therefore, in the preparation of lessons, teachers should realize the reference to the theory of "Recent Development Zone" and realize the integration of various new knowledge Theory is constructed in the old knowledge network system, through this means to implement and promote students to expand the "Recent Development Zone", so that students can actively complete various learning tasks.

We should also strengthen communication with students, understand their individual needs, and make every student have enthusiasm and initiative in learning. In the pre class stage, teachers should refer to various problems of students in the group, and pay attention to guiding students to deal with the problems that are not solved in the group. When students' personalized needs are met, they will stimulate their own driving force and maintain a high enthusiasm for learning [4].

To improve students' learning ability is the premise and guarantee for the implementation of flipped classroom teaching mode in English linguistics teaching. In the flipped classroom teaching of English linguistics, we should realize that students not only rely on teachers to acquire all kinds of knowledge, but also master all kinds of knowledge through independent learning and group discussion and research, so as to form a perfect knowledge system. If students form good learning habits and improve their learning ability, it will significantly improve the teaching quality and promote the flipped classroom teaching mode the effective implementation of English linguistics can achieve the ideal teaching goal.

3. SUMMARY

Through the analysis of the above problems, we are fully aware that the use of flipped classroom teaching mode in the teaching of English linguistics will change the former teaching mode with teachers as the main body, reflect the main position of students to the maximum extent, attract students' attention and curiosity, more fully invest in the learning process, change their traditional learning form, and improve language application Ability to achieve the ideal teaching effect. In addition, it also puts forward new requirements for teachers in the flipped classroom teaching of English linguistics. As a qualified teacher, he should have the consciousness of reflection and professional ability, constantly update the teaching concept, optimize his knowledge structure, improve his professional quality, and fully reflect the application advantages of the flipped classroom teaching mode, so as to promote the smooth development of English linguistics teaching The all-round development of students lays a solid foundation.

REFERENCE

Exploration and Practice of The Course of Circuit Principle

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Abstract: With the development of modern science and technology, the structure of electric energy industry has been fully developed. As the focus of the development of the times, the electric power industry has successively set up the electrical specialty in Colleges and universities, and the course of circuit principle is the basic course of the electrical specialty. Because of the complexity of circuit connection, the profound theoretical knowledge of various specialties of circuit course, many students will feel the difficulty. This paper will explore and analyze the teaching of "circuit principle" course in the new era, hoping to improve the teaching effect of the course, so as to strengthen the practical operation ability of students. Keywords: Circuit principle; Teaching exploration; Practical teaching.

1. INTRODUCTION
In the 21st century, with the rapid development of industry and science and technology in China, all kinds of new electrical equipment have gradually become the infrastructure of residents' life, and the installation of social electrical circuits has become more complex. In order to meet the needs of the public, colleges and universities in China have set up the electrical engineering and automation specialty correspondingly, and strengthened the teaching of basic knowledge such as "circuit principle", so that students can understand the connection principle of electrical circuit more clearly and master the operation and application technology of electrical engineering comprehensively [1-3]. In the era of high-tech automation, the teaching of electrical specialization should pay attention to the cultivation of students' practical operation ability, explore suitable teaching methods according to students' thinking characteristics, and constantly innovate ideas, so that students can deeply understand the electrical course, so that students can master the knowledge of circuit principle, constantly improve themselves from practice, and promote the innovation and development of electrical information specialty.

2. THE CURRENT TEACHING SITUATION OF "CIRCUIT PRINCIPLE"
The promotion of modern science and technology promotes the continuous innovation and development of all walks of life. With the trend of the trend, the education industry continues to reform and innovate teaching methods, and set up more courses in line with the characteristics of the times. The major of electrical engineering is developed to deal with the modern and complex electrical circuit. Although with the help of many high-tech equipment, electrical engineering is oriented to automatic operation, the education industry in China has never been able to completely get rid of the traditional theoretical teaching, and electrical engineering is a practice-based course. Theoretical knowledge can only make students understand the surface of electrical circuit, and students cannot go deep into its Analysis of the internal layout, do not understand the principle of the circuit, is not conducive to the development of students' later employment. Next, this paper will explore and analyze the current teaching situation of "circuit principle" course in electrical specialty.

2.1 The Circuit Principle Is Complex and Widely Used
As a practical operation course, the electrical specialty has a wide range of applications, can serve all walks of life, and has essential differences from other engineering specialties. The course of circuit principle has many concepts, complex principles and strong professional knowledge. It requires students to have strict logical thinking and master the basic knowledge of electrical circuit more carefully and strictly. The theoretical knowledge of electrical engineering major will optimize the electrical equipment, which may be different from the actual circuit operation. Moreover, the electrical teaching facilities in many colleges and universities are not perfect, and the practical teaching is difficult to deepen. Such concept questions are the difficulties of teachers' teaching. Only relying on the theoretical knowledge, students are also difficult to understand and digest. "Circuit principle" course teaching is in the bottleneck period, which is difficult to break through.

2.2 Traditional Teaching Thinking
The traditional teaching concept of the education industry is deeply rooted, and as a recognized malpractice of the industry, the teaching of "circuit principle" course is also deeply affected. As a complex circuit course, the teacher can only teach according to the content of the teaching materials in blackboard writing. In addition to learning the surface knowledge of the circuit principle, the students have no contact with the practical operation links, do not know all kinds of electrical components, the most common current source and capacitance in life, etc., and do not know what problems these components can solve in real life.

2.3 Single Teaching
The arrival of the information age promotes the innovation and transformation of the social industry. Electrical components and functional circuits are also upgraded and optimized with the times. However, the teaching content of circuit principle course is still the old version of several years ago, without timely updating the teaching materials,
students' thinking development is limited to the past things, unable to stimulate students' innovative thinking development. In addition, education is mainly based on traditional teaching. The teacher instills the teaching method to guide the students' thinking direction. The students' independent thinking consciousness is not perfect, and the thinking is difficult to be expanded, which cannot meet the needs of the development of the times.

3. PRACTICAL MEASURES OF INNOVATIVE CIRCUIT COURSE

Through the exploration and analysis of the current teaching situation of the course of "circuit principle", next we will explore the practical teaching of electrical specialty, explore the effective teaching method for the thinking consciousness of contemporary students, and promote the overall development of students' comprehensive quality.

3.1 Pay Attention to The Combination of Theory and Practical Application

Electrical engineering and other science and engineering majors pay attention to practical operation. When teaching the course of "circuit principle", we should build a complete circuit structure framework according to the circuit principle, so that students can master the basic concepts of the course and lay a good foundation. In the follow-up practical experiment operation, we can explore the principle of circuit connection around the main line, analyze the specific function application of voltage and current, and constantly deepen the basic operation skills. With the development trend of the times, teachers should actively change their teaching thinking, strengthen the teaching of theorem knowledge in the course of circuit principle, and guide students to think about problems in combination with practical operation, so as to deal with circuit problems flexibly.

3.2 Using Multimedia Teaching to Realize Diversified Classroom

The professional knowledge of electrical engineering is complex and covers a wide range. The course of "circuit principle" is only the basis of electrical specialty. The mastery of basic knowledge is related to the students' knowledge accumulation and skill application in the future. Our country's colleges and universities introduced multimedia technology teaching earlier. For the complex courses such as circuit course, we can use computer simulation to synthesize the basic experiment operation, turn the dull and rigid theory teaching of books into concrete dynamic experiment teaching, let students understand the circuit principle more intuitively through multimedia, observe the specific situation of the internal connection of circuit equipment, and learn to locate the components Specific effect, master the basic law of circuit principle.

3.3 Strengthen Communication with Students

Electrical engineering is basically set up in Colleges and universities. College students not only need to learn complex courses, continue to cooperate in the operation of various electrical experiments, but also face huge employment pressure. Many students majoring in science and engineering are suffering from this. And the teaching in Colleges and universities is a teacher who teaches hundreds of students. There are too many participants in the course. The teacher can't take full care of every student. Many students can't wait for the teacher to ask questions. Moreover, the circuit principle course itself is abstract and complex. In order to improve the teaching efficiency of the circuit principle course, teachers must do a good job in guiding students on their way of growth, use flexible and humorous teaching skills, fully attract students' interest, and let students devote themselves to the course and deeply understand and digest the circuit knowledge. In addition, teachers' pay more attention to the emotional development of students, reduce the employment pressure of students, and communicate with students the difficult problems in the course, so that students can speak freely and find the truth in the atmosphere of no pressure between teachers and students.

4. CONCLUSION

The circuit principle knowledge of electrical engineering plays an important role in all aspects of life, which can guarantee the stable operation of social infrastructure. In the new era, the teaching of the course of "circuit principle" cannot always be based on theoretical knowledge, and students cannot deeply understand the course content. Teachers should carry out flexible and vivid teaching according to students' thinking ability, use multimedia teaching to transform abstract and complex circuit principle into vivid content, strengthen the training of students' practical operation ability, and enable students to apply the knowledge they have learned to Social contribution.

REFERENCE

Research on College English Teaching Mode Based on Network and Multimedia

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Abstract: With the development of China's Internet industry, Internet technology has been fully utilized in various industries, which also provides a great boost for the reform of various industries. In education, the application of network multimedia technology makes teaching activities more efficient. Although the application time of network multimedia technology in college teaching is limited, due to the rapid development of network technology and its universality, College English teaching can be well combined with network technology, and because of the advantages of network technology, it is introduced into English teaching. The teaching innovation in learning mode has been widely recognized. This paper will analyze the influence of network multimedia technology on College English teaching and its application in College English teaching mode, hoping that the improvement of College English classroom quality will have a positive impact.

Keywords: Network teaching; College English; Teaching mode.

1. INTRODUCTION

In the process of College English teaching, through the integration with Internet technology in the teaching process, students' understanding of information technology is improved, which is conducive to the improvement of their learning ability and the cultivation of their comprehensive quality, which is in line with the requirements of information society for college students' personal ability. College English, as a basic course in college learning, can promote the improvement of students' English level. Moreover, the application of Internet technology can play a positive role in the reform of College English teaching mode.

2. THE INFLUENCE OF NETWORK MULTIMEDIA TECHNOLOGY ON COLLEGE ENGLISH TEACHING

At present, College English teaching on the Internet mainly appears in app and online courses. This phenomenon also reflects the widespread application of network technology in the education industry, and it has been proved feasible to carry out college English teaching through network technology [1-3]. Therefore, in recent years, online learning has been widely concerned by people, and more and more applications in College English, which provides a certain reference for the better integration of College English teaching and the Internet, and is conducive to promoting the modernization and efficiency of College English teaching.

Through the introduction of network multimedia technology into College English teaching process, it has a significant difference from the traditional college English teaching. The traditional English teaching method is mainly through the tape to carry out English listening and speaking practice, and the teaching tools are relatively simple. And now through the use of network multimedia technology, teaching aids that can be used in the teaching process have become diverse, so that students can better complete the reception of knowledge points, and then improve the efficiency of the classroom. Therefore, the use of network multimedia technology makes English classroom become more quality, and with the increase of teaching means, teachers can choose different teaching aids according to the teaching content, which is conducive to teachers' innovation of teaching mode and the improvement of students' English level.

3. APPLICATION OF NETWORK MULTIMEDIA TECHNOLOGY IN COLLEGE ENGLISH TEACHING MODE

With the introduction of network multimedia technology in English classroom, the reform of College English teaching mode has been promoted. While innovating the traditional teaching methods, it also brings certain challenges to teachers. Therefore, teachers are required to keep up with the development trend of the times, keep learning spirit at all times, and be able to innovate teaching methods combined with new technologies, so as to realize the reform of teaching mode [2].

3.1 English Learning Concept

The traditional English teaching mode is often that teachers explain the relevant knowledge through tape or PPT. This single teaching mode is not conducive to the cultivation of students' interest. In addition, teachers often position themselves as the main body of the classroom in teaching. When they explain the knowledge points, they often fill in the knowledge points, which is not conducive to the improvement of students' learning efficiency. The use of network multimedia technology enriches the teaching methods of College English, and it depends on the huge Internet resources, so that there are a large number of relevant learning materials, so that students can better preview and review after class. In the preview before class, students can understand the class content through the English teaching platform, and can learn related knowledge in advance through the content on the network, so that students can better grasp the knowledge points in class. In the review after class, students can find extended knowledge of relevant content on the Internet, which enriches students'
opinions and deepens their understanding of relevant knowledge. In the teaching classroom, teachers can achieve better teaching for students through network technology, and establish relevant knowledge point system for students, reduce the difficulty of students' learning, and improve the learning efficiency of students.

3.2 Teaching Methods and Means
The introduction of network multimedia technology not only makes students' learning methods more abundant, but also promotes the reform of teachers' teaching methods and teaching methods. Different from the traditional indoctrination teaching mode, the introduction of network multimedia technology into English teaching classroom can make the teaching process more interesting, and can help students to reflect the dominant position in the classroom, so that teachers can learn English well. The formation of a more benign interaction between students is conducive to the creation of a better learning atmosphere in the classroom [3]. At the same time, there are more choices in English teaching methods. The development of WeChat, MOOC and other platforms makes it play a positive role in teaching activities. Students can expand their knowledge points through these platforms, which makes teaching more flexible, and also shortens the distance between teachers and students, which can form better communication between the two, so that students' learning is no longer limited by classroom time, which is conducive to the improvement of students' English level. Through these platforms, teachers can upload classroom teaching plans after class, which is convenient for students to download. Students can consolidate knowledge points according to teaching plan when reviewing, which is conducive to students' better mastery of knowledge. Although the network technology has many advantages, but teachers should also combine their own teaching objectives and teaching programs to give up, so that network technology can give full play to its positive role.

3.3 Improvement of Teachers' Teaching Ability
Teachers can use Internet technology in many aspects in classroom teaching, which constantly improves the quality of English classroom. With the students' acceptance of Internet technology, it gradually improves the requirements of English classroom quality, which brings certain challenges to teachers. Teachers should not only improve their professional knowledge, but also have a certain understanding of information technology, and have certain network technology operation ability, so as to make full use of relevant information technology teaching means in the classroom, so as to improve the quality of the classroom. With the rapid development of information technology, teachers should keep pace with the development of science and technology, innovate teaching mode constantly, and improve their teaching ability. In the process of classroom teaching, teachers should give full play to the advantages of information technology, promote the generation of students' active learning state, guide them to conduct efficient learning, and improve students' comprehensive ability. At the same time, we should also explain the relevant information technology for students, so that students can acquire relevant knowledge through the network platform before and after class, so as to achieve better learning.

4. CONCLUSION
To sum up, through the continuous deepening of the use of network technology, College English teaching can be more efficient, so this puts forward certain requirements for teachers, teachers should fully grasp various technologies, and then reform the traditional teaching methods, give full play to the advantages of network multimedia technology, maximize the power of network courses, and improve students' English. The level produces a certain amount of thrust.

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REFERENCE
Research on Hybrid Teaching Innovation Of "Packaging Structure Design" Based on OBE Concept

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Abstract: It is the key to improve the quality of teaching to apply the OBE concept effectively in the teaching of packaging structure design and carry out mixed teaching. This paper will focus on the OBE teaching model, analyze in detail the "packaging structure design" mixed teaching innovation research in the model, insist to the basic principles of theoretical and practical, in order to lay the foundation for the smooth progress of teaching and research work in the future.

Keywords: OBE concept; Packaging Structure Design; Mixed teaching.

1. INTRODUCTION
The OBE concept is effectively applied in the mixed teaching of packaging structure design. Among them, make clear the planning of learning output and the form of learning output, and integrate online teaching with offline teaching. Strengthen the research in the way of project teaching, pay attention to the main position of students, strictly follow the teaching objectives in real time, so that it can use the actual needs of the current teaching reform of packaging structure design.

2. OBE TEACHING MODE
OBE teaching mode is a kind of education mode based on learning output, which is widely used in education system, and takes education structure and curriculum as a means. In the process of teaching, we should pay attention to the cultivation of students' specific abilities. In the process of driving curriculum activities, "learning output" in OBE mode is the main one. The evaluation of students' learning output is a relatively perfect teaching mode and structure, which requires educators to play their leading role. In order to change from the knowledge impartor to the student's learning guide and development promoter, it is necessary to observe the learning process of the students in an all-round way, make clear what degree the students should reach after learning, and make an accurate prediction of it. Based on this, we can work out scientific teaching methods, integrate teaching contents and assessment methods, so as to help students improve their learning ability and ensure to achieve teaching objectives. From the perspective of the implementation steps of OBE education mode, this paper mainly focuses on the operation of "learning output", and realizes the organic combination of definition, implementation, evaluation and use, aiming to improve the quality of Teaching [1].

3. THE MIXED TEACHING INNOVATION OF PACKAGING STRUCTURE DESIGN BASED ON OBE
3.1 Teaching Objectives
In the teaching process of packaging structure design under the concept of OBE, it is necessary to combine online and offline effectively, and apply the project teaching effectively, pay attention to optimizing the teaching method of the course, and realize the comprehensive practicality of the course. In the practice of teaching, mainly around the "learning output", put forward the teaching concept of student-centered and continuous improvement, combine the theoretical courses with the project courses, so as to enrich the teaching connotation of "output oriented". From the perspective of OBE teaching mode, packaging structure design mainly focuses on the expected goal of teaching. The framework of learning system based on students' output is mainly open curriculum teaching strategies and evaluation standards, and the realization of teaching objectives is supported by teaching structure. In terms of time, we should adjust the teaching resources and progress based on the learning situation. Learning evaluation emphasizes more on learning effect and allows students to make trial and error. On the one hand, from the perspective of "learning output" planning of "packaging structure design", fully combined with the OBE teaching concept. In the pre class preparation stage, the pre-determined learning objectives are formulated according to the teaching content and the actual situation of students' cognitive level, based on which the teaching activities are organized and implemented in strict accordance with the learning objectives. In the process of "learning output" planning, we should pay attention to strengthen the connection with students and determine the teaching content. On the other hand, it can be analyzed from the perspective of "learning output" in "packaging structure design". In this mixed teaching mode, in addition to the effective combination of online teaching and offline teaching, project teaching is also effectively applied. Combined with the OBE teaching concept, in the process of displaying the learning results, we should stimulate the students' innovative spirit and ensure the diversity of the display methods. In this link, in order to successfully complete the teaching objectives, it is necessary to establish a display benchmark, and require students to further deduce according to the teaching objectives, so as to evaluate the learning level [2].

3.2 Contents of Teaching
The mixed teaching of packaging structure design under the
concept of OBE is mainly based on the "output orientation", fully combining the MOOC and project teaching methods, and the modules of the course are mainly divided into network MOOC, structural design discussion of various materials, packaging design project discussion of various products, in class test and in class computer. Among them, the online moocchio is mainly about the study of structural design, which cooperates with the students to carry out online self-study; the discussion of structural design of various materials includes the design of folding cartons, the design of metal glass containers, the production of works of different materials, the design explanation, and the knowledge points of the course. The packaging design projects of all kinds of products include drug packaging design, milk packaging design and e-commerce product packaging design. Structural experiments are carried out in the form of participating in the projects. Under the expected goal of "learning output" course, the positioning design, modeling and structural design method, production process design and equipment operation, sales strategy, cost management and other elements of products and packaging should be combined together, so as to have the ability to analyze and select positioning ideas in this link, so as to ensure the accuracy of writing design scheme.

3.3 Teaching Implementation
In the process of teaching implementation, take the "traditional festival product structure design packaging" project as an example, collect network resources, and carry out team cooperation in the way of five people as a group. This project mainly focuses on the packaging design of related products of Dragon Boat Festival, and explains the design ideas of products in two hours in the online mochiko, completes the online learning, and team members work together to produce the product design structure. And put the design structure into the theoretical classroom for in-depth study, mainly in the way of classroom discussion to understand the consumption motivation during the Dragon Boat Festival, which can be used as a basis to formulate scientific countermeasures, so as to provide ideas for the development of new products. In the link of design scheme, guide the students to operate on the computer, with the help of CAD and other software to understand the material selection and equipment operation related knowledge. After the completion of the design, in order to achieve the expected learning objectives, the review link will be carried out. During the review process, online review or classroom review can be used. At this time, students can show the sales strategy of product design scheme and analyze the packaging demand of Dragon Boat Festival products [3].

3.4 Teaching Assessment
In the process of evaluation of this project, formative evaluation is the main method, which combines structural design and production, activity of class discussion, group project discussion and summary, accounting for 40%, 30% and 30% respectively, and takes it as the classroom assessment result. Under the concept of OBE teaching, we pay attention to the realization of teaching evaluation. In the process of evaluation, we can take many forms such as tests, questionnaires and project reports. From the perspective of "packaging structure design" classroom analysis, the course has a strong comprehensive application, involving a relatively wide range of knowledge, which requires in the early preparation stage of the course, we should fully combine the actual situation of the classroom task, develop scientific assessment standards, and based on this, evaluate the learning level of students. To a certain extent, paying attention to the evaluation of design works will help to stimulate the enthusiasm of students to participate in design activities. In the process of evaluating the "traditional festival product structure design and packaging" project, it can be found that the students are more attractive to MOOC teaching, and can devote themselves to the project design, analyze from the perspective of group project discussion and summary, and strengthen the understanding of the project with MOOC resources and offline discussion. In the process of mixed teaching, the "self-study + discussion" is effectively combined, with project-based and inquiry based, so as to test the students' understanding of the course of packaging structure design (as shown in Table 1).

Table 1. Formative evaluation system

<table>
<thead>
<tr>
<th>Formative evaluation system</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Structural design and fabrication</td>
<td>40%</td>
</tr>
<tr>
<td>Classroom seminar activity</td>
<td>30%</td>
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<tr>
<td>Summary of group project discussions</td>
<td>30%</td>
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4.CONCLUSION
There are many innovative teaching methods of "packaging structure design" based on the concept of OBE. In the process of applying online teaching and offline teaching, we should integrate teaching objectives, teaching contents and teaching evaluation effectively. In order to improve the teaching level of packaging structure design, we should build a perfect teaching system of learning output education and combine theoretical knowledge with practical experience.

REFERENCES
On the Integration of Ideological and Political Elements into College English Curriculum in The Information Age

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Abstract: With the global information age, college students can get all kinds of information through convenient ways, and then college students can also receive a variety of different values and ideologies, which has brought ideological impact to college students to a certain extent. Teachers should integrate ideological and political education into curriculum resources and teaching links in the teaching process, so as to enable students to establish their own ideological and political education Correct ideas. Integrating Ideological and political education into College English teaching can effectively improve college English learning effect and ideological and political education effect. This paper analyzes the significance of ideological and political elements in College English Curriculum in the information age, and discusses the teaching strategies of Integrating ideological and political elements into college curriculum system.

Keywords: College English; Ideological and political course; Teaching pattern; Construction.

1. INTRODUCTION
With the continuous development of the global economy, English, as an international language, has become more and more important in the world. In particular, the ability of using English to communicate with people and solve practical problems should be improved. The role of English in international communication is more and more obvious, which improves the requirements for English professionals. How to combine English teaching with ideological and political teaching practice to improve ideological and political education It is also a part of the reform and exploration of education mode in Colleges and universities. English teaching should not only make students master professional knowledge, but also master scientific thinking mode, establish correct outlook on life and values, and cultivate students' good humanistic quality. Traditional college English classroom is theoretical and easy to make students have a sense of distance. Integrating ideological and political elements into College English curriculum can start from life, find problems in life, and solve problems, so as to guide students imperceptibly in the process of solving problems. The art of integrating ideological and political elements into College English curriculum is an effective supplement to the theory of ideological and political education, whether from the distribution of classroom work or from the distribution of classroom work.

2. THE SIGNIFICANCE OF INTEGRATING IDEOLOGICAL AND POLITICAL ELEMENTS INTO COLLEGE ENGLISH CURRICULUM IN THE INFORMATION AGE
At present, the coverage of Ideological and political education in the curriculum is not enough, and the teaching methods are faced with the dilemma of supercivilization, formalization and utilitarianism. Therefore, in the process of Ideological and political education curriculum reform, we should take measures to promote the establishment of a systematic curriculum system, such as collaborative cultivation of Ideological and political education and professional courses, research on curriculum design and development, and reconstruction of teacher team construction. Only in this way can we realize the organic combination of knowledge education and value orientation and establish a perfect curriculum system under the background of Ideological and political education.

Under the background of the information age, the traditional didactic teaching method has been out of date. Today's college students have active thinking, unique views and strong personality. The traditional persuasion education in Ideological and political education cannot be accepted by college students. College English teachers should understand the students, combine the content of students' concern, and guide students to use modern letters. Information technology infiltrates into Ideological and political education in teaching, so that students can accept more western things, look at different cultures from a broader perspective, and gain profound cultural experience. We should integrate ideological and political teaching content into teaching, integrate socialist core values into the curriculum, pay attention to cultural demands, unify knowledge and values, and make students become positive thoughts Active learners.

3. TEACHING STRATEGIES OF INTEGRATING IDEOLOGICAL AND POLITICAL CONTENTS INTO UNIVERSITY CURRICULUM SYSTEM
3.1 Implement Task Driven Teaching
College English education should meet the needs of the whole curriculum system, strive to create personalized service English brand, fully serve students and cultivate comprehensive talents. Integrating ideological and political education elements into College English curriculum can effectively supplement the characteristic service of English teaching and improve the effect of English teaching. The
traditional ideological and political education is mainly based on the teaching object, around the teaching content, and in accordance with the principle of gradual and orderly integration of the concept of subject knowledge, principles and skills into independent learning tasks, so that the teaching content is more targeted. Teachers clearly arrange learning tasks, so that students know what to do, and to complete the task and solve problems as the main teaching activities in the whole teaching process. The task setting of tasks driven teaching method should adapt to the teaching purpose. Firstly, the teaching purpose of the course should be decomposed into small teaching tasks. Secondly, the task setting is step by step, but not only to complete the task of a single unit, but also to take the course as a knowledge system to systematically study the tasks of each chapter. In addition, task driven is a discovery problem in the process of problem-solving, students have a clear learning task, integrate existing knowledge into the problem-solving process, and find new solutions in the process of problem-solving, which is conducive to cultivating students' good thinking ability [1].

In College English curriculum, teachers are the leaders of curriculum tasks. On the one hand, teachers have a clearer understanding of the purpose of unit curriculum through course selection, and make the task setting more practical by combing the curriculum tasks. On the other hand, students raise diverse questions, and teachers will explore diversified teaching forms to create a relaxed learning atmosphere for students, so that teachers have a more inclusive attitude, which is particularly important for teachers' innovative teaching design. For students, students are the executors of curriculum tasks. Through the completion of the task, we can not only cultivate students' self-study ability and problem-solving ability, but also complete the establishment of new and old knowledge system. Students can get a sense of achievement of success and progress by completing the decomposed tasks, which helps to improve students' participation and satisfaction, so that students can better participate in the course [2-4].

3.2 To Integrate Ideological and Political Education, We Should Pay Attention to The Formation Of Good Habits

Based on the curriculum should have strong practicability, that is, the curriculum should be connected with the professional development of students, and the same teaching content of different majors should be differentiated. In the process of College English teaching, starting from recording the time and content required by students to complete the course work in detail, the cultivation of students' moral quality is emphasized. In the classroom practice, homework completion time is specified. Through the comprehensive display of the learning tasks of the next class, students can submit their homework effectively within the specified time, cultivate the concept of punctuality and pay attention to actual effect, and include it in the usual performance records. Detailed record of operation practice process. For example, in the process of writing practice, students communicate and discuss in groups, conceive their composition, use their existing knowledge and experience, combined with the understanding of the topic, completely present the design ideas of composition, and realize the practical application of the theoretical knowledge points learned, the cultivation of students' creative thinking and the improvement of their expression ability through writing. We should have detailed requirements for classroom work, cultivate good learning habits and lay a foundation for lifelong learning.

3.3 Pay Attention to The Cultivation of Students' Interest In Learning

Starting from the curriculum requirements, the curriculum should conform to the students' personality and self-development direction, and pay attention to the attraction of the curriculum to students [4]. In teaching, we should meet the students' emotional expression, correct world outlook and moral evaluation ability. On the one hand, we should pay attention to students' emotional needs and give feedback to students' personalized emotional expression in the course task. Students can fully express their views in the course assignments from the perspective of their own interests. Under the guidance of teachers, students choose their favorite teaching mode. Students try to combine their theoretical knowledge in the process of understanding the theoretical knowledge of the course, put their theoretical knowledge into practice, and finally establish their own ideas. It starts from respecting students' interests and hobbies, makes students interested in the course and guides them to study deeply. It is the function and significance of College English course as a professional basic course, and lays a good foundation for the ideological and political education process [5].

3.4 Focus on Hot Issues of Social Integration

"Moral education" is the foundation of college education. College English ideological and political education must also take "moral education" as the teaching goal and basic requirement, help students establish a correct world outlook, outlook on life and values, guide students to connect personal values with social values, and realize the unity of teaching and education. While understanding and mastering the development process of western culture, we should cultivate students' sense of national identity, pride and pride on the basis of cultivating students' understanding of China's historical development and international achievements. China, a country with a long history and numerous nationalities, has a strong national confidence, attaches importance to the modern application of intangible cultural heritage and vigorously develops cultural industry. Western countries have different characteristics to a certain extent. Many western countries have very short cultural history and few cultural heritages. Through the course, students can contact a lot of foreign culture, and through comparison, they can cultivate students' good cross-cultural communication ability. All of these provide good teaching materials for teaching practice Cultural contrast can make English classroom become a real place for cultural learning, make students become the disseminator of advanced culture,
College English teachers should make full use of all ideological and political courses and enhance the English majors, so as to form a joint force with give full play to the initiative and enthusiasm of carefully design, reasonably arrange teaching links, and to integrate ideological and political elements, into professional courses. Teachers should study how English teaching curriculum reform requires that attention to social phenomena. Therefore, students only enthusiasm in this task, poor learning purpose and low content and lacks flexible and diverse practical objectives, which belongs to theoretical application in the requirements of the syllabus and teaching. The traditional curriculum task is mainly set according to a fixed time, optimize the strategy of integrating ideological and political education into teaching, and complete the ideological and political teaching objectives Standard, colleges and universities teaching, and complete the ideological and political education ability of schools, from a broader perspective to analyze different cultures, different ideological trends, from their own cultural experience, ideological and political education, schools can also provide support and guarantee for the ideological and political education ability of schools, study and discuss in a fixed time, optimize the strategy of integrating ideological and political education into teaching, and complete the ideological and political teaching objectives Standards, colleges and universities can employ domestic experts and scholars, or let teachers participate in ideological and political topic selection, teaching and scientific research, so that teachers can contact the practical experience of ideological and political teaching.

4. CONCLUSION
The traditional curriculum task is mainly set according to the requirements of the syllabus and teaching objectives, which belongs to theoretical application in content and lacks flexible and diverse practical operation. Students lack participation and learning enthusiasm in this task, poor learning purpose and low attention to social phenomena. Therefore, students only study to complete the task. English teaching curriculum reform requires that ideological and political education should be integrated into professional courses. Teachers should study how to integrate ideological and political elements, carefully design, reasonably arrange teaching links, and give full play to the initiative and enthusiasm of English majors, so as to form a joint force with ideological and political courses and enhance the effectiveness of ideological and political education. College English teachers should make full use of all available curriculum resources in the information age in the teaching process, so that students can not only get professional knowledge from the course, but also establish a correct outlook on life and clear their development direction. It is believed that through teachers' knowledge teaching and moral education training, the young generation will have lofty aspirations and become successors with a sense of responsibility and emotion to the society in the new era.

ACKNOWLEDGEMENT
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Research on The Ways and Mechanisms of Improving the Training Level of College Students' Innovation and Entrepreneurship

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Abstract: College students are the main body of innovation and entrepreneurship, so cultivating their innovation ability is the key content of current education. This paper mainly studies the current difficulties faced by the development of innovation and Entrepreneurship of college students, such as the lack of innovation awareness of students, the lack of effective guidance of teachers, etc., so as to put forward specific measures to enhance the innovation awareness of college students, improve the enthusiasm of teachers' guidance, etc., hoping to improve the level of innovation and Entrepreneurship of college students.

Keywords: College students; Innovation and entrepreneurship; Education and training; Entrepreneurship mechanism.

1. INTRODUCTION
After the innovation and development strategy, the gap of innovative talents in China has gradually expanded, and the traditional teaching system has been unable to meet the development needs of the current society. Therefore, it is necessary to improve the education level of College Students' innovation and entrepreneurship, provide them with more perfect infrastructure, and promote the talent training in Colleges and universities.

2. THE MAIN DIFFICULTIES OF INNOVATION AND ENTREPRENEURSHIP TRAINING FOR COLLEGE STUDENTS

2.1 Insufficient enthusiasm for innovation
Through the investigation of the initiative of innovation and Entrepreneurship of college students, it shows that about 94% of college students are interested in innovation and entrepreneurship at this stage, which shows that there is a good development space for innovation and Entrepreneurship of college students. However, due to the lack of professional quality, most college students passively accept the training of innovation and entrepreneurship, only to increase school credit to participate in relevant practical activities, which often occurs in the phenomenon of giving up on the way to the project. In addition, the results of the questionnaire survey on College Students' innovation and entrepreneurship show that school education mainly focuses on teaching theory and lacks practicality. Although the school has held many competitions in the implementation of innovation and entrepreneurship training, but it does not pay attention to the transformation of competition results, resulting in low efficiency of innovation and entrepreneurship training, and some innovation projects of the school exceed their own capabilities, unable to create results within the specified time limit, resulting in low quality of innovation and entrepreneurship [1].

2.2 Lack of enthusiasm of Instructors
High quality teachers play an important role in the innovation and Entrepreneurship of college students, but the innovation and entrepreneurship are a subject that needs to improve its own theory in practice. At present, most universities pay attention to the introduction of talents, usually select a certain number of doctoral students for teaching activities. However, the newly graduated doctoral students lack the experience of innovation and entrepreneurship, which leads to the lack of practicality in teaching related courses and too much emphasis on theoretical knowledge. This increases the difficulty of students' understanding and mastering, and it is difficult to effectively solve the practical problems they face in entrepreneurship, which makes students' enthusiasm for learning not high [2].

2.3 Lack of infrastructure support
College students need certain funds and activity venue support in the activities of innovation and entrepreneurship, but the hardware facilities of colleges and universities are usually unified to purchase, lack of professionalism, cannot carry out functional development, which is not conducive to students to carry out innovative design. In addition, some of the school's laboratories lack professional research equipment, and there are specialized personnel to manage, not open to students, affecting students to carry out innovative activities.

3. THE SPECIFIC WAY TO IMPROVE THE INNOVATION AND ENTREPRENEURSHIP TRAINING OF COLLEGE STUDENTS

3.1 Stimulate students' initiative in innovation
In order to fully stimulate the enthusiasm of students' Entrepreneurship and innovation, the school can build a communication platform between students and teachers, invite experts and scholars in relevant fields to provide suggestions for students and guide students' practical activities of entrepreneurship and innovation. At the same time, we should use the power of example to invite students with outstanding achievements to share their experience and guide them to invest in innovation and entrepreneurship activities. In addition, the school should also combine the development of the school, formulate a reasonable
innovation and entrepreneurship training program, and refine the training objectives and measures. Training students in basic theory, patent application, thesis writing, and entrepreneurship and innovation competition, so that students can master the methods and specific ways of entrepreneurship and innovation practice, and stimulate their enthusiasm for entrepreneurship.

3.2 Establish incentive mechanism for innovation and Entrepreneurship

In order to fully mobilize the enthusiasm of teachers to participate in the guidance of innovation and entrepreneurship, a corresponding reward system can be established. This not only provides some incentive measures for students with outstanding innovative achievements in overseas exchange, scholarship evaluation and research guarantee measures, but also enables teachers to guide students to obtain scientific and technological achievements linked to their performance. Through the differential salary, we can stimulate teachers' enthusiasm for guidance, at the same time, we can quantify the innovative achievements, combine them with the promotion system of teachers, praise the excellent professional teachers, and effectively improve the enthusiasm of teachers. In addition, the school should pay attention to the practicality of mass entrepreneurship and innovation, build a perfect practice base, and arrange more practical courses while learning the theory. In addition, the school should also reform the recruitment of teachers at this stage, pay attention to the introduction of teachers in the field of entrepreneurship and innovation, and focus on the activities of innovation and entrepreneurship at home and abroad. Students should be regularly sent to other enterprises and schools for communication and learning, so as to improve the quality and efficiency of innovation and entrepreneurship education and training.

3.3 Providing effective entrepreneurial resources

As innovation and entrepreneurship activities can only be carried out in practice, schools should provide students with certain funds and venue support to ensure that students can carry out entrepreneurship and innovation activities. Build relevant research platforms, provide real and effective information, help students understand the information of innovation and entrepreneurship, and actively guide students to participate in innovation projects. The project can be initiated by two basic ways: the teacher publishes the project; the student selects the project or the student selects the topic according to his own research interest. For the successful project, the fund and equipment support can be provided. At the same time, we should strictly control the use of funds, pay attention to the inspection of the project in the later stage, formulate scientific and reasonable conclusion standards, and ensure the quality of the project. In addition, we should increase the investment of funds for the project achievements with development, transform them into real productivity, improve the quality of entrepreneurship and innovation, strengthen the cooperation between schools and enterprises, create good conditions for college students' innovation and entrepreneurship activities, and provide more activities related to project development for students. At the same time, organize students to participate in innovation and entrepreneurship activities on a regular basis to transform creativity into concrete results. In addition, at the government level, we should improve the tax system, provide certain tax preferences for innovation achievements, build a joint mechanism of tax system and entrepreneurship and innovation support policies, strengthen the publicity of innovation and entrepreneurship, and jointly promote the entrepreneurship and innovation work of college students.

4. CONCLUSION

All in all, there are some problems in the innovation and Entrepreneurship of college students, such as lack of enthusiasm and guidance. Therefore, the school should strengthen the education and training related to innovation and entrepreneurship, and stimulate students' enthusiasm for innovation and entrepreneurship. At the same time, we can improve the corresponding incentive measures, link them with teachers' salary, and further improve the level of innovation and Entrepreneurship of college students.

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The Influence of Self-care Ability, Psychological Pain, and Social Support on the Quality of Life of Breast Cancer Patients

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Abstract: Objective: To explore the relationship between self-care ability, psychological pain, social support, self-feeling burden and quality of life of breast cancer patients. Methods: A cross-sectional design was used to investigate 101 breast cancer patients in a Grade 3 hospital and a specialized hospital in Yanji City. The survey tools used included the ability of Daily living scale (ADL). (Barthel index) Psychological pain thermometer (DT) Social support scale (SSRS) Quality of life measurement scale for breast cancer patients (QLICP-BR) Scale of self-perceived burden (SPBS) 101 Valid data were analyzed. Results: Average score of psychological pain in patients with breast cancer (5.51±1.825) 77.2% Of the patients had obvious psychological pain. Average score of self-perceived burden (34.80±3.922); Average score of daily living (91.27±3.577) 100% Of the patients had mild disorders in their self-care ability. Social support average score (37.71±7.167) 3% Of the patients were at a low level of social support, 77.2% in the middle level of social support, and 19.8% of the patients were in the high level of social support. Conclusion: The self-care ability and social support of breast cancer patients were positively correlated with the quality of life, and the psychological pain and the burden of self-feeling were negatively correlated with the quality of life. Self-care ability, social support, psychological pain and self-feeling burden are predictors of quality of life of breast cancer patients. The stronger self-care ability, the higher the level of social support, the lower the degree of psychological pain and the lower the burden of self-feeling. The higher the patient's quality of life.

Keywords: Psychological Pain of Breast Cancer; Psychological distress; Social Support; Quality of life.

1.INTRODUCTION
Breast cancer (BC) is considered as the first ranking cancer among women all over the world [1]. According to the latest records issued by The Lancet, the proportion of newly diagnosed BC in China is 12.2% [2], which is a serious threat to women's health and life. Combining surgery with chemotherapy and radiotherapy is regarded as the best means of treatment for BC [3]. However, experiencing BC surgery has a significant effect on self-care ability of patients resulting from the affected shoulder dysfunctions [4], and women with BC suffer from varying degrees of psychological pain due to influence of mammectomy and disturbace of body image, result in a poor quality of life (QoL). Most published papers have focused on postoperative joint recovery or social support of BC patients; however, few researches have synthesized psychological pain on quality of life in BC patients. Therefore, we conducted a survey on BC patients to assess their QoL and explore the relationship between psychological pain, social support, self-feeling burden and QoL of BC patients. It is hoped that this study may contribute to formulate specific nursing interventions, and ultimately aim at improving QoL in BC patients.

2.PARTICIPANTS AND METHODS
2.1 Study design and participants
A cross-sectional design was used and 101 female BC patients were recruited from a Grade 3 hospital and a specialized hospital in Yanji City between June 2017 and December 2017.

2.2 Methods
2.2.1 Instruments
2.2.1.1 Demographic questionnaire: For collecting data about age, nationality, resident area, education level, marital status, family relationship, children situation.
2.2.1.2 Activities of daily living (Barthel index): This contains 10 items such as grooming, dressing, bathing. It could be divided into four levels: independent, somewhat difficult, with help and unable to complete, and range of total scores was from 0 to 100, where scoring less than 40 is categorized as heavily dependent; scoring 41 to 60 was moderate dependent; scoring 61 to 99 mildly dependent; score of 100 represented independent. Cronbach’s for this scale was 0.92 [5].
2.2.1.3 Psychological pain thermometer: A score of 0 to 10 is represented as the degree of psychological pain. Higher scores indicated higher psychological pain, and patients whose score was more than 4 were deemed as having obvious psychological pain. Cronbach’s for this scale was 0.885 [6, 7].
2.2.1.4 Self-Perceived Burden Scale (SPBS) contained 3 dimensions and 10 items. Five-point Likert scale was used, and choosing from “none” to “always” was respectively categorized as a score from 1 to 5. Higher score showed a...
heavier self-perceived burden. The scores of self-perceived burdens were also classified separately into groups: normal (less than 20), mild (20-29), moderate (30-39), and severe (40 and over). Cronbach's alpha for this scale was 0.91 [8].

2.2.1.5 Social support scale (SSRS) was composed of 10 items, 3 dimensions, which were subjective support, objective support and utilization of support. Scores ranged from 12 to 66 and levels of social support were also classified separately into groups: low (12-22), medium (23-44), and high (45-66). Cronbach's alpha for this scale was 0.92 [9].

2.2.1.6 Quality of life measurement scale for breast cancer patients (QLICP-BR) was a questionnaire which be divided into 4 subscales: physical function, psychological function, social function and common symptoms and side effects, 39 items in total. QoL scores in this questionnaire were classified into 5 different degrees: never, a little, some, quiet, very. Higher score of each item showed a higher QoL. Cronbach's alpha for this scale was 0.81 [10, 11].

2.2 Data Collection

Table 1. Descriptive data for self-care ability, psychological pain, self-perceived burden, social support and QoL of participants.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Score condition</th>
<th>$\bar{x}$ ± $\sigma$</th>
<th>Degree</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-care ability</td>
<td>Score Range</td>
<td></td>
<td>Mildly dependent</td>
<td>n (%)</td>
</tr>
<tr>
<td></td>
<td>10–50</td>
<td>91.27 ± 3.577</td>
<td>Not obvious</td>
<td>101 100.00</td>
</tr>
<tr>
<td>Psychological pain</td>
<td>0–10</td>
<td>5.51 ± 1.825</td>
<td>Obvious</td>
<td>23 22.80</td>
</tr>
<tr>
<td>Self-perceived burden</td>
<td>0–100</td>
<td>34.80 ± 3.922</td>
<td>Mild</td>
<td>8 7.90</td>
</tr>
<tr>
<td></td>
<td>12–66</td>
<td>37.71 ± 7.167</td>
<td>Moderate</td>
<td>81 80.20</td>
</tr>
<tr>
<td>Social support</td>
<td>12–66</td>
<td>37.71 ± 7.167</td>
<td>Severe</td>
<td>12 11.90</td>
</tr>
<tr>
<td></td>
<td>0–100</td>
<td>63.49 ± 5.344</td>
<td>Low</td>
<td>3 3.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Medium</td>
<td>78 77.20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>High</td>
<td>20 19.80</td>
</tr>
</tbody>
</table>

3.2 Differences in Demographic Characteristics and QoL Among Participants

Table 2 show that QoL levels differed significantly by participants’ age, family relationship, health status of primary caregivers, indicating a statistically significant difference.

3.3 Correlation Analysis Of Self-Care Ability, Psychological Pain, Self-Feeling Burden, Social Support, And QoL Among Bc Patients

The correlations among self-care ability, psychological pain, self-feeling burden, social support, and QoL were shown in Table 3. The self-care ability was positively correlated with QoL ($r=0.230$, $P<0.05$), level of social support was also positively correlated with QoL ($r=0.286$, $P<0.01$); psychological pain was negatively correlated with QoL ($r=-0.330$, $P<0.01$), and so was the relation between self-feeling burden and QoL ($r=-0.330$, $P<0.01$).

In this study, QoL scores differed significantly in age, family relationship, per capita income and health status of primary caregiver ($P<0.05$), the assignment of data was shown in Table 4. Results have shown that there were 8 predictors for the total scores of QoL among BC patients, which were age, family relationship, per capita income, health status of primary caregiver, self-care ability, psychological pain, self-perceived burden and social support. Based on the assignment of variables in the equation, $QoL= 71.185- 0.554	imes x_1 - 0.330	imes x_2 + 0.185	imes x_3 + 0.201	imes x_4 - 0.240	imes x_5 + 0.080	imes x_6 + 0.030	imes x_7 + 0.020	imes x_8$, $F$ value of this regression equation was 4.910, $P<0.001$, which indicated a statistically significant for this fitted multiple regression equation ($P<0.05$).

4. DISCUSSION

4.1 Status of QoL And Demographic Differences Among Bc Patients

In this study, the total score of QoL among BC patients was (63.49±5.344), indicating QoL of BC patients has yet to be improved, and the result was close to that reported by Cheng Ran [12], which was indicated QoL of BC patients need to
be given more attention in nursing. Besides, the score of QoL among BC patients under the age of 40 was found higher than patients aged over 60; and the score of QoL among BC patients aged between 40 and 50 was higher than those aged over 50, which might be in connection with patients at younger ages recovering more quickly.

Table 2. Differences in demographic characteristics and QoL among participants (points, n=101)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Classification</th>
<th>n</th>
<th>$\bar{x} \pm s$</th>
<th>t/F value</th>
<th>P value</th>
<th>LSD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>1&lt;40</td>
<td>9</td>
<td>65.028 ± 4.266</td>
<td>3.017</td>
<td>0.034</td>
<td>$\delta&gt;\delta$</td>
</tr>
<tr>
<td></td>
<td>2&gt;40</td>
<td>25</td>
<td>65.846 ± 5.614</td>
<td>$2&gt;\delta$</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3&gt;60</td>
<td>11</td>
<td>61.771 ± 5.210</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nationality</td>
<td>1Han</td>
<td>57</td>
<td>62.955 ± 5.403</td>
<td>-1.153</td>
<td>0.252</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2Korean</td>
<td>44</td>
<td>64.190 ± 5.244</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resident area</td>
<td>1Urban</td>
<td>73</td>
<td>64.041 ± 5.464</td>
<td>1.679</td>
<td>0.096</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2Rural</td>
<td>28</td>
<td>62.065 ± 4.820</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3Primary school and below</td>
<td>13</td>
<td>63.018 ± 5.118</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4Junior Middle School</td>
<td>25</td>
<td>61.846 ± 4.510</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education level</td>
<td>3High School/ Secondary School</td>
<td>47</td>
<td>63.925 ± 4.938</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4Undergraduate/ college</td>
<td>16</td>
<td>65.184 ± 7.330</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Marital status</td>
<td>1Married</td>
<td>83</td>
<td>63.670 ± 5.693</td>
<td>3.351</td>
<td>0.022</td>
<td>$\delta&gt;\delta$</td>
</tr>
<tr>
<td></td>
<td>2Divorced/separated</td>
<td>14</td>
<td>63.004 ± 2.642</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3Widowed</td>
<td>4</td>
<td>61.539 ± 5.363</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>4Poor</td>
<td>7</td>
<td>59.615 ± 6.854</td>
<td>2.768</td>
<td>0.046</td>
<td>$\delta&lt;\delta$</td>
</tr>
<tr>
<td>Family Relationship</td>
<td>2General</td>
<td>18</td>
<td>62.368 ± 6.368</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3Better</td>
<td>38</td>
<td>63.006 ± 3.489</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4Great</td>
<td>38</td>
<td>65.098 ± 5.716</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Occupation</td>
<td>3Farce</td>
<td>38</td>
<td>63.765 ± 4.920</td>
<td>1.715</td>
<td>0.090</td>
<td></td>
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<tr>
<td></td>
<td>4Intellectual</td>
<td>21</td>
<td>63.278 ± 7.023</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5Retired</td>
<td>17</td>
<td>63.914 ± 5.448</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Per capita income</td>
<td>1&lt;1000</td>
<td>5</td>
<td>58.846 ± 3.313</td>
<td>3.351</td>
<td>0.022</td>
<td>$\delta&lt;\delta$</td>
</tr>
<tr>
<td></td>
<td>21000 ~</td>
<td>60</td>
<td>62.831 ± 5.412</td>
<td>3.351</td>
<td>0.022</td>
<td>$\delta&lt;\delta$</td>
</tr>
<tr>
<td></td>
<td>33000 ~</td>
<td>34</td>
<td>65.045 ± 4.969</td>
<td>3.351</td>
<td>0.022</td>
<td>$\delta&lt;\delta$</td>
</tr>
<tr>
<td></td>
<td>45000 ~</td>
<td>2</td>
<td>68.590 ± 0.907</td>
<td>3.351</td>
<td>0.022</td>
<td>$\delta&lt;\delta$</td>
</tr>
<tr>
<td>Children Status</td>
<td>11</td>
<td>59</td>
<td>64.461 ± 5.542</td>
<td>2.467</td>
<td>0.090</td>
<td></td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>35</td>
<td>62.271 ± 5.060</td>
<td>2.467</td>
<td>0.090</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3≥3</td>
<td>7</td>
<td>61.447 ± 3.340</td>
<td>2.467</td>
<td>0.090</td>
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</tr>
<tr>
<td>Primary caregiver</td>
<td>1Children</td>
<td>30</td>
<td>62.692 ± 3.851</td>
<td>0.890</td>
<td>0.449</td>
<td></td>
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<tr>
<td></td>
<td>2spouse</td>
<td>54</td>
<td>64.269 ± 5.668</td>
<td>0.890</td>
<td>0.449</td>
<td></td>
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<tr>
<td>Health status of primary caregiver</td>
<td>1Good</td>
<td>60</td>
<td>64.338 ± 5.315</td>
<td>3.479</td>
<td>0.035</td>
<td>$\delta&gt;\delta$</td>
</tr>
<tr>
<td></td>
<td>2Medium</td>
<td>28</td>
<td>63.233 ± 4.550</td>
<td>3.479</td>
<td>0.035</td>
<td>$\delta&gt;\delta$</td>
</tr>
<tr>
<td>Past medical history</td>
<td>3Poor</td>
<td>13</td>
<td>60.158 ± 6.058</td>
<td>3.479</td>
<td>0.035</td>
<td>$\delta&gt;\delta$</td>
</tr>
<tr>
<td>Whether a cancer patient in the family</td>
<td>1None</td>
<td>91</td>
<td>63.792 ± 5.289</td>
<td>1.715</td>
<td>0.090</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2Yes</td>
<td>10</td>
<td>60.769 ± 5.328</td>
<td>1.715</td>
<td>0.090</td>
<td></td>
</tr>
<tr>
<td>Breastfeeding child</td>
<td>1Yes</td>
<td>55</td>
<td>63.298 ± 5.619</td>
<td>-0.399</td>
<td>0.691</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2No</td>
<td>46</td>
<td>63.726 ± 5.047</td>
<td>-0.399</td>
<td>0.691</td>
<td></td>
</tr>
<tr>
<td>Menarche age</td>
<td>1&lt;12</td>
<td>42</td>
<td>63.507 ± 5.708</td>
<td>0.465</td>
<td>0.630</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2&gt;12</td>
<td>50</td>
<td>63.769 ± 5.421</td>
<td>0.465</td>
<td>0.630</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3&gt;16</td>
<td>9</td>
<td>61.894 ± 2.567</td>
<td>0.465</td>
<td>0.630</td>
<td></td>
</tr>
</tbody>
</table>

Widowed BC patients had lower QoL when compared with those married, divorced or separated patients, and QoL score of patients with poor family relationship was lower than those with better family relationship. These could be justified by lacking of enough social support for both the widowed and ones with poor family relationship. In the aspect of occupation, QoL of farmers scored low. This could be justified by patients’
worries of medical expenses. In addition, this might be also explained in patients’ fear about the disease resulting from limitation in getting information. Results also show that as the health status of primary caregiver is better, the QoL score of BC patients is higher, which might be explained by different levels of social support and self-perceived burden.

Table 3. Correlation analysis of self-care ability, psychological pain, social support, self-perceived burden and QoL.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Self-care ability</th>
<th>Psychological pain</th>
<th>Social support</th>
<th>Self-perceived burden</th>
<th>QoL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-care ability</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychological pain</td>
<td>-0.214*</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social support</td>
<td>0.270**</td>
<td>-0.190</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-perceived burden</td>
<td>-0.069</td>
<td>0.171</td>
<td>-0.136</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>QoL</td>
<td>0.230*</td>
<td>-0.330**</td>
<td>0.286**</td>
<td>-0.333**</td>
<td>1</td>
</tr>
</tbody>
</table>

Note: **P < 0.01, *P < 0.05

Table 4. Assignment of QoL data of participants.

<table>
<thead>
<tr>
<th>Contributing Factors</th>
<th>Variable</th>
<th>Value assignment method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (year)</td>
<td>X1</td>
<td>&lt; 40 = 1; 40 ~ = 2; 50 ~ = 3; 60~ = 4</td>
</tr>
<tr>
<td>Family Relationship</td>
<td>X2</td>
<td>very poor = 1; poor = 2; fair = 3; good = 4; very good = 5</td>
</tr>
<tr>
<td>Per capita income (yuan)</td>
<td>X3</td>
<td>&lt; 1000 = 1; 1000~ = 2; 3000~ = 3; 5000~ = 4</td>
</tr>
<tr>
<td>Health status of primary caregiver</td>
<td>X4</td>
<td>poor = 1; medium = 2; good = 3</td>
</tr>
<tr>
<td>Self-care ability</td>
<td>X5</td>
<td>Total Score Measured</td>
</tr>
<tr>
<td>Psychological pain</td>
<td>X6</td>
<td>Total Score Measured</td>
</tr>
<tr>
<td>Self-perceived burden</td>
<td>X7</td>
<td>Total Score Measured</td>
</tr>
<tr>
<td>Social support</td>
<td>X8</td>
<td>Total Score Measured</td>
</tr>
<tr>
<td>QoL</td>
<td>Y</td>
<td>Total Score Measured</td>
</tr>
</tbody>
</table>

Table 5. Regression analysis of QoL in 101 patients with breast cancer

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Model 1</td>
</tr>
<tr>
<td>Age</td>
<td>-0.195</td>
</tr>
<tr>
<td>Family Relationship</td>
<td>-0.103</td>
</tr>
<tr>
<td>Per capita income</td>
<td>0.007</td>
</tr>
<tr>
<td>Health status of primary caregiver</td>
<td>-0.220*</td>
</tr>
<tr>
<td>Self-care ability</td>
<td>0.123</td>
</tr>
<tr>
<td>Psychological pain</td>
<td>-0.255*</td>
</tr>
<tr>
<td>Self-perceived burden</td>
<td></td>
</tr>
<tr>
<td>Social support</td>
<td></td>
</tr>
<tr>
<td>R2 (adjusted R2)</td>
<td>0.113 (0.076)</td>
</tr>
<tr>
<td>F</td>
<td>3.069</td>
</tr>
<tr>
<td>P</td>
<td>0.020</td>
</tr>
</tbody>
</table>

Note: P < 0.05, P < 0.01, P < 0.001

4.2 Correlation analysis of psychological pain, self-feeling burden, and QoL among BC patients
77.2% of our study participants reported obvious psychological pain, indicating that psychological pain could be found in the majority of BC patients. This result is corresponding with that reported by Li Jing [13], who has conducted a survey on BC patients’ psychological pain and relevant factors. It was shown in our study that psychological pain derived from family, emotional and physical reasons. And scores of psychological pains was negatively correlated with QoL, showing the higher psychological pain score BC patients got, the lower QoL they had, which was close to the result conducted by Li Fei [14]. BC patients in this study stayed at a medium level self-perceived burden. An intervention study on the influence of self-perceived burden among BC patients conducted by Yang Ting also confirmed the similar results [15]. Further investigation found self-perceived burden mainly came from concerning to the health status of caregivers, and worries about spending too much money. Scores for self-perceived burden was negatively correlated with the QoL total score. That was the higher degree of self-perceived burden was, the lower QoL they received, which was close to the result conducted by Shao Yuhui [8]. Reasons for generating these negative feelings such as anxiety, depression might ascend to limb limitation on affected side and thus need assistant in daily life, resulting in self-perceived burden. Therefore, when performing nursing interventions for patients, their self-perceived burden also

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needs to be taken consideration to enhance psychological support. Multiple linear regressions analysis in this study has shown there was no significant difference in self-care ability of BC patients (P>0.05). This might be explained the uninfluenced limb could be participated in some mild daily activities instead of the affected side. Another possible reason for no significant difference in social support was social support in this study kept at a medium level, which wouldn’t influence the QoL of BC patients though need to be further enhanced.

5. CONCLUSION
QoL of BC patients still need to be further improved and patients also get a high level of psychological pain and self-perceived burden. These are all affected by factors as self-care ability, psychological quality and social support. Attention should be given when applying interventions for improving QOL, to low down the degree of psychological pain and self-perceived burden. Especially focus on reducing psychological burden, enhancing the functional recovery of affected limb, improving social support. This kind of social support can be gained from medical staff; however, support came from families, relatives, friends and social institutions are the most important sources. Therefore, researches on analysis of related factors in future can be increased to provide enough evidence for improving QoL of BC patients.

REFERENCES
Investigation and Analysis on Anxiety Level of Undergraduate Nursing Students Under Covid-19 Epidemic Situation

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*Corresponding Author.

Abstract: Objective To understand the anxiety of nursing students under the new type of coronavirus pneumonia, and to provide reference for nursing education and managers to formulate intervention measures and stabilize nursing personnel. Methods 459 undergraduate nursing students were sampled by cluster sampling, and the status of the students were analyzed by general data questionnaire and anxiety self-rating scale (SAS). Results Under the new type of coronavirus pneumonia, the anxiety status of undergraduate nursing students was (38.14±7.74), which was slightly higher than that of norm anxiety in non-infectious diseases. Differences in anxiety levels among different genders, nationalities, grades and experiences abroad (P<0.05). Conclusions The anxiety level of nursing students under the epidemic situation is slightly higher than that of the national norm under the non-emergency situation. Nursing administrators should pay close attention to the anxiety state of male nursing students, the third grade nursing students who are about to face the practice and the nursing students of different nationalities under the epidemic situation, take timely intervention measures to reduce the anxiety level of nursing students, and lay a solid foundation for stabilizing the healthy development of nursing talents in China.

Keywords: COVID-19; Undergraduate Nursing; Anxiety.

1. INTRODUCTION
According to the World Health Organization, by June 11, 2020, countries have now reported more than 7 million COVID-19 cases and 408,000 deaths, and health systems around the world are undergoing a great test [1]. Medical workers fighting in the front line of anti-epidemic, while undertaking heavy work, but also under great psychological pressure, there will be varying degrees of anxiety, depression and somatization symptoms [2-3]. The research on psychological anxiety of nursing students in the reserve army of nursing talents is less. A questionnaire survey was conducted on the anxiety level of nursing students under the COVID-19 epidemic situation to understand the impact of the epidemic situation on nursing students, so as to provide a reference for the later intervention studies.

2. METHODOLOGY

2.1. Participants
In this study, 459 undergraduate nursing students in a university in Jilin Province were investigated by cluster sampling method and online survey using questionnaire star software. The survey time 20-26 April 2020. The inclusion criteria were: full-time undergraduate four-year nursing students, all subjects were anonymous voluntary way in this study.

2.2 Measures
2.2.1. General questionnaire, the main contents include gender, age, nationality, grade, the experience of going abroad during the epidemic, the place of residence of the researcher and whether the volunteer has been done during the epidemic.
2.2.2. Self-rating anxiety scale (SAS) [4]. The scale was compiled by the Zung. It contains 20 items, including 15 items of positive score and 5 items of inverse score. A Likert 4 level scoring method is used, which in turn represents 1-knot or occasionally, 2-sometimes, 3-often, 4-always. At the end of the self-assessment, 20 items were added together to get a rough score, and the standard score was obtained by multiplying the rough score by 1.25. the higher the standard score, the higher the level of representative anxiety. This scale divides anxiety into four grades according to Chinese norm results. divided into 50 dividing lines, total anxiety score <50 considered no anxiety, 50-59 as mild anxiety, and 60-69 as moderate anxiety. Above 70 points were severe anxiety. The mean of 15 items was 1.29±0.98, the mean of reverse 5 items was 2.08±1.71 [5], the Chinese norm mean of the scale is (37.23±12.59) [6], the scale has good reliability and validity.

2.3 Data Analysis
The original data uses the Excell data generated in the background of the questionnaire star, after checking the error, the SPSS19.0 statistical software is used to analyze the data statistically. the general data situation, anxiety level was described statistics, independent sample t test and multivariate ANOVA analysis. the difference was statistically significant with P<0.05.

3. RESULTS
3.1. Anxiety of Undergraduate Nursing Students Under Covid-19 Epidemic Situation
Under the epidemic situation, the total score of undergraduate nursing students' SAS scale (anxiety) was (38.14±7.74), the mean value of forward entry was (1.26±0.29), and the mean value of reverse entry was (2.31±0.82). Of these, 92.4% had no anxiety, 6.10% had...
mild anxiety and 1.5% had moderate or severe anxiety. In the third grade, mild anxiety and moderate and severe anxiety were slightly higher than other students, as Table 1.

Table 1. Anxiety of undergraduate nursing students under epidemic situation

<table>
<thead>
<tr>
<th>Group</th>
<th>Normal</th>
<th>Mild</th>
<th>Moderate to severe</th>
</tr>
</thead>
<tbody>
<tr>
<td>first grade</td>
<td>106(93.80%)</td>
<td>5(4.40%)</td>
<td>2(1.80%)</td>
</tr>
<tr>
<td>second grade</td>
<td>116(92.10%)</td>
<td>9(7.10%)</td>
<td>1(0.80%)</td>
</tr>
<tr>
<td>Third grade</td>
<td>111(90.20%)</td>
<td>8(6.50%)</td>
<td>4(3.30%)</td>
</tr>
<tr>
<td>fourth grade</td>
<td>91(93.8%)</td>
<td>6(6.20%)</td>
<td>0(0.00%)</td>
</tr>
<tr>
<td>total</td>
<td>424(92.4%)</td>
<td>28(6.10%)</td>
<td>7(1.50%)</td>
</tr>
</tbody>
</table>

3.2. Comparison of Social Demographic Characteristics and Nursing Students' Anxiety Level

The results showed that there were statistically significant differences in anxiety levels among different genders, nationalities, grades and experiences abroad, but not in age and volunteer experience. Among them, the anxiety level of male nursing students (39.51±8.51) was higher than that of female nursing students; the anxiety level of Korean nursing students (39.72±7.45) was significantly higher than that of other nationalities; the anxiety level of third grade (39.49±8.23) was the highest, and the anxiety level of first grade was the lowest; and the anxiety level of nursing students who had gone abroad was higher, See Table 2 for details.

Table 2. Comparison of Social Demographic Characteristics and Nursing Students' Anxiety Level

<table>
<thead>
<tr>
<th>Variable</th>
<th>Characteristic</th>
<th>Frequency</th>
<th>Anxiety score</th>
<th>t/F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td>male</td>
<td>85</td>
<td>39.51±8.51</td>
<td>0.069</td>
<td>0.797</td>
</tr>
<tr>
<td></td>
<td>female</td>
<td>374</td>
<td>37.82±7.53</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>≤22</td>
<td>395</td>
<td>38.00±7.80</td>
<td>0.849</td>
<td>0.357</td>
</tr>
<tr>
<td></td>
<td>&gt;23</td>
<td>64</td>
<td>38.96±7.37</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nationality</td>
<td>Han nationality</td>
<td>295</td>
<td>37.44±7.82</td>
<td>3.521</td>
<td>0.015</td>
</tr>
<tr>
<td></td>
<td>Cahaoxian nationality</td>
<td>140</td>
<td>39.72±7.45</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Man nationality</td>
<td>20</td>
<td>36.43±7.57</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>other nationalities</td>
<td>4</td>
<td>42.19±4.71</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grade</td>
<td>grade one</td>
<td>113</td>
<td>36.65±7.67</td>
<td>2.966</td>
<td>0.032</td>
</tr>
<tr>
<td></td>
<td>grade two</td>
<td>126</td>
<td>38.56±7.64</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>grade three</td>
<td>123</td>
<td>39.49±8.23</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>grade four</td>
<td>97</td>
<td>37.60±7.06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abroad experience</td>
<td>yes</td>
<td>21</td>
<td>41.61±8.84</td>
<td>4.454</td>
<td>0.035</td>
</tr>
<tr>
<td></td>
<td>no</td>
<td>438</td>
<td>37.97±7.66</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer experience</td>
<td>yes</td>
<td>32</td>
<td>39.22±7.81</td>
<td>0.671</td>
<td>0.413</td>
</tr>
<tr>
<td></td>
<td>no</td>
<td>427</td>
<td>38.06±7.74</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.DISCUSSION

The results of this study showed that the anxiety level of undergraduate nursing students was (38.14±7.74) in the COVID-19 epidemic situation, which was slightly higher than that of non-epidemic anxiety norm (37.23±12.59), 92.4% of nursing students did not feel anxiety, and mild anxiety accounted for 6.1% and 1.5% respectively, which was similar to, which was similar to the level of anxiety of practice nursing students situation studied by Cao Lulu [7], but lower than the results of Liu Qing and Li Xiaoyan et al under non-infectious conditions [8-9].On the one hand, since the outbreak of the epidemic, China attaches great importance to the protection of medical personnel, including the deployment of personnel, material supply, the implementation of system protection and treatment support measures [10], the low risk rate of infection of medical personnel, so that the level of anxiety of nursing students decreased, On the other hand, because the identity of nursing students is a student role, not really into the clinical stage, not in the workplace with a high risk of infection, so the level of anxiety is low. A higher level of anxiety (39.51±8.51) was found among male and female nursing students (37.82±7.53). The reason may be that male nursing students have doubts about whether they can engage in heavy and meticulous nursing work, and some students lack interest in nursing work because of professional adjustment to become nursing students, which is similar to the results of Qiu Shaolei et al. [9, 10]. anxiety level of Chaoxian nationality nursing students (39.72±7.45 points) was significantly higher than that of other nationalities. the reason for the analysis was that Chaoxian nationality nursing students were affected by regional factors, the chinese level was weaker than other nationalities, and the communication ability was relatively weak, so the anxiety level of nursing work engaged in frequent communication was slightly higher. Anxiety level (39.49±8.23) was significantly higher in the third grade,
Analysis of the reasons may be that the third grade nursing students are about to face practice, on the one hand, the number of COVID-19 epidemic situation in the world is still rising, practice means that nursing students have to fight in the front line of anti-epidemic, facing the complex and changeable clinical environment; On the other hand, the practice period is to apply the theory to the actual work, nursing students lack self-confidence in their knowledge and operational skills, so the level of anxiety is slightly higher than that of other grade nursing students. The anxiety level of those who had gone abroad was higher, which may be related to factors such as the local environment of nursing students, but the difference of anxiety level in age and volunteer experience was not statistically significant, and other influencing factors needed to be further explored.

In conclusion, Through the investigation of undergraduate nursing students during the epidemic period of the new coronavirus pneumonia, it shows that the overall nursing students' anxiety level is low, the psychological state is relatively stable, and the moderate anxiety can make the nursing students pay more attention to the severity of the epidemic situation, pay more attention to personal protection and improve their own knowledge and operation level, which is conducive to the positive growth of nursing students. At the same time, nursing education and management should pay attention to the influence of national differences, gender differences, grade differences and other factors on the psychological state of nursing students, focus on the psychological state of male nursing students and third grade nursing students, and formulate corresponding psychological intervention programs in time to prevent the negative impact of excessive anxiety level on nursing students' professional attitude and professional values, so as to truly prevent trouble in the early stages and ensure the stable development of the reserve army of nursing talents in China.

REFERENCES
Development Status and Trend of Industrial Robot and Intelligent Manufacturing

Xu Zhou
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Abstract: Under the new situation, with the continuous extension of the times, industrial robots and intelligent manufacturing present a variety of cross products, and in the process of continuous updating, they extend to the direction of intelligent development. And there are many enterprises using robot manufacturing, transportation and other posts to improve the corresponding application value and use value. The development of robot technology at home and abroad has brought certain enlightenment to the development of Intelligent Manufacturing in China. The research and development of industrial robots liberates the labor force to a certain extent, and can imitate human beings, improve work efficiency, reduce production costs, and promote the extension and development of high-tech industry of industrial robots. Therefore, this paper first puts forward the problems that need to be explored, combined with the development status of industrial robots and intelligent manufacturing, analyzes the corresponding development trend, escorts the technical development of industrial robots in China, and continues the road of innovation.

Keywords: Industrial robot; Intelligent manufacturing; Development status.

1. INTRODUCTION
To a certain extent, the industrial robots in China appeared in the 1960s, and it was only in the 1990s that they could get rapid development and extension. In these high-tech products, computer, artificial intelligence, bionics and other technologies have been widely used. At this time, the industrial robot appeared in everyone's view, and reduced the labor intensity, solved the industrial production demand, and enhanced the production quality [1]. From the current situation, the development of industrial robots in China has been an effective historical change. At this time, it is necessary to promote the further extension of China's industry or manufacturing industry on the basis of independent research and development. In addition, with the continuous innovation of modern technology, China has also begun to become a recognized manufacturing power in the process of historical evolution. From the trend of modernization, China's robot market has been rapid development, and with a 40% growth rate, rapid development in the industrial market, continuous extension. For example, service-oriented robots, such as cleaning and cleaning, begin to appear in the public's vision on the basis of the mass market, and quietly exist in everyone's life [2]. Then, in the development of industrial robots in China, we need to pay attention to the market demand and extend to the direction of intelligent manufacturing technology. Therefore, what is the development status of industrial robot and intelligent manufacturing? How to grasp the future development trend? It has become the focus of research under the current situation.

2. DEVELOPMENT STATUS OF INDUSTRIAL ROBOTS AND INTELLIGENT MANUFACTURING
First, domestic industrial robots are extended to the high-end direction. Although robot technology innovation has been continuous, and many independent brands have also begun to rise, compared with developed countries, the development of China's manufacturing industry is still in a slow state. Some core parts still need to be purchased from abroad, and China's intelligent industry is still at the downstream level. Need to buy foreign parts, combined with customer demand, production. Second, from the perspective of industrial information data, intelligent manufacturing industry has been effectively applied in transportation and other industries. According to relevant statistics, the number of robots sold by many foreign-funded enterprises in China has reached more than 27000, accounting for one fifth of the world's total. According to the relevant forecast, China will become the world's largest industrial robot market by the end of 2020 [3]. Third, from the domestic robot market, we can see that, first of all, it promotes the further extension of the automobile industry and drives the market demand of industrial robots. Secondly, in economically developed areas of China, such as Beijing and Shanghai, the sales volume of industrial robots can reach half of the national total. After that, the application of industrial robots can not only improve the level of automation, but also meet the development needs of modernization. Finally, the increase in labor costs has led to the extension of industrial robots, solved the problem of food and clothing, increased wages and salaries, and replaced some hard jobs such as welding and transportation.

3.DEVELOPMENT TREND OF INDUSTRIAL ROBOT AND INTELLIGENT MANUFACTURING
From the perspective of modernization, China's relevant departments have extended to the direction of independent research and development on the basis of the robot industry, and in a diversified perspective, innovative development, improve the technical level of design. Some large-scale enterprises have begun to build key parts and develop diversified industrial robots such as spray painting and assembly based on the scientific outlook on development. In addition, there are a small number of production enterprises and scientific research institutions, have already possessed the main technology of controlling robot manufacturing or driving system, and even some enterprises have reached the
international level. Then, first, we need to vigorously develop "soft" science and technology, and solve the problems of serious shortage of strength and heavy dependence on imports. Second, we need to improve the level of intelligence. The intelligent mathematical description and optimization algorithm are realized. On the basis of embedded control system, it can meet the interactive cooperation and development, and realize the effective mechanism extension of "human-computer integration". Third, we need to increase flexible manufacturing to reduce the labor force of simple repetition. It is necessary to meet the future application requirements of modular robots with various requirements, and enhance the automation and security on the basis of flexibility [4]. Fourth, it is necessary to enhance the performance and accuracy of industrial robots. In other words, it is necessary to maintain the stability and speed of industrial robots on the basis of sensing, virtual reality, visual servo control and other technologies. Fifth, it is necessary to strengthen the standardization and further extension of evaluation methods. It is necessary to implement dynamic test on the basis of static state to form good pertinence and meet the needs of different types of industrial robots. Sixth, it is necessary to analyze the problems existing in the development process of intelligent manufacturing, and formulates scientific solutions based on the overall development level. Study the path of sustainable development, improve the weak technology, and create a good extension environment [5].

4. CONCLUSION

With the progress of society, under the development trend of key technologies of "made in China 2025" and "industry 4.0", the development of industrial robot technology also needs to uplift the main idea of scientific development concept, and constantly improve the applicability of the field. According to the development status of modernization, it is extended to the production mode of automation, intelligence, green and informatization, so as to enhance the corresponding national competitiveness and improve the comprehensive strength. In addition, we also need to enhance our core competitiveness on the basis of independent innovation, so as to promote the sustainable development of intelligent technology, and reach the top position in the fierce market competition, and finally realize our common "China dream".

REFERENCE

The Impact of Cultural Industries Quarters on Locality and Cultural Industries: A Case Study of Taoxichuan

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Abstract: This report will determine the advantages and disadvantages that Cultural Industries Quarters (CIQ) might bring to the creative industries and the locality. A CIQ called Taoxichuan Ceramic Art Avenue is the case used in this essay. Now creative and cultural industries are prevalent in our lives and make a substantial impact on both the economy and society. Cultural Industries Quarters gather a group of small creative businesses, it is a concentration of cultural infrastructure and diverse activities, compared with a single cultural industry, with various experience forms and service for the audience. Understanding the impact that Cultural Industries Quarters bring can be helpful for other CIQ’s improvement and building, while providing some positive ways to help locality’s social and economic development.

Keywords: CIQ; Creative and cultural industries; Economic development; Social development.

1. INTRODUCTION

1.1 Concept of Creative and Cultural Industry (Cci) And Cultural Industries Quarters (Ciq)

In the global context, each country has a different definition of CCI based on its leading direction and economic strategy (Zhang Bingbing 2016) [1]. The concept of creative industries was first mentioned in the Creative Industries Task Force Mapping Document (1998) in the UK (Cunningham 2002) [2]. In the document, the creative industries are defined as which derive from personal creativity, skills and talent can be developed and operated through intellectual property rights with the potential to create enormous wealth and provide more jobs. Chinese professor Jin Yuanpu (2017) [3] holds that CCI is an emerging industry that takes creativity as the core and provides cultural, artistic, spiritual, psychological and entertainment products to the public. What such theory proposes in the UK basically meets with the existing situation of Creative Industry in China. The cultural industry quarters are gathering place of many small creative and cultural industries. Qi Mei (2018) [4] mentioned that cultural industry parks like South of Houston Street in New York, Southbank Centre in London, and 798 Art Zone in Beijing are called cultural quarters by urban economists, cultural districts by geographical economists and cultural community by sociologists. In China, Cultural Industries Quarters refer to the agglomeration of cultural enterprises with similar or complementary nature in a particular space based on resource endowment, external economy, government support and radical geographical effect. (Zhan Shaowen and Gao Sijie 2019) [5]. Compared with the western country, Chinese CIQ started late. However, since China incorporated Cultural Industries into the national development strategy in 2004, CIQ has gained rapid development (Li Xiao 2012) [6]. Montgomery (2003) [7] mentioned that Cultural quarters emphasises the diversity of the cities in functions and usage. Successful cultural quarters should cover the diversity of land uses with cultural activities and appropriate public infrastructure. Also, the symbolic meaning of cultural quarters is a significant aspect (Murzyn-Kupisz 2012) [8]. The case in this report is in China, Chinese cultural industry quarters also focus on the sites of cultural offerings, consumption, leisure, entertainment, service and its unique image with historical and cultural meaning.

1.2 Research on The Impact of Ciq

Now the common perception of the impact that CIQ could bring to the locality and cultural industries is to promote the local tourism economy (Li Xiao 2012) [6] and build a profound cultural image for cities (Lv Binxin 2015) [22]. Graeme L. Evans (2009) [11] investigated and analysed a large number of CIQ strategy and found that CIQ can promote the development of the city in function ways including culture, tourism and entertainment. It can effectively enhance the creativity of the city. Also, during the operating, CIQ could bring new job creation to society (Mccarthy 2005) [9]. Zheng (2011) [12] believes that CIQ, such industrial clusters are the core to enhance the characteristics of urban entrepreneurship, especially in attracting business. These aspects are consistent with most CIQ in China. Due to long-standing Chinese history, the CIQ which focuses on the culture related to the history of the local city can create an excellent image. In terms of job creation, CIQ like ceramic industry, which is related to the handicraft manufacture, may have higher requirements for professionalism. However, Evans (2009) [11] and Jin Yuanpu (2017) [3] pointed out that the government and public authorities prefer to support more consumer-oriented development. Murzyn-Kupisz (2012) [8] argues that activities in CIQ now become more commercially focus; some even become non-art activities. These may lead to the stagnation of the role of urban cultural creation, or even some weakening and desalination. Mccarthy (2005) [10] criticised that local government conspire in cultural construction, which may be
far from the local society and history, and involves the environment of unrelated cultural background. The over-commercialisation may course the phenomenon of homogeneity of CIQ and lose the original unique cultural symbols of the local city. The theory of commercialisation also meets with the situation of China, and it is inevitable under the development of the cultural industry. CIQ like 798 Art Zone and Huashan 1914 Creative Park in China are typical examples of commercialisation, but commercial activities in the city like Jingdezhen with unique art and culture are still based on their ceramic culture.

Zhu Laxiang and Huang Li (2018) [13] used the methods of exploratory spatial data (ESDA) to study the main distribution of CIQ in China from the perspective of regional space. Cultural quarters establish in some urban areas with relatively developed cultural industries or cultural heritage. Therefore, at present, CIQ research in China is mainly concentrated in Beijing, Shanghai, Guangzhou Hangzhou, and most of the scholars take mature CIQ as research cases. However, there are few pieces of research for the central and western regions and some newly established CIQ. The CIQ case, Taoxichuan, in this essay established in 2016 with only three years of history. Scholars’ studies mainly focus on Jingdezhen, where Tao Xichuan belongs. Such a CIQ, which makes local cultural activities more concentrated, is worth studying in order to help its future development.

2. CASE STUDY

2.1 Context of Tao Xichuan Ceramic Art Avenue

Chinese ceramic culture has a long history with thousands of years of producing experience. Jingdezhen, as the most famous ceramic production site in Chinese history, has a lot of ceramic creative and cultural industry entities (Fang yu 2019) [14-22]. Tao Xichuan Ceramic Art Avenue is an international ceramic cultural industry park which located in Jingdezhen City, Jiangxi Province in China. It is a large-scale urban complex integrating cultural creativity, shopping, leisure, catering, entertainment and other comprehensive functions (Taoxichuan 2020) [15]. Before 2013, the park was a decaying block in Jingdezhen. After a series of the transformation of Yu Zhou Ceramic Factory, including the relocation of old factories and the transformation of shantytowns, the factory was transformed and upgraded to create a spiritual home with good regional value. In 2016, the first phase of the Taoxichuan cultural quarters was officially opened. The Jingdezhen Ceramic Industrial Heritage Museum and Taoxichuan Art Museum were put into use. The Central Academy of Fine Arts, the Chinese Academy of Fine Arts, and the Nordic Design Center have also entered Taoxichuan. Till now, Taoxichuan has become a Chinese CIQ model for the successful transformation of industrial heritage based on culture, ceramics, and integration of tradition, fashion, art, and technology, which has received widespread attention from the society.

2.2 The Positive Influence of Taoxichuan On Locality and Cultural Industry

2.2.1 Provide Employment Opportunities

After the strategy of relying on settling the mature brands in failed, Taoxichuan began to implement joint operations, planning the Yi Space, including the creative market, the Yi Space Mall and Online Taoxichuan three section. The operation of these sections provides a short-term and long-term display and sales platform, provides young artists and old artists from the old factories with their display areas, and encourages entrepreneurial college students to settle in online malls, and provides an O2O platform for young entrepreneurs. With the establishment of Taoxichuan, thousands of jobs have been created (Zhang Zhaohui 2019) [16]. According to the data in 2017, Taoxichuan provides “Jing Piao” with a unique space for employment and life, including the space for the creation and production of old porcelain workers and artists. The investment scale of the cultural industry reached 614 million yuan, and the number of employees in the park was 5200, which provided job opportunities for old porcelain artists and young creative artists in Jingdezhen (Qiu and Wu 2017) [17].

2.2.2 Become A New Cultural Landmark and Increase the Diversity of Cultural Industry

Young people who come to Jingdezhen to start their businesses call themselves “Jing Piao”, who come to Jingdezhen to achieve their dreams of becoming artists (Global Times© 2016) [18]. The mission of Taoxichuan is to create a dream making space for young people and a spiritual home for “Jing Piao” in the old factory area (Zou 2018) [19]. It is a place not only attracts tourists but also for young people to work and live. In addition to the billions of spaces that have provided jobs for artists, Taoxichuan also hosted a series of music events that appealed to young people in the city, turning the park into an open and shared music space. This activity attracts a large number of music fans, making Taoxichuan the birthplace of the new trend culture in Jingdezhen. Meanwhile, Taoxichuan also provides education and training, taking advantage of the local unique historical and cultural of ceramics production, and jointly with western ceramic art institutions to provide young people with such a unique cultural industry area that integrates tourism, education, entertainment, and life into China, which brings excellent ideas to other CIQ in future development and construction.

2.2.3 Promote Local Tourism and Economy

Zili Liu, the chairman of Jingdezhen Ceramic Culture Tourism Group, said that Taoxichuan was not created for tourism, but tourism is its target means. Taoxichuan According to the data in 2016, the investment in Taoxichuan Art Avune has exceeded 450 million yuan, more than 140companies have settled in, covering an area of 89,000 square meters, occupying more than half of the space, and the annual income is about 90 million yuan (Chinadaily 2016) [20]. In 2017, the annual operating income reached 580 million yuan and the total tax payment was 34.8 million yuan (Qiu and Wu 2017) [17]. It can be directly seen from the data that from 2016 to 2017, the development of Taoxichuan’s economic revenue increased almost 6 times,
which also contributed a considerable amount of tax revenue to the country.

2.2.4 Increase People’s Sense of Identity with The Jingdezhen City

Taoxichuan, as an open CIQ, meets the need for public space. The offerings in the quarters are targeted at the common public. The concrete benefits of public arts include bridge communication, historical awakening and identity (Tilley 2006) [21]. The design of park combines industrial, cultural heritage and modern design concepts, providing an experience of admiring a work of art for the tourists when they are walking in the quarters. The offerings in its Industry Heritage Museum contain a wealth of historical and cultural information. It represents the living conditions and spiritual outlook of ceramic producers of that era and the ceramic production level of Jingdezhen. Therefore, Taoxichuan builds a bridge to connect the past and now with history and technology. Through the landscapes in the quarters, the development status of Jingdezhen in a specific era is passed to the audience, providing a way for people to understand the culture of Jingdezhen, which can increase individuals’ sense of identity to the city. When the audience has a strong sense of belonging and identification with the culture, the cultural products and services embodied in this culture will bring additional economic and social benefits (Lv 2015) [22].

2.3 Issues Brought by The Development of Taoxichuan

Although the goal of Taoxichuan is to build a living place rather than a tourist area, it is inevitable that the cultural quarters needs to be commercialized enough to maintain the current cultural activities as a commercial consumption space (Zhang Zhaoxun 2019) [16]. This is also the problem that most CIQ will encounter at present. Taoxichuan encourages a large number of artists to settle down and create, but the relationship between some peripheral commodities and ceramics may not be obvious. In the long run, Taoxichuan may tend to be consistent with cultural industry parks in other regions, which is not conducive to the development of cultural industry diversification. Fortunately, the geographical location of Taoxichuan is Jingdezhen, which has a history of more than 1700 hundred years of ceramic manufacturing. The cultural characteristics of the city will be preserved and continued to the greatest extent. Besides, in China, Jingdezhen is the most developed area of ceramic culture. As a CIQ, Taoxichuan has a stronger competitive advantage because of its unique cultural field. However, fewer competitors may lead to a lack of consideration of the artistic works in terms of the art audience’s experience. For example, some exhibitions and activities held in Taoxichuan may neglect the experience of the audience. No matter from the public acceptance or the form of artistic function, it is just a simple expression of the creator’s artistic ideas, focusing on the expression of artists.

Overall, Taoxichuan is a quite successful cultural industries quarters in China, especially in education, cultural transmission and economic income. Majority of the impact that Taoxichuan brings to the locality is similar to the theories pointed out by the scholars, but the educational influence is extraordinary. In the future, it is going to build universities in the quarters. In addition to the pure artistic atmosphere, Taoxichuan is a major cultural project supported by the local government (Global Times 2016) [18]. At present, few scholars have studied the specific impact of education in Taoxichuan. At present, few scholars have studied the specific impact of education in Taoxichuan. As the most different and unique part from other CIQ, it is a precious issue for Taoxichuan to study. As the most different and unique part from other CIQ, it is a precious issue to study. Also, the commercialization of CIQ is a development trend, but how to control the degree of commercialization, and how to combine commerce and culture ideally is a critical research topic.

REFERENCE


